

City of College Park

Report on input and information from November 19, 2011 Route 1 Visioning and Information Session

**Report submitted on November 30, 2011 by
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facilitator**

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Part I. Summary of the November 19th Session

INTRODUCTION

City Councilwoman Christine Nagle initiated the idea of this session after several of her constituents kept asking about the status of several properties along the Route 1 Corridor. She approached the City of College Park Planning Department, who then hired Strategic Management Consulting, LLC to help plan and facilitate the session.

There were 2 purposes of this event:

- To educate residents on the status of several vacant properties along the 3.4 miles of US Route 1 in the City of College Park
- To gather input from residents on uses for specific properties along the corridor

Attendees were given index cards if they had questions or comments that could not be addressed for lack of time on the agenda. This report does not include the questions, as those are being answered by City of College Park staff. Any comments are listed in the notes and transcripts section of this report.

In general, questions and discussion during the session that could be heard are summarized in this report.

The agenda for the day can be found on **Attachment A**.

ATTENDEES

The session was advertised to the general public through the City of College Park website, and Councilwoman Nagle's outreach efforts. About 25 residents, several sitting City Council members, and members of the Press were in attendance. Three property owners were also present. The attendee list **Attachment B**.

The session was broadcast on the City's public television station, and live streamed on the internet. The podcast of the session is still available on the City's website http://collegeparkmd.gov/EconomicDevelopment/?page_id=1407

A survey was available on the internet between November 21st and November 28th for residents who were unable to make the session, and for attendees to add their additional opinions after the session. Eight residents responded to the survey.

PRESENTATION AND DISCUSSION

Overview of the 2010 Sector Plan, Community Legacy Application, and 18 Specific Properties

The City of College Park Planning Department staff presented on the current status of development along the Route 1 Corridor. The presentation was in several parts, and the power point presentation used is **Attachment D**:

A. Highlights from the Sector Plan approved in 2010. The City Planning staff provided an overview of the 2010 Sector Plan. The new Sector Plan is an update of the 2002 Sector plan. The Vision for this new plan was also outlined in a handout, which is **Attachment C**. In general, the new Sector Plan is designed

to transform “the US Route 1 Corridor from auto-dominated thoroughway to a series of vibrant, transit-oriented walkable nodes complemented by mid-rise, street oriented buildings and an urban boulevard.” (language from the Sector Plan page 42).

B. Details of the recent Community Legacy application. City of College Park staff provided an overview of the application to the State of Maryland’s Community Legacy program. The application was for a \$140,000 loan/grant combination to demolish three eyesore properties along the corridor and marketing of these properties and others for potential development. A portion of the funding would be paid back by the eventual property developer.

C. Details on 18 properties along the corridor. The City of College Park staff detailed the status of development of 18 sites along the Route 1 Corridor. The power point includes a slide per property which describes the address of the property, the property owner, current status (for sale or lease, etc), any approved site plans, obstacles to development and other pertinent information.

It seems from the comments from the audience that this information was very helpful, and should be available on the website on a regular basis.

Properties on this list range from properties that are dilapidated and have been vacant for years, to others who are in better shape and can be reused. Other properties can be assembled together if the right set of owners and circumstances occur. Others are in the process of redevelopment, while others have no development plans as of yet. The chart below places the properties listed in the various categories described in this paragraph.

Properties in development or planning stages	Vacant properties to potentially demolish through Community Legacy or other method	Properties with detailed site plans that have not been developed	Properties for sale
Cherry Hill Road and Autoville Drive	9339 Baltimore Avenue	4700 Edgewood Road	9592 Baltimore Ave (included in community legacy for marketing only)
9620 -9624 Baltimore Avenue (Marriott)	9091 Baltimore Ave – new contract	9122-9128 Baltimore Ave (Hillcrest & Lasicks sites) *	4300 Peru Road
9300 Baltimore Ave	8430 Baltimore Ave		9520 Baltimore Ave (Jordan Kitts Site) *
4700 Erie Street (Pregnancy Aid Centers recently purchased)			9205-9213 Baltimore Ave
8424 Baltimore Ave (former Varsity Grill)			8421-8429 Vacant Lot for Sale
8419 Baltimore Ave (new Best Western)			7201&7207 Baltimore Ave
8313 Baltimore Ave (new hotel with retail)			
East Campus			
7313 Baltimore Ave (leased to Naked Pizza)			
* Sites discussed more specifically later in the presentation and discussion			

After the presentation of the overview of the Sector plan, the Community Legacy application and the overview of development along Route 1, discussion and questions that came up include the following:

a. Transportation along the corridor, more importantly, traffic flow.

This comment/question generated a lot of discussion. The Facilitator added this issue to the “Parking Lot” to be addressed at another session, since it is not related to land use. The session proposed could be a follow up to work that has already been done. Three years ago, the City of College Park engaged in a detailed study and planning process for transportation. Some items in the plan are starting to be implemented. The plan can be found on <http://www.collegeparkmd.gov/Documents/Planning/Route%201%20Report%20final%2007%2014%2007.pdf>

b. Set backs

Some audience members were concerned about the buildings coming right up to the sidewalks, which hinders site, and in most cases parking.

c. Electric cables above ground

Audience members asked about the possibility of having a developer required to bury cables with new development (especially since it is not something that the State Highway Administration is willing to do). This needs further examination.

d. Specific questions about specific properties, including right of ways, traffic lights, and acquisition were also asked.

Presentation and Discussion on two specific areas along the Route 1 Corridor

A. The Autoville Walkable Node and Jordan Kitts site Presentation:

The Autoville Walkable Node includes existing businesses and some vacant properties. The area is just south of I-495. An aerial photograph of the area, with outlines of the properties is located in the attached power point.

The staff explained that according to the 2010 Sector Plan, a Walkable Node is an area that is transit oriented, mixed use, and pedestrian friendly. It also has a minimum residential density of 15 residences per acre, and a minimum of 45 jobs per acre. Ground floor retail and services are required.

In this particular Walkable Node, there are two properties for sale. The property of focus during the session is the Jordan Kitts site. This site used to be a music store which has 32,899 square feet of space that can also be used for office, retail, or warehouse space.

The properties to the north of the Kitts site allow for potential assembly to make the site bigger, which would allow for a larger redevelopment project on the sites.

The City of College Park staff wanted input on what the community wants on this site if it were to be reused, demolished and redeveloped, or assembled with the adjacent site.

Discussion:

Several ideas were generated regarding the Jordan Kitts site. Although it was a laundry list, the list below is categorized in the areas where the Planning Department needed input:

Reuse the Jordan Kitts Building:
Brew pub/Restaurant
Atomic Music
Y or Community Center
Joe's Movement Emporium type of organization
Library

Redevelop the site (demolish and rebuild)
Small shops at bottom level, with offices on the top
Bookstore
Coffee Shop
Bank (not drive through, since not allowed in the sector plan)
Dry Cleaner

Assemble adjacent property and redevelop/rebuilt all sites:
Senior Housing/Senior Center
Y or Community Center
Health Facility/Dr's Offices

In addition, audience members expressed the need to be mindful of the surrounding community, regarding hours of operation, traffic, environmental aspects, parking, etc).

Parking also came up as an issue, and a recommendation was made to make the Autoville Walkable Node area a "Parking District" which takes legislation through the City Council.

B. The Upper Midtown Corridor Infill area and Lasicks/Hillcrest site Presentation:

The Upper Midtown Corridor Infill area includes existing businesses and some vacant properties. The area is located just north of MD-193. The aerial photograph of this area, with outlines of all the properties is located in the attached power point.

The City Planning staff explained that according to the 2010 Sector Plan, Corridor Infill development must be primarily residential in nature, 2-4 stories only, connects to walkable nodes, and if parking is developed, it must be screened.

In this particular Corridor Infill area, there are 3 sites that have detailed site plans ready to expire at the end of 2012. Two of these sites are currently up for sale, and the other is under contract.

The discussion with audience members was focused on the Lasicks and Hillcrest sites, since there is currently no buyer, and the detailed site plan for each site is set to expire in 2012. The City Planning staff wanted information from the community about if the site plan expires, what they would like to see in a new plan so the staff could talk with potential buyers. A summary of that input is located in the "Discussion" section part c.

Discussion:

Audience members liked the already approved detailed site plan, which calls for ground floor retail and apartments. This site plan was developed with the approval of the surrounding neighborhood, and is very detailed.

Others voiced problems with the plan, including the fact that ground floor retail needs foot traffic, and that area does not generate a lot of foot traffic. There is also concern about parking.

If the detailed approved site plan expires (end of 2012) without being implemented, a new plan will need to be developed that complies with the new Sector Plan. That would mean the site could be similar to what was already planned, but add open space, and more residential.

CONCLUSION:

Audience members liked the information shared, and hoped that it can also be shared more frequently via the internet. In addition, audience members understand that Route 1 is a “work in progress” and there is always work to do and think about.

Part II: Transcripts of flip charts, notes, and survey responses

Flip Chart 1:

Jordan Kitts property

Healthcare facility/doctor's offices

Brew Pub/ Restaurant

Senior Housing/Senior Center

(be mindful of the surrounding neighborhood in terms of hours of operation, noise, traffic, environmental aspects, etc)

Community Center with meetings rooms, pool, etc (like a Y)

Joes Movement Emporium (or something like that)

Library

Church

Office Space

Atomic Music (was in College Park, left to expand, now in Beltsville)

Animal Hospital

Gym

Bank

Dry cleaner

Bookstore

Coffee Shop

Flip Chart 2:

Hillcrest/Lasicks property

Audience members favor the current detailed site plan

Negotiated extensively with residents

Made during old sector plan (any new one would have to comply with new sector plan)

The problems with this plan include no set backs (too close to Route 1, and it calls for ground floor retail, but that needs foot traffic, and there does not seem to be enough, so it may not work and may be the reason owners are not willing to buy this property and comply with the site plan)

If there needs to be a new site plan:

Must comply with current sector plan

Add more residence space

Add open space to any plan

Make similar to current plan with changes that comply with old plan

Parking Lot flip chart:

Transportation:

Need for a planning session because a lot of questions came up.

All modes to be discussed:

Busses
Super Stops
Traffic
Bike lanes
Sidewalks
Traffic lights

Building Set backs

Bury Electronic and Cable Lines Underground

Marketing Plan for the City

Comments detailed on the survey responses:

1. Do you have any comments or questions on the overview of the Sector Plan as described by the City of College Park staff? Please be as detailed as possible.

- The approved plan for a large office building at 2700 Edgewood Road is disastrous and should be seriously reconsidered. I say this because that intersection already fails for anyone coming off the highway at Exit 25B at almost any time of day. No more than three cars are ever able to make the left onto Edgewood when the green arrow is on; there have been times when I have literally been ten minutes late for work down the street at REI because I've been trapped in a long line of cars at that light. If a large office complex were actually constructed, and filled, at that location, the resulting traffic will be of nightmarish proportions and I would expect that would ultimately negatively effect the only two really large and successful businesses Northern College Park has with REI and MOMs. The space would be far better used in conjunction with the lot already purchased across the street by the Open Space Plan for a public park or demonstration garden -- something that would bring more foot and bike traffic but **not** more cars to that intersection! Furthermore it seems irrational to me to be planning **any** new projects on that side of Route 1 so long as there continues to be no safe way for pedestrians/cyclists to cross Route 1 from the Shoppers/Home Depot complex. Funds would be far better spent on a pedestrian overpass than some of the other rather grandiose ideas in the current Sector Plan.
- Preserve neighborhoods by lessening the encroachment of MUI zoning. Height limits should not exceed those defined in plan; we do not want walls on both sides of US-1. An obviously helpful solution is to inform residents of available public transit (a flyer in City's annual packet?) and then **PROVIDE SAFE CROSSINGS AT BUS STOPS** along US-1! Without crossings, only danger-seekers would use public transit because although you can get on a bus going one direction, you can't get off the returning bus without essentially taking your life in your hands. Some folks have tried it, and several have died trying!
- Has the council / anyone asked the question why the corridor is not sustaining businesses? Should this not be considered when formulating a Sector Plan? Is the city taking the easy way out and allowing / supporting development of residential or mixed use properties because they cannot figure out why the corridor does not sustain commercial development? Biggest problem in College Park is the dearth of businesses not housing. College town should have no problem supporting businesses if they are the right kind. A true walkable node would include employment. Why is the limit being drawn at commercial / retail? A true walkable node would allow someone to work and shop within walking distance of their home. Unlike the majority at the session, I

believe the sector plan needs to make more accommodation / consideration for public transportation and non-motor vehicle traffic

- I was disappointed to find out that Koons Ford has been purchased and will be a hotel. I understand that the city and residents can't always control the market, but the fact that many were unaware of this purchase indicates that I'm not getting information on a timely basis. I'd like to have my email address added to the list of those receiving development information. See below.

2. Do you have any questions or comments on the status of the Route 1 corridor development sites as presented by City of College Park Planning Department staff? Please be as detailed as possible.

- Why are there so many hotel plans? Who is seriously planning on visiting here? Are we building a casino for international travelers or something? Because that's the only possible way we could fill half the rooms that are being proposed in this town. A conference center is great, but you need attractions in the immediate area to back them up. DC has them. Baltimore has them. College Park does not, and I don't see the East Campus Development as a significant-enough draw to bring in that business.
- I think the city needs to be more realistic in light of the ongoing recession before it jumps in and starts planning so many enormous developments that in the end may not be filled with businesses. A look at how many of the properties listed have already had plans approved that then collapsed speaks to the need for extreme caution and slower, more restrained planning. There's no point in building office buildings that won't be fully rented or in demolishing and reconstructing more retail spaces when there are already so many vacant properties that cannot find tenants. I've worked in College Park since 1996 so my input is based on many years of experience as a commuter, employee, and customer of other stores in the City.
- There were many awful sites not addressed in discussion/presentation, i.e., Madam Flora, & brick house nearby; former Barefeet shoes location & parking lot behind, I'm disappointed that Koons Ford will not be re-used creatively -- instead we'll get another non-useful big building hotel... Next to a smaller one and not far from a planned one at East Campus, plus Comfort Inn, re-builds of 3 hotel/motels on east side of US-1 north of Cherokee & longer-stay Marriott coming at north end. Will we become a hotel & student high-rise city, with residents gaining nothing?
- In relation to anything along Route 1, the term "walkable node" is a misnomer. I live across Rt. 1 from the proposed Autoville "walkable node". I do not drive so I walk everywhere. Walking anywhere on Rt. 1 is taking your life into your hands. It is nearly impossible to cross Rt. 1 even at the traffic lights. The only patrons of the retail establishments in the Autoville "walkable node" will be the people that live above the stores or people that drive there. Parking will be required; do not issue any exemptions from parking requirements. Few go anywhere without driving that is why so many people at the session griped about transportation problems. I bet none of them carpool; they probably drive to a gym to walk on a treadmill???
- I know it isn't always possible, but I'd like to see more development of existing sites instead of redevelopment.
- The challenge is to attract business uses that are profitable to the business or developer. Many ideas I heard did not seem practical in terms of market, revenue, feasibility. For instance, a senior center will be a revenue hole, not a source of income, and the last place I think a senior would want to live is on US 1. As for US 1 transportation, don't sideline the bike lanes, keep them as part of the road improvement. Bus pulloffs that allow easier merging into traffic lanes really should be included to alleviate traffic concerns; WMATA is whining about the problems. A

parking district should be pursued with potential developers as it helps them and the City. Do not forget US 1 shuttle service; rebrand The Bus route 17 as CP City Shuttle.

3. Given the presentation on the status of the Autoville Walkable Node, what are the types of uses you'd like to see there? List suggestions for (a) if the building known as Jordan Kitts is reused, (b) if the building is demolished and another is built, and (c) if this site is assembled with the adjacent sites as described by the planning staff. Please be as detailed as possible.

- Here's another place for re-use. Brew-pub idea is a tantalizing one, as it would serve many groups -- ELIGIBLE students, residents, "Cafe Scientifique" type meetings, and perhaps private party areas. Parking will be the BIG PROBLEM here, as a successful pub would draw lots of regional business. Creative ideas should be considered to provide parking garage that would serve such a pub and the businesses that are intended to be added in front of Mazza Grandmarc. "Pads" would not be best use; rather a line of attractive smaller shops that could be rented/purchased by local businesses, such as specialty dress shop, gift type shop, crafts/arts space; with possible second floor offices for professional services. Think more like some Montgomery County shopping areas, where garage is hidden and multiple shores are short walking distances. REUSE is cheaper and more likely within reach of users. ASSEMBLAGE favors big business and makes rents too high that only financially BIG chain stores can enter because rents are so high. Then College Park would be like every other place in the US, with the same stores, same restaurants, etc. Is that the kind of College town we really want?
- Brew pub, brew pub, brew pub... Or some other kind of restaurant. A biotech research and development firm working in concert with UMd, FDA and/or USDA
- I'd like to support the idea of a Brew Pub. Redevelopment should be of the character that is of interest to both students and contiguous neighbors. It would also be nice to have some parking there.
- Medical offices at the rear, mixed in with small retail, with regular office on upper levels. Places of worship do not bring in revenue or property taxes, may not even be able to afford to buy the property, should not be pursued. A multifloor retail is also a good possibility, such as a bookstore with several levels. Since the property is set lower than street level, consider parking on the lower level built into the new structure, with street level entrance, such as a pedestrian bridge, to the first level of retail. Consider uses that would attract those in the Mazza property behind it, since it is walkable.

4. Given the presentation about the Upper Midtown Corridor Infill area, please detail what uses you'd like to see on the sites known as the Lasick/Hillcrest (West side of US 1) and Katz (East side of US 1) properties. For the Lasick/Hillcrest site please list ideas for (a) each site if they are kept as separate parcels and (b) the entire area if both properties are assembled together, or indicate if you support the approved Detailed Site Plan currently in place as described by the planning department staff. For the Katz site please indicate if you support the approved Detailed Site Plan currently in place or would like to see a new proposal. Please be as detailed as possible.

- I'd like to see them build a plaza for small local businesses in that location, something like a Savage Mill project. With adequate parking, and a bus stop, and housing within walking distance. If you had 10-20 small businesses operating in one location that way, you might go a long way to creating interest in other nearby areas. If I was going to create a TIF-funded project in this city, that's the type of thing I'd look into doing. No, it's not as sexy as a big campus-developer thing with a Birchmere, but it does address the blight problem along Route 1, which is why TIFs exist, in the first place. We don't need bigger projects, we just need to better-align businesses here with the existing population.
- Professional offices and retail. No multi story buildings.
- I favor usage of current DSPs for both sites, with minor modifications. Perhaps a reduction in commercial space, conversion to office space, or to community-use gym, library, etc., could make it more convenient/useful to local residents and lower the need for added parking. Also, it would help to reduce estimated traffic in that mini-area. The signal and Cherokee is a MUST to be retained in any case, otherwise this will become one of the most dangerous intersections along the City's portion of US-1.
- Brew pub, brew pub, brew pub... Or some other kind of restaurant(s). A biotech research and development firm working in concert with UMd, FDA and/or USDA.
- I would like to keep the Lasick/Hillcrest proposal as is. If that is not possible, I'd like to see the properties assembled for either residential or office use. I'd also like to see a new proposal on the Katz site.
- For west side merge the parcels to make more attractive to developers; if possible include the paint store property, too, to get continuous street frontage. Retail would be good, but residential better, as it would mesh better with the uses to the rear. For the east side, try to find a developer to implement the existing DSP. If one cannot and retail is the obstacle, go with only residential, but at a lower density and keeping setback to the neighborhood.

5. What other questions, comments, suggestions do you have?

- Someone in the City must someday come to the realization that even a re-do of US-1 (whenever that may occur within the next century or two) will NOT ADD CAPACITY. All the development plans in these visions WILL add traffic; a certainty. Yes, some bus route consolidation, information to residents on routes, etc., might help. BUT no one is going to plan to shop and carry much on public transit. If we plan to support business development, there are two needs that must be met: PARKING and TRAFFIC LESSENING. Controversial as I know it has been for some recent years, there was a time not so long ago when the City actually SUPPORTED a road to be built directly from the I-95 interchange at Beltway to the UMD campus. Such a road was #1 priority of Prince George's County at the time. Even Governor Glendenning supported it. Local politicians played tricks to make it so expensive that it was placed off budget, and games continue to be played with State efforts. SHA knows that such a road is essential to handling even CURRENT TRAFFIC LOAD, much less anticipated increases in traffic from expected growth. If we're serious about adding more residential space onto US-1, it is even more necessary that traffic be reduced, or developers will be unable to sell or rent such properties. Also, such a road would take thousands of student and sports fans and UMUC users/students OFF of area roads at many times during the days (including weekends!). City residents would have more usage of Rtes. 193, US-1, Adelphi Road, and Metzertott Road, which would allow local users/customers to actually WANT to come to College Park and become customers at all of these newly envisioned shops & services. And this survey doesn't even touch on the huge impact that UMd's East Campus development will mean for area roads... So, a parallel road for Campus-only users seems like a

win-win, good deal for the City, and one that must be revisited if all of these continual visioning processes are to come to any good fruition. When will City come BACK to its senses? Actually, my view is that our blocking this road has actually had the effect of blocking development along US-1 as well.

- This is always a moving target, so I believe it's important to keep citizens as up to date as possible.

Attachments

- A. Agenda for the day
- B. Attendee list
- C. Visions from the 2010 Sector Plan
- D. Power point of presentation at November 19th Session

**City of College Park
Route 1 Site Specific Visioning Session
November 19, 2011**

Agenda

Purpose:

- **To review the status of redevelopment sites along the Route 1 Corridor with residents**
- **To collect feedback from residents on their vision for specific development opportunities**

Registration, networking, coffee	8:30am-9:00am
I. Welcome and Introductions <i>Councilmember Christine Nagle</i>	9:00am-9:05am
II. Overview of the Process and Goals for the Day <i>Councilmember Christine Nagle</i> <i>Odette Ramos, Facilitator</i>	9:05am-9:10am
III. Overview of Sector Plan <i>Terry Schum, Director of Planning</i>	9:10am-9:20am
IV. Community Legacy Application <i>Terry Schum, Director of Planning</i>	9:20am-9:25am
V. Update on Route 1 Properties of Interest <i>Michael Stiefvater, Economic Development Coordinator</i>	9:25am-10:00am
VI. Discussion of Near-term Redevelopment Opportunities Explanation of Process	10:00am-10:05am
Area 1: Autoville Walkable Node	10:05am-11:00am
Area 2: Northern Corridor Infill site	11:00am-11:45am
VII. Summary and next steps	11:45am-12:00pm

Attachment B: Attendee list (based on the sign in sheet at the November 19th event)

Jerry Anzulovic
Susan Connor
Matthew Byrd
Richard Biffel
Vipul Patel
Robert Weber
Daniel Hayes
Mark Shroder
Kelly Lueschow-Dineen
Justin Clarke
Bob Schnabel
Mary Cook
Darlene Duchene
Bob Duchene
Thomas Stokes
Robert Swanson
Joan Carol Poor
Bob Seward
Jim Saura
Judith Wang
Alan Hew
Robert Boone
Doug Hamilton
Stef McLaughlin
Chrissy Rey
Fazlul Kabir (Incoming Councilmember)

Councilmembers

Patrick Wojahn
Stephannie Stullich
Denise Mitchell
Marcus Afzali

Media

Shannon Hoffman – College Park Patch
Jim Bach – Diamondback
Holly Nunn - Gazette

Presenters

Christine Nagle, Councilmember
Terry Schum, Director, Dept. of Planning, Community and Economic Development
Michael Stiefvater, Economic Development Coordinator
Odette Ramos, Facilitator

Vision Statements

The Preliminary Central US 1 Corridor Sector Plan and Proposed Sectional Map Amendment (SMA) envisions a transformation of the US 1 Corridor from an auto-dominated thoroughway into a series of vibrant, transit-oriented, walkable nodes complemented by mid-rise, street-oriented buildings and an urban boulevard. This chapter provides a holistic overview of the plan's guiding principles and elements envisioned in a new US 1 urban boulevard.

Vision 1: Improved Mobility Through Walking, Transit, and Biking

Walkable nodes are active, mixed-use destinations that are designed for pedestrians. Street design and building form work together to enhance the pedestrian experience and encourage more walking, transit use, and bicycling. Additionally, urban walking and biking trails connect the US 1 Corridor to Paint Branch Trail and connections beyond.

Vision 2: Unique, Walkable Nodes along US 1

Each new walkable node is located around a transit stop, conveniently connecting pedestrians to the wider transit network. Bus services are simplified and branded to promote higher usage. New development within walkable nodes responds to the scale and character of surrounding neighborhoods.

Vision 3: Enhanced Sense of Place

A renewed focus on College Park's existing assets promotes a stronger sense of place. Local businesses, improved bus service, agriculture, and parks are promoted and celebrated. Neighborhoods are connected to parks, trails, retail centers, Metro, and the University of Maryland through transit and urban trails.

Vision 4: Sustainable Urbanism and Celebrating Natural Resources

Sustainable urbanism focuses on the symbiotic relationship of the natural and built environment. The Central US 1 Corridor Sector Plan strives for the integration of walkable and transit-served urbanism with high-performance, energy-efficient buildings, environmentally-sensitive infrastructure, and an accessible park system.

Vision 5: Reformed Development Regulations

Alternative solutions to the county's existing zoning code, such as form-based codes, can provide desirable, predictable development that is closely tied to the physical vision outlined by the community.

Vision 6: An Exemplary College Town

Together, the county, The Maryland-National Capital Park and Planning Commission (M-NCPPC), the City of College Park, and the University of Maryland (UMD) have the resources to foster an exemplary college town that improves the quality of life for residents, attracts top-quality students, and inspires visitors.

Attachment D: Power point presentation used during November 19th Session

What's Your Vision for Route 1? November 19, 2011



Today's Goals

- Review information with residents on the status of redevelopment sites along Route 1
- Collect feedback from residents on their vision for specific development opportunities

Agenda

- Overview of 2010 Sector Plan
- Community Legacy Application
- Update on Properties of Interest
- Discussion of Near-term Development Areas

Overview of Route 1 Sector Plan

Six Visions

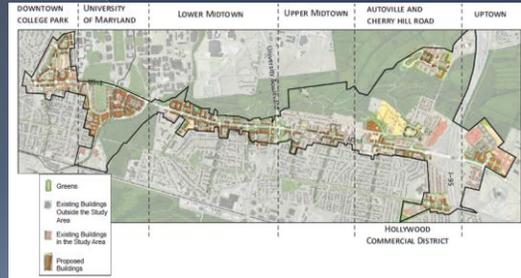
- Improved Mobility
- Unique, Walkable Nodes
- Enhanced Sense of Place
- Sustainable Urbanism
- Reformed Development Regulations
- An Exemplary College Town



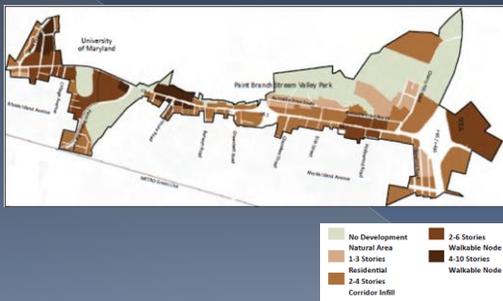
Land Use and Urban Design Goals

- Transit-Oriented Development
- Increase residential density through varied housing
- Foster relationship between natural and built environment
- Reconstruction and beautification of US 1
- Encourage the highest-quality development
- Preserve character of residential neighborhoods
- Create attractive and vibrant gateway
- Incorporate new civic spaces and plazas

Plan Areas



Development Pattern and Character



Development District Standards

- Building Form
- Parking
- Architectural Elements
- Sustainability and Environment
- Streets and Open Spaces



Community Legacy Application

- Community Legacy provides resources to assist the revitalization efforts of local governments
- Applied for \$140,000 on October 26th
- Demolition of three dilapidated properties
- Marketing materials for five opportunity sites
- Recipients will be chosen in early 2012

Route 1 By The Numbers

- **3.4** Miles
- **118** Property Owners
 - > Downtown: 26
 - > Lower Midtown: 35
 - > Upper Midtown: 51
 - > Uptown: 6
- **219** Businesses
 - > Downtown: 85
 - > Lower Midtown: 54
 - > Upper Midtown: 60
 - > Uptown: 20

Update on Properties of Interest

Upper Midtown

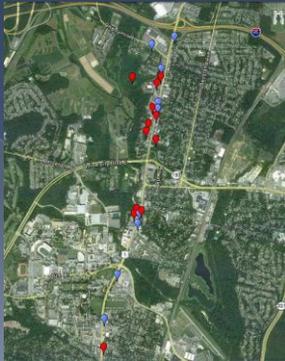
- 4700 Edgewood Road
- Cherry Hill Road and Autoville Drive
- 9620-9624 Baltimore Avenue
- 9592 Baltimore Avenue
- 4300 Peru Road
- 9520 Baltimore Avenue
- 9339 Baltimore Avenue
- 9300 Baltimore Avenue
- 4700 Erie Street
- 9205-9213 Baltimore Avenue
- 9128 Baltimore Avenue
- 9122 Baltimore Avenue
- 9091 Baltimore Avenue

Lower Midtown

- 8430 Baltimore Avenue
- 8424 Baltimore Avenue
- 8421-8429 Baltimore Avenue
- 8419 Baltimore Avenue
- 8313 Baltimore Avenue

Downtown & University of Maryland

- East Campus
- 7413 Baltimore Avenue
- 7201-7207 Baltimore Avenue



4700 Edgewood Road ZH Investments

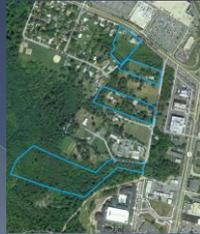
- Vacant house remains
- Approved Detailed Site Plan through 2012 for a 22,000 SF office building
- No timeline for construction
- M-U-I zoning with certain uses prohibited



Cherry Hill Road & Autoville Drive

Kenneth H Michael & Cherry Hill College Park LLC

- 10.66 Acres
- Owner is considering a variety of development options
- M-U-I zoning on northern properties
- R-10 zoning on southern property



9620 & 9624 Baltimore Avenue

Naginbhai & Indumati Patel

- Detailed Site Plan approved in October 2010 for TownePlace Suites
- 75-room extended stay hotel operated by Marriott
- Applicant is in process of obtaining building permits



9592 Baltimore Avenue

Ralph Flanagan

- Former Dirt Shop and Cycle Accessories
- Vacant since 2009
- For sale at \$669,000
- Included in Community Legacy for marketing only
- M-U-I zoning
- 0.20 Acres



4300 Peru Road

Barbara W Duchene Trust

- Available for sale
- R-10 zoning
- 4.82 Acres



9520 Baltimore Avenue

Jordan-Kitt Music Inc.

- For sale at \$2.7 million
- Also available for lease
- M-U-I zoning
- 1.66 acres
- 38,229 SF building



9339 Baltimore Avenue

Enterprise Rent-A-Car of Maryland

- Former A1 Waterbeds
- Owner does not have plans for the property at this time
- Included in Community Legacy for demolition
- M-U-I zoning



9300 Baltimore Avenue

Four Thousand Four Branch Avenue LLC

- Prior seasonal use by Halloween Central
- Recently leased by furniture store
- Owner previously considered redevelopment plans
- M-U-I zoning
- 1.74 Acres



4700 Erie Street

Pregnancy Aid Centers Inc.

- Sold in August for \$1.35 million
- Former Compassion Center
- New owner has not started renovations
- New location will compliment existing services at 4809 Greenbelt Road building



9205-9213 Baltimore Avenue

Hoang V Do

- ◉ Former Dinette Gallery
- ◉ For sale at \$950,000
- ◉ 9213 Baltimore is for lease
- ◉ M-U-I zoning
- ◉ 0.34 Acres



9122-9128 Baltimore Avenue

*University House at Hillcrest LP
Helen A Lasick LLC*

- ◉ Hillcrest demolished in 2005
- ◉ Lasick's burned down in 2004
- ◉ Redevelopment plans fell through in 2009
- ◉ Both currently for sale
- ◉ Existing Detailed Site Plan for 200 units and 25,000 SF of retail through 2012
- ◉ Both included in Community Legacy for marketing only
- ◉ M-U-I zoning
- ◉ Total of 3.78 Acres
 - > 9122 Baltimore – 2.52 Acres
 - > 9128 Baltimore – 1.26 Acres



9091 Baltimore Avenue

Norman H Katz Estate

- ◉ Former Mandalay Restaurant
- ◉ Vacant since 2006
- ◉ Redevelopment plans fell through in 2009
- ◉ Currently under contract
- ◉ Existing Detailed Site Plan for 160 units and 41,000+ SF of retail through 2012
- ◉ Included in Community Legacy for demolition
- ◉ M-U-I zoning
- ◉ 4.4 Acres



8430 Baltimore Avenue

MR Northgate I LLC

- ◉ Redevelopment plans stalled in 2007
- ◉ Auction in May 2010 resulted in no bids
- ◉ Not currently on the market
- ◉ Lehman Brothers asset
- ◉ Included in Community Legacy for demolition and marketing
- ◉ M-U-I zoning
- ◉ 1.05 Acres



8424 Baltimore Avenue

BLR Investments LLC

- Former Varsity Grille
- Recently signed Letter of Intent with a 24-hour national restaurant
- 5,500 SF building
- Located on same parcel as Taco Bell



8421-8429 Baltimore Avenue

Solomon Bekele

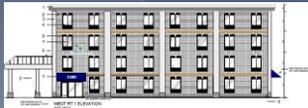
- Vacant land for sale
- North of College Park Motel
- M-U-I zoning
- 0.54 Acres



8419 Baltimore Avenue

Vasu LLC

- College Park motel was recently demolished
- Construction expected to begin soon on 50-suite Best Western hotel
- Estimated completion in September 2012



8313 Baltimore Avenue

Crown Real Properties, LLC

- Former Koons Ford
- Redevelopment plans are underway by Keane Enterprises
- 150 hotel rooms with 25,000 SF of retail
- M-U-I zoning
- 1.85 Acres



East Campus

University of Maryland

- Cordish Companies is the lead developer
- Initial phase is expected to contain a conference hotel, restaurants, and Birchmere venue
- 38 Acres



7313 Baltimore Avenue

Hollis W Renfrew

- Leased to Naked Pizza
- Opening date has not been set
- Renovation has not started



7201 & 7207 Baltimore Avenue

Douglas V Hall

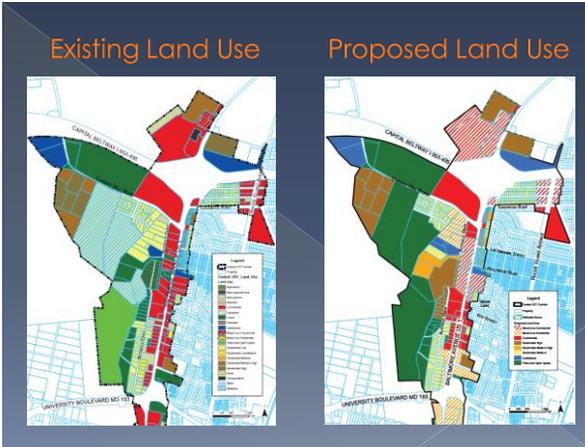
- Buildings for sale together at \$2.2 million
- M-U-I zoning
- 0.60 Acres



Discussion of Near-Term Development Opportunities

1. Autoville Walkable Node
 2. Upper Midtown Corridor Infill
- Background Information
 - Options for reuse or redevelopment





What is a Walkable Node?

- Pedestrian-friendly, transit-oriented, mixed-use
- Minimum residential density of 15 units per acre
- Minimum employee density of 45 per acre
- Required ground floor retail and services

Autoville Walkable Node Overview

- 1/3-mile in length
- Total of 21.42 Acres
- 22 different owners
- M-U-I zoning
- Two properties are currently for sale
- Recently completed Mazza Grandmarc



Development Opportunity:

Jordan Kitts Site

- Option 1: Reuse Existing Building
- Option 2: Redevelop Site Only
- Option 3: Assemble and Redevelop

Option 1: Reuse Existing Building

- 38,299 SF building
 - Mix of office, retail, and warehouse space
- Two stories
- M-U-I zoning



Option 2: Redevelop Property

- 1.66 Acres
- M-U-I zoning
- Hyundai dealership to south
- Potential commercial development to north



Option 3: Assemble and Redevelop

- 4.59 Acres
- M-U-I zoning
- Hyundai dealership to south
- Mazza apartments to west



What is Corridor Infill?

- Develop primarily residential character
- Range of building types
- Easy accessibility to nearby goods and services
- Locate parking mid-block and screen visually from street
- Expand sidewalks
- 2 – 4 stories along the corridor
- Connect to walkable nodes and existing neighborhoods

Upper Midtown Corridor Infill

- Total of 14.04 Acres
- Seven different owners
- M-U-I zoning
- Existing Detailed Site Plan for 360 residential units and 66,000 SF of retail on properties in red



Upper Midtown Illustrative



- General Recommendations**
- Provide open space in the form of a landscaped central green
 - Street trees contribute to the sense of place & movement
 - Mid-story, mixed-use buildings along edge of a green edge
 - Promote building along both corridors and intersections with parking
 - On-street parking preferred
 - Shared parking at entrances reduce the footprint in public spaces
 - Mid-block parking
 - Mid buildings within the street edge and on the corner of "open air" street
 - Mid buildings create a transition to the existing neighborhood landscape and support mid-scale and character
 - Mixed-use buildings require single use
 - The architecture surrounding the green edge is three and four stories
 - A public network provides multiple routes to destinations and recreation
 - A walkable center includes mid-rise, multi-use, pedestrian, shopping and gathering spaces
 - New lot connections link US 1 and the Park Street lot
 - Provide transit stop location

- Green
- Existing Buildings Outside the Study Area
- Existing Buildings in the Study Area
- Proposed Buildings

Development Opportunity: Former Mandalay, Hillcrest, and Lasick's Sites

- Option 1: Develop Approved DSP's
- Option 2: Develop New Proposals
 - > Option 2-A: East of Route 1
 - > Option 2-B: West of Route 1 combined
 - > Option 2-C: West of Route separately

Option 1: Develop Approved DSP

East Side – Former Mandalay Building/Lot

- Redevelopment plans fell through in 2009
- Currently under contract
- Existing Detailed Site Plan for 160 units and 41,000+ SF of retail through 2012
- M-U-I zoning
- 4.4 Acres



Option 1: Develop Approved DSP

West Side – Former Hillcrest/Lasick's

- Redevelopment plans fell through in 2009
- Both currently for sale
- Existing Detailed Site Plan for 200 units and 25,000 SF of retail through 2012
- M-U-I zoning
- Total of 3.78 Acres
 - > 9122 Baltimore – 2.52 Acres
 - > 9128 Baltimore – 1.26 Acres



Option 2-A: Develop New Proposals

East Side of Route 1

- Currently under contract
- M-U-I zoning
- 4.4 Acres



Option 2-B: Develop New Proposals

West of Route 1 combined

- Both currently for sale
- M-U-I zoning
- Total of 3.78 Acres
 - > 9122 Baltimore – 2.52 Acres
 - > 9128 Baltimore – 1.26 Acres



Option 2-C: Develop New Proposals

West of Route 1 separately

- ◉ Both currently for sale
- ◉ M-U-I zoning
- ◉ Total of 3.78 Acres
 - > 9122 Baltimore – 2.52 Acres
 - > 9128 Baltimore – 1.26 Acres



Closing Items

- ◉ Watch the presentation online:
 - > www.collegeparkmd.gov
- ◉ Take our survey:
 - > www.surveymonkey.com/s/KGSDYMX
 - > Open through November 28th
- ◉ View the PowerPoint:
 - > Economic Development page of city website
 - > Posted under news section