

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

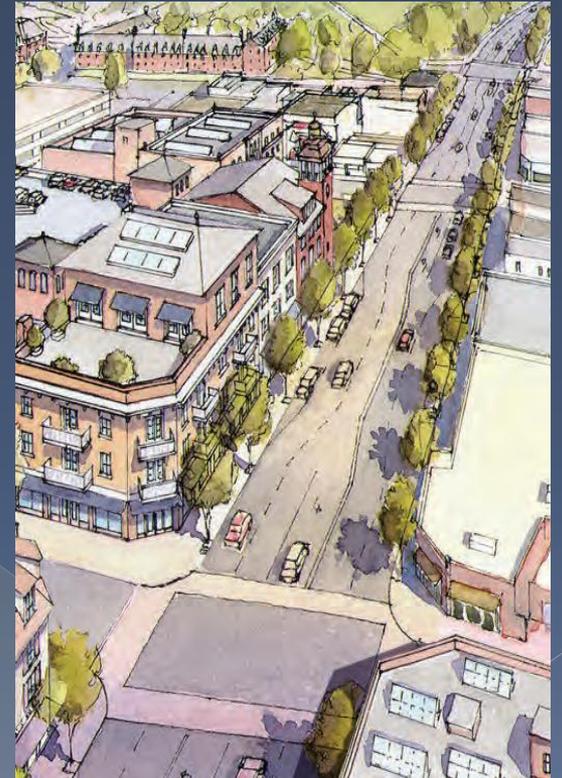
Agenda

- 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

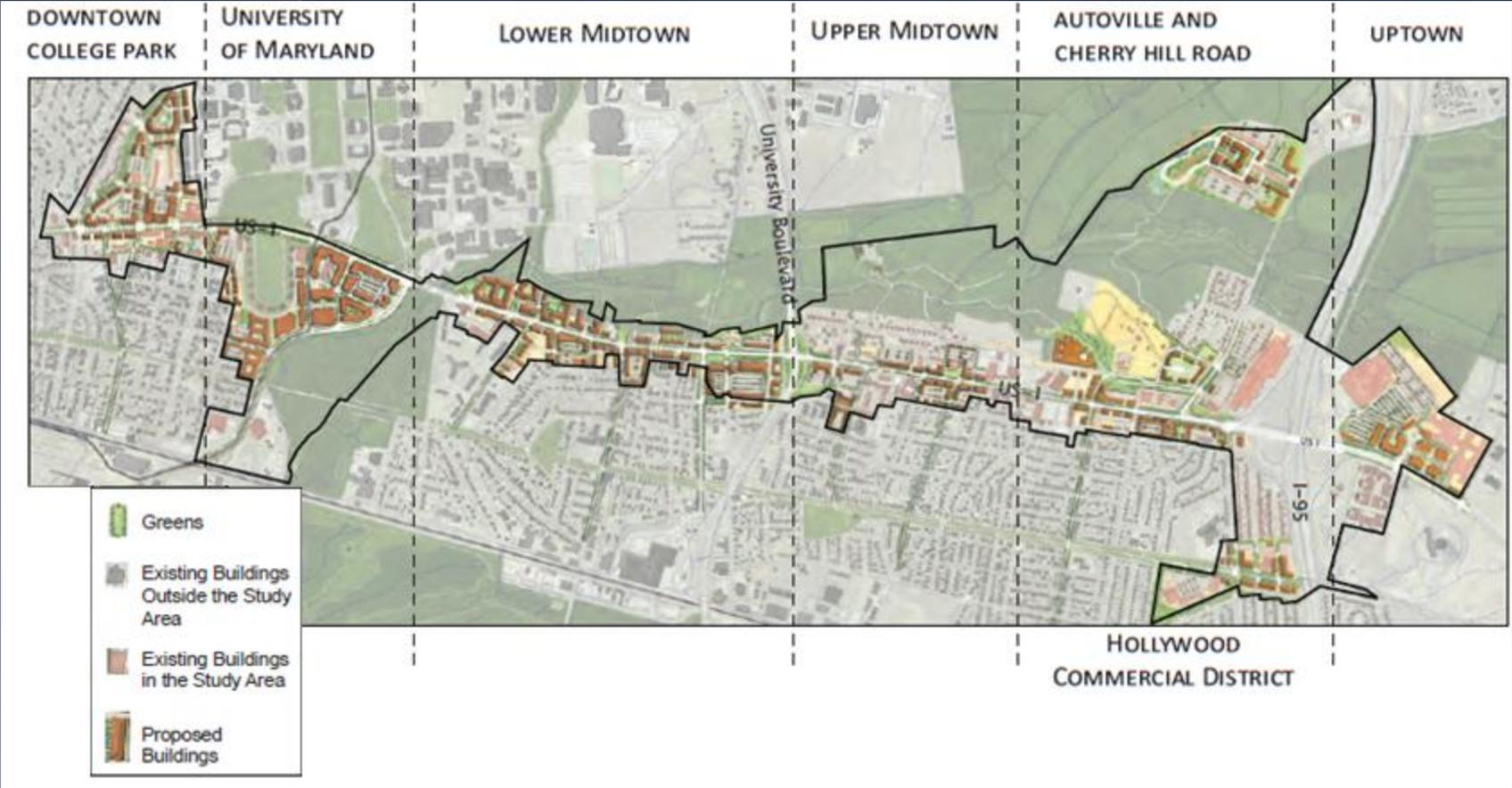
- Improved Mobility
- Unique, Walkable Nodes
- Enhanced Sense of Place
- Sustainable Urbanism
- Reformed Development Regulations
- An Exemplary College Town



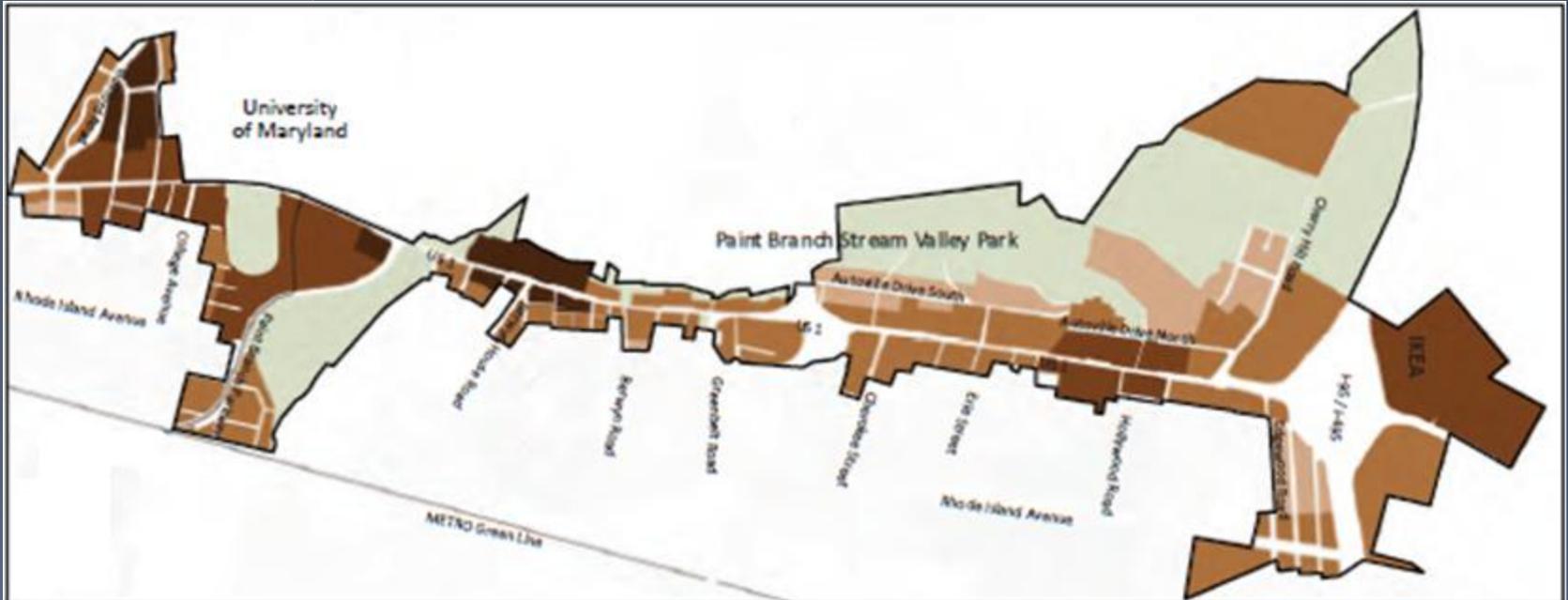
Land Use and Urban Design Goals

- 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

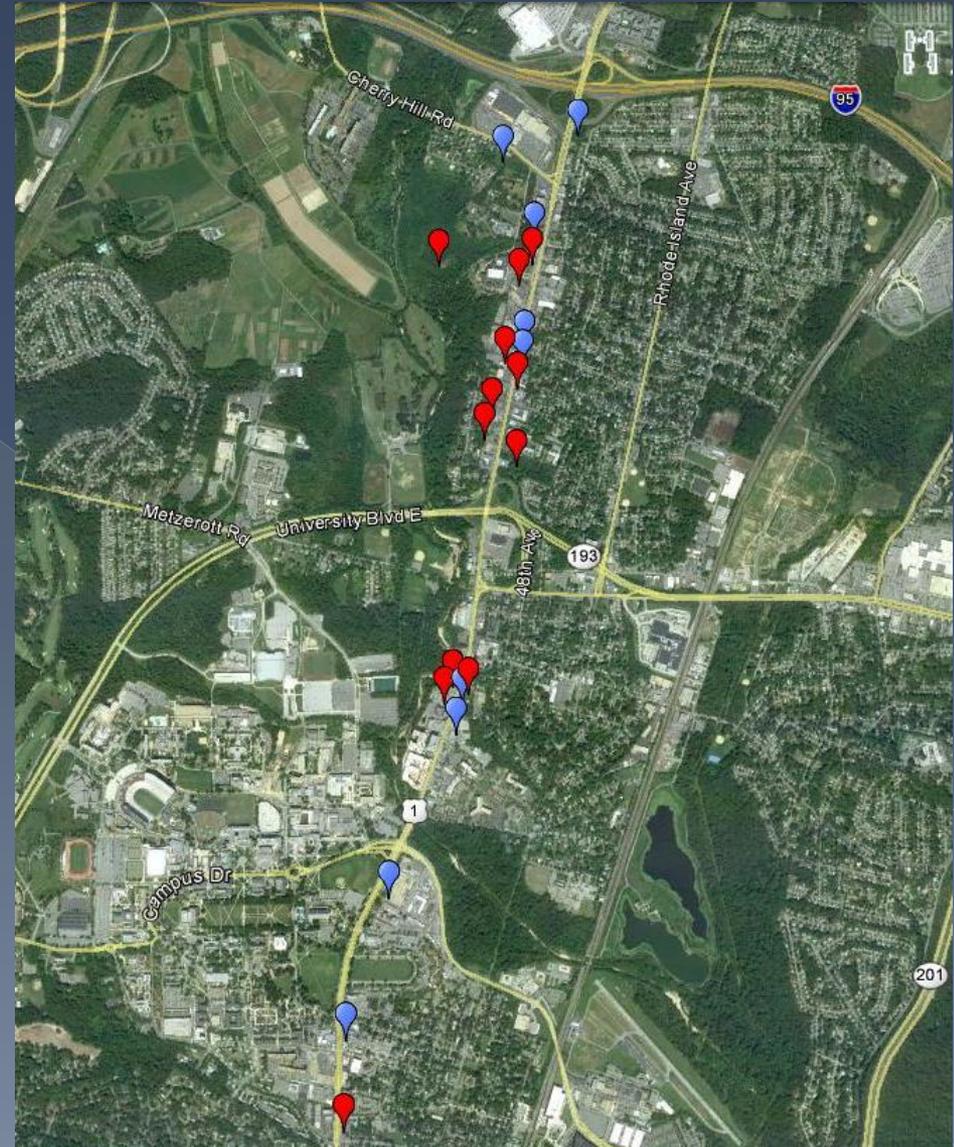
- 4700 Edgewood Road
- Cherry Hill Road and Autoville Drive
- 9620-9624 Baltimore Avenue
- 9592 Baltimore Avenue
- 4300 Peru Road
- 9520 Baltimore Avenue
- 9339 Baltimore Avenue
- 9300 Baltimore Avenue
- 4700 Erie Street
- 9205-9213 Baltimore Avenue
- 9128 Baltimore Avenue
- 9122 Baltimore Avenue
- 9091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

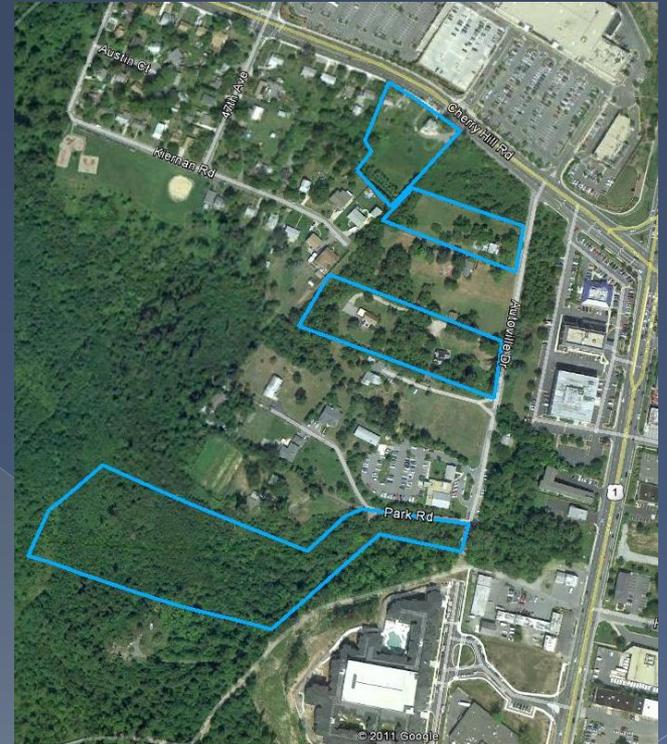
- Vacant house remains
- Approved Detailed Site Plan through 2012 for a 22,000 SF office building
- No timeline for construction
- M-U-I zoning with certain uses prohibited



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

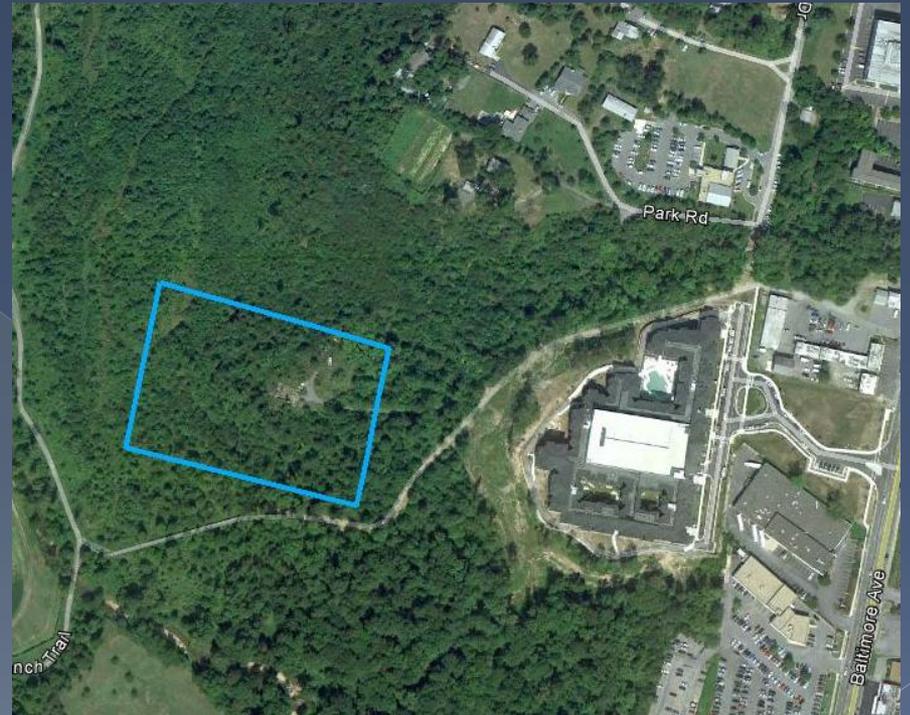
- Former Dirt Shop and Cycle Accessories
- Vacant since 2009
- For sale at \$669,000
- Included in Community Legacy for marketing only
- M-U-I zoning
- 0.20 Acres



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

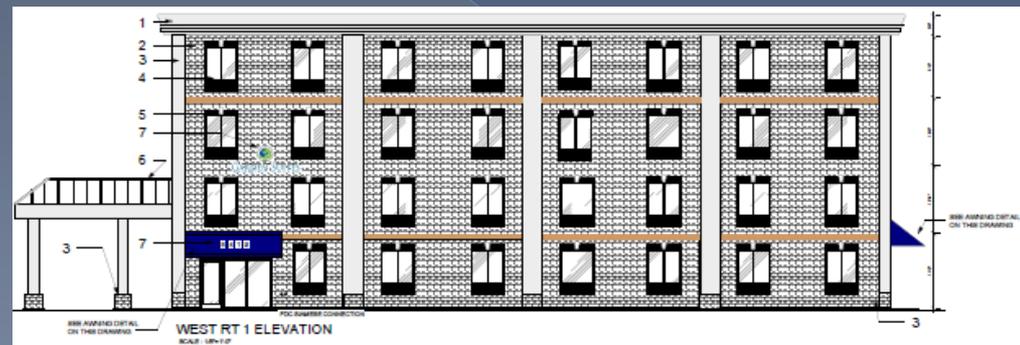
- Vacant land for sale
- North of College Park Motel
- M-U-I zoning
- 0.54 Acres



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

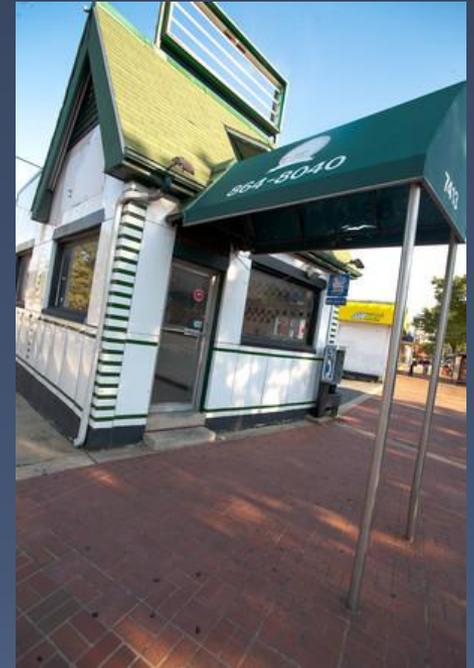
- Cordish Companies is the lead developer
- Initial phase is expected to contain a conference hotel, restaurants, and Birchmere venue
- 38 Acres



7313 Baltimore Avenue

Hollis W Renfrew

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



7201 & 7207 Baltimore Avenue

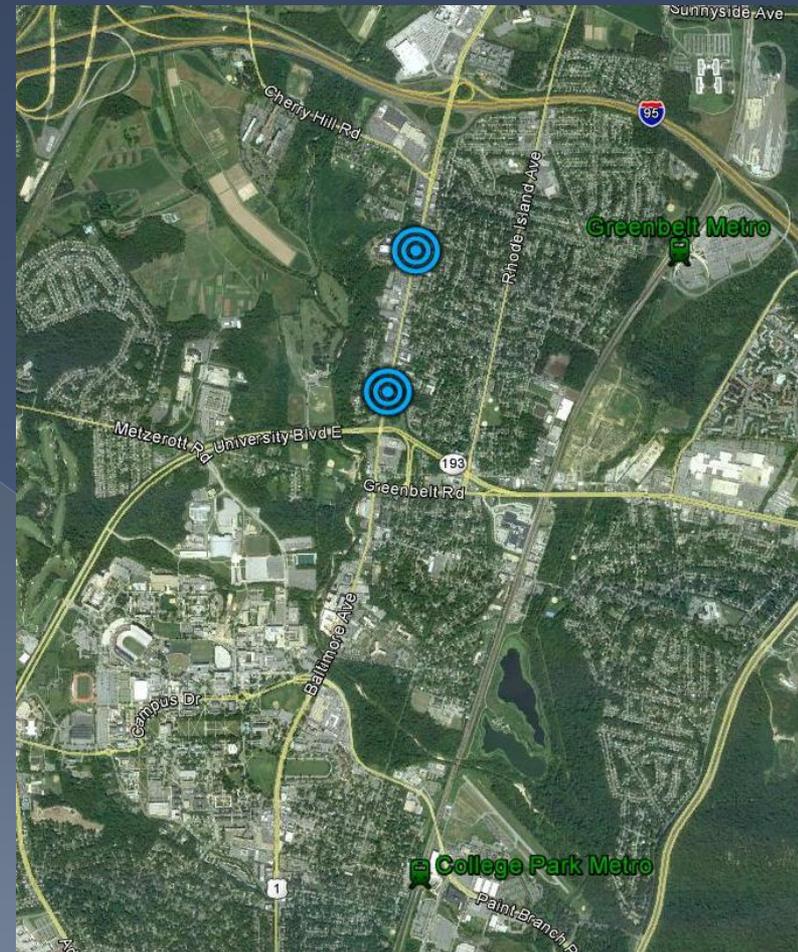
Douglas V Hall

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

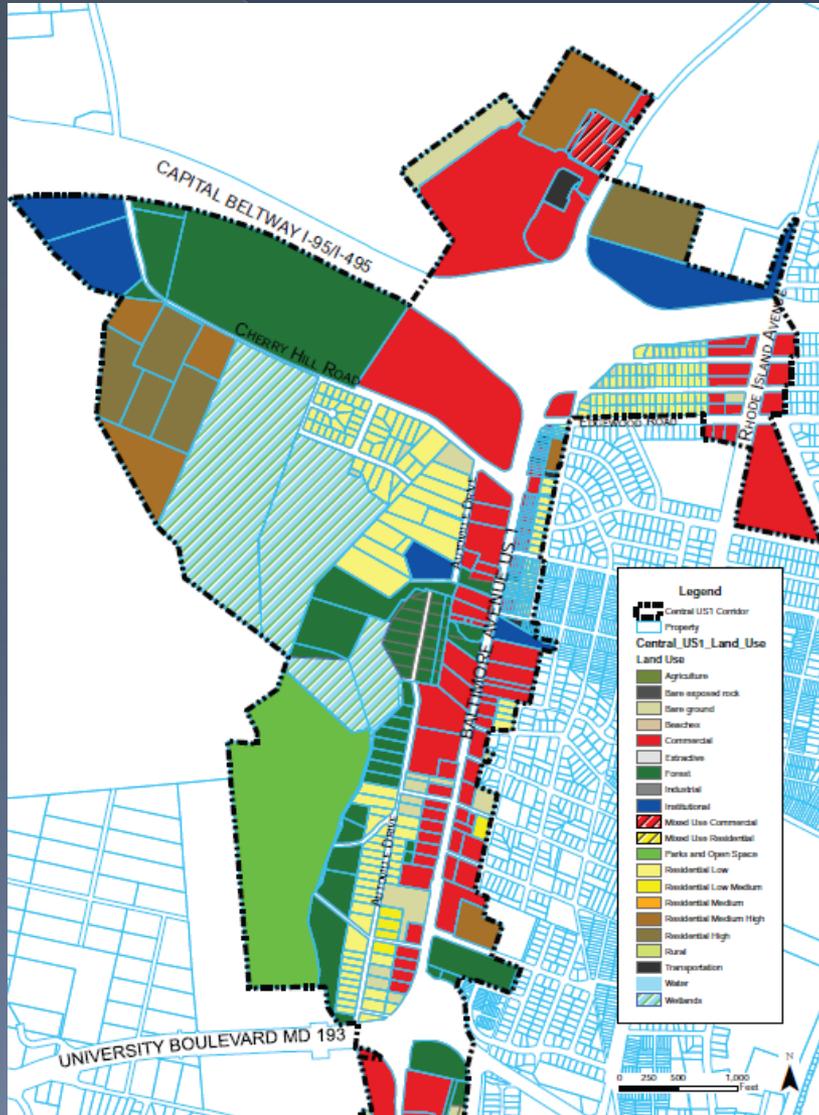


Discussion of Near-Term Development Opportunities

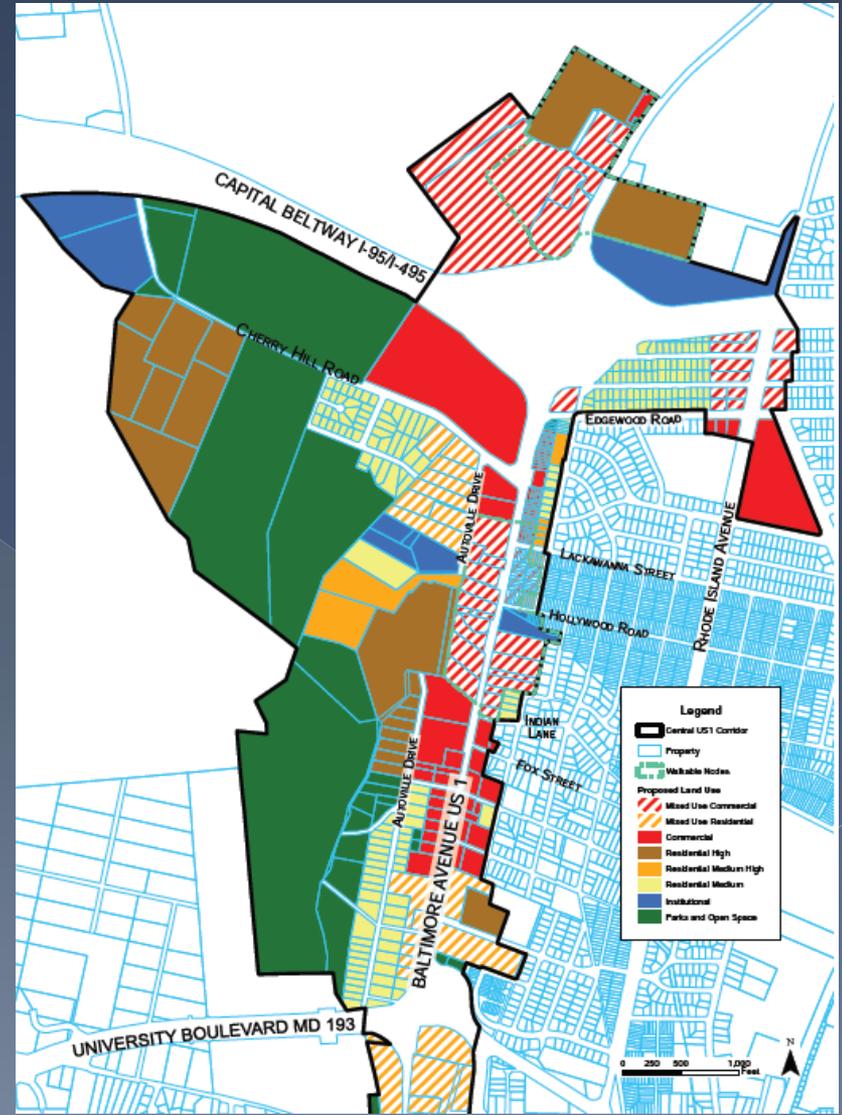
1. Autoville Walkable Node
 2. Upper Midtown Corridor Infill
- Background Information
 - Options for reuse or redevelopment



Existing Land Use



Proposed Land Use



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



Autoville Illustrative



General Recommendations

- (A) Green space and new parks serve the surrounding businesses and residences.
- (B) Street trees create an attractive entrance to the city.
- (C) A square creates a central gathering space.
- (D) Parking is mid-block, garages are lined, and building facades address the street.
- (E) Civic buildings front greens.
- (F) A new park provides an entrance to the Paint Branch trail from Autoville.
- (G) The large-format structure has a continuous liner of shops and live-work units.
- (H) Infill buildings define the street edge and repair the urban fabric.
- (I) Infill buildings respect the scale and character of the neighborhood.
- (J) Traffic calming keeps through-traffic local.
- (K) Memorable corners, gateways, and meeting places create a sense of identity for the community.
- (L) A frontage road with on-street parking provides multiple options for travel.
- (M) A walkable center is created at the entrance to the Autoville neighborhood.
- (N) Possible future streets form the block structure for a growing neighborhood.
- (O) Garages added when demand is high.

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

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

- (A) Provide open space in the form of a maintained central green.

(B) Street trees contribute to the sense of place in midtown.

(C) Multi-story, mixed-use buildings closely aligned at street edges.

(D) Perimeter buildings along both frontages of intersections hide parking.

(E) On-street parking provided.
- (F) Shared parking-lot entrances reduce the interruptions to traffic movement.

(G) Mid-block parking.

(H) Infill buildings define the street edge and add the security of "eyes on the street."

(I) Infill buildings create a transition to the existing single-family residences and respect their scale and character.

(J) Mixed-use buildings replace single-use.
- (K) The architecture surrounding the green defines the street and public space.

(L) A parallel network provides multiple options for pedestrians and motorists.

(M) A walkable center includes residences, restaurants, businesses, shopping and gathering places.

(N) New trail connections link US 1 and the Paint Branch trail.

(O) Possible transit stop location.

- Greens
- 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