Makeover Montgomery 2
May 9, 2014
Jim Prost, AICP
TOD & Gown

VANTAGEPOINT
Economic & Transportation Development Strategies, LLC
AGENDA

Presentation

I. Project Introduction

II. TOD Economic/Market Work

III. Key Issues

III. Recommendations
Incorporate residential neighborhoods and build upon the University’s research park to create a more robust, mixed-use environment anchored by what will be one of the richest multi-modal networks in the greater Washington Region!
ASSETS WITHIN TDDP

Transit

- Metro: Green Line
- Marc Train: Camden Line
- Bus/Shuttle
- Proposed Light Rail: Purple Line
ASSETS WITHIN TDDP

University of Maryland
- M Square Research Park
  - Center for the Advanced Study of Language
  - NOAA

FDA
USDA
American Center for Physics

NOAA NCWCP, Credit: University of Maryland

FDA
University Research Court
ASSETS WITHIN TDDP

Land

Credit: www.msquare.umd.edu/the-park/master-plan
URBAN DESIGN ANALYSIS

1997 CPRP TDDP

• **North Area, described as:**
  • Higher pedestrian density;
  • Urban design focused on pedestrian activities;
  • Physical development based on block pattern, with buildings close to the street and shielding parking

• **South Area, described as:**
  • Pedestrian friendly environment with a suburban campus character;
  • Buildings to relate to each other
URBAN DESIGN ANALYSIS

College Park-UMD Station Area

Street Network
URBAN DESIGN ANALYSIS

River Road – Before

Looking North
URBAN DESIGN ANALYSIS

River Road – After

Looking North
MARKET & ECONOMIC APPROACH

- Existing Conditions and Trends
- Review Previous Studies
- Market Analysis
  - Office/University/R&D
  - Residential
  - Retail
  - Hotel
- Forecasting
- TOD Implementation Strategies
Of the 5.6 Million Square feet of office real estate in the region currently under construction less than 1% is happening in College Park.

**County Metro Stations Losing Office Jobs**

- Regionally, 13.8% of MSA total employment growth (excl. Wash DC) occurred in TOD locations. In Prince George’s County, only 3.8% of County growth was near a metro station.
- Trend is even more pronounced in office employment:
  - 12% of MSA office employment located near transit.
  - Prince George’s TOD locations LOST 2,180 office jobs, despite an overall county gain of 1,970.

<table>
<thead>
<tr>
<th>Job Growth</th>
<th>Land Area</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
</tr>
<tr>
<td>MSA (excl. Wash DC)</td>
<td>293,490</td>
</tr>
<tr>
<td>Prince George’s</td>
<td>29,418</td>
</tr>
</tbody>
</table>

Source: InfoUSA; ESRI
ROLE OF TOD IN SITE SELECTION

• Supportive Public Policies
• Transportation Advantage
• Reduced Parking Costs
• Opportunities for Higher Density
• Opportunities for Mixed-Use Development
  • Support Retail/Entertainment
• Appeal to Demographic/Lifestyle Trends
• Competitive Market Advantage
• Sustainability
• Employee Recruitment/Retention
HIGH GROWTH CLUSTERS: Tech-Finance-Bio

• The American economy is changing
• High growth tech industries have specific location requirements and clustering patterns
• Attracted to higher density, mixed-use, TODs,
• However, concentrated travel demand often strains resources

* Source: the Role Of Transit In Support Of High Growth Business Clusters In The US. –APTA 12/13
### Major Tech R&D Clusters in Urban Districts

<table>
<thead>
<tr>
<th>Biotech Office Clusters</th>
<th>Computer/Tech Clusters</th>
<th>Financial Services Clusters (downtown business districts)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Atlanta Area (emerging market)</strong></td>
<td><strong>Austin, TX</strong></td>
<td><strong>Global Financial Centers</strong></td>
</tr>
<tr>
<td>Mid-town</td>
<td><strong>Boston Area</strong></td>
<td>Boston (A, B, C, D)</td>
</tr>
<tr>
<td>Northlake</td>
<td><strong>East Cambridge (Kendall Square)</strong></td>
<td>Chicago (A, B, C, D)</td>
</tr>
<tr>
<td><strong>Boston Area</strong></td>
<td><strong>Seaport District</strong></td>
<td>New York City (A, B, C, D)</td>
</tr>
<tr>
<td>Longwood Medical Area</td>
<td><strong>Route 128/Route 3 Corridor</strong></td>
<td>San Francisco (A, B, C, D)</td>
</tr>
<tr>
<td>Seaport District</td>
<td><strong>(Bedford, Burlington, Waltham, Lexington)</strong></td>
<td><strong>Specialized Int. Trade Finance</strong></td>
</tr>
<tr>
<td>Route 128/Route 3 Corridor</td>
<td><strong>Denver Area</strong></td>
<td>Washington, DC (A, B, D)</td>
</tr>
<tr>
<td>(Bedford, Burlington, Waltham, Lexington)</td>
<td><strong>Tech Center/US-87 Corridor</strong></td>
<td>Miami (B, D)</td>
</tr>
<tr>
<td><strong>Chicago Area (emerging market)</strong></td>
<td><strong>North/Northwest (Deerfield)</strong></td>
<td><strong>National Banking Centers</strong></td>
</tr>
<tr>
<td>North/Northwest (Deerfield)</td>
<td><strong>New York City</strong></td>
<td>Charlotte (C)</td>
</tr>
<tr>
<td><strong>Denver Area (emerging market)</strong></td>
<td><strong>Midtown South</strong></td>
<td>Los Angeles (B, D)</td>
</tr>
<tr>
<td>Northwest - Boulder</td>
<td><strong>Downtown</strong></td>
<td><strong>Regional Banking/Finance Ctrs</strong></td>
</tr>
<tr>
<td><strong>Philadelphia Area</strong></td>
<td><strong>Penn Station/Garment District</strong></td>
<td>Atlanta (B, D)</td>
</tr>
<tr>
<td>University City</td>
<td><strong>Portland, OR</strong></td>
<td>Minneapolis (B)</td>
</tr>
<tr>
<td>Route 202 Corridor</td>
<td><strong>Sunset Corridor</strong></td>
<td>Philadelphia (B)</td>
</tr>
<tr>
<td><strong>Raleigh Durham Area</strong></td>
<td><strong>San Diego Area</strong></td>
<td><strong>(A) = Global Financial Cities Top 100 in World</strong></td>
</tr>
<tr>
<td>Research Triangle</td>
<td>Sorrento Mesa</td>
<td><strong>(B) = City Data Forum, Top 10 Financial Centers in the U.S.</strong></td>
</tr>
<tr>
<td><strong>San Diego Area</strong></td>
<td>UC / Eastgate</td>
<td><strong>(C) = Mass Insight, Leading U.S. Financial Centers, Top 5</strong></td>
</tr>
<tr>
<td>Torrey Pines</td>
<td><strong>San Francisco Bay Area</strong></td>
<td><strong>(D) = Global Cities Index, Top 50 in World</strong></td>
</tr>
<tr>
<td>UC/Eastgate</td>
<td><strong>South of Market / Mission Bay</strong></td>
<td></td>
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<tr>
<td>Sorrento Mesa, Sorrento Valley</td>
<td><strong>Mid Market</strong></td>
<td></td>
</tr>
<tr>
<td><strong>San Francisco Bay Area</strong></td>
<td><strong>Redwood City</strong></td>
<td></td>
</tr>
<tr>
<td>Mid-Peninsula – South SF</td>
<td><strong>San Mateo</strong></td>
<td></td>
</tr>
<tr>
<td>Mission Bay</td>
<td><strong>Silicon Valley (Cupertino-(Sunnyvale-Santa Clara-North San José-Palo Alto)</strong></td>
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<tr>
<td><strong>Oakland: East Bay</strong></td>
<td><strong>Seattle Area</strong></td>
<td></td>
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<tr>
<td><strong>Seattle Area</strong></td>
<td>South Lake Union</td>
<td><strong>Bothell</strong></td>
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<tr>
<td>South Lake Union</td>
<td>Bellevue CBD</td>
<td></td>
</tr>
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<td>Bothell</td>
<td>I-270 Corridor / Frederick</td>
<td></td>
</tr>
</tbody>
</table>
Conflict Between Mixed-Use and Secure Facilities

- Density
- Collaboration
- Mixed-Use

- Spread Out
- Compartmentalization
- Single Use
**MARKET ANALYSIS**  Trend Line TOD Large User

**Alternate 1 – Summary**

- **Design Year 2040**

<table>
<thead>
<tr>
<th>Alternate 1</th>
<th>2015-2025</th>
<th>2025-2040</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office</td>
<td>665,000 SF</td>
<td>1,560,000 SF</td>
<td>2,225,000 SF</td>
</tr>
<tr>
<td>Residential</td>
<td>1,200 DU</td>
<td>2,520 DU</td>
<td>3,720 DU</td>
</tr>
<tr>
<td>Retail</td>
<td>21,100 SF</td>
<td>47,100 SF</td>
<td>68,200 SF</td>
</tr>
<tr>
<td>Hotel</td>
<td>150 Rooms</td>
<td>75 Rooms</td>
<td>225 Rooms</td>
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**KEY**
- College Park - Riverdale Park Transit District Development Plan Boundary
- Office
- Residential
- Hotel
- Retail Frontage
- Proposed/Enhanced Open space
- Potential Open Space by 2025
- Proposed/Modified Streets
- Potential Streets by 2025
- Municipal Boundary
- Purple Line Preferred Alternative
- Bicycle route
- Metro Station
- Proposed Purple
add alternative 2 slide and differences between
ahutchinson, 5/2/2014
MARKET ANALYSIS

Alternate 2 – Summary

- Design Year 2040

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<th>2015-2025</th>
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<tbody>
<tr>
<td>Office</td>
<td>1,100,000 SF</td>
<td>1,980,000 SF</td>
<td>3,080,000 SF</td>
</tr>
<tr>
<td>Residential</td>
<td>1,800 DU</td>
<td>3,750 DU</td>
<td>5,550 DU</td>
</tr>
<tr>
<td>Retail</td>
<td>33,1400 SF</td>
<td>64,400 SF</td>
<td>97,800 SF</td>
</tr>
<tr>
<td>Hotel</td>
<td>175 Rooms</td>
<td>110 Rooms</td>
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MARKET ANALYSIS  High Tech Growth Clusters

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- Alternative 2 Creates High Tech cooperative cluster
- less dependent on large federal users
- Assumed 30-50% Faster Development Pace
add alternative 2 slide and differences between
ahutchinson, 5/2/2014
ECONOMIC RECOMMENDATIONS

• Identify one or more champions to coordinate the implementation of the TDDP.

• Promote a vibrant and regionally competitive mixed-use center.

• Encourage a diversity of housing options and concentrated retail development.

• Craft a regional economic identity for the transit district focused on existing and emerging strengths in cyber security, languages, climate study, and biotechnology
ECONOMIC RECOMMENDATIONS

- Transition industrial and automobile-oriented small businesses to uses consistent with the vision for the area or relocate existing businesses to alternate sites.

- Leverage the talent and expertise of the University of Maryland, and incorporate flex/incubator space to drive technology-based economic development and facilitate opportunities for entrepreneurship, start-ups, and emerging companies.

- Strategically plan for phased new and infill development at M Square to include a range of complementary uses;
Contact

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