

Westphalia TAP Overview

Sponsor – Maryland National Capital Planning Commission

Statement of Problem

Located in southeast Prince George's County, the Westphalia development includes approximately 6,000 acres of land first identified in the 1994 Approved Master Plan and Sectional Map Amendment for Melwood-Westphalia. Over the following decade, portions of the land were designated for development and sold to private developers, predominantly focused on the development of single-family detached housing. In 2006, the Prince George's County Council directed the Maryland National Capital Planning Commission (MNCPPC) to develop an updated sector plan, released the following year. This plan outlined a vision for the new community including proposed retail, office, industrial, residential, and public facility uses as well as connections to the Washington region's transit infrastructure, (including public transit). Since the plan's publication, the majority of active and completed development on site has been residential development, while other land uses identified in the plan have not yet been realized.

In the 13 years following its publication, two factors have affected the plan's implementation. First, larger trends in real estate and development both within Prince George's County and the greater Washington region have challenged implementation of prescribed land uses, such as the connection to the WMATA system. Second, new residents that have moved to the community since the adoption of the 2007 plan have brought in additional voices and needs for the development. Recognizing the 2007 plan may no longer be the best tool to implement desired outcomes, Prince George's County Councilmember Derrick Leon Davis convened his staff, MNCPPC staff, and ULI Washington in an effort to evaluate the most pressing land use questions for the area while considering the 2007 plan, the needs of today's stakeholders, and how to best achieve desired land use outcomes.

Stakeholders

- Prince George's County Council
- Joint Base Andrews-Naval Air Facility (JBA)
- Existing private land owners
- MNCPPC –
 - Prince George's Parks
 - Prince George's Office of Community Planning
- Existing resident group
- Maryland Department of Transportation
 - Maryland Transit Administration
- Prince George's Economic Development Corporation

Questions

The following questions will serve as the panel assignment:

1. How can the unique history and features of Westphalia distinguish it from other portions of Prince George's County? What traits should be prioritized when considering future uses?
2. What types of uses in the "town center" are best aligned with market trends throughout the Washington region?
3. What development is feasible in both the short and long term?
4. How can stakeholders prioritize and finance supportive infrastructure (including planned or potential roads, transit, open space, etc.) for Westphalia?
5. How can implementation address current transportation needs while accommodating future public transit potential?
6. Given both present and future conditions related to COVID-19, market trends, and consumer/developer preferences how can placemaking and open space strengthen Westphalia's identity and foster a sense of community?
7. What model of governance would be most effective to manage the interests of future residents, property and business owners, and other stakeholders?
8. Given the existing entitlements and approved land uses, how can the county government and developers achieve the desired uses within Westphalia?

TAP Panelist Skills

Upon reviewing the scope, site, and project details the TAP co-chairs and ULI staff have prioritized the following skills when looking for panelists:

- **Community planning** – the Westphalia development includes a range of local stakeholders including residents prior to the 2007 plan, residents who have moved following the plan's completion, and developers who have worked with the county based on the 2007 plan and updated county priorities. Ideal panelists will have experience interacting with a range of stakeholders, participating in interviews to best understand desired uses, and developing plans balancing market trends and community needs.
- **Mid and long-term planning** – The client is interested in strategies to best develop Westphalia through updates to their master plan. Panelists with experience on both mid and short term planning as well as how best to prioritize implementation will make for ideal TAP panelists
- **Public/private development** – this site interacts with this dynamic in two ways. First, there are existing private developers who have been granted entitlements/benefits for uses based off the 2007 plan. Second, the client has identified that future envisioned use of the site may be in conflict with the 2007-era entitlements. Panelists with experience working with both private and public partners.
- **Commercial and Industrial development** – the client is interested in the best use of the previously envisioned "town center" area that called for retail, office space, and light industrial uses such as warehouses. Panelists with experience working to develop such sites, particularly given current and future market trends (such as COVID-19's impact). The client is also interested in the site's relationship to developments nearby such as Joint Base Andrews and Rosecraft Raceway, and how Westphalia can benefit from their existing market.
- **Transportation/Infrastructure** – the 2007 plan calls for the extension of the WMATA green line to the site, though the client has acknowledged that this would be unlikely at this time. The client wishes to plan for non-rail transportation needs at the site while leaving open the

possibility of future rail infrastructure. Roadway infrastructure between Westphalia and Washington D.C. will be a critical part of the site's relationship to the region. Additionally, panelists able to consider transportation needs within the site and its discrete uses (less-dense residential, more-commercial, park and outdoor space) are desired. Panelists with experience related to federal development and military sites are also of interest.

- **Open Space Development/Planning** – there is interest in open and public space throughout the development. Questions include the location and possible programming of open space, how space can help transition discrete uses throughout the site, connectivity between locations throughout the site, and general accessibility.
- **Local governance/decision making** – the client has interest in evaluating governance options (e.g. local council, HOA) for the new community. Panelists with experience working with municipal partners to develop complimentary self-governance strategies would be well-suited to this project.