

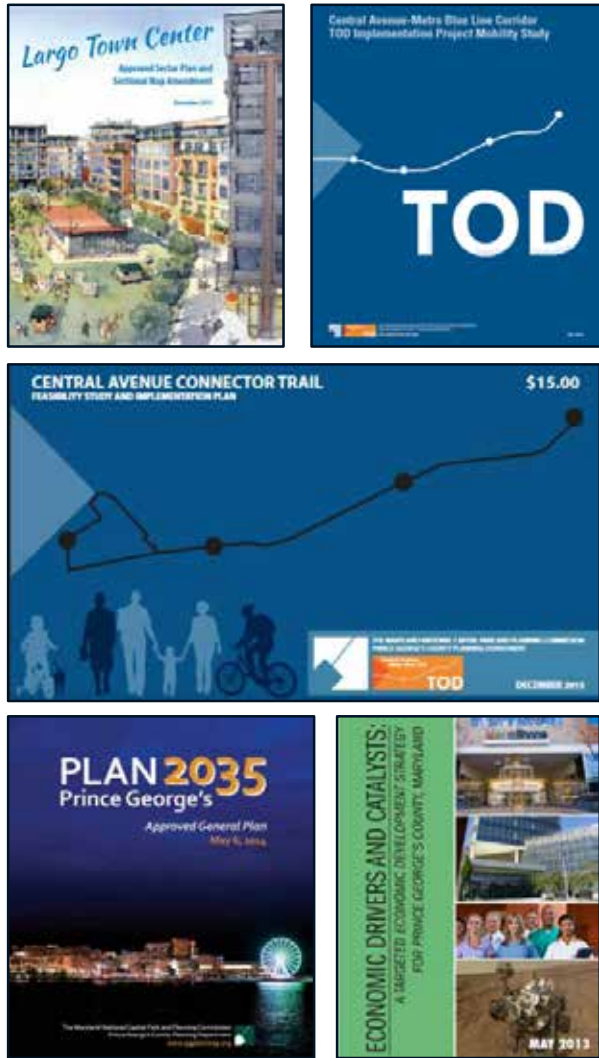


THE BLUE LINE CORRIDOR VISION

ULI BALTIMORE TOD COUNCIL - JUNE 2023



INTRODUCTION: WHY A VISION?



Central Avenue-Metro Blue Line Corridor Study

- Central Avenue-Metro Blue Line Corridor Summary and Assessment of TOD Plans and Design Standards Report (2011)
- Central Avenue-Metro Blue Line Corridor TOD Implementation Project Market and TOD Potential, Priorities, and Strategies Study (2014)
- Central Avenue-Metro Blue Line Corridor TOD Implementation Project Mobility Study (2014)

Largo Town Center Sector Plan and Sectional Map Amendment (2013)

Plan Prince George's 2035 Approved General Plan (2014)

ULI Advisory Services Panel: Largo Town Center (2015)

Economic Drivers and Catalysts: A Targeted Economic Development Strategy (2013)

Central Avenue Connector Trail

- Central Avenue Connector Trail Feasibility Study & Implementation Plan (2015)
- 30% Design of the Central Avenue Connector Trail: Phase I-Addison Road segment (2017)

Morgan Boulevard and Vicinity Study and Action Plan (2018)

Analysis of Impediments to Fair Housing Choice Update (2019)

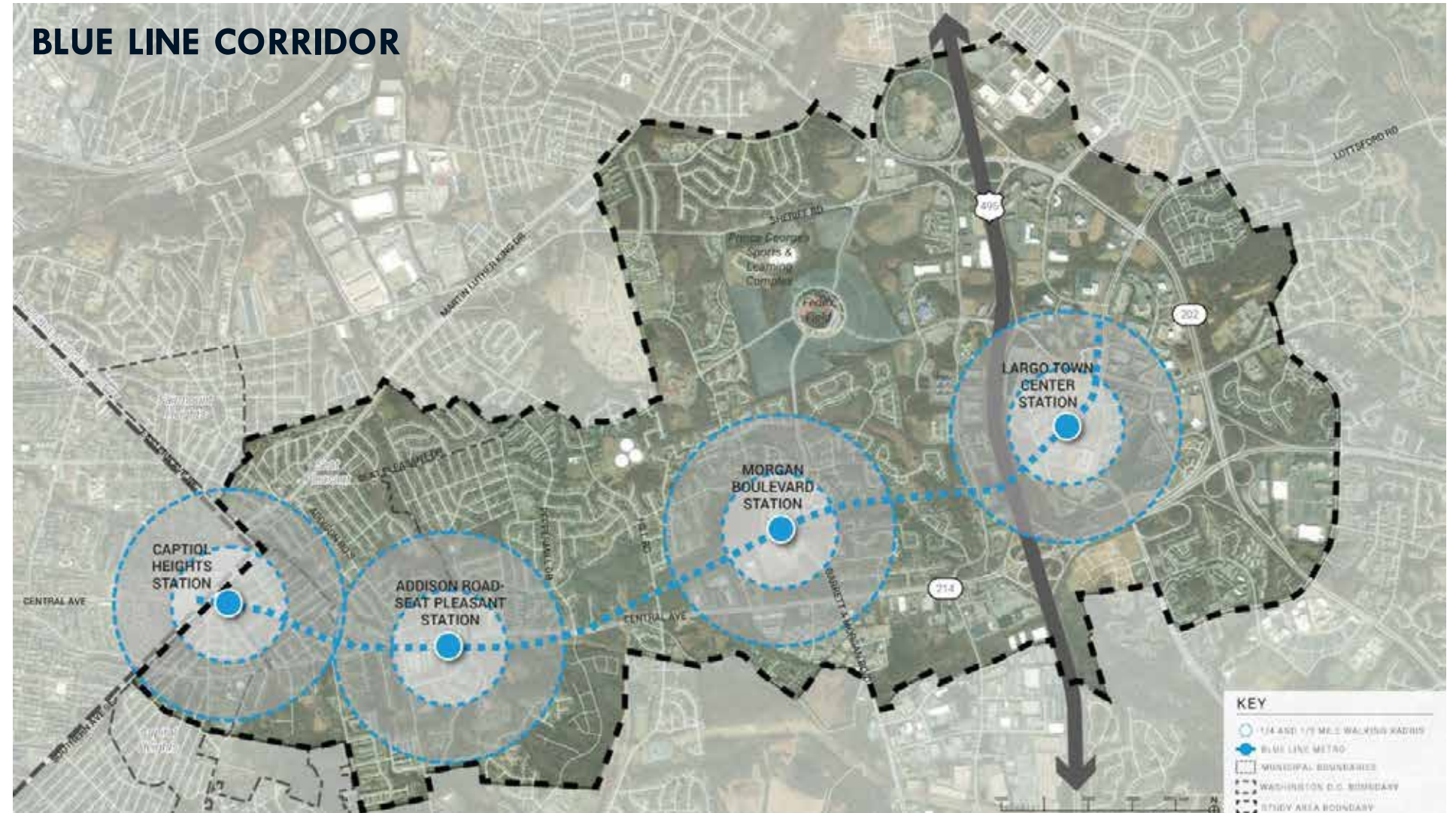
Prince George's County Fiscal Year 2020 Annual Action Plan (2019)

Prince George's County Consolidated Plan CFY 2021-2025 (2020)

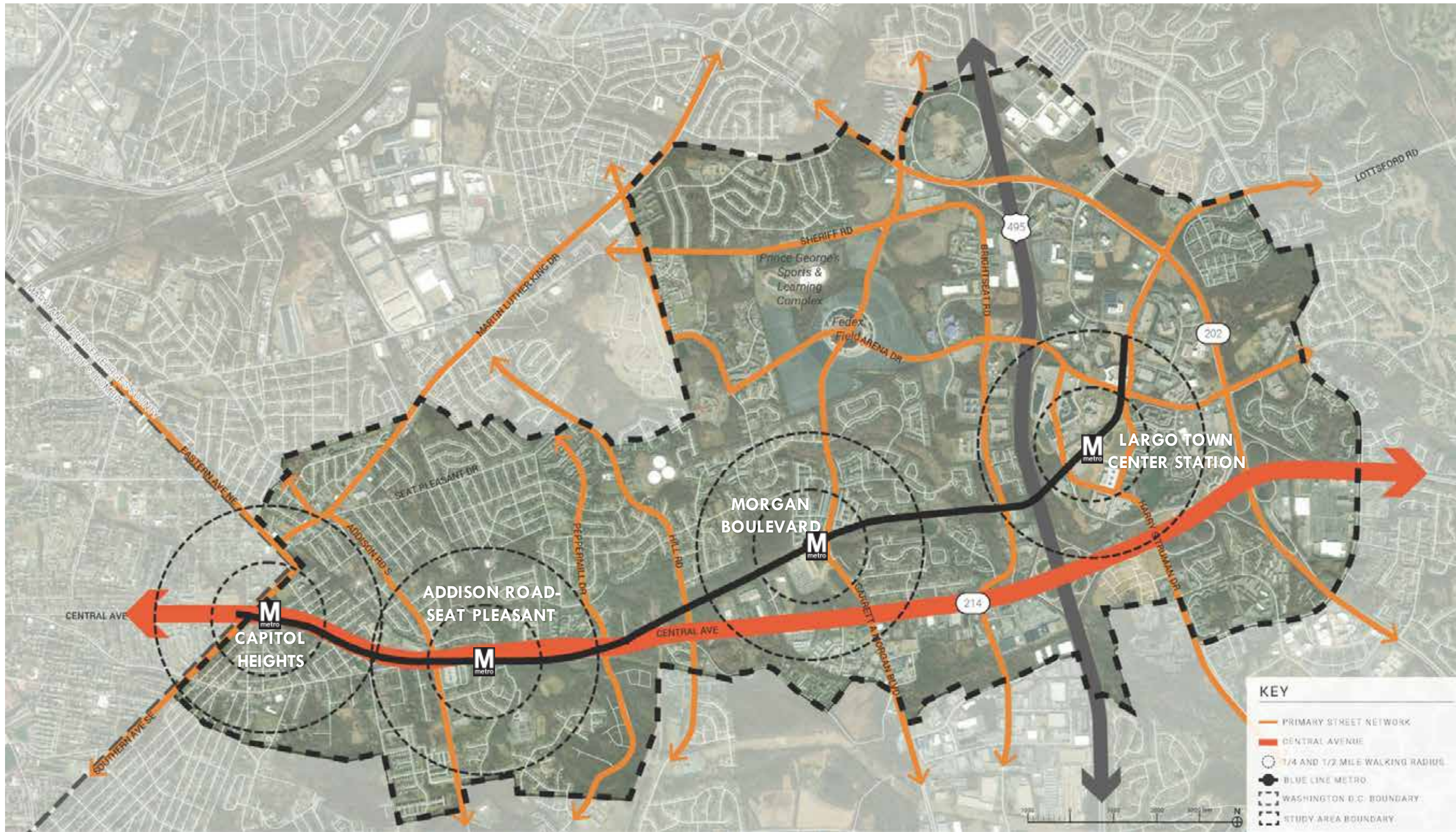
The Blue Line Corridor is the last underdeveloped Metro-accessible corridor in the region. The goal of this exercise is to think aspirationally about the desired transformation of the Corridor and its four stations.

Visioning Objectives:

- Highlight the Corridor's existing attributes – jobs, housing, retail, medical, culture, government, etc..
- Encourage best opportunities for development and growth
- Maximize existing County investment in Largo Town Center
- Kickstart strategies and pull agencies together
- Leverage vacant properties and projects already underway as a catalyst
- Brand as the heart of the county
- Craft a replicable model for place-based economic development for the entire County
- Plan for inclusive and equitable growth



INTRODUCTION: Why here? Why now?



VISION: What could Central Avenue look like in 30 years?

COUNTY-WIDE AND NEIGHBORHOOD SPECIFIC GOALS

Add 4,000 jobs per year

Increase COMMERCIAL TAX COLLECTIONS by \$100M by 2030

Increase the POPULATION by 50,000

PRESERVE AND DIVERSIFY HOUSING AFFORDABILITY;
build 26,000 housing units (75% affordable) by 2030

INCREASE HEALTHY FOOD in Low Income, Low Access areas by 100,000 SF

TRANSFORM areas in the County that lack identifiable character

Spread prosperity by investing in priority areas, ensuring a full range of activities, and implementing placemaking strategies that celebrate art history, culture, and people.



OBSTACLES & APPROACH

- 1 Lack of County coordination**
- 2 Soft real estate market**
- 3 Lack of connectivity and accessibility**
- 4 Lack of identifiable place-based character**

Achieving this vision will require a well-coordinated and focused commitment that the County can sustain over multiple decades with a structure designed to endure administrative and staff turnover.

- **Develop inter-agency consensus** around the vision objectives and implementation strategy
- **Prioritize resources** to support Blue Line Corridor, even at expense of other areas
- **Align complimentary initiatives** in progress across different agencies
- **Identify new and improved coordination and communication channels** across agencies
- **Align operating procedures** with innovative approaches to planning
- **Preserve future optionality** to support high-density development as market strengthens
- **Dedicate capacity and resources** to implementing the vision



VISION: Enhanced County Coordination

The County must take clear steps to attract the type of private investment that align with its objectives for community and economic development.

- **Communicate a clear vision** for the Blue Line Corridor that signals to the private sector the types of products it desires
- **Commit to the vision** through public investments
- **Provide near-term incentives** that help developers cover financing gaps under current conditions
- **Generate excitement** with signature projects
- **Establish critical mass** by anchoring the Corridor with public institutions
- **Reduce risk** through public land consolidation and strategic disposition



VISION: Catalyze Real Estate Market

Investment in infrastructure that improves accessibility and connectivity is the best use of County capital to unlock real estate opportunities, increase quality of life, and attract new businesses and residents to the Corridor.

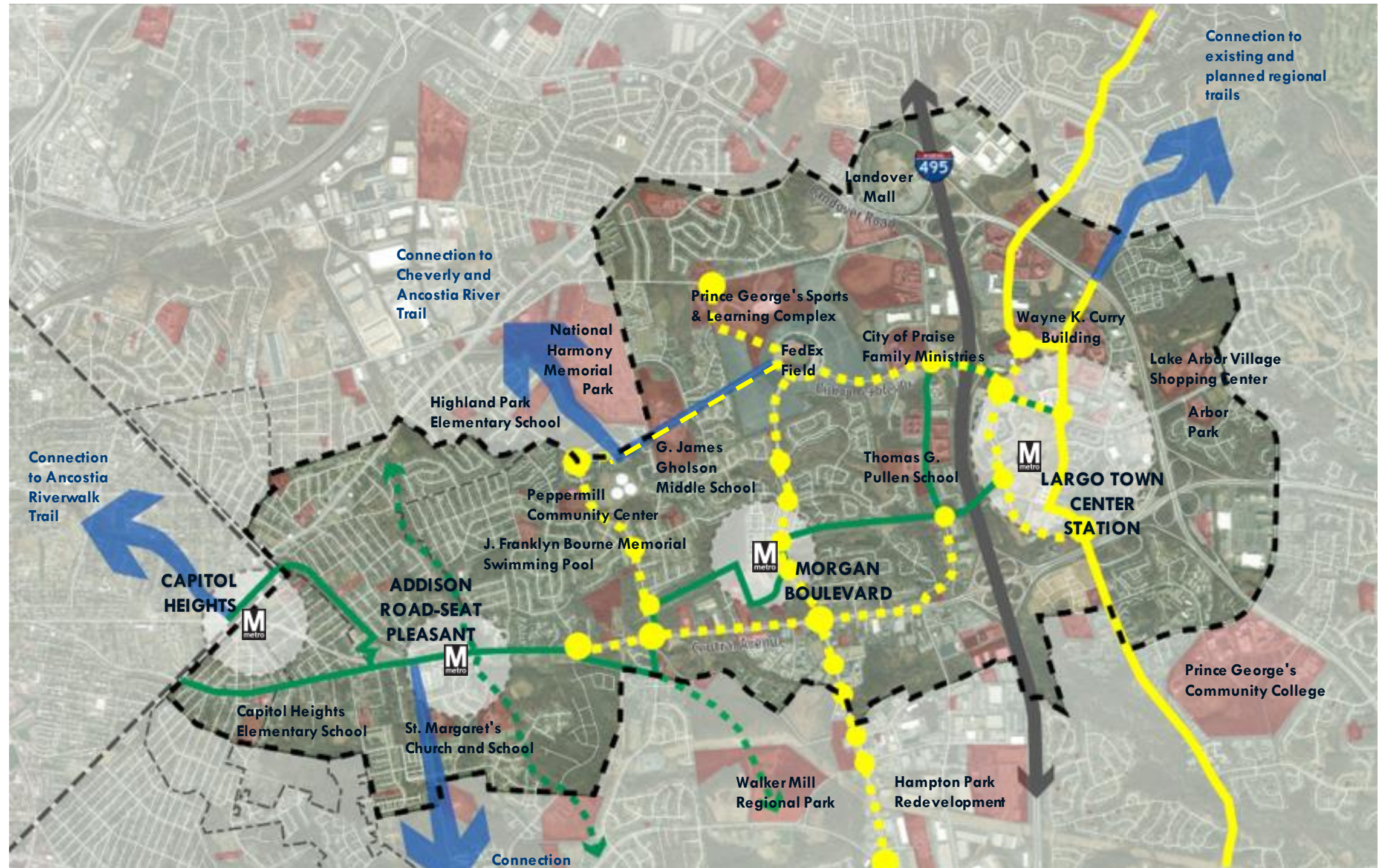
- **Invest in targeted catalytic transportation projects** to demonstrate commitment to a shared long-term vision
- **Build new street grids and connections** to catalyze redevelopment of inaccessible and isolated properties (Morgan Blvd, Landover Mall, etc.)
- **Retrofit existing auto-centric streets into walkable, bikeable streets** to attract dense, mixed-use development
- **Continue to implement the Central Avenue Connector Trail** as a premier regional amenity and “spine” of the emerging connected multimodal network
- **Build multimodal transportation networks** to connect existing community assets, make short trips possible on foot and by bike, and support dense, mixed-use TOD
- **Demonstrate proof of concept with inexpensive “quick-build” retrofits** to support shared mobility, improve comfort and safety for all users, and activate the public realm



VISION: Increased Connectivity and Accessibility

BUILDING A NETWORK

Central Avenue Connector
Trail
+
County Capital
Improvement Projects
+
Tactical On-Road
Interventions
+
Planned Trails and
Regional Connections



VISION: Increased Connectivity and Accessibility

LARGO PRESENT DAY



Suburban auto-centric typology not conducive to a vibrant, walkable downtown

LARGO VISION



Signal commitment to vision via public investment in accessibility and connectivity infrastructure

LARGO VISION



Leverage the momentum of Carillon and the University of Maryland Capital Region Medical Center

LARGO VISION



Support WMATA infill around the station core

LARGO VISION



Create a civic hub around Wayne K. Curry Administrative Building

LARGO VISION



Facilitate private sector investment to fill in the core

LARGO VISION



Facilitate private sector investment to bring about full build out

LARGO STATION PRESENT DAY



Opportunity for transit-oriented development

LARGO STATION VISION



Activate the public realm to improve walkability

LARGO STATION VISION



Support dense development around station core

LARGO STATION VISION



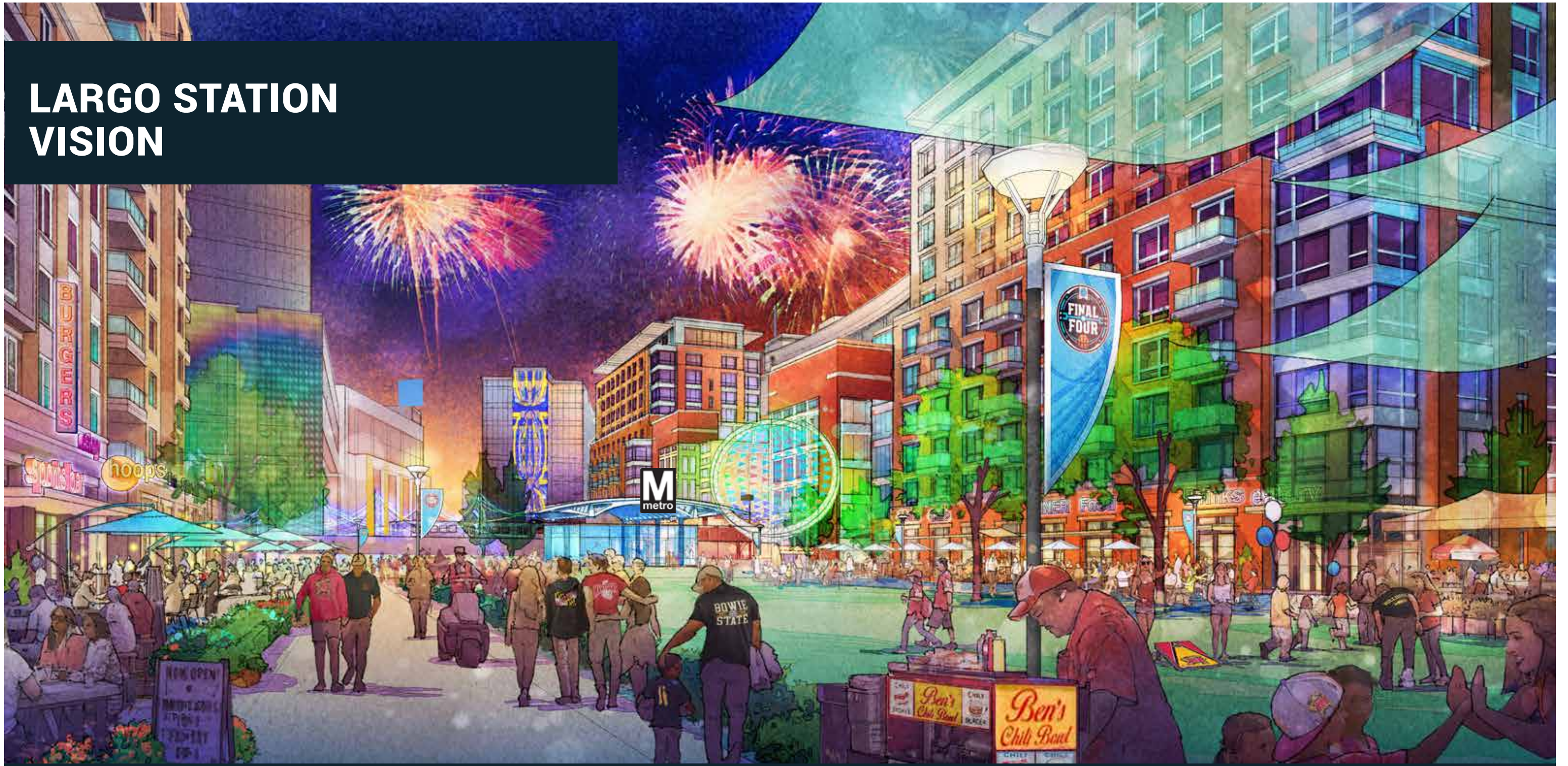
Support dense development around station core

LARGO STATION VISION



Cultivate unique sense of place through public art and cultural programming

LARGO STATION VISION



Establish the station as a vibrant anchor of Downtown Prince George's and the Blue Line Corridor

SPORTS & ENTERTAINMENT INITIATIVE (2022)

MAIN TAKEAWAYS

- Pitches BLC as a regional sports and entertainment destination
- **Secured funding for anchor institutions/facilities** for BLC, including Market Hall and supplemental funding for Amphitheater



PRINCE GEORGE'S COUNTY
2022 MARYLAND GENERAL ASSEMBLY
 SPORTS & ENTERTAINMENT INITIATIVE

PRINCE GEORGE'S COUNTY AMPHITHEATER

Ascend Amphitheater — Nashville, TN

Project Description
 Prince George's County seeks to establish a destination outdoor amphitheater to support live music events and community programming.

Informed by an analysis of the local, regional, and national markets for live music, the program consists of the following:

- approximate capacity of 5,500-6,000
- ~3,500 fixed seats covered by a roof
- general admission lawn area with capacity of ~2,000
- covered stage and back-of-house facilities
- sound and lighting infrastructure
- concession stands
- bathrooms
- VIP lounge area
- party deck
- box office

PRINCE GEORGE'S COUNTY
2022 MARYLAND GENERAL ASSEMBLY
 SPORTS & ENTERTAINMENT INITIATIVE

CENTRAL AVENUE MARKET HALL

Union Market — Washington, DC

Project Description
 The County proposes an adaptive reuse of one of its properties on Central Ave as a market hall providing space for food and beverage vendors and small retailers. As demonstrated by the success of Union Market in Washington, DC, a destination market hall with local vendors can help establish a distinct identity for the Blue Line Corridor and help catalyze redevelopment around the Morgan Blvd Metro station as a walkable, mixed-use district.

Potential Site (County-owned property)



PLACEMAKING & UNIQUE ASSETS

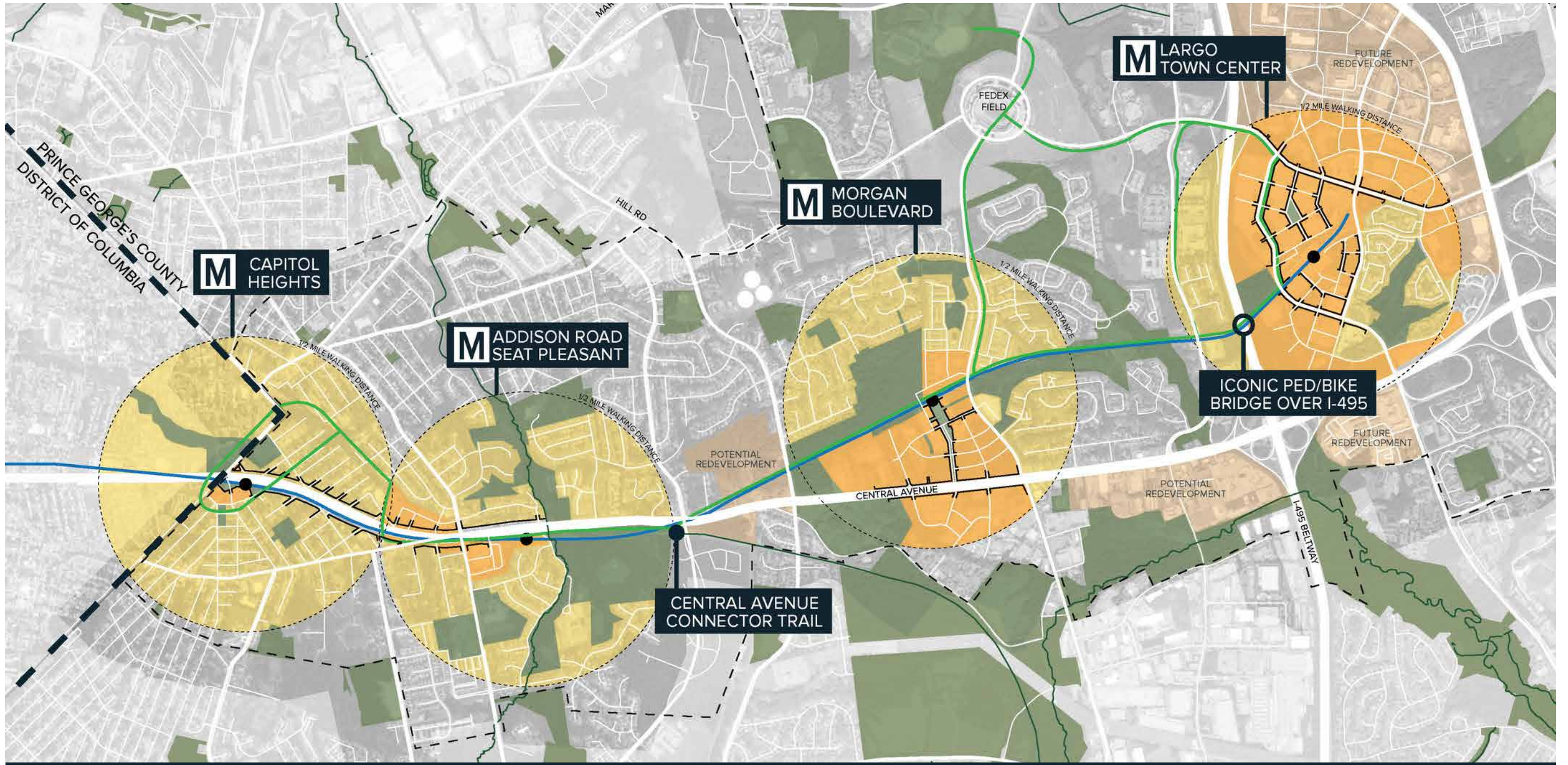
The County must cultivate a unique and identifiable character for each of node along the Corridor for it to stand out in the region and attract development, businesses, residents, and visitors.

- **Continue to invest in placemaking in Largo** to establish it as a destination with things to do
- **Create signature public open spaces** that anchor nodes and attract development
- **Focus resources strategically** to ensure places are fully established and self-sustaining to maximize impact
- **Invest in arts and culture** to foster vibrant and authentic places that represent Prince George's
- **Utilize design and architecture** to distinguish places as unique and recognizable



Historic Fourth Ward Park, Atlanta, GA

VISION: Identifiable Place-Based Character



What makes the places and spaces of this corridor unique?



- Envisioned as the "Arts-Gateway" to Prince George's County
- A neighborhood center for existing single-family homes
- Mixed-use buildings and maker space anchor on WMATA's property anchor the station
- Central Avenue Connector Trail begins here
- Mixed-income housing to support artist, affordable, workforce and market rate

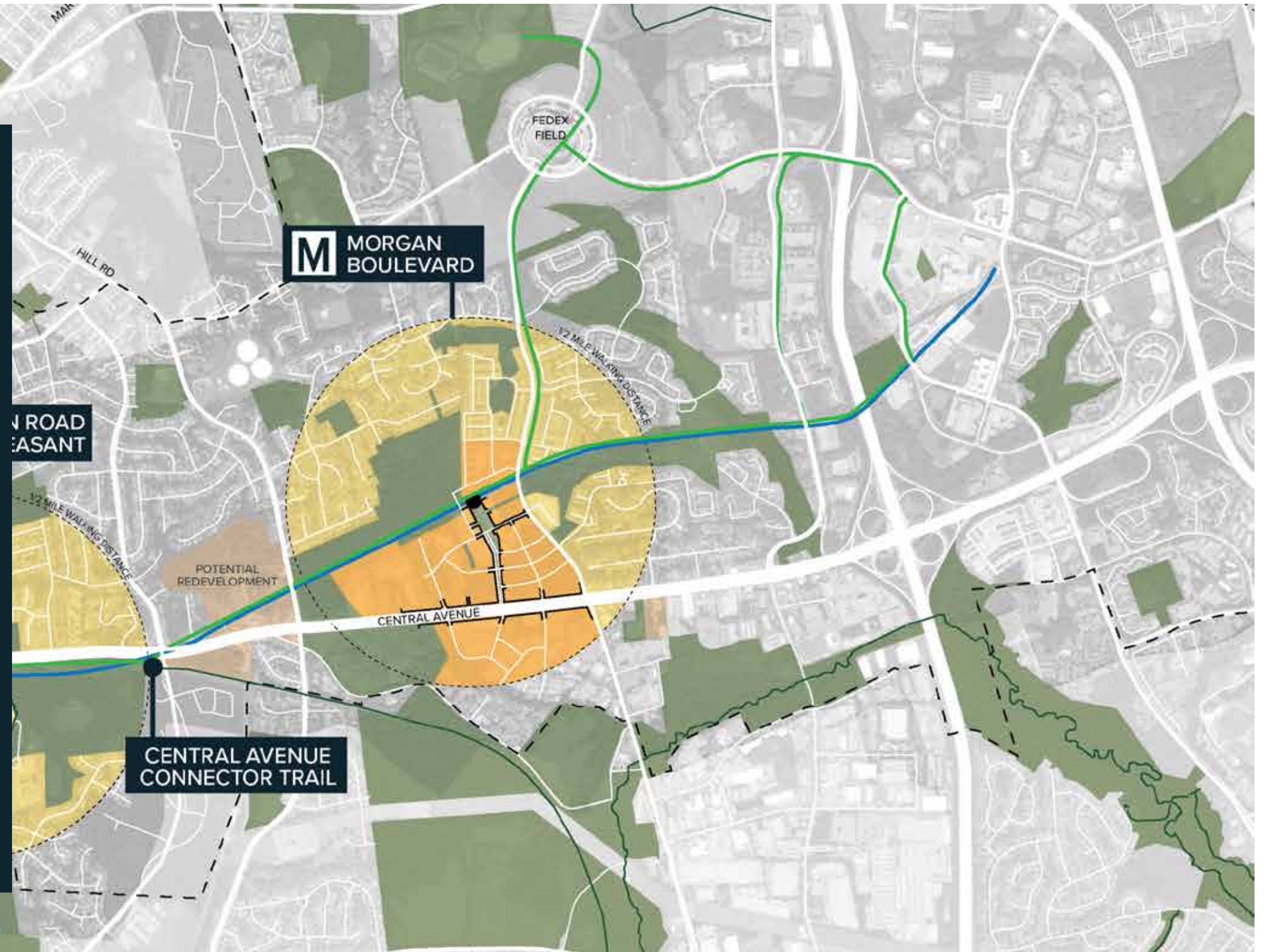
Capitol Heights: The Gateway to Prince George's County



- Neighborhood focused with a more coherent, walkable gateway to the neighborhood
- Central Avenue Connector Trail is aligned with Central Avenue at this location
- A linear park space incorporates public art installations a lawn/ amphitheater, dog park and outdoor dining
- Civic presence, including the Seat Pleasant Fire Station and City Hall

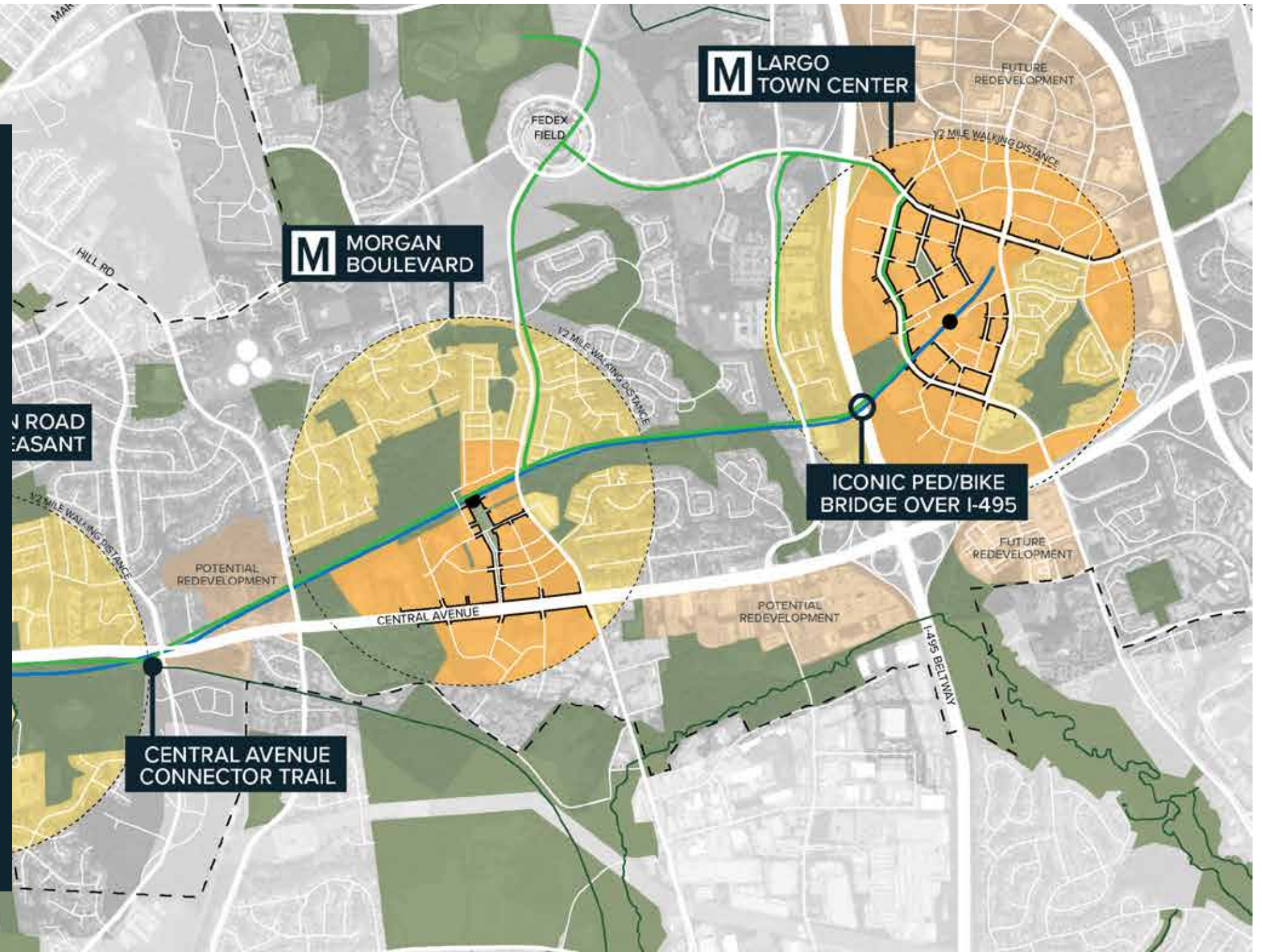
Addison Road Seat Pleasant: Neighborhood Focused with Central Avenue Connector Trail

- Moderately intense, job-focused TOD with improved access and visibility from Central Avenue
- New mixed-use development including anchor institutions, such as a government office
- Vision of public and private investments to stimulate reinvestment in industrial buildings and new development
- Unique history of the Ridgley Family and Ridgley Farm - a historic black owned tobacco farm, and a family who was rooted in the legacy of this community



Morgan Boulevard: New mixed-use district tied to local history

- Envisioned as the New Downtown of Prince George's County - renamed "Downtown Largo" since inception of this project
- 650 acres envisioned in a new cohesive approach of a new street grid and block pattern with varying scales of development
- Inclusion of cultural facilities to compliment development - including anchor institutions which are now funded
- Iconic ped-bike bridge over I-495 to link the Connector Trail to surrounding neighborhoods



Largo: The Downtown



What does honoring the cultural heritage of the site look like?

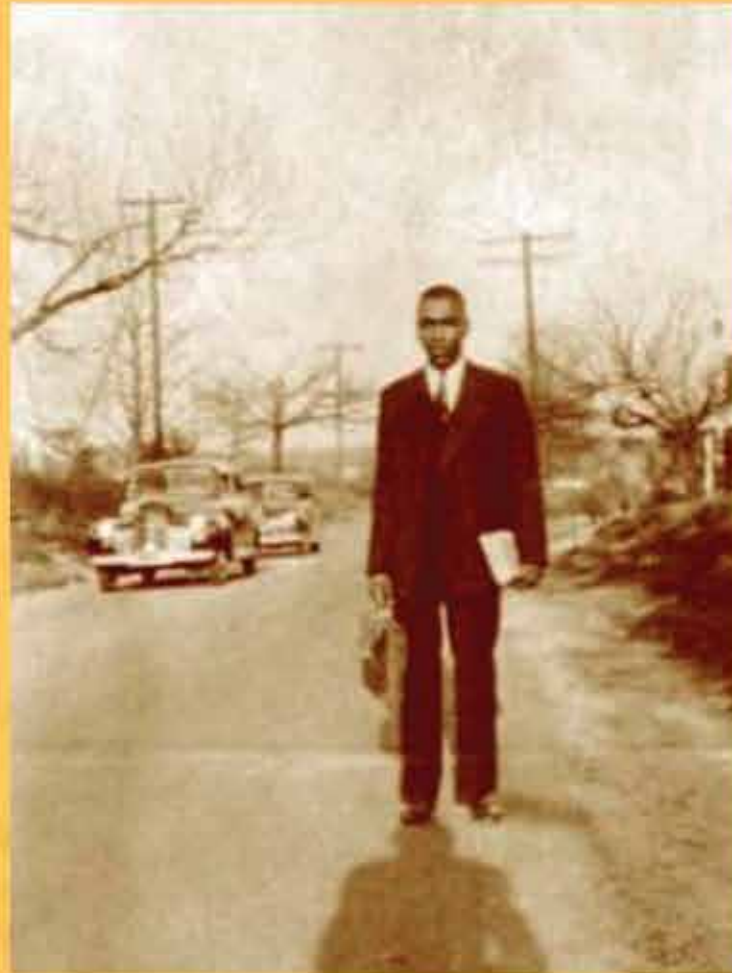


Recognizing Site History & Context

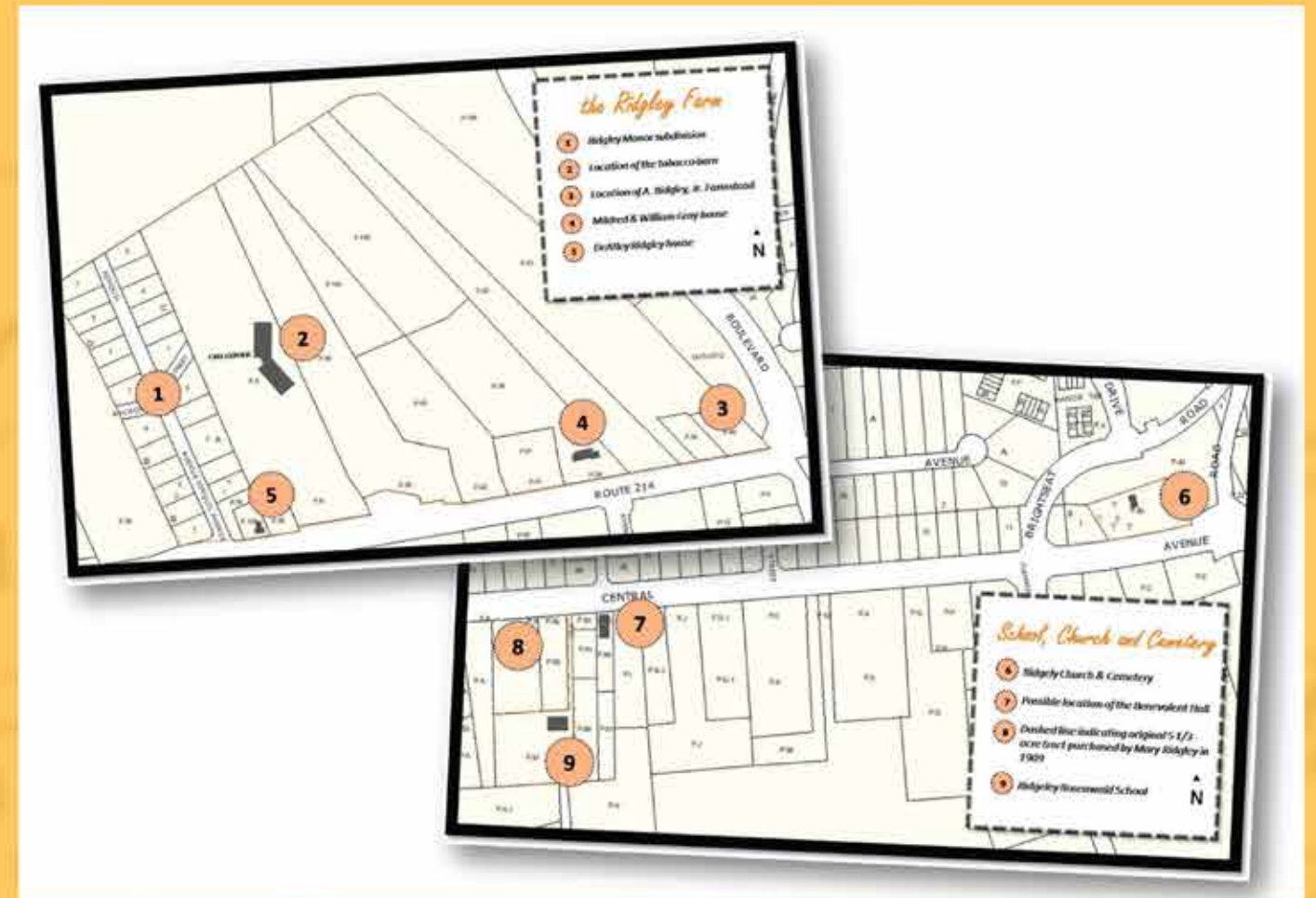
HONORING THE RIDGLEY FARM AND THE RIDGLEY FAMILY LEGACY



Mildred Ridgley Gray - Source: MNCPPC



William Ridgley Gray - Source: MNCPPC



The Ridgley Farm - Source: MNCPPC

"The allied themes of family, faith, community and education are represented by the Ridgley farm, church and school. Together they tell a compelling story about African Americans establishing their place in the American landscape through hard work, perseverance, and acumen."

Recognizing Site History & Context



MORGAN BOULEVARD

A NEW MIXED-USE DISTRICT

MORGAN BOULEVARD



50+ acres of undeveloped land adjacent to Central Avenue and the Blue Line

MORGAN BOULEVARD VISION



Unlock value by creating development pads with a new urban street grid

MORGAN BOULEVARD VISION



Catalyze the market by concentrating resources around the station core and along the Connector Trail

MORGAN BOULEVARD VISION



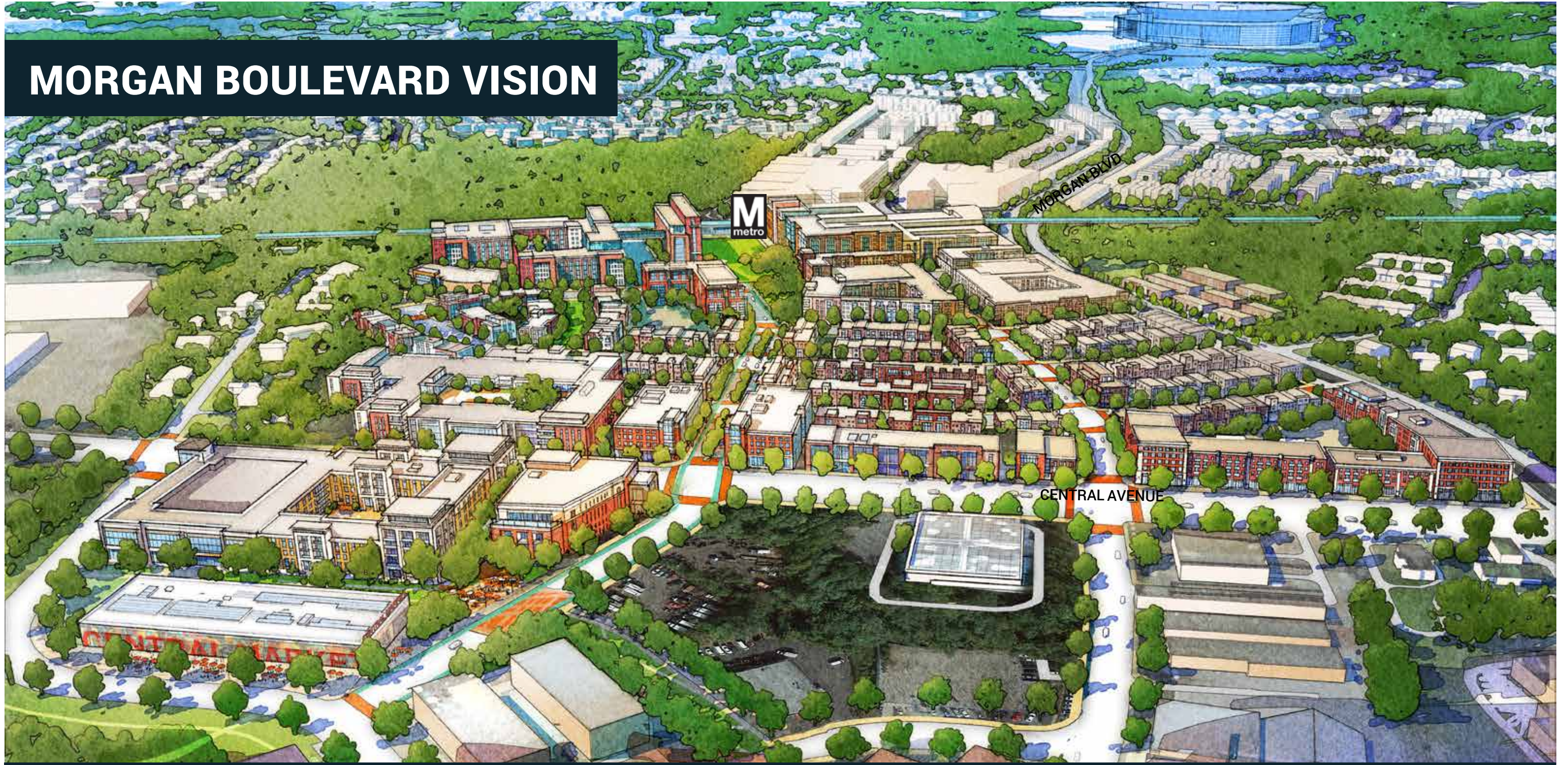
Leverage County property to create a unique destination via placemaking

MORGAN BOULEVARD VISION



Tap into industrial character to foster sense of place and attract artists and makers

MORGAN BOULEVARD VISION



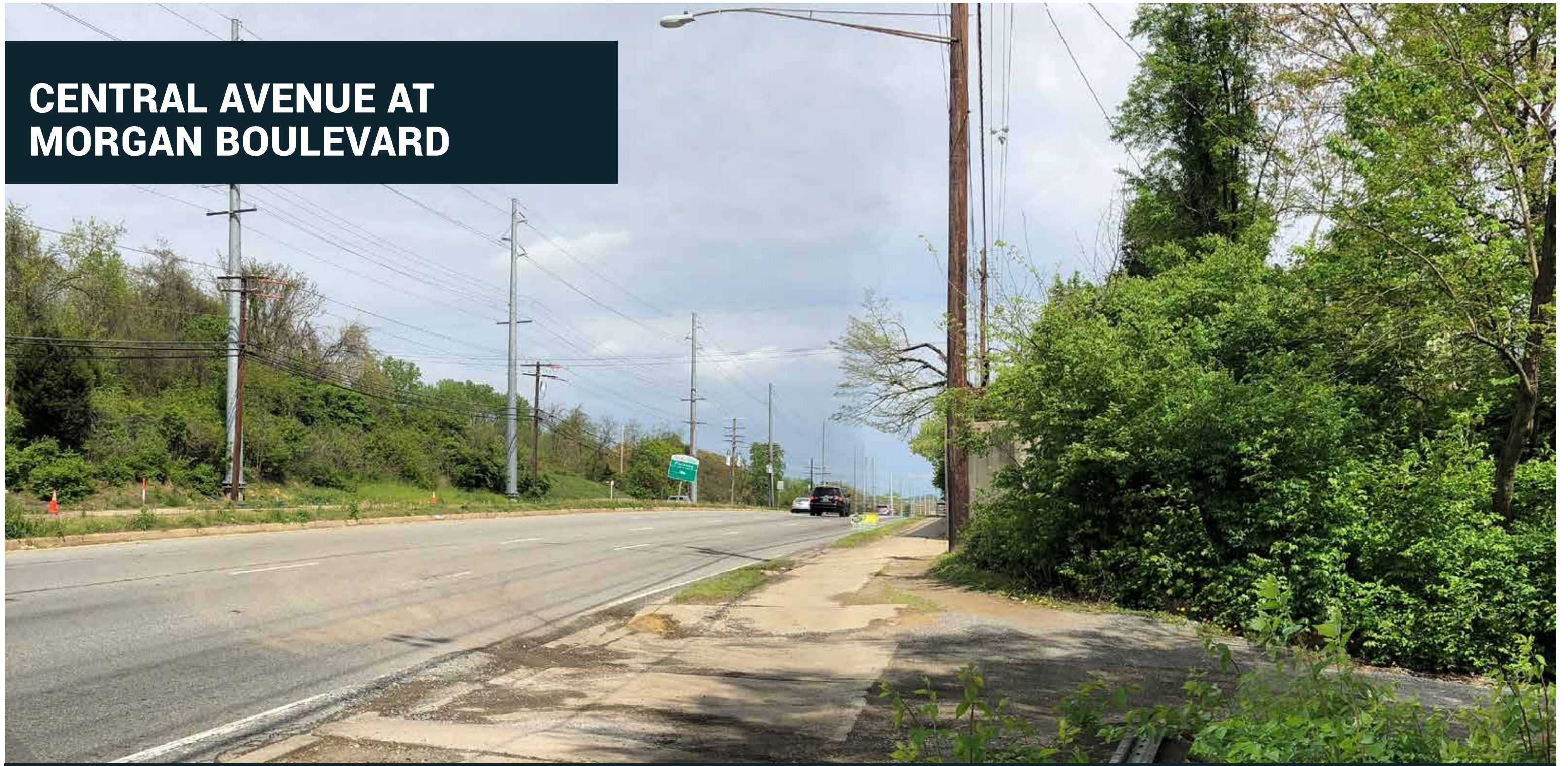
Facilitate private sector investment to fill in the core

MORGAN BOULEVARD VISION



Facilitate private sector investment to bring about full build out

CENTRAL AVENUE AT MORGAN BOULEVARD



Auto-centric condition of Central Avenue inhibits investment in dense, mixed-use development

CENTRAL AVENUE AT MORGAN BOULEVARD VISION



Signal commitment to vision via public investment in Central Avenue “Complete Streets” redesign

CENTRAL AVENUE AT MORGAN BOULEVARD VISION



Cater to pedestrians to help activate ground floor retail

CENTRAL AVENUE AT MORGAN BOULEVARD VISION



Create destination marketplace to catalyze adjacent development

CENTRAL AVENUE AT MORGAN BOULEVARD VISION



Facilitate private sector investment to fill in the core

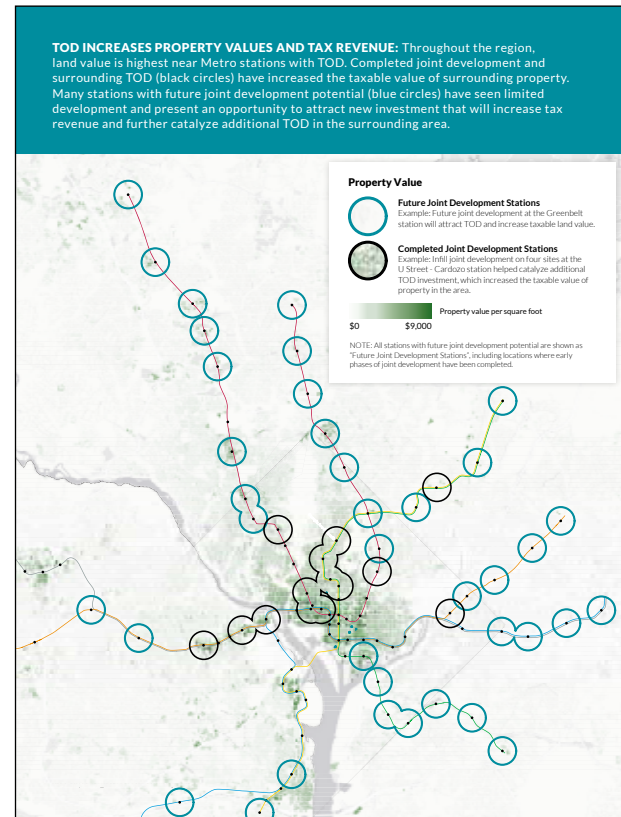
CENTRAL AVENUE AT MORGAN BOULEVARD VISION



Facilitate private sector investment to bring about full build out



WMATA'S VISION



Published April 2022

Established goal to execute twenty new joint development agreements by 2032

Proposed acceleration strategies

Prioritized infrastructure investments and coordination with jurisdictions

Identified stations for future solicitations

Joint Development Project Approvals

Finance & Capital Committee
April 2023

Joint Development Project Approvals

Purpose

Seek Board authorization to:

Hold six Compact Public Hearings at:

- DC – Brookland, Deanwood & Congress Heights
- MD – Capitol Heights, Forest Glen, and North Bethesda

Issue seven Joint Development Solicitations at:

- DC – Brookland, Congress Heights, Deanwood and Fort Totten
- MD – Capitol Heights and North Bethesda
- VA – Eisenhower (Mill Road)

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WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

Joint Development

Potential Impacts of Proposed Projects

4,500+ Housing units and \$800M+ in local & state tax revenues over the next 30 years

Location	Station	Gross Floor Area Square Feet	Housing Units	Tax Benefits 30-Year Estimate
District of Columbia ▪ 1.8 million square feet ▪ 1,800+ total housing units ▪ 180+ affordable units	Brookland	400,000	400+	\$285 Million revenue to local govts
	Congress Heights	350,000	350+	
	Deanwood	395,000	300+	
	Fort Totten	680,000	750+	
Maryland ▪ 4.5 million square feet ▪ 2,500+ total housing units ▪ 625+ affordable units	Capitol Heights	570,000	500+	\$480 Million revenue to local govts
	Forest Glen	1,400,000	1,000+	
	North Bethesda	2,500,000	1,000+	
Virginia ▪ 295,000 square feet ▪ 200+ total housing units ▪ 20+ affordable units	Eisenhower (Mill Rd)	295,000	200+	\$35 Million revenue to local govts

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WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

381 of 395



Partnership Approach to Joint Development

Metro's Role

Reduce costs & risks

Right-size capacity and footprint of parking & bus facilities

Apply commercial design standards

Reinvest or defer land value to address investment needs

Secure Board approval for changes to transit facilities as early as possible

Jurisdictional Roles

Support remaining gaps

Coordinate state & local funding

Pursue federal assistance (grants, etc.)

Leverage affordable housing & economic development programs

Expedite rezonings/permits & reduce requirements (private parking, etc.)

Capitol Heights

Potential for 500+ housing units and retail

Supports Prince George's County Blue Line Corridor initiative (2021)

Proposed reconfiguration of bus loop and reduction of 15 K&R spaces to align with demand

Board approved elimination of parking in 2017

Street-level activation improves pedestrian accessibility to Metro

PROPOSED SITE PLAN

- ✓ Compact Public Hearing
- ✓ Joint Development Solicitation



- Joint Development
- 8 K&R Spaces
- 0 P&R Spaces
- 5-6 Bus Bays

CAPITOL HEIGHTS: Existing Conditions



CAPITOL HEIGHTS PRESENT DAY



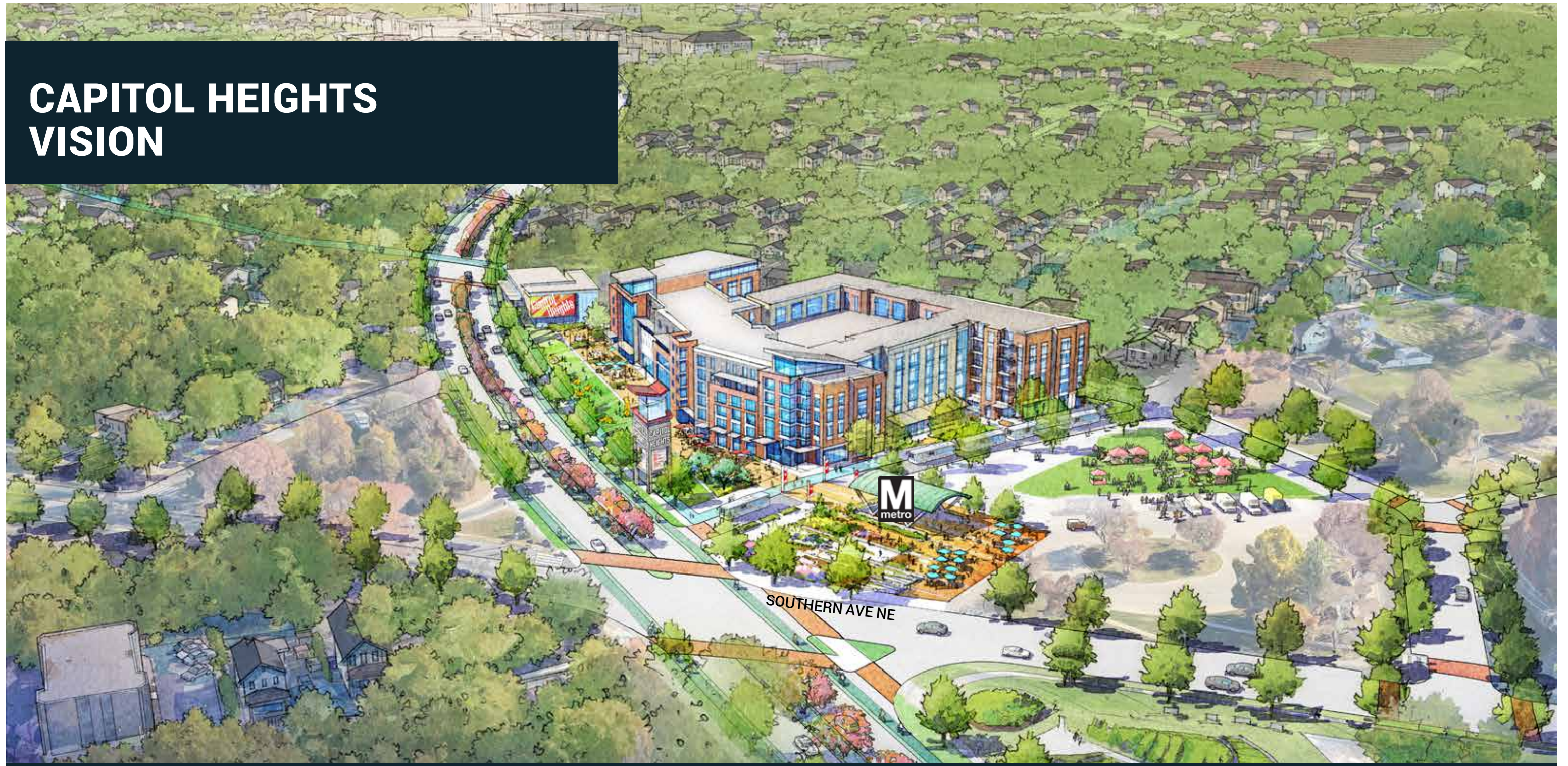
Opportunity to establish gateway to the Blue Line Corridor and Prince George's County

CAPITOL HEIGHTS VISION



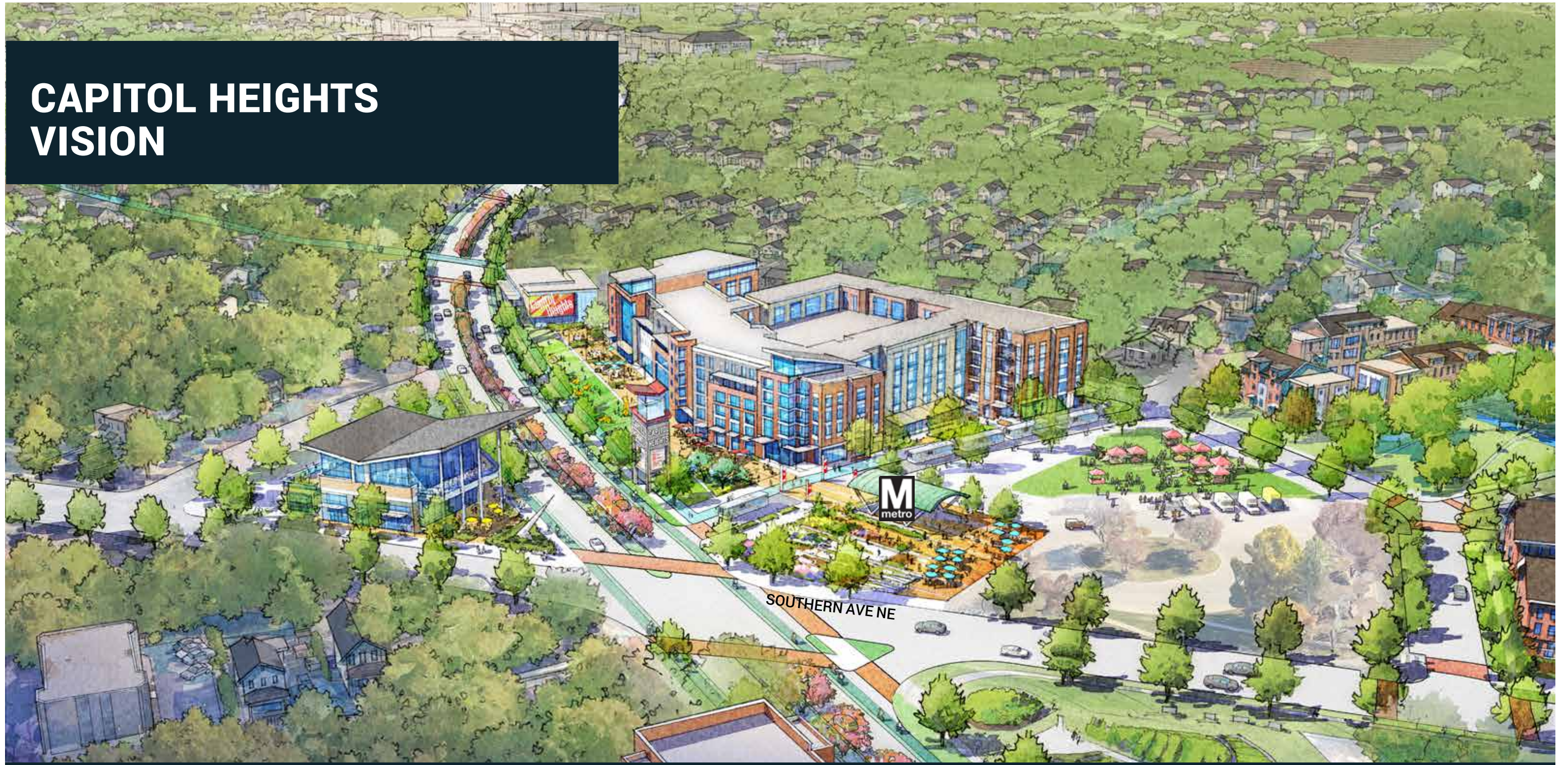
Signal commitment to vision via public investment in Central Avenue “Complete Streets” redesign and public realm activation

CAPITOL HEIGHTS VISION



Catalyze market to support joint development of WMATA property

CAPITOL HEIGHTS VISION



Facilitate private sector investment to fill in the core

CAPITOL HEIGHTS VISION



Prime market for long-term infill development of station core

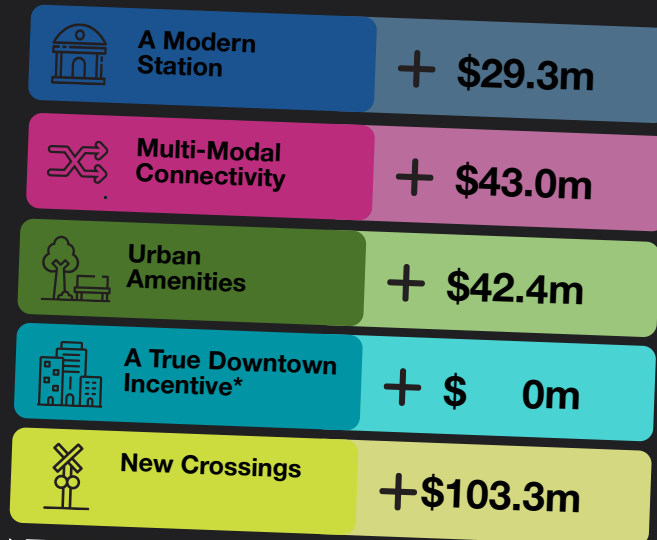
Making the Business Case for Continued Investment in New Carrollton

Prince George's County and the State of Maryland's initial investment in constructing the New Carrollton Station in 1983 has paid dividends over the decades and attracted more than 8,000 jobs to the area. More recently, Urban Atlantic's attraction of Kaiser Permanente and WMATA's new Maryland Headquarters represents \$280 million of additional investment and will lead to another 2,000 jobs.

New Carrollton has been a smart investment for the County and State. The positive economic and financial impacts made to date represent only a fraction of the area's potential. To take advantage of the full potential of the area in the next two decades, further up-front investment is needed to foster a livable, business-friendly and development-ready environment. The proposed activities listed below will achieve that outcome and provide a significant ROI by creating a regional downtown destination and more jobs--growing County and State tax revenues exponentially.

Without continued public support, New Carrollton will develop more slowly and at a lower density, reducing the total value created by the station and area for decades to come.

Strategic Initiatives

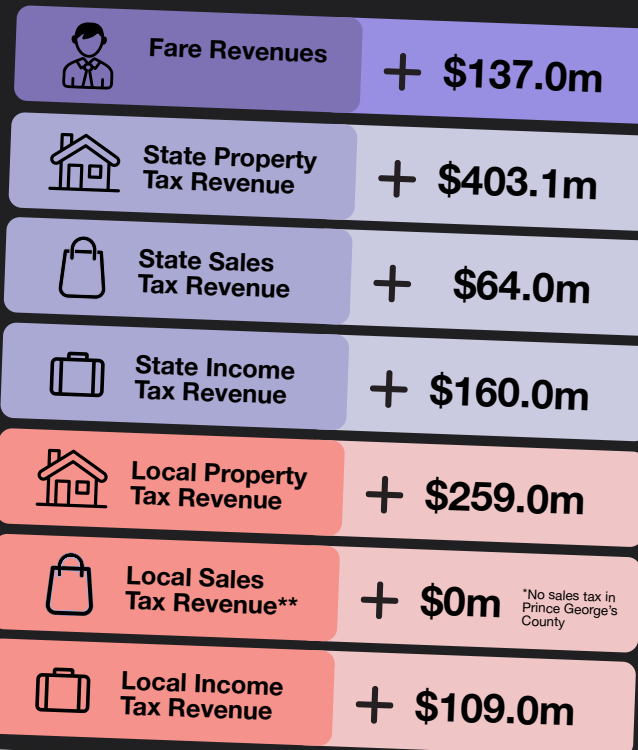



 **Total Investment = \$218.0m**

* This could be a pilot or tax abatement. See pages 42 and 43 for additional information.

Up-front action is required to accelerate and maximize the potential at New Carrollton

Outcomes



 **Total Revenue Benefits* = \$1.13b**

** Over a 30-year period

Additional Benefits

 **Additional Metrorail Ridership**
+ **3,458**
net new riders with aspirational development

 **Additional Jobs**
+ **25,173**
net new jobs with aspirational development

 **New Green Amenities**
+ **20+ acres**
of open space and wetlands

 **Increase in Office SF**
+ **4,925,000 GFA**
net new office space with aspirational development

 **Increase in Retail & Amenities SF**
+ **273,750 GFA**
net new retail space with aspirational development

 **Increase in Residential**
+ **4,200 units**
net new residential units with aspirational development

New Carrollton Station Investments Comparison

Transformation Playbook for New Carrollton

12. URBAN AMENITIES
New North Side Park

11. URBAN AMENITIES
Public Realm Connection
to the Purple Line

10. URBAN AMENITIES
New Cultural

2. MODERN STATION
Station Expansion

9. URBAN AMENITIES
Enhanced Transit Plaza
and Public Space

5. CONNECTIVITY
Bike Lanes and
Pedestrianized Streetscape

The Master Plan proposed 18 strategic investment projects to transform New Carrollton into a livable, business-friendly and development-ready environment. They include a mix of hard and soft measures meant to catalyze private investment, attract tenants and accelerate the achievement of this vision.

The outline color of each box identifies what Strategic Initiative a project corresponds to. The fill color identifies the proposed timing of each investment.

16. NEW CROSSINGS
Future Pedestrian
and Bike Bridge

1. MODERN STATION
New WMATA Garage
& Bus Facility

Investment timeline key
Near term investments
Medium term investments
Long term investments

13. TRUE DOWNTOWN
Proposed
Government Campus

18. NEW CROSSINGS
New Purple Line
Extension &
Station + Vehicular
Bridge (North
South Crossing)

6. URBAN AMENITIES
New Wetlands Park

14. TRUE DOWNTOWN
High Density
Development
Around New Purple
Line Station

7. URBAN AMENITIES
New Garden City Park

4. CONNECTIVITY
Enhanced Street Grid

15. TRUE DOWNTOWN
New WMATA
Maryland HQ

17. NEW CROSSINGS
New Access to
Eastbound RT
50 Off Ramp

3. CONNECTIVITY
Wetland Connections
and Boardwalks
Phased

8. URBAN AMENITIES
New Nature
Pavilion

New Carrollton Station Transformation Comparison



PROGRESS & NEXT STEPS



QUESTIONS