

# Economic Development Update

A monthly update of business and development activity in College Park, Maryland

Prepared by Christopher Warren,  
Economic Development Coordinator, March 5, 2008  
\* **INDICATES UPDATED PROJECT INFORMATION**

## PLANS FILED

### **GREENBELT STATION\***

On June 20, 2006, the District Council reviewed the Greenbelt Station Conceptual Site Plan, and affirmed the Planning Board's decision with additional conditions. The developer, at the request of the community, conducted a balloon demonstration of building heights on February 17, 2007.

On June 22, 2006, the Planning Board approved with conditions Pulte Homes' application (Greenbelt Metropark Phase 1) for a Detailed Site Plan for town homes and condos in the South core. The District Council withdrew its election to review the site plan submitted by Greenbelt Metropark.

Fairfield Residential, who has proposed multi-family residential in the South Core, had its application for a Detailed Site Plan approved with conditions by the Planning Board on July 27, 2006. The District Council reviewed the Site Plan submitted by Fairfield on April 9, 2007. On June 5, 2007 the District Council referred this item to staff for preparation of an approval order. District Council adopted an approval order affirming the Planning Board's decision, with additional conditions on July 23, 2007.

RCP Development Company, the developer of the remaining portion of the South Core, filed a Pre-Application Notice on April 17, 2007 and a subsequent Notice on June 27, 2007. The preferred location of a pedestrian bridge to connect this project with North College Park was selected by the City Council on July 10, 2007, but remains controversial within the community. Additional Notices were filed on August 29, 2007 and November 5, 2007. The latest *application has been filed and accepted. The RCP project will involve the development of 378 multifamily residential units (condos) and 80,000 SF of retail space.*

### **JEFFERSON AT COLLEGE PARK WEST\***

JPI has filed a Detailed Site Plan application for the assembled Hillcrest Hotel and Lasicks site. The proposal includes 220 residential units, 25,000 square feet of retail. The Planning Board held a hearing for the project on September 6, 2007, which was continued to the following week. On September 13, 2007 the Planning Board approved the project with conditions. A mandatory review by the District Council was held on November 5, 2007. *On November 19, 2007 the District Council issued a Final Order with conditions. The order was accepted by the developer on February 19, 2008.*

### **THE VILLAGE AT COLLEGE PARK\***

Located north of the Beltway on Route 1 in College Park, the Village is part of a two- project development, which includes Camden's 500- unit apartment complex. The Village will contain 40,000+ square feet of commercial office-retail space. Current retail tenants include Pearle Vision, Verizon Wireless, Fed Ex Kinko's, Potbelly Sandwich Works, Starbucks, Moe's Southwest Grill, and Essential

Spa. Leasing has begun for Camden's residential units. *Roadside Development has filed a Detailed Site Plan application for a southern pad site. The proposal is for a 6,500 square foot Buffalo Wild Wings restaurant. The Planning Board hearing is scheduled for March 6, 2008.*

#### **TOWNPLACE SUITES BY MARRIOTT\***

Baywood Hotels has filed a Detailed Site Plan for a 75-room hotel at 9620 and 9624 Baltimore Avenue. The Planning Board approved the preliminary plan of subdivision for this extended stay hotel on September 8, 2005. *The Detailed Site Plan has been accepted but the Planning Board hearing tentatively scheduled for February 2008 has been postponed.*

#### **8300-8400 BALTIMORE AVENUE\***

On November 12, 2007 the City executed an agreement with the developers regarding the build out of the second phase of University View (8300 Baltimore Avenue) and the development of the 8400 Baltimore Avenue project. In the agreement the city gave its general support for both projects to be student housing with ground floor retail. A pre-application notice was filed on November 21, 2007 for a residential student housing building with 154 units and 11,600 square feet of retail space at the 8300 Baltimore Avenue site. *This application has been accepted with a Planning Board hearing date of April 17, 2008.*

### **APPROVED PROJECTS**

#### **COLLEGE PARK MOTEL/ GARDEN SUITES**

The Planning Board approved the vacation of part of an alley on the College Park Motel site at 8419 Baltimore Avenue on June 23, 2005. The Planning Board approved the Detailed Site Plan with conditions on February 15, 2007 and the final resolution on April 19, 2007. On May 14, 2007, the District Council elected to review the Detailed Site Plan. On July 9<sup>th</sup>, the District Council adopted an order affirming the Planning Board's decision, with additional conditions. The new hotel will have 50 rooms.

#### **COMMERCE BANK**

The Planning Board approved a Detailed Site Plan application for 7201 and 7207 Baltimore Avenue on July 13, 2006 for Commerce Bank. The City of College Park voted 6-0-0 to recommend denial of the plan on July 11, 2006. On January 29, 2007 the District Council approved the site's redevelopment with changes to the site plan, including removing the drive-through. Commerce Bank is required to submit the revised architecture to the city and the M-NCPPC. As of November 24, 2007, Commerce Bank terminated its purchase agreement with the owners of the Showcase Furniture property. The property is currently available for lease.

#### **MAZZA GRANDMARC APARTMENTS\***

The District Council adopted a revised order affirming the Planning Board's decision, with additional conditions, on July 9, 2007. The developer, Collegiate Hall Properties of Greenville, South Carolina, plans to develop 231 units of graduate student housing with additional commercial space on the Mazza property, west of US Route 1 and Hollywood Road. *The Planning Board approved the applicant's request for a vacation of right-of-way on December 20, 2007. Collegiate Hall plans to begin construction in March 2008; they expect the project to be completed by Fall 2010.*

### **MOSAIC AT TURTLE CREEK\***

On September 18, 2006, the District Council approved a Zoning Map Amendment for a University-owned property along Mowatt Lane from R-55 to R-10. The property, also referred to as Buddington North, is located approximately 800 feet southwest of the intersection of Campus Drive and Mowatt Lane. The R-10 zone would allow the developer, Owner Entity Fund II, LLC, to develop intergenerational housing at the site, a concept that builds on the strong attraction that alumni have to their alma mater. A Preliminary Plan of Subdivision was approved with conditions by the Planning Board on May 31, 2007. *A notice of intent to file a Detailed Site Plan was mailed on February 27, 2008.*

### **NORTHGATE CONDOMINIUMS\***

The Planning Board approved a Detailed Site Plan with conditions for Northgate Condominiums on June 22, 2006. The project will be located at 8430 Baltimore Avenue and will consist of 204 condominiums with 5,670 square feet of retail. The Mark Vogel Companies, the project applicant, sold the property to “Mr. Northgate I LLC” for \$4.2 million in December 2006. Certification of the Detailed Site Plan has been stalled by a finding of the Federal Aviation Administration (FAA) of a presumed hazard to air navigation based on the height of the building. *Monument Realty appealed the FAA decision, but the decision was upheld.*

### **PDC DEVELOPMENT\***

A Preliminary Plan of Subdivision was approved with conditions by the Planning Board on February 22, 2007 for up to 300 residential condominiums and 15,782 square feet of commercial/ retail space on 1.34 acres at 4714 Branchville Road. *The property is currently for sale.*

### **9909 BALTIMORE AVENUE/ HOLLYWOOD STATION**

The owner of the property at 9909 Baltimore Avenue filed a Conceptual Site Plan, Preliminary Plan of Subdivision, and Detailed Site Plan for a 22,000 square foot office building at the northeast corner of Rt. 1 and Edgewood Road. The Planning Board approved the Preliminary Plan and Conceptual Site Plan on January 25, 2007. The Planning Board approved the Detailed Site Plan, with conditions, on April 12, 2007. The District Council heard the Conceptual Site Plan and Detailed Site Plan on June 18, 2007. The District Council adopted an approval order affirming the Planning Board’s decision, with additional conditions, on September 11, 2007.

## **PROJECTS IN THE PLANNING PHASE**

### **COCHRAN PROPERTY\***

Mark Vogel Companies is under contract for the purchase of 8150 Baltimore Avenue, familiar to most as Jerry’s Pizza and Subs. The developer sent a Pre-Application Notice for a Preliminary Plan of Subdivision and a Detailed Site Plan to construct a Hilton Hotel on the site. This winter a decision was made by the developer to abandon the hotel project and pursue student housing for the site. *An Application for Subdivision and a Detailed Site Plan for the proposed student housing building site is pending.*

### **DOWNTOWN PARKING GARAGE AND REDEVELOPMENT PROJECT\***

The garage will be located at the corner of Knox Road and Yale Avenue. This garage will have 300 parking spaces and 5,800 square feet of retail. *The Pre-Application Notice for this project was filed on*

*August 8, 2007. On November 6<sup>th</sup> the Detailed Site Plan application was filed and accepted by M-NCPPC. The Planning Board approved garage and redevelopment project with conditions on January 24, 2008. Construction is expected to begin this spring.*

#### **STARVIEW PLAZA\***

On January 20, 2004, the Planning Board approved with conditions the Preliminary Plan of Subdivision for the site of the former Starlight Inn and Terrapin Taco. Star Hotels, Inc. has decided to partner with Grant Architects to build student housing and retail on the site. *The developer intends to pursue LEED certification.*

#### **UNIVERSITY OF MARYLAND, EAST CAMPUS**

After a nearly six-month search for a developer for the proposed East Campus project, the University of Maryland chose the partnership of Rockville-based Foulger-Pratt and Argo Investment for the 38-acre mixed-use parcel. When completed, East Campus will have an estimated 2,000 housing units and 400,000 square feet of retail. Additional commercial space will be occupied by an office building and hotel. More project information can be found at <http://www.eastcampus.umd.edu>

### **UNDER CONSTRUCTION**

#### **M SQUARE: UNIVERSITY OF MARYLAND RESEARCH PARK\***

M Square 1, a 120,000 square foot office building located at 5825 University Research Court, is under construction and is expected to be delivered by the end of 2007. *In December 2007, M Square 1 added the Intelligence Advanced Research Projects Activity (IARPA) federal agency as a tenant. The agency will occupy approximately 60,000 square feet or half of the building.*

#### **NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION (NOAA)**

Approved by the City and Prince George's County in October of 2006, this project has been designated as a priority economic development project by the County Executive. The project will include 268,762 square feet of leaseable space, a 700-space parking structure and a 500-seat auditorium.

The developer, Opus East, will seek to achieve Leadership in Energy and Environmental Design (LEED) Silver certification for the project. The project is a component of the M Square University of Maryland Enterprise Campus and is expected to be delivered by late 2008 or early 2009. NOAA will lease the building for 13 years.

### **OTHER NEWS**

#### **CAFTRITZ PROPERTY MEETINGS**

Several public workshop meetings will be held, beginning in early June, for the planned development of the 38-acre Cafritz property, immediately south of the College Park city line, on the east side of Baltimore Avenue/ Route 1 in Riverdale. Additional event information and perspectives can be obtained at [www.rethinkcollegepark.net/blog](http://www.rethinkcollegepark.net/blog), <http://route1growth.wordpress.com/>, and on the developer's website, <http://www.cafritzpop.com/>.

### **OLD TOWN HISTORIC DISTRICT**

The Old Town College Park Historic District was approved on June 1, 2006 and became effective as of that date. An appeal of the district designation was heard by the Zoning Hearing Examiner (ZHE). A decision was issued on September 26, 2007, recommending approval with conditions. The College Park City Council and Prince Georges County Historic Preservation Commission approved procedures for the establishment of a local advisory committee and the HPC nominated 5 individuals to serve on the LAC. The District Council heard oral arguments on the Old Town, College Park's Historic District designation on November 19, 2007 and took the matter under advertisement.

## Property Available for Lease

### **Industrial Space**

- 5103-5115 College Avenue: Charlie Castle, 301.762.9000
- 5108 College Avenue: Sam Jarian, 301.699.0001
- 5114 College Avenue: Charlie Castle, 301.762.9000
- 9102-9124 51<sup>st</sup> PL, John Erynsmeier, 301.340.9400 ext 28

### **Office**

- Executive Building, 7100 Baltimore Avenue: Charlie Castle, 301.762.9000
- CP Professional Building, 4500 Knox Road: Charlie Castle, 301.762.9000
- 5700 Rivertech Road: Donohoe, 301.345.9730
- 8400 Baltimore Avenue, Lawrence E. Thau: 301.215.4112
- 9723 Baltimore Avenue, Hobbs Associates, 301.937.2188

### **Retail**

- 7301 Baltimore Avenue: Miry Livnat, 301.717.9140
- Showcase Furniture, 7203 and 7207 Baltimore Avenue: Douglas Hall, 410.991.1811
- Campus Village, 8145 Baltimore Avenue: Terry McKnight, 215.708.3577
- Hollywood Shopping Center, 9801 Rhode Island Avenue: Ian Kelly, 301.572.7800
- Village at College Park, 10240 Baltimore Avenue: Maria Hatcher, 202.375.7944
- College Park Center, 7415-7423 Baltimore Avenue: Lou Rizzo, 301-702-3200 ext.102
- College Park Downtown Garage Storefronts, Knox Road: Chris Warren, 301.277-3445

## Property Available for Sale

### Industrial

- Corporal Frank S. Scott Drive and Leigh Street: 2 acres, \$6.2 million, David Wills, NAI Michaels, 301.918.2929
- 4901 River Road (Riverdale): 1.6 acres, best offer, David Anzicek, Friedman Real Estate Group, 240.848.1290

### Retail

- 9901 Rhode Island Avenue: 4,300 Sq ft \$900,000, broker unknown

### Residential

- 3623 and 3625 Campus Drive: 3.07 acres, \$3.2 million or best offer, Kevin Setzer, The Hogan Companies, 410.266.5100 ext. 36

### Mixed Use

- College Perk, 9078 Baltimore Avenue: 1.58 acres, \$3.2 million, Hobbs Associates, 301.937.2188
- 9405 Baltimore Avenue: .24 acres, \$499,900, RE/MAX Allegiance of Laurel, MD
- 4703 Berwyn Road: 4,800 sq ft, \$1,500,000, John Friend, NAI Michaels, 301.918.2914
- Showcase Furniture, 7203 and 7207 Baltimore Avenue: Douglas Hall, 410.991.1811
- PDC Campfire Project, 48<sup>th</sup> and Branchville Road, PDC Campfire, 410.740.9863