

Economic Development Update
A bi-monthly update of business and development activity in College Park, Maryland

Prepared by Christopher Warren,
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*** INDICATES UPDATED PROJECT INFORMATION**
NEW INFORMATION ITALICIZED

PLANS FILED (5)

THE DOMAIN AT COLLEGE PARK*

Located at the corner of Campus Drive and Mowatt Lane on the Poole property, the Domain is expected to be a 5-story luxury multi-family building with 250 residential units and 5,000 – 10,000 square feet of retail. The Hanover Company will be the developer. The developer will market the project to graduate students, young professionals, visiting professors, and empty nesters. The project has an expected completion date of Fall 2012, which is based on a tentative construction schedule. A pre-application notice for a zoning change to M-X-T was accepted on July 28, 2008. The Planning Board recommended approval for this zoning change request on December 18, 2008. The Zoning Hearing Examiner heard this case on January 21, 2009 and filed a decision with the District Council on April 3, 2009, recommending an approval with conditions. *In July, District Council approved Hanover's request for a zoning change.*

GREENBELT SOUTH CORE*

Three developers had submitted Detailed Site Plan applications for the South Core -- Pulte (DSP included infrastructure for the South Core), Fairfield, and RCP. While the Pulte and Fairfield DSPs received Planning Board approval, RCP's plan was never scheduled for a Planning Board hearing. All three projects are now inactive. A new developer, Craftstar Homes, has signed a contract to purchase and develop 46 townhouse lots within the Pulte portion of the South Core. *The Craftstar DSP has been submitted and a Planning Board hearing will be held on November 5, 2009.*

MAZZA GRANDMARC ROUTE 1 RETAIL

On November 25, 2008, the Grandmarc submitted a pre-application notice for the development of approximately 10,000 square feet of commercial space with frontage on Baltimore Avenue to the M-NCPPC. Mazza has filed a Detailed Site Plan (DSP) application for the commercial frontage; however, a Planning Board hearing date has not yet been scheduled.

M SQUARE: PRELIMINARY PLAN 4-09022 AND DETAILED SITE PLAN*

The University of Maryland has proposed an Office and Research development project on 48.57 acres of property that it owns in the Riverside and Litton Technology Center subdivisions. The University has given notice to M-NCPPC of its intention to submit a Preliminary Plan of Subdivision to re-subdivide these two existing plats of the subdivision. *A pre-application notice for a Detailed Site Plan for 13.45 acres was submitted on September 15, 2009. This project will consist of three-- 150,000 square foot-- five-story office buildings.*

UNIVERSITY OF MARYLAND, EAST CAMPUS

Following 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 49-acre mixed-use parcel. A Detailed Site Plan has been filed and accepted by M-NCPPC. No Planning Board hearing date has been set. As planned, East Campus will have 654 student housing units and 857 market rate housing units. The commercial space will include 309,399 square feet of retail, 78,451 square feet of entertainment, 104,416 square feet of office and a 200- room hotel.

APPROVED DETAILED SITE PLAN PROJECTS (6)

THE VARSITY*

This project is located south of University View on the west side of Route 1. The developer, College Park Gateway Properties, LLC, proposes to construct a six-story, mixed-use, development that includes 258 units (901 beds) of student housing and 20,019 square feet of ground floor retail. The Planning Board approved the project's Preliminary Plan application on December 18, 2008 and Detail Site Plan with conditions on January 22, 2009. The District Council approved a rezoning request on March 23, 2009. The State Board of Public Works recently approved a land exchange involving the University of Maryland, the Maryland-National Capital Park and Planning Commission, and the applicant. *In July, the state of Maryland sold an adjacent one-acre unimproved parcel to Varsity's developers for \$285,283 as part of the land exchange.*

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, the District Council adopted an order affirming the Planning Board's decision, with additional conditions. The new hotel will have 50 rooms. The developer of the project has applied for permits.

MOSAIC AT TURTLE CREEK

The Mosaic is located approximately 800 feet southwest of the intersection of Campus Drive and Mowatt Lane. The developer, Owner Entity Fund II, LLC, proposes to develop intergenerational housing at the site, a concept that builds on the strong attraction that alumni have to their alma mater. The project will have 300 multi-family units. The Planning Board approved the Mosaic's Detailed Site Plan on October 30, 2008.

TOWNEPLACE SUITES BY MARRIOTT

Located at 9620 and 9624 Baltimore Avenue, the Baywood Hotels project will be a 75-room extended stay hotel. The Planning Board approved the Preliminary Plan of Subdivision for Towneplace Suites on September 8, 2005. The Planning Board approved the Detailed Site Plan with conditions on September 18, 2008. The District Council reviewed the Detailed Site Plan on January 12, 2009 and took it under advisement.

8320-8400 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. Together with University View and University View II, this project was purchased by Clark Enterprises, Inc. The Planning Board approved the University View Village Detailed Site Plan with conditions on May 21, 2009.

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 then adopted an approval order to affirm the Planning Board's decision, with additional conditions, on September 11, 2007. The developer is currently pre-leasing office space.

UNDER CONSTRUCTION/ RECENTLY COMPLETED (7)

DOWNTOWN PARKING GARAGE AND REDEVELOPMENT PROJECT*

The garage will be located at the corner of Knox Road and Yale Avenue with 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 6th the Detailed Site Plan application was filed and accepted by M-NCPPC. The Planning Board approved the Detailed Site Plan with conditions on January 24, 2008. The City celebrated the garage's official grand opening on August 5, 2009. *The original Ledo Restaurant signed a lease in mid-September to become the garage's ground floor storefront tenant.*

M SQUARE: 5850 UNIVERSITY RESEARCH COURT

5850 University Research Court project—a 120,000 square foot office building—is currently nearing completion. IARPA will be the anchor tenant for this building.

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. In early November of 2008 the developer broke ground for this project.

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 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 currently nearing completion. NOAA will lease the building for 13 years.

Although the NOAA project is nearly completed, Opus East, the developer, has suspended the project and is in the process of suing General Services Administration (GSA) in federal court over escalating development costs. *Opus East's Chapter 7 bankruptcy filing does not include the NOAA building.*

STARVIEW PLAZA*

The developer, Starview Plaza, LLC, has proposed the construction of a mixed-use development that includes 147 units (550 beds) of student housing, 9,487 square feet of ground floor retail, and a 355 space, integrated parking garage. The Detailed Site Plan for this project was approved on July 24, 2008 by the Planning Board and on September 9, 2008 by the District Council. The developers of this project filed a plan amendment to add one additional story. In February, the plan amendment was approved by the County's Planning Director. The additional story will add 30 housing units (112 beds) to the project. As a result, the project will now offer 177 housing units (662 beds). *Although Starview's contractor, Foulger-Pratt, received a construction permit to build the \$42 million student housing development in July, the project's developers have since submitted a revised DSP. The revised DSP incorporates a new two-part phasing development strategy. The application was accepted for expedited review with a tentative Planning Board hearing of November 5, 2009.*

UNIVERSITY VIEW II

The University View II is located in front of University View and will house University of Maryland Freshman Connection students. This project is under construction. University View and University View II, as well as an additional planned expansion project, have been purchased by Clark Enterprises. The Otis Warren Group, an original owner of the project, will retain management in all phases. When the University View II and an additional expansion project, known as the Village, are completed, another 1600 beds will be added.

THE VILLAGE AT COLLEGE PARK

Located north of the Beltway on Route 1, the Village is a mixed-use development, which includes Camden's 500-unit apartment complex, townhouses for sale by GBI, Inc., and 40,000+ square feet of commercial office-retail space developed by Road Development. Current retail tenants include Pearle Vision, Verizon Wireless, Fed Ex Kinko's, Potbelly Sandwich Works, Starbucks, Moe's Southwest Grill, Massage Envy, and Essential Spa. Buffalo Wing Wings, which occupies the southern restaurant pad site opened in March 2009. The residential occupancy of the Camden at College Park has surpassed 65%. A completed Einstein's Bagels restaurant now occupies the Village at College Park's northern pad site.

OTHER NEWS (5)

CAFRITZ PROPERTY

On December 13, 2008, the developers of the Cafritz Property held a community meeting to discuss changes made to their proposed project. The new plan includes over 900 multi-family units, 200,000 square feet of retail, 36,000 square feet of office, and a 120-room hotel on 36 acres. The project would provide a wooded buffer to neighborhoods to the west and north and set aside a third of the site for green and open space. A hiker/biker trail would provide limited access to the Calvert Hills neighborhood and the College Park Metro Station. However, at this time, the project is not designed to provide vehicular or non-vehicular access to River Road and Kenilworth Avenue to the East.

Revision details can be accessed at: http://www.cafritzpop.com/pdf/December_13_2008-Proposed_Plan.pdf.

TRANSIT DISTRICT OVERLAY ZONE (TDOZ) WAREHOUSE AREA

Working with the City of College Park and Prince George's County, the Urban Land Institute (ULI) Technical Assistance Panel (TAP) spent May 14 – 15, 2008 evaluating the TDOZ warehouse district for development opportunities. Specifically, the TAP examined two underutilized parcels owned by Clyde Dent and Prince George's County, which are located across the street from the College Park Metro Station. Currently, the Dent property is for sale for \$6.2 million. The technical assistance panel formally presented its findings to the College Park City Council on October 7, 2008.

PRELIMINARY CENTRAL US 1 CORRIDOR SECTOR PLAN AND SECTIONAL MAP AMENDMENT*

A community meeting for the new Central US 1 Corridor Sector Plan and Sectional Map Amendment (SMA) was held September 17, 2008. A design charrette was held on December 5 thru December 10. A Post-Charrette Workshop for the Central US 1 Corridor Sector Plan and SMA was held from 6:30 p.m. to 9:00 p.m. on Thursday, February 19, 2009, at the College Park Community Center. A public information meeting was held on July 8 at the Clarice Smith Center for the Performing Arts.

A Public Hearing was held by the County Council and Planning Board on September 15, 2009. A work session with the Planning Board on the Digest of Testimony is slated for November 5, 2009. A copy of the Preliminary Central US 1 Corridor Sector Plan and Proposed Sectional Map Amendment can be accessed at:

http://www.pgplanning.org/Resources/Publications/Central_US_1_Publication.htm

WASHINGTON POST PLANT

The Washington Post Plant, located on Greenbelt Road in College Park, closed this summer. The Post has placed the property on the market with Cushman Wakefield's Baltimore office. The broker for this property is Matt Laraway. He can be contacted by email at matthew.laraway@cushwake.com and by phone at (410) 685-9882.

BAYWOOD HOTEL REDEVELOPMENT

Baywood Hotels, which currently owns three adjacent hotels between Cherokee and Delaware Street, is interested in redeveloping a consolidated site. The proposed project is located immediately to the north of the defunct JPI Jefferson Square Apartments site. The project would replace the existing Howard Johnson and Days Inn with a Springhill

Suites and a Homewood Suites. The Ramada Inn will be renovated. Baywood also expects to add a stand-alone retail component to the project.

