Final Presentation

SUITLAND FEDERAL CENTER MASTER
PLANNING-ULI miniTAP

GENERAL SERVICES ADMINISTRATION-
NATIONAL CAPITAL REGION OFFICE OF
PLANNING & DESIGN QUALITY
7TH & D STREETS SW
WASHINGTON, DC 20407

2:30-4:00 PM

Intro

May 20, 2015

Suitland Federal Center
Agenda

1. Welcome & Introductions - All

2. Background on the mTAP - SFC

3. Preliminary Findings from Team

4. Roadmap for SFC

5. Schedule / Next Steps
The Team

Marc Bleyer, Executive Office of the Mayor, District of Columbia
Matt Buhts, Carr Reality Partners, LLC
Laine Cidlowski, Office of Planning, District of Columbia
Tom Fairchild, CityV3
Kristin O'Connor Mazerski, Montgomery County Planning Department
Thomas McManus, Torti Gallas and Partners
The Team’s process:

- Review of existing legislation and plans
- Site visits
- Initial meeting with GSA
- Preliminary findings presentation with Stakeholders (GSA, Prince George’s County Redevelopment Authority, Prince George’s County Executive’s Office, Prince George’s Planning Department)
- Telephone and in-person stakeholder interviews
- Team work sessions
- Individual research
The Suitland Federal Center (SFC) is an **opportunity** for the federal government, Prince George’s County, and the Washington Metro region. With over 226 acres, four federal agencies, and **unmatched access** to the regional core, the SFC has **significant assets** to offer both federal government tenants, commercial tenants and the community.

The following slides describes a few key measures that the GSA can take to **improve the workplace**, **maximize value**, **generate jobs**, and **improve interactions** with the surrounding community.
**SUITLAND FEDERAL CENTER**

**MINI TECHNICAL ASSISTANCE PANEL**

**Location**

- Located in Suitland, MD in Prince George's County at the crossroads of Silver Hill and Suitland roads.

- Neighboring cities include District Heights, Silver Hill and Hillcrest Heights.

- The federal campus is located approximately 5.5 miles southeast of the US Capitol in Washington, D.C.

- Near key DC commuting corridors including Suitland Parkway, Pennsylvania Avenue (MD 4) and Branch Avenue (MD 5).

- Metro Accessible via the Suitland Metro Station on the Green Line.

- Four miles from the Capital Beltway via Silver Hill.

- Close to Andrew Air Force Base.
Existing Conditions

- 226 acres with a perimeter fence, 41 acres are owned by the US Navy (NMIC operated as a separate campus).

- Approximately 2.7 million square feet of rentable space and accommodates a number of federal tenants.

- 6,337 employees (excluding NMIC), making it the largest office entity in southern Prince George's County.

- Addition of 630 Bureau of Economic Analysis (BEA) employees at the Census (currently located off-site). Campus population will grow 26% by 2023.

- 5,680 total parking spaces including 3,085 structured and 2,595 surface spaces.
## Table 1: Existing Tenant Statistics

<table>
<thead>
<tr>
<th>SFC Population</th>
<th>Census</th>
<th>NOAA</th>
<th>WNRC</th>
<th>CDC⁹</th>
<th>GSA</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees</td>
<td>4,000</td>
<td>300</td>
<td>97</td>
<td>20</td>
<td>150</td>
<td>4,547</td>
</tr>
<tr>
<td>Contractors</td>
<td>1,399</td>
<td>350</td>
<td>21</td>
<td>0</td>
<td>0</td>
<td>1,770</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>5,399</td>
<td>650</td>
<td>118</td>
<td>20</td>
<td>150</td>
<td>6,337</td>
</tr>
</tbody>
</table>

## Table 2: Existing (2013), and Future (2017 and 2023) Employee Population

<table>
<thead>
<tr>
<th>Agency</th>
<th>Existing</th>
<th>Future (2017)</th>
<th>Future (2023)</th>
<th>% Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Census (includes contractors)</td>
<td>5,399</td>
<td>7,029</td>
<td>7,080</td>
<td>31%</td>
</tr>
<tr>
<td>NOAA</td>
<td>650</td>
<td>750</td>
<td>650</td>
<td>0%</td>
</tr>
<tr>
<td>WNRC (includes contractors)</td>
<td>118</td>
<td>118</td>
<td>111</td>
<td>-6%</td>
</tr>
<tr>
<td>Child Development Center</td>
<td>20</td>
<td>20</td>
<td>25</td>
<td>25%</td>
</tr>
<tr>
<td>GSA &amp; Support Personnel</td>
<td>150</td>
<td>150</td>
<td>150</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>6,337</td>
<td>8,067</td>
<td>8,016</td>
<td>26%</td>
</tr>
</tbody>
</table>
Existing Landmarks

- Department of Commerce (US Census Bureau)
- National Oceanographic and Atmospheric Administration (NOAA)
- Washington National Records Center (WNRC), National Archives and Records Administration
- US General Services Administration (GSA),
- National Maritime Intelligence Center (NMIC)
- Water Tower
- Visitor’s Center/Gate 5
- Suitland House
- Suitland Metro Station
Suitland Federal Center Challenges

• **Market Data**

  **Local Residential Market Data**

  • **Avg Rent:** $1,180 or $1.38 PSF ($1,750 or $1.62 PSF for properties built within 10 years), which suggests a narrow profit margin and high price sensitivity.

  • **Rent:** The submarket has shown slow but steady rent growth over the last 3 years (2012: 2.2%, 2013: 2.1%, 2014: 1.9%)

  • **Recent development:** Only 3 new multi-family projects have been built within a 3.5 mile radius of the Suitland Federal Center within the last 10 years.

  • **Vacancy:** 91% occupancy overall indicating weak demand for new apartments. Of the 3 new properties, two are at 92% occupancy and the third is 44% (undergoing some renovations).

  • **Excess supply:** Prince George’s County has a significant supply pipeline that is concentrated in Laurel and Hyattsville
Observations:

1) The limited premium ($0.024 PSF) for newer product indicates the submarket is *extremely price sensitive* and higher pricing necessary to justify development may not be feasible.

2) The overall occupancy rate of 91% indicates *weak demand for new apartments*. The rest of the DC metro has an occupancy rate of approximately 95% even after a couple years of historically high apartment deliveries.

3) The three relatively recent multi-family developments in the submarket were in Camp Springs, which was able to generate interest from several developers. Generating a critical mass of new development to create more of a sense of place may incentivize development. *Government may have to provide some economic incentives to generate the initial development.*

4) Given financial constraints, residential development should allow for wood frame development with surface parking.
Key Assets

- Metro Station Access
- Large Land Area
- Public Sector Anchors
Four key recommendations that the GSA can take to improve SFC:

1) Improve transportation and connections
2) Foster development potential
3) Integrate sustainability
4) Rethink campus security
Improve Transportation and Connections
Sub-region Connectivity

TOD Opportunities
METRO PARCEL
Connectivity is a high priority. The metro parcel is the linchpin to any connectivity to and through the federal property.
Public Access Improvements/ Metro

- Coordinate with the SHA, the Suitland community and the Washington Area Bicycle Association on their project to upgrade Suitland Road with dedicated bike lanes from Silver Hill Road to Southern Avenue.

- Provide additional trails through the woodland areas should be evaluated, including a recreational trail around the perimeter of the SFC campus and a trail providing more direct access from the Metro station to the NMIC site.

- Upgrade all internal roadways with sidewalks on both sides.

- Design internal roadways with dedicated bike lanes. If roadway width does not allow for dedicated bike lanes, then sharrows are a viable alternative.

- Relocate the main SFC entrance to Suitland Road to focus on pedestrians along Silver Hill Road and Metro.\"
Retail Corridor Connections

Study adjacent retail market and evaluate impact of new proposed developments.
Public Access Improvements/ Metro

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Foster Development Potential
Foster Development Potential

- Work with Metro to release a solicitation for development of the parking lot.
- Attract Federal agencies with focus on tech to act as anchors on the campus.
- Economic development incentives to target tech businesses and business service companies for follow on development.
New development potential could focus on the following:

- Open up parcels for redevelopment, especially corner intersection.
- Aim for information tech uses
- Open spaces for tenants and visitors
Accessible Campus

- Create large and small public spaces for active and passive recreation.
- Utilize the northeast corner of the site and integrate residential and office tenants with street level spaces for shops, cafes, public art to activate the streets.
- Reuse the Suitland House for community events.
- Wrap WMATA garage with retail, residential, and or office.
Technology Center
Brand the campus as a technology or cyber-technology campus to attract the market.

Vision – Brand

May 20, 2015
Integrate Sustainability
Sustainability

Existing assets:

- existing tree canopy
- stormwater management ponds
- central heating and cooling plant
Sustainability

Expand urban green infrastructure & stormwater management including:

• Integrate low impact development into open spaces for stormwater management, urban heat island impacts and aesthetic values that include:
  o rain gardens
  o Bioswales
  o connected tree boxes
  o permeable paving

• Complete a study of the capacity of the existing central heating/cooling plant for the Washington National Records Center (WNRC) to examine the feasibility to add additional buildings to plant’s capacity.
Plan for a combined heat & power microgrid

1. Tie into a local secure water and energy microgrid facility

2. Conduct a feasibility study to assess ability to get plant running & expand capacity

Benefits:

• Lowers utility costs for tenants
• Able to sell excess renewables or rent to adjacent property owners or new businesses
• Provides resiliency in case of emergencies or climate adaptation or change
• Able to plan a decentralized system that is scalable to growth of campus
Rethink Campus Security
Rethink Campus Security

Make the campus accessible to the public by reducing or removing the perimeter fencing.

- Consider removing the perimeter fence incrementally.

- Incorporate security elements that can respond to varying levels of threat and balance security with openness.

- Upgrade pedestrian and bike access around and through the site.

- Plan for new buildings with ground floor retail to activate Silver Hill Road from the Metro Station to the corner of Suitland Road.

- Integrate a new publicly-accessible open space along Suitland Road that supports a range of activities such as recreational sports, performances and markets.

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New publicly-accessible open space could support the following:

- a range of activities such as recreational sports, performances
- retail uses
- public art
- farmers markets
- neighborhood events
Vision Forward
Ways to activate the SFC campus:

• Plan for a hotel and office with ground floor retail at the Metro Station to serve federal tenant needs & activate Silver Hill Road.

• Attract a technology-related federal agency to the site. The proposed cybersecurity campus could be a natural fit for the area.

• Provide financial incentives in order to make the desired amenity base financially feasible (beyond those developed on the WMATA site.). GSA should work closely with the Prince George’s Economic Development Authority to develop an incentive package that could include the following:
  1) TIF to defray the cost of infrastructure improvement;
  2) Discounted ground lease (GSA could include a purchase option exercisable at 20 year increments for an agreed upon return on cost)
  3) GSA or a tenant could master lease a block of hotel rooms to provide credit support to a hotel development in an unproven hotel market.

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Why a technology-related federal agency to the SFC campus?

- A 630,000 SF cybersecurity campus of this size could fit on the large property
- Complement the other technology functions present at the site and attract more private enterprise to the area in the cybersecurity and big data industries.
METRO PARCEL
Work with Metro to release a solicitation for development of the parking lot.

ANCHOR TENANT
Identify one or two federal agencies that have a focus on information technology and might act as anchors in new buildings on the campus.

TECH DISTRICT
Work with developers and county officials to assemble a package of economic development incentives that target information technology businesses and business service companies that work for Federal Government data and technology agencies.

Neighboring development in Prince George’s County (such as the Suitland Town Center development)
SUITLAND TOWN CENTER DEVELOPMENT PROJECT

CHARACTER

Character is a feature that differentiates one place from all others. Good places usually have characteristics that people can easily comprehend and appreciate.

DIVERSITY

Diversity means more choices and variety. Diversity can only be achieved through the mix of uses, which generate different site layouts, building forms, types and sizes.

ACCESSIBILITY

Accessibility is the mixed-use nature of the traditional town center usually draws a critical mass of pedestrian activities through a physical concentration of retail, service, office, and other commercial uses.

THE PUBLIC REALM

The Public Realm consists of streets, squares, places, parks, greens, arcades, and other outdoor areas that not only accommodate everyday life but also host important public events.

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The Team recommends to continue to collaborate with all the County, State and federal stakeholders and that GSA should conduct a Full ULI TAP to complete a much broader scope than our mini-TAP could provide.