

Placemaking at the Landover Metrorail Station



**ULI WASHINGTON
LAND USE LEADERSHIP INSTITUTE
MINI TECHNICAL ASSISTANCE PANEL
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Placemaking at the Landover Metrorail Station



Panelists:

- George Kelly, Hines
- James McCann, Baker Tilly
- Stuart Prince, The Peterson Cos.
- Sam Swiller, Gallaudet University
- Gwen Wright, City of Alexandria
- Mark Viani, McGuireWoods LLP

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Regional Goal

- Transit-oriented and mixed use communities emerging in Regional Activity Centers that will capture new employment and household growth

Sponsor Questions for the Panel

- What uses and densities are feasible as part of a redevelopment strategy centered on this isolated Metro station? What can the County do in the Sector Plan to pave the way for a successful long-term and large-scale public-private redevelopment effort?
- What is the market potential for redevelopment of the adjoining vacant light industrial, warehouse and distribution space located to the east of the Metro Station?

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Sponsor Questions for the Panel (continued)

- What strategies would support near-term revitalization and phased long-term transit oriented redevelopment of the adjoining retail center (Dodge Park Drive)?
- What is the market for housing in this area and what is the appropriate density and unity mix for the vacant Hunter Ridge site?
- What urban design improvements should me made in the station are to improve pedestrian access and support nearby TOD?
- What urban design improvements or transportation enhancements should be prioritized along MD 202 to promote walkability, transit access and redevelopment?

Site Background: Demographics



- Population – 382,000, comprised of 138,000 households and 91,000 families
- Income
 - Median household income - \$57,000
 - Average household income - \$67,000
- Education
 - High School Graduate or GED – 30.7%
 - Bachelor's degree – 15.1%
 - Graduate degree – 11.1%

Site Background: Demographics



- **Housing**
 - Owner occupied households – 78,000
 - Renter occupied households – 60,000
 - Single unit attached – 20%
 - Single unit detached – 38.8%
 - 5 – 19 units – 28.7%

Site Background: Demographics



- Employment
 - 178,000 workforce participants
 - Office and administrative support – 18.4%
 - Service industries – 28.5%
 - Professional services – 14.5%
 - Commute to work
 - Average time – 37 minutes
 - Non-transit – 73.5%, but **Car poolers – 55.1%**
 - Users of public transportation – 26.5%

Site Background: Demographics



- Commentary
 - Majority work in office support or service industries – “white-blue” collar. Area is solidly middle class.
 - Carpooling, commute times, and distribution of professions suggest large number of government workers
 - Many neighbors probably also co-workers
 - Clear preference for carpooling - Metro is in their backyard but it is not preferred mode of transportation
 - Other than population, demographic data within three and one mile radius does not change materially

Site Background: Market Analysis



Area is a mix of product types – Industrial, Residential and Retail – little to no true office and no hospitality

- **Residential**

- Very challenged residential market – no new activity – re-sales average \$86K for THs and \$143K for SFD (last 6 mo./2 mi radius). Lots of foreclosure and short sales activity. Sales less than \$100 PSF in many cases
- Cheverly neighborhood is an anchor
- Subsidized housing is very close and abundant
- Rents are probably around \$1.20 - 1.40 PSF for existing product

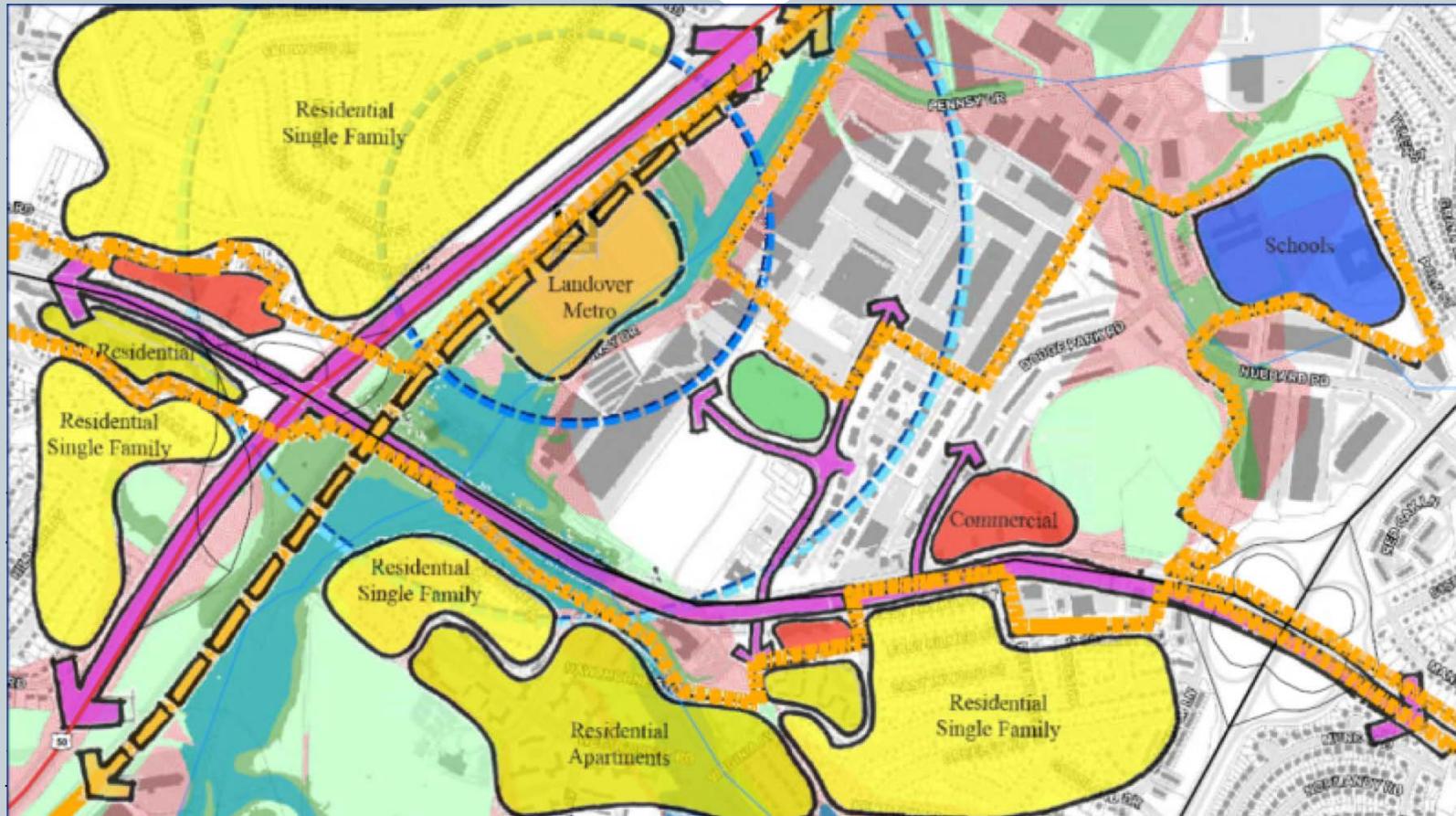
- **Retail/Commercial**

- Unanchored strip service retail to the east within 1/2 mile ≈ \$15.00 PSF rents
- CVS and Aldi - 1/2 mile to the west. Giant vacated.
- Woodmore Town Center has captured nearly all big box capacity
- Very little stand alone office

- **Industrial**

- Healthy industrial market – Ardwick Industrial Park – recent sale of \$118 PSF

Site Background: Opportunities Constraints



EXISTING CONDITIONS AND CONSTRAINTS

LANDOVER, MARYLAND

A small compass rose icon with four arrows pointing North, South, East, and West.

1 inch = 600 feet

Site Background: Neighborhood Desires



- (see video)

Strategy #1 - Now

Pick your battles and focus on the core area...in this case, a more compact planning area is better.





Strategy #2 – Short Term

Improve visibility and perception of security for Metrorail Station



Significant Wayfinding Signage; dramatic Lighting at Metro and along routes to station; possible Police Substation in the area

Strategy #3 – Mid Term

Improve pedestrian connections to Metrorail Station



- * **New Pedestrian Bridge over Route 50/Tracks**
- * **And/or Improve existing bridge over Route 50/Tracks with an urban deck**
- * **New path to Metro Station from MD 202 through environmental area – turn a constraint into an asset**

Strategy #4 – Long Term

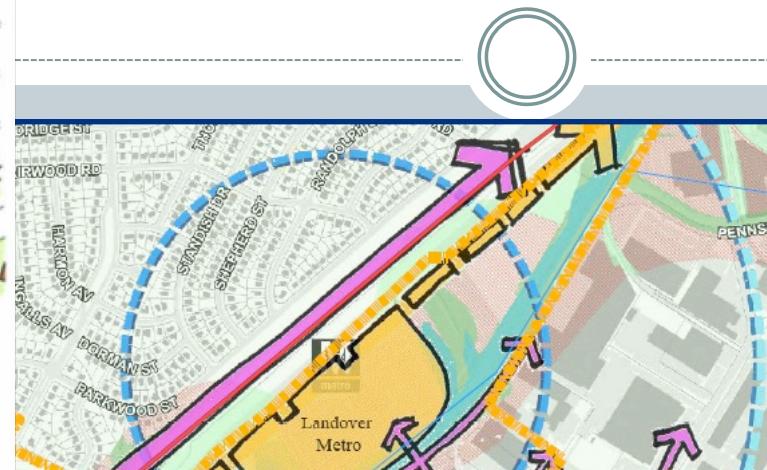
Encourage appropriate development in and around Metrorail Station

Consider partnerships with WMATA and the Prince George's County Redevelopment Authority



- * **Interconnected street system**
- * **Development at Metrorail Station**
- * **Development at Warehouse Site**

Conceptual Site Plan



STREET & PEDESTRIAN OPPORTUNITIES
LANDOVER, MARYLAND



1 inch = 600 feet

600 300 0 600 Feet

Development Opportunities at Metro Station

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LANDOVER METRO DEVELOPMENT POTENTIAL

LANDOVER, MARYLAND



Development Opportunities in Surrounding Area



- **Residential**

- Clearing of distressed inventory – 3 to 5 years – pave the way for price growth.
- There is an abundance of subsidized, affordable housing. Focus on market rate growth – Metro accessibility is a key plus, but Metro site itself needs to be an amenity.
- New apartment development is possible with very low land basis.
- Hunters Ridge – stalled for 7 years – planned for 300+ TH and 2/2 units – eventually will work and bring some new residential girth to the area – need pricing in the \$200s to create viable product. Probably bank owned – so opportunity for low land basis exists.

- **Retail/Commercial**

- Need higher incomes in the area to support greater sales and higher rent growth.
- Public investment in the streetscape and improved pedestrian access would open up access to retail owners and incentivize retail to re-invest in centers and alter tenant mix.
- Little chance for office development soon.

- **Industrial**

- Little opportunity for significant redevelopment for now. Industrial is still highest and best use for most of Ardwick Industrial Center unless substantial subsidies are used to purchase properties and redevelop.

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Conclusions and Regional Benefits:

- “Pick your battles”
- Opportunities align well with existing regional transit oriented development goals
- Capitalizing on short to mid-term opportunities will result in increased neighborhood connection to the Landover Metrorail Station
- Capitalizing on longer term opportunities will create value and further increase civic/community pride

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Questions and Feedback?