Placemaking at the Landover Metrorail Station
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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
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 - ½ 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

- Underutilized Metrorail Station with large amount of parking (2nd or 3rd least used station in system)
- Proximity to Route 50 and Baltimore-Washington Parkway
- Stable, middle-class neighborhood with single family homes, some townhouses, multi-family apartments, and several retail centers
- Community focal points, including the Prince George's ballroom, a privately-owned historic site, and several parks

Site Background: Constraints

- Metrorail station's lack of visibility – located well off the public thoroughfare
- Metrorail station's lack of connectivity to nearby neighborhoods
- Environmentally sensitive areas surrounding Metrorail station
- Warehouses near Metrorail station
- Neighborhood will not support high rents

EXISTING CONDITIONS AND CONSTRAINTS
LANDOVER, MARYLAND
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
Development Opportunities at Metro Station

- On WMATA site:
  - 600 units of housing/400 rental and 200 for sale
  - 30,000 to 50,000 square feet of ground floor retail and office
  - Stick-built construction on a concrete podium with above-grade parking
  - Possible anchors: Walgreen’s, small grocery, MNCPPC office, coffeeshop, dry cleaners

- On nearby Warehouse sites:
  - Additional stick-built multifamily residential
  - Possible grocery store

- On Hunters Ridge site:
  - Townhouses on north half of site
  - 2-over-2 condominiums on south half of site
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.
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?