ULI Washington
Land Use Leadership Institute
mini Technical Assistance Panel

Takoma/Langley Crossroads
(Takoma Park, Maryland)

May 17, 2013
Takoma/Langley Crossroads

Panelists:

• Vincent Burke, B. F. Saul Company
• Miti Figueredo, The Chevy Chase Land Company
• Jocelyn Harris, Housing Initiative Partnership, Inc.
• Derek Huetinck, BeaconCrest Homes
• Rosalynn Hughey, D.C. Office of Planning
• Donny James, Prince George’s County Revenue Authority
Takoma/Langley Crossroads

Site Background

• The Takoma Langley Crossroads is home to a large and vibrant population of 44,506 people within a 1 mile radius of the center (ESRI).

• The commercial node in the immediate area surrounding the intersection contains just over 550,000 SF of commercial retail space with a healthy vacancy rate of 6.8%. (CoStar)

• The Takoma Langley Crossroads derive their name from the presence of two major State Highways. MD-193, University Boulevard and MD-650, New Hampshire Avenue. An average of over 77,000 cars pass through this intersection on a daily basis providing great visibility and access for the existing commercial corridor and its consumers. (ESRI)

• The current built environment of predominantly strip retail thrives off of this high traffic condition; however, it presents a challenge to the smart growth and walkability goals espoused in the recently adopted sector plans.

• The Crossroads is also one of jurisdictional boundary lines as it is the meeting place of Maryland’s Prince George’s and Montgomery Counties and sits just north of the District of Columbia line.
Sponsor Questions for the Panel

1. How can the existing character of independent, ethnic businesses be retained throughout anticipated building improvements, wholesale redevelopment, and/or major construction of new transit infrastructure? Specifically, what is the right scale and types of investment that need to be made to maintain these uses without pricing them out?

2. What steps could be taken to: improve the pedestrian experience and circulation of the plazas; make minor renovations to a building/section, improve site layout with strategic demolition and reconstruction, or enhance usable outdoor space by permitting seating and adding greenery/shade to large surface parking lots?

3. What role can the City play to encourage and guide long term redevelopment of the Crossroads area to achieve higher densities and a mix of uses as prescribed in recent zoning changes?

4. What strategies (public programs, partnerships, incentives) can the City pursue to implement the panel's recommendations?

5. Do the recommendations of this project benefit the entire metropolitan Washington region, and if so, how?
Goal: Retain small businesses during existing and anticipated redevelopment

Recommendation 1: Collegiate Partnerships

• TLC is in close proximity to 3 high ranking Schools of Business:
  • Robert H. Smith School of Business - UMD
  • Howard University School of Business
  • McDonough School of Business – Georgetown University

• Identify and partner vulnerable businesses (those that could least afford even a temporary decline in revenue) with a student
  • Examine the retailer’s business plans and recommend changes
  • Conduct pricing analysis of their goods and services and make recommendations
  • Conduct a technology analysis for internet side of the business and market analysis
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**Goal**: Retain small businesses during existing and anticipated redevelopment

**Recommendation 2: Local Partnerships**

- Community Development Organizations
- Engaged Community Banks
- Utilize Tenant Representative Brokers
- Encourage small business owners to apply for loans and/or grants that would enable them to implement changes that are recommended from the new business, marketing and technology plans.
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**Goal**: Retain small businesses during existing and anticipated redevelopment

**The Winners**

**Local community** – by maintaining small and local businesses – helping the community to retaining its self-identity.

**Business schools students** – enabling students to gain hands-on experience in working with all aspects of business operations and helping those businesses to maintain during construction phase

**Local Government** - able to maintain tax revenue from these small and local businesses.

**Local employees** – able to maintain employment and remain productive members of community.
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**Goal**: Retain small businesses during existing and anticipated redevelopment

**Recommendation**: Retain existing affordable housing

- Current commercial centers, filled largely by local ethnic business, are strong.

- Businesses are successful in filling the needs of the existing diverse population. If that population is priced out of the community, businesses will fail.
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**Goal**: Retain small businesses during existing and anticipated redevelopment

**Recommendation**: Resources for homeowners

- Partner with non-profits and CDCs to promote:
  - Homeownership incentive programs
  - Foreclosure mitigation programs
- Tax Credit Program
- Deferred loans for home maintenance

Credit: trulia.com
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**Goal**: Retain small businesses during existing and anticipated redevelopment

**Recommendation**: Resources for renters

- MPDU set asides
- Connect subsidized housing residents to social services and programs
  - Renter’s Tax Credit
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**Goal**: Guide long-term redevelopment to achieve higher density and mix of use

**Recommendation**: 1) Encourage a variety of housing options in the sector including single family, multi-family, and townhome product. 2) New commercial development should offer a range of small, medium and large spaces.

Very few townhomes exist in the sector today; townhomes can provide an affordable option for a variety of uses, including families, while providing appropriate density and transitioning between higher intensity uses and single family neighborhoods
**Takoma/Langley Crossroads**

**Goal**: Improve the pedestrian experience

**Recommendation**: Support Planning Board’s Purple Line Mandatory referral comments to SHA

- Reduce turn radii
- Expanded pedestrian refuge
- Marking designated walkways in parking lots
- Reduce lane width
- Defined loading zones
- Submit requests to County sidewalk and bikeways programs to “fill in” infrastructure

Credit: wamu.org
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**Goal**: Transform large surface parking lots into useable outdoor space

**Recommendation**: Temporary adaptive reuse

- “Temporiums” or Pop-ups
  - Retail
  - Arts & Culture
  - Performances
  - Lighting shows
- “Taste of Takoma/Langley”
- Farmer’s Markets & Flea Markets
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Regional Applicability

• Both Prince George’s and Montgomery Counties recently completed new Sector Plans which produced a smart growth vision aimed at creating a dynamic mixed use environment. This vision would allow the Crossroads to capitalize on its multi-modal transit options and add additional housing and office opportunities to the established retail presence.

• A redeveloped Takoma Langley Crossroads would serve as a practical housing option for those looking to locate near any of the aforementioned activity centers. While Crossroads residents would benefit from the various, locally available modes of travel, any successful redevelopment would also capture some of that daily outflow and allow Crossroads residents to live, work, and play all within a short walk of home.

• Recent estimates calculate a multi-family development pipeline of over 40,000 new units to be built in the Washington Metropolitan region. This multi-family development trend and continued growth of supply in areas like the Crossroads will help to create a full spectrum of housing options and points of affordability, helping the region grow and accommodate all levels of income with a variety of viable housing solutions.
Takoma/Langley Crossroads

Regional Applicability

• The Crossroads are in close proximity to many major highways including the Capital Beltway and Interstate-95 providing strong regional connectivity.

• This connectivity will be further enhanced by the arrival of the Purple Line stop and new Transit Center that will sit at the heart of the Crossroads area and greatly improve travel by transit.

• On a regional scale, the Crossroads area is proximate to many activity centers. Directly to the east sits College Park and the University of Maryland, to the west Silver Spring and Bethesda, to the north White Oak and the FDA Campus, and to the South the District of Columbia, which is quickly growing and revitalizing great neighborhoods in the eastern half of the City.
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Regional Applicability

• A redeveloped Crossroads supports the goals of Region Forward, a planning guide with goals and targets, developed by the Greater Washington 2050 Coalition in 2010.

• Place + Opportunity: Strategies for Creating Great Communities and a Stronger Region is an initiative by the Metropolitan Washington Council of Governments (COG) to strengthen Activity Centers, the places that will accommodate much of the region’s growth in coming decades, like The Crossroads. This project identifies goals, strategies, and tools to assist local governments and other regional stakeholders in making investments in Activity Centers that enhance quality of life and strengthen the local and regional economy.
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Questions and Feedback?