

**West Hyattsville  
Transit Oriented Development**

**Strategy**

**May 5, 2003**

**Maryland Department of Transportation**

**Maryland National Capital Park and Planning  
Commission - Prince George's County**

**City of Hyattsville**

**Washington Metropolitan Area Transit  
Authority**

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# Acknowledgements

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## Note:

*This report provides an overview of the process and major project elements regarding this pilot planning effort. A separate appendix provides additional details.*

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West Hyattsville Transit Village  
Concept Illustration

The West Hyattsville Transit Oriented Development (TOD) Strategy envisions Prince George's County's first compact, mixed-use, quality 'transit village' development. This strategy was developed, with significant support from the Maryland Department of Transportation (MDOT), by demonstrating through a pilot planning and design process how to guide a larger, countywide strategic TOD planning program. The strategy is intended to attract and guide quality development at this site as well as to all of Prince George's County's other 14 Metrorail stations.

A key finding of this planning process is that with modest and focused public investment (available through a combination of grants and capital improvement funds), as well as strategic public actions, a financially feasible project generating sufficient investment return to landowners, developers, and the Washington Metropolitan Area Transit Authority (WMATA) can be implemented. It is targeted, public *implementing* actions that hold the greatest potential for making the project attractive to private development interests and for creating a win-win scenario for all. These targeted actions could involve assembling station-area land into a common development framework<sup>1</sup>, planning process and permit streamlining, moderate public infrastructure investment, and implementation of a comprehensive, TOD-appropriate parking management strategy. Construction of the West Hyattsville TOD could be complete within a decade.

**Transit Oriented Development (TOD):**

Compatible moderate to higher density development, located within an easy walk of a major transit stop, generally with a mix of residential, employment and shopping opportunities, designed for pedestrians without excluding the auto.

TOD can be new construction, or redevelopment of one or more buildings, whose design and orientation facilitate transit use.

Located around an existing underutilized Green Line Metrorail station, the transit village concept provides a diversity of opportunities to live, work, shop and play in a low-rise (2-6 story) community that features:

- 3,600 residential units - offering several housing choices;
- 1,000,000 s.f. of office / commercial space - creating 4,000 jobs;
- An extensive system of civic, park and open spaces; and
- A finely balanced street and circulation network – maximizing both the accessibility of the site's features to one another and the site's relationship to transit.

<sup>1</sup> Assembling land in a common development framework suggests any of a variety of possible actions that serve to coordinate development around a unified development concept while recognizing that properties in the station area may remain under multiple ownership throughout project development

Research and  
Analysis  
?  
Alternatives  
?  
Stakeholder and  
Developer Input  
?  
Preferred Concept  
?  
Implementation  
Strategy

*Simplified TOD Strategy  
Process Diagram*

The formulation of the West Hyattsville TOD strategy included public sector stakeholder involvement, site, market and financial analyses, design charrettes, and a forum to solicit input from developers, all leading to the development of a preferred concept and specific recommended implementation actions.

## Stakeholder Involvement

From its inception, stakeholder involvement has been critical to the planning effort and has played a significant role in directing the formation of the process and the creation of the project. Numerous meetings and two design charrettes were held with representatives of WMATA, the Prince George's County Planning Department, the City of Hyattsville, MDOT and the Maryland Office of Smart Growth to ensure that the strategy honors local values and reflects the regional context.

The station-area planning framework currently in place, and developed through a public process, provided the context for this study. The Concept is consistent with this framework. No public meetings were held during the course of this study, as the study was intended to provide detailed market and design information to inform a station area plan update that is scheduled to occur shortly. Public meetings and community outreach will occur at that time

## Existing Policies and Regulations

Although existing land use policies in West Hyattsville endorse the concept of TOD at the site, to date they have not resulted in specific, desirable proposals. This planning effort examined the established county policies in the context of market realities and developer perspectives in order to more effectively promote marketable TOD.

The State of Maryland promotes economic development activities throughout the state and seeks to ensure that tax dollars, especially those invested in transportation infrastructure, are used in ways that stimulate private investment. The State also seeks to support projects

# The Process

that extend the benefits of existing investments in transit; that may potentially contribute to transit service-supporting revenues; and that are site appropriate and consistent with local land use planning priorities.

Prince Georges County has similar growth and development goals, guiding principles and priorities. The 2002 General Plan emphasizes mixed-use and TOD in centers around transit stations as a key growth policy. These policies include:

- Encourage quality economic development,
- Create housing opportunities and choices,
- Make efficient use of existing and proposed infrastructure and investments,
- Provide a variety of transportation choices,
- Enhance quality and character of communities,
- Protect environmentally sensitive resources,
- Make development decisions predictable, fair, and cost effective, and
- Encourage community and stakeholder involvement in development decisions.

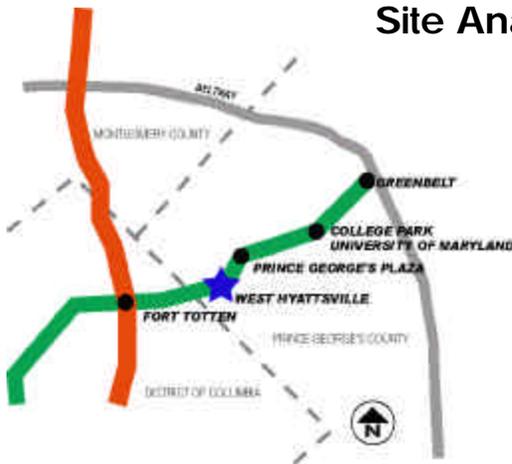


*Existing Policy Analysis Diagram*

The current plan for this study area (the TDDP) aims to achieve the goals presented above. However, the TDDP to date has not achieved the desired results. One objective of this study was identifying specific approaches that could be changed or added to improve the effectiveness of the TDDP in bringing appropriate growth to the West Hyattsville station area.

In meeting this particular objective, this study has benefited from recent local, regional and federal policy changes designed to support station locations of this kind. For example, WMATA recently revised its development and parking policy to permit parking to be replaced at ratio lower than one to one. This detail could be key to making TOD at West Hyattsville a reality.

## Site Analysis



*Vicinity Diagram*



*Adjacent Mid-Rise Housing*



*Pedestrians on Queen's Chapel Road*

Because it is located within the Capital Beltway, but is outside downtown DC, West Hyattsville has suffered from 'developer aversion'. It is a situation faced by other Metrorail stations in first tier suburban locations around the Metropolitan region, some of which have similarly lagged in their attempts to realize any appreciable level of desirable, quality development.

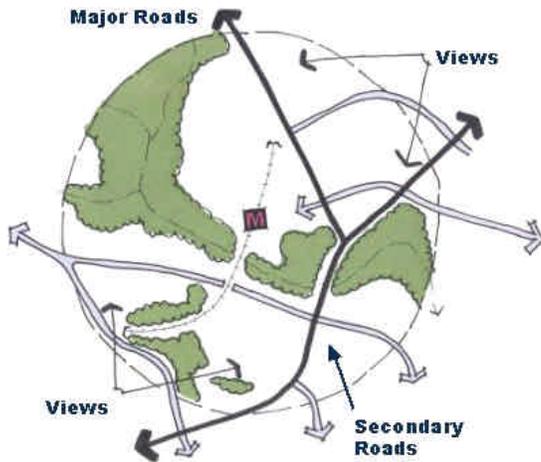
West Hyattsville is the fourth stop from the end of the Green Line. It is within convenient distance of two major universities (University of Maryland and Catholic University) and is less than a mile from the large commercial shopping and office complexes at Prince George's Plaza.

Approximately 80 acres of under-developed land surround the existing elevated West Hyattsville station platform (including a recently decommissioned Washington Gas & Light Storage facility). The properties are currently in a mix of public and private ownership, and include 27.5-acres of WMATA property. The site is near several aging, underutilized small-scale commercial developments, and a number of mature but revitalized mid-rise housing developments. One of the most notable aspects of the West Hyattsville Metrorail station property is its location along and within the floodplain and creek alignments of the Northwest Branch and Sligo Creek. These streams are contained within a public park network including extensive sports and natural recreation features. This unique setting presents a complex set of opportunities and constraints influencing the identity of the proposed development.

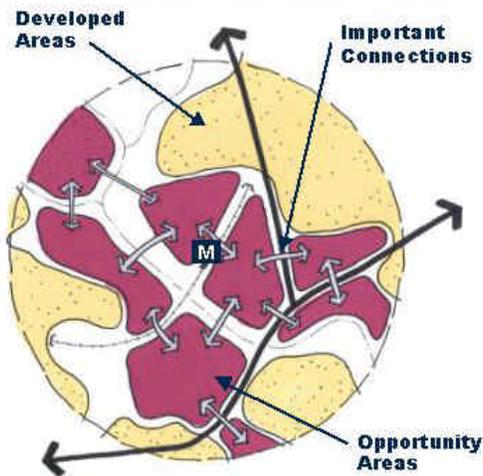
## Market Analysis

The West Hyattsville Station area, despite being located near major employment centers, fails to enjoy the same demonstrable market demand or pricing structure as other parts of Prince George's County. Market research conducted for this study indicates that Hyattsville has experienced little notable new residential development in several decades, and existing residential rents and resale home prices are lower

# The Process



*Simplified Site Analysis Diagram*



*Simplified Opportunities and Constraints Diagram*

than in other areas of the County. For office and retail rents, similar market conditions prevail. The County is seeking to address this market neglect by encouraging market-rate housing, and specific job-creation and retail opportunities. Substantial new construction at the nearby Prince George's Plaza station area offers an opportunity off of which the West Hyattsville area can pivot.

Demographic trends and market absorption in other parts of Prince George's County, as well as at other regional TOD locations, indicates that there is strong pent-up demand for new residential product, including small first time buyer condominiums, townhouses and small-lot single family homes targeted to both entry level and higher income households. These are well-accepted housing choices in other markets around the region, and fit well with the demographics and household growth expected locally and throughout the County. As confirmed by the Developer's Forum convened early in this planning process, it is likely that residential products will lead development phasing at West Hyattsville.

For office products, the near term demand will likely come from smaller users, and should be augmented by economic development initiatives to attract "anchor", or large floor plate, users such as government or institutional tenants. For retail, early phases of station area redevelopment will depend primarily on serving the new residents and office workers, and should be limited in scale. As the development matures and expands, new destination retail and larger scale specialty stores may be supportable.

In sum, the proposed development types envisioned for the West Hyattsville Transit Village, while not yet demonstrated through new construction in the area, all hold strong long-term market support. In the short-term, residential products will experience strongest demand and will serve to energize the overall development.

## Financial Issues

The West Hyattsville TOD strategy was tested for financial feasibility upon build out, in order to explore overall financial viability and the value of various implementation strategies. The method used was to model all potential development revenues, all development costs (including project-wide backbone infrastructure and profit margin needed by developers), and resulting land residual values, which are the values the project would bring to the landowners. The following scenarios were tested (see “Summary of Financial Analysis,” page 8):

- **Baseline Concept with “Traditional” Parking** – This scenario was infeasible due to expensive parking structures (e.g., garages).
- **Transit-Oriented Parking Strategy** – With reductions in garage structures, use of on street parking, other parking management strategies, this scenario improved but would not return sufficient value to the landowners and public.
- **Improved Market Conditions** – This scenario builds on the transit-oriented parking strategy by shifting up-front costs of selected project-serving infrastructure investments –totaling \$16.5 million in cost—from private to public sources. These project elements are crucial to creating a high-quality project that would capture the value of location near employment centers, as well as match market conditions in other parts of Prince George’s County. A mix of funding sources for these improvements were identified, ranging from Maryland Smart Growth program grants, county and local capital improvement funds, and redevelopment tax increment financing. Funds would be invested in early “place-making” improvements to benefit the entire project, including improvements to the major entry points and major roadways, development of the public green near the Metrorail station and associated bus facility, open space and landscaping improvements, and infrastructure and floodplain improvements.

Based on this analysis, investment of \$16.5 million—combined with improved parking planning and enhanced public sector implementation coordination and oversight—would yield additional returns of more than \$41 million to the combination of developers, WMATA, and the County, an overall return of 66 percent on the invested funds. This approach also ensures a feasible residual land value to landowners.

It should be noted that the public investments amount described above includes several million dollars to fund creation of a lake amenity. This improvement cost, while adding a significant amenity value to the project, may be environmentally restrictive, requiring further study. Thus, the amount of public investments needed may ultimately be somewhat less.

The timing of public investments will be key – investments will need to be made up front, in early project phases, to create the kind of high quality “place” that attracts occupants to the project. Direct public return on investment may be achievable by structuring financial partnerships with landowners or developers that allow upfront investment with payback in later years. Other, more indirect public returns will include high quality new development contributions to West Hyattsville, increased transit ridership, and important job creation/economic development benefits.

NOTE: The public investments assumed in this analysis are hypothetical and illustrative. The purpose of this assumption and resulting analysis was to examine whether moderate, imaginable public investments—paired with key streamlining, cost-reducing, and coordinating actions—could increase project values and reduce project costs enough to potentially justify such public investments. This analysis does not reach a conclusion on this question, but presents the information for consideration by the relevant public agencies and although the following table illustrates the potential return on public investment, it should be noted that these funds have not been allocated.

Summary of Financial Analysis			
	Traditional Parking	TOD Parking	TOD Parking + Public Investments to Create Improved Market
Total Development Revenues	\$654,332,914	\$658,673,803	\$683,595,734
Total Development Costs	\$(688,682,381)	\$(675,133,533)	\$(675,133,533)
Total Public Investments	\$ -	\$ -	\$16,459,313
Land Residual Value	\$(34,349,467)	\$(16,459,730)	\$24,921,514
Land Residual Value / Acre	\$(272,420)	\$(130,540)	\$197,649
<b>Value of Implementation Strategy:</b>			
Value to Project Developer of TOD Parking Strategy (a)		\$17,889,737	\$17,889,737
Value to Project Developer of Public Funding for Selected Investments (b)		\$0	\$41,381,244
<b>Total Value Implementation Strategy (c)</b>		<b>\$17,889,737</b>	<b>\$59,270,981</b>

Notes:

a) Compared to the traditional parking scheme, a TOD parking strategy will generate an overall project value increase of \$17.9 million (\$13.3 million from cost savings and \$4.3 million revenue increase from additional development potential on land not otherwise devoted to garages).

b) The financial model indicates that if \$16.5 million of public investment is made in the project, the improved market conditions resulting from the investment will lead to slightly increased sale prices for all of the residential products, yielding a residual land value of \$24.9 million, or almost \$200,000 per acre.

c) If both the TOD parking strategy and public investments are implemented, the total value of these combined cost savings + market stimuli/increased sale prices for housing products will result in \$42.8 million of value to the project.

## Alternatives

Three alternative development concepts were created and analyzed as part of the charrette workshop process and led to the selection of a preferred development concept. The initial alternatives were characterized as the Green TOD, the Village TOD, and Civic TOD. Each alternative assumed a circulation and open space organization as well as potential land uses that influenced the final development concept described in the next section. Each alternative assumed predominantly low-rise (2-6 stories) development consistent with the surrounding community character.

## Developers Forum

A Developers Forum was held to gather private sector comment on this strategy and ensure that it reflected local development expertise. Opinions expressed at the forum emphasized the need for predictability and certainty and included:

- The permitting process should be expedient and friendly to TOD supportive proposals (“green tape”).
- Land should be assembled and packaged.
- Clear political commitment is critical and requires leadership and a dedicated champion.

Public investment could include a mix of parking and transportation improvements, open space amenities, and floodplain modifications to attract private sector and market interest.



*Three Early Alternative Development Concepts*

*Alternative Development Concept Bird's Eye View*

# Development Concept

## Concept Statement



Concept Illustration

*The West Hyattsville TOD incorporates the best qualities of a traditional village neighborhood and includes a mix of civic amenities, home choices, retail services and employment opportunities. It is walkable and human scaled - a safe and pleasurable place to visit, live and work. Through all aspects of its land use and transportation systems, it will advance community values and provide meaningful integration of the nearby parks and open spaces. It will create quality development while revitalizing surrounding neighborhoods.*

## Concept Features



Core Area Sketch



Greenway Sketch

- Compact, mixed use, low-rise, pedestrian friendly and designed to manage parking with the least number of spaces possible for success.
- The Metrorail transit station is part of a new “village green”. Buses are organized around the “village green”, rather than parked in a conventional suburban transit bus depot.
- A comprehensive park system along both sides of the NW branch of the Anacostia River and Sligo Creek. The continuous parkway system will be more visible and thereby safer thru:
  - View corridors into the park.
  - Amenities in the park that attract activity.
  - Residential buildings that front on the park, an active recreation space, and make positive surveillance possible.
- The “Main Street” (Hamilton Street) is to be completed on the south side with compatible development and will be linked directly to the transit station. Hamilton will be the key retail street and is designated for street-level retail or civic uses with above ground office or residential uses.
- Queens Chapel Road is to be fashioned into a grand boulevard in the tradition of great urban boulevards.

# Development Concept



*Pedestrian Bridge Sketch*

- Ager Road is to be a residential-scale boulevard with a landscaped median.
- On non-retail streets, landscaping and building articulation will create visual interest. To the maximum extent possible, parking lots will not front on the street and will be landscaped to create a pleasant and integrated walking environment.
- The community will be laced with green spaces that will be treated as open space, recreation and design amenities.
- The proposed lake will provide region-wide recreational opportunities, storm water benefits and increased real estate values in the station area.

## Concept Elements

The proposed West Hyattsville TOD Strategy represents a transit supportive land use pattern as well as an integrated and efficient circulation system. This balance of land uses, coupled with a traditional grid pattern of streets, forms the basis for of the transit village. A number of features will ensure that the proposed village will function to foster community spirit, human interaction and will create an accessible desirable, high quality living environment. Parking design and management will be important to the success of this development concept to ensure not only high quality community design, but also the financial success of the project. This is explained in more detail below.

Following the parking strategy discussion, principal elements of the development concept are illustrated in more detail and include the following diagrams:

- Concept Illustrative
- Land Use Concept
- Circulation Concept
- Open Space, Parks and Civic Concept
- Neighborhood Concept
- Parking Concept
- Building Registration Diagram
- TOD Development Program

## Parking Strategy

Minimizing the amount of parking, especially structured parking, is critical to this strategy's realization, particularly during the early phases. A comprehensive parking management program is proposed and could reduce parking demand by as much as 25 percent<sup>2</sup> from current county standards. The three key features of this program are:

1. Reduce parking requirements to reflect:

- *Increased transit use.* A significant percentage of new residents are expected to work in downtown Washington, D.C. and at other locations (university or federal office campuses) that are accessible by Metrorail. Office workers and shoppers will also be able to take transit to this site.
- *Reduced vehicle use.* Residents and commuters to the site will live and work close enough to a variety of uses to be able to walk, bike or use transit to satisfy many of their daily needs, thus reducing auto use and demand for vehicle ownership.
- *Shared parking.* Land uses with different peak parking demand periods can share parking, thus utilizing the same parking space over a longer period of each day.



Example of Parking Behind Buildings



Example of On-Street Parking

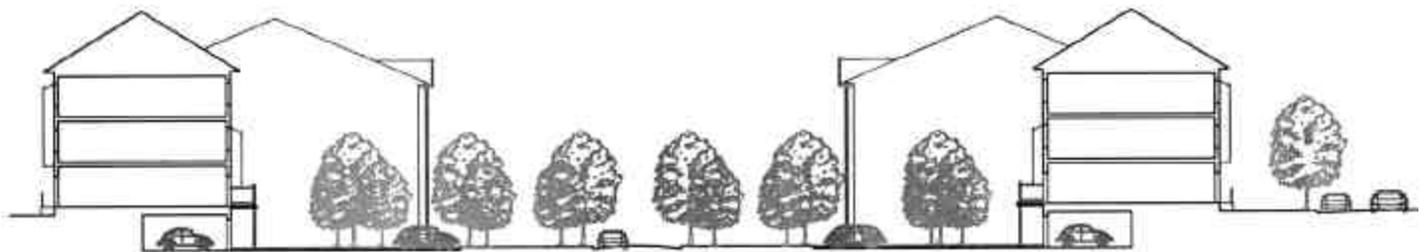
2. Reduce off-street parking by crediting adjacent on-street parking towards fulfilling on-site parking requirements. This strategy makes on-street parking critical to meeting both parking supply and urban design goals (such as calming traffic).

<sup>2</sup> Within the West Hyattsville TDDP/TDOZ 'standard' county parking requirements are waived. Unlimited structured parking is allowed. However, there is a limitation on the total amount of surface parking allowed in the district based on the amount of existing surface parking. Regardless, the amount of parking for the project will be determined by market and financial requirements, not the zoning ordinance, and the reduction from the 'standard' requirements is provided to illustrate the goal of the strategy in comparison to typical development requirements.

# Development Concept

**Car Sharing:** A personal mobility club, providing its members access to a fleet of vehicles conveniently located across a metropolitan area. Flexible pricing plans allow members to reserve and drive a car whenever they want, while the “car sharing” company covers the cost of the vehicle, insurance, gas, parking and maintenance. Members make reservations anywhere from a year to a minute in advance, deciding the date, time, and duration. Members are given a key or code that works in every one of the fleet of vehicles. Members can use the car as often and for as long as they want. All cars need to be returned to their original location no later than the reservation end time.

3. Establish a station area-wide parking entity to integrate and manage all parking recommended by the TOD strategy. The entity’s responsibilities should include:
  - Ensuring that each phase of development taking advantage of underutilized, excess parking in the station area. Excess parking could be used by adjacent new development, could be leased by other users or could be additional commuter parking.
  - Enforcing a residential permit program.
  - Establishing a parking meter program to regulate on-street commercial parking.
  - Allocating parking revenues to ensure that the parking management program is successful.
  - Administering a transit pass program for station area residents.
  - Executing “car-sharing” agreements with providers, and reserving spaces for “car-sharing” vehicles.
  - Coordinate a transit shuttle bus service that links the station area to nearby neighborhoods.



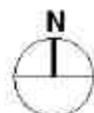
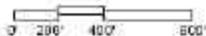
*Rear Parking Concept Example – Section View*

# Development Concept

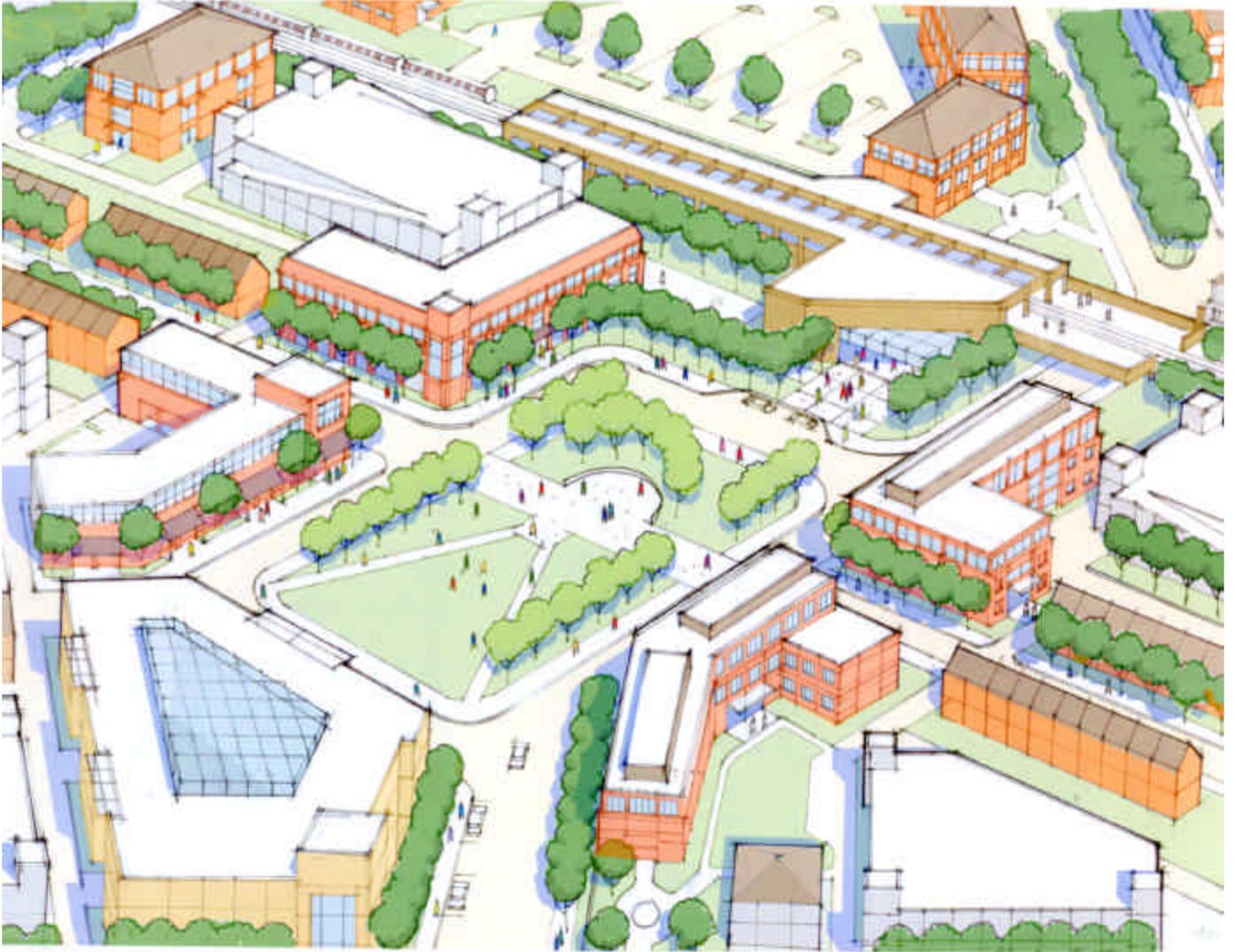


- |  |  |
|--|--|
|  Structured Parking               |  Main Retail Street |
|  Metro Station                    |  Residential        |
|  Village Green and Mixed-Use Core |  New Creek Crossing |

WEST HYATTSVILLE TRANSIT ORIENTED METRO DEVELOPMENT  
**ILLUSTRATIVE CONCEPT**

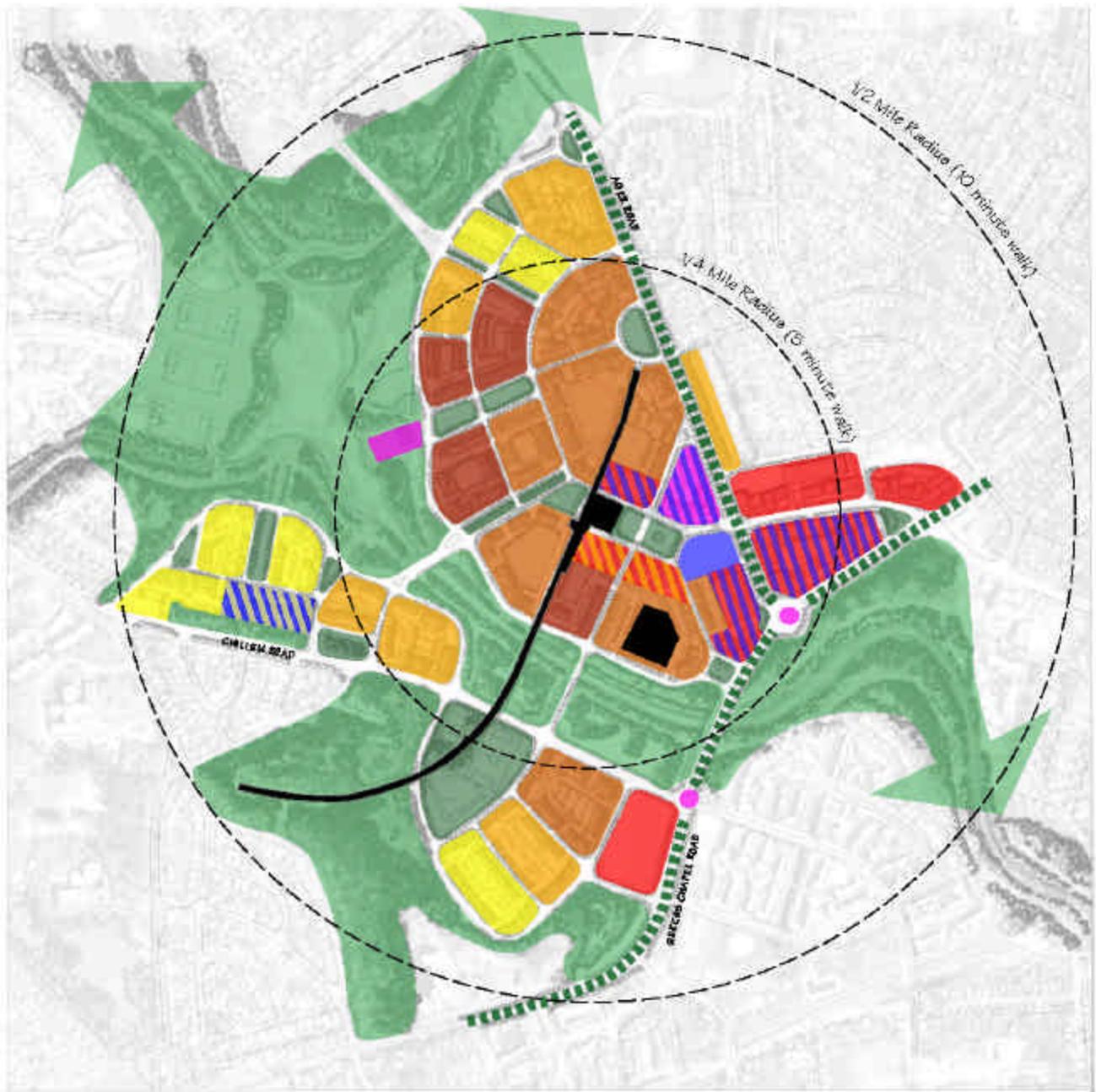


# Development Concept



VILLAGE GREEN CONCEPT - ARTIST'S RENDERING

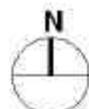
# Development Concept



## LEGEND

- |                               |                                |                      |
|-------------------------------|--------------------------------|----------------------|
| Commercial                    | Residential (high 31-50 ufa)   | Open Space           |
| Civic                         | Residential (medium 21-30 ufa) | Transit              |
| Office                        | Residential (low <20 ufa)      | Landscaped Boulevard |
| Residential (highest +50 ufa) | Park                           |                      |

## WEST HYATTSVILLE TRANSIT ORIENTED METRO DEVELOPMENT LAND USE CONCEPT



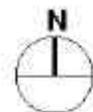
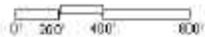
# Development Concept



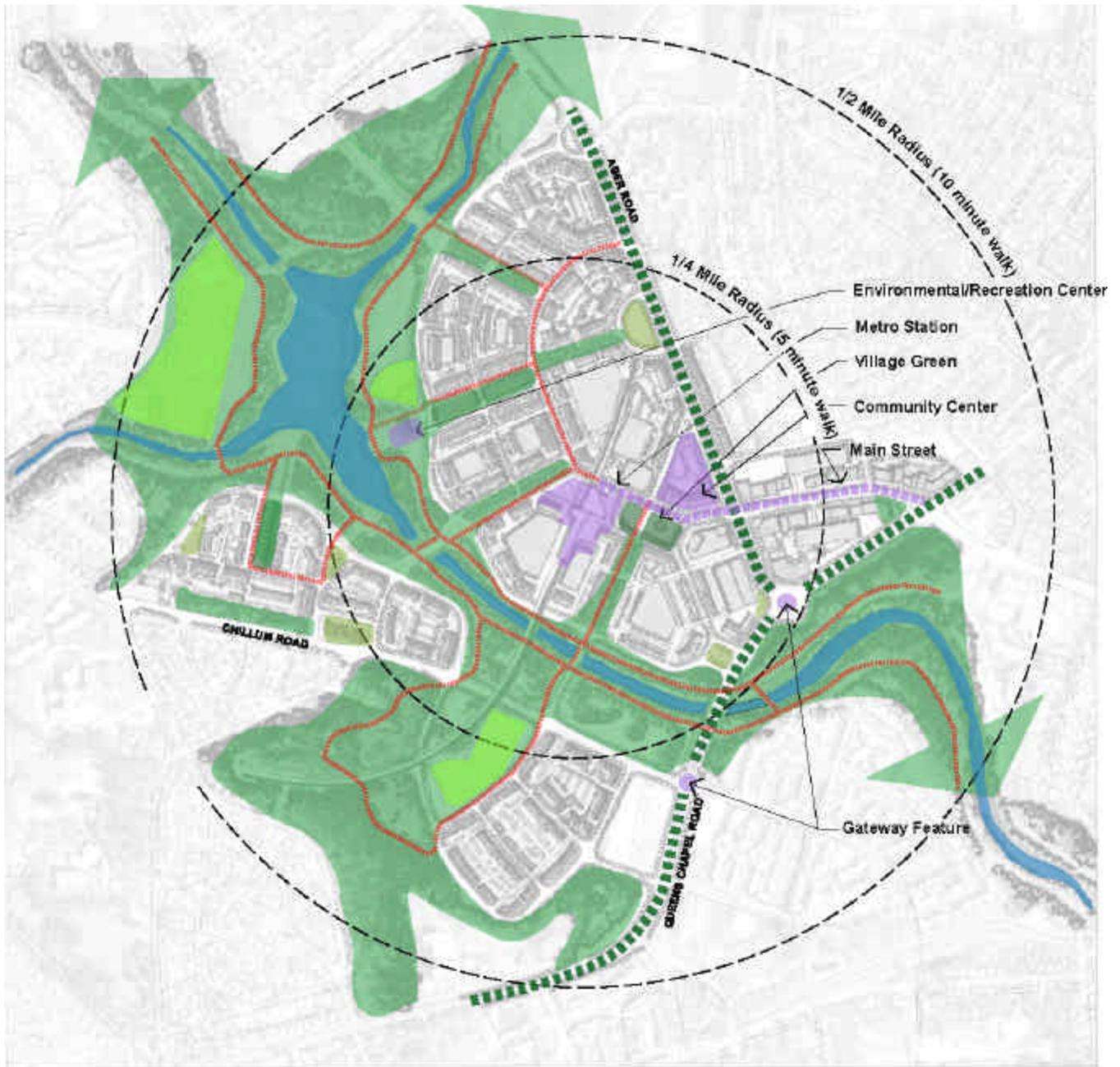
## LEGEND

- █ Primary Roads
- █ Secondary Roads
- ⋯ Main Street
- █ Internal Roads
- █ Alleys
- ⋯ Metro Line
- M Metro Station

## WEST HYATTSVILLE TRANSIT ORIENTED METRO DEVELOPMENT CIRCULATION CONCEPT



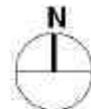
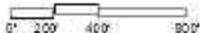
# Development Concept



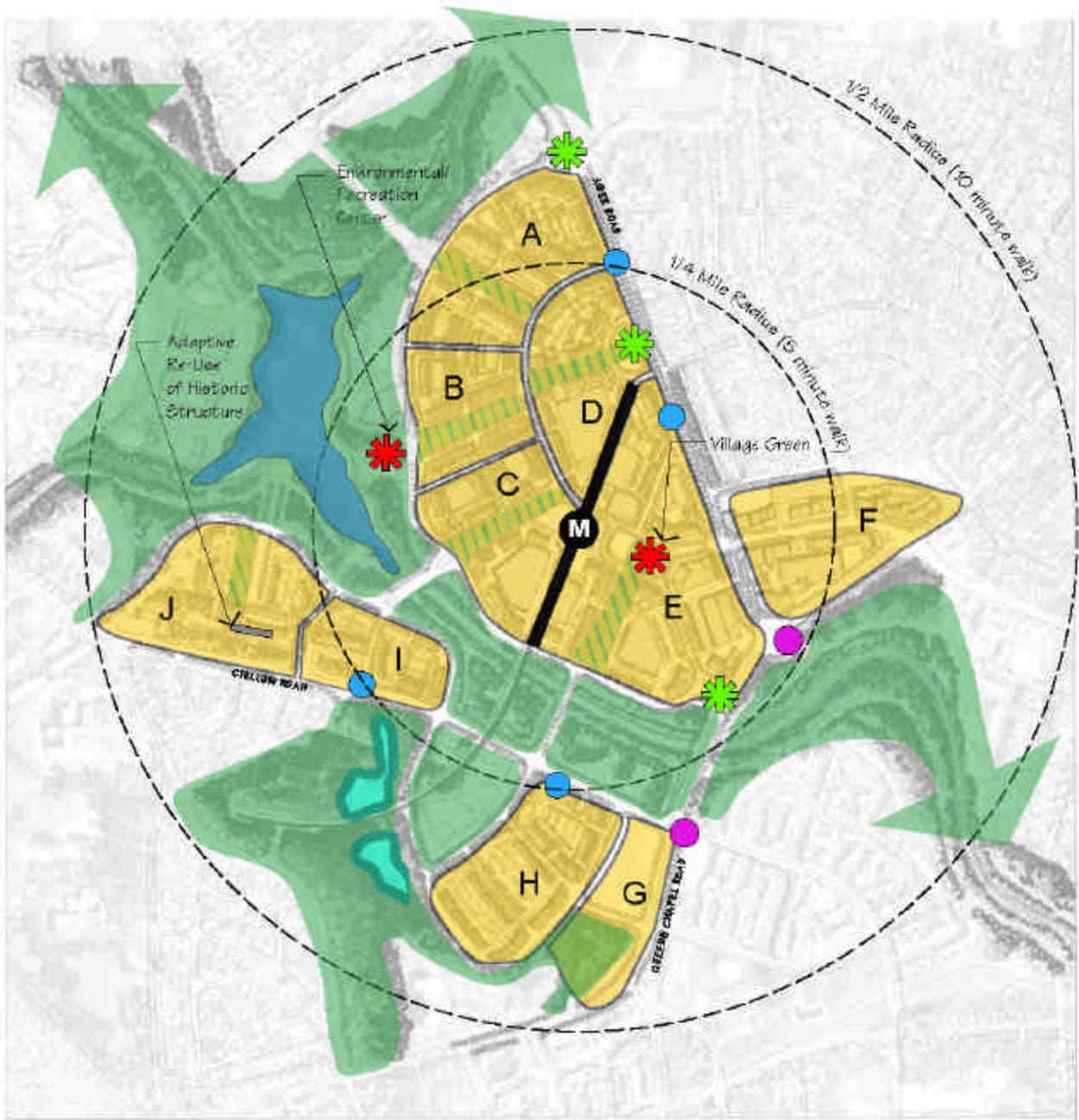
## LEGEND

- |   |   |
|---|---|
|  Landscaped Boulevard          |  Active Park           |
|  Greenway/Pedestrian/Bike Path |  Community Focal Point |
|  Neighborhood Park             |  Open Space            |
|  Pocket Park                   |  Lake/River            |

## WEST HYATTSVILLE TRANSIT ORIENTED METRO DEVELOPMENT OPEN SPACE, PARKS AND CIVIC CONCEPT



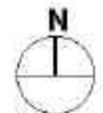
# Development Concept



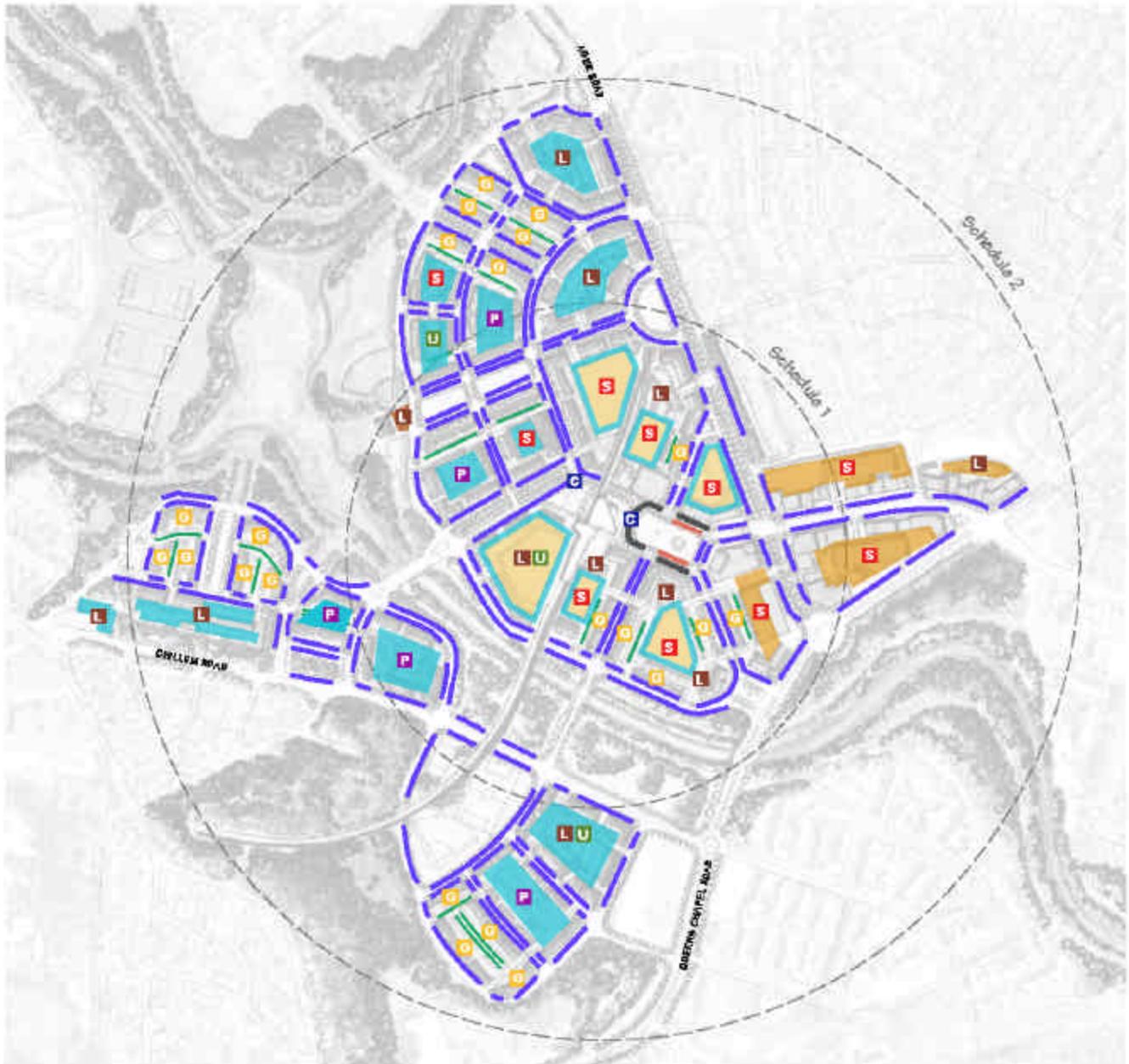
## LEGEND

- |  |                      |  |                       |  |               |
|--|----------------------|--|-----------------------|--|---------------|
|  | Community Feature    |  | Neighborhood Boundary |  | Connector     |
|  | Neighborhood Feature |  | Greenway              |  | Metro Station |
|  | Boulevard Feature    |  | Lake                  |  |               |
|  | Neighborhood Gateway |  | Wetland               |  |               |

## WEST HYATTSVILLE TRANSIT ORIENTED METRO DEVELOPMENT NEIGHBORHOOD CONCEPT



# Development Concept



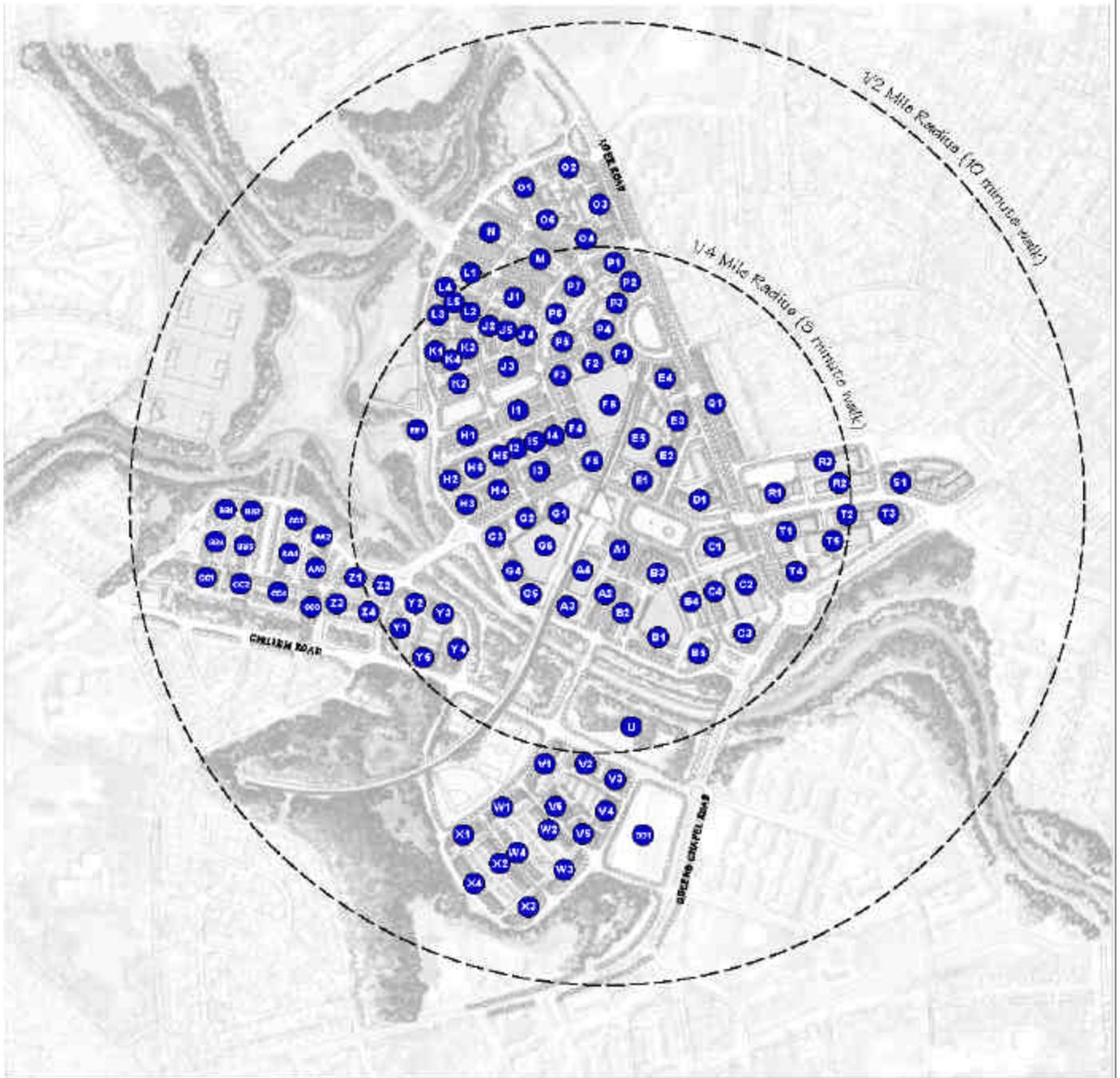
## LEGEND

- |  |                           |                    |
|--|---------------------------|--------------------|
| Public On-Street Parking               | Public Off-Street Parking | Tuck Under Parking |
| Alley Parking                          | Bus Staging & Taxi        | Podium             |
| Private Off-Street Residential Parking | Kiss & Ride               | Surface Lot        |
| Shared Parking Opportunity             | Car Sharing Location      | Private Garage     |
| Private Off-Street Commercial Parking  | Parking Structure         |                    |

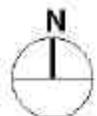
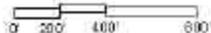
## WEST HYATTSVILLE TRANSIT ORIENTED METRO DEVELOPMENT PARKING CONCEPT



# Development Concept



## WEST HYATTSVILLE TRANSIT ORIENTED METRO DEVELOPMENT BUILDING REGISTRATION DIAGRAM



# Development Concept

West Hyattsville TOD Development Program																												
Land Use									Parking Demand						Parking Supply													
BLOCK REF.	Block Area Ac.	Bldg. Ref.	Description of Use	Levels	Total Res. Units	Total Res. Area per Block (Acres)	Density per Acre of Total Res. Area	Total Comm. / Office Area	Comm. Parking - Spaces per 1000 SF	Res. Parking - Spaces per Unit	Comm. Parking Required	Res. Parking Required	Total Parking Required by Bldg.	Total Parking Required by Block	Total Structure Spaces w/ On-Street Credit	Podium w/ On-Street Credit	Tuck Under w/ On-Street Credit	Private Garages	Alley	Off-Street Surface	Total On-Street Provided	Parking Config./Notes						
A	6.41	A1	Mixed-Use: Ground Floor Commercial with Residential	10	189	5.79	53 Units	20,800	2.75	1.20	57	227	284	426						30	22	In structure A4. Some surface available, credited towards structure						
		A2	Residential: Townhomes over Flats	3	22								1.20		26	26				22		4						
		A3	Residential: Apartment Bldg	8	90								1.20		115	115												
		A4	Parking Structure	3														348									In Structure A4	
B	7.68	B1	WMATA Parking Structure, 300 Sp./Level	3.5		7.2	42 Units							391	497							72	Includes 300 Metro P&R					
		B2	Residential: Townhomes over Flats	3	22								1.20		26	26				22	2							
		B3	Mixed-Use: Ground Floor Commercial with Residential	7	189					10,800	2.75	1.20	30		227	257									30		In structure B1	
		B4	Residential: Townhomes over Flats	3	24								1.20		29	29							24	5				In structure B1
		B5	Residential: Apartment Bldg	3	42								1.20		50	50										10		
		B6	Residential: Townhomes over Flats	3	24								1.20		29	29							24	5				
C	5.67	C1	Office Building	6		5.77	31 Units	150,000	2.25		338	338		696									53	In Structure C2				
		C2	Parking Structure with Ground Floor Commercial	6				48,800	2.75		134	134			614													
		C3	Mixed-Use: Ground Floor Commercial with Office Above	5				87,000	2.25		196	196																
		C4	Residential: Townhomes over Flats	3	24								1.20		29	29						24		5				
D	2.68	D1	Community Center w/ Office Above	4				79,200	2.25		178	178	178		135							43	Structured Spaces, 3 Levels					
E	6.25	E1	Mixed-Use: Ground Floor Commercial with Office Above	8		4.78	35 Units	200,000	2.25		450	450		670									44	In Structure E5				
		E2	Residential: Townhomes over Flats	3	18								1.20		22	22				18	4							
		E3	Residential: Apartment Bldg	6	64								1.20		77	77									40		In Structure E5	
		E4	Residential: Apartment Bldg	6	101								1.20		121	121									40		In Structure E5	
		E5	Parking Structure	5															524									
F	6.82	F1 through F5	Residential: Apartment Bldgs.	6 to 10	263	6.82	38 Units					316	316	316	263							53	7 spaces from OS2					
G	6.40	G1 through G5	Residential: Apartment Bldgs.	4 to 8	250	6.4	47 Units					300	300	300			128				130	42						
H	4.34	H1 through H5	Residential: Apartment Bldgs.	4 to 6	299	4.34	69 Units					359	359	359		307						52						
I	3.49	I1 through I4	Residential: Apartment Bldgs.	5	271	3.49	77 Units					325	325	325		277						48						
J	4.24	J1	Residential: Townhomes over Flats	3	25	4.24	50 Units						30	30	304				25	5			52					
		J2	Residential: Podium Apartment Bldg	6	39								1.20	47		47		47										
		J3	Residential: Apartment Bldg	6	150								1.20	180		180												In Structure J5
		J4	Residential: Podium Apartment Bldg	6	39								1.20	47		47		47										
		J5	Parking Structure	2															128									
K	2.55	K1	Residential: Apartment Bldg	3	24	2.55	54 Units					29	29	164									41	In Structure K4				
		K2	Residential: Apartment Bldg	3	77								1.20		92	92												
		K3	Residential: Apartment Bldg	3	36								1.20		43	43												
		K4	Parking Structure																83									
L	2.82	L1	Residential: Townhomes	2	11	2.82	42 Units					13	13	143									43					
		L2	Residential: Apartment Bldg	4	36								1.20		43	43												
		L3	Residential: Apartment Bldg	4	36								1.20		43	43												In Structure L5
		L4	Residential: Apartment Bldg	4	36								1.20		43	43												In Structure L5
		L5	Parking Structure	3															87									
M	1.90	M1	Residential: Townhouses	2	25	1.9	13 Units					30	30	30				25	5									
N	1.78	N1	Residential: Townhouses	2	22	1.78	12 Units					26	26	26				22	3			1						
O	6.09	O1 through O5	Residential: Apartment Bldgs.	3 to 4	183	6.09	30 Units					220	220	220			30				128	62						
P	6.40	P1 through P7	Residential: Apartment Bldgs.	3 to 4	220	6.4	34 Units					264	264	264			70				128	66						
Q	1.87	Q1	Residential: 2 over 2 Townhouses	4	56	1.87	30 Units					67	67	67				66				11						
R	2.47	R1	Retail	4		2.47		112,000	2.75		308	308		539										In Structure R3				
		R2	Retail	3				84,000	2.75		231	231														In Structure R3		

# Development Concept

West Hyattsville TOD Development Program																								
Land Use									Parking Demand					Parking Supply										
BLOCK REF.	Block Area Ac.	Bldg. Ref.	Description of Use	Levels	Total Res. Units	Total Res. Area per Block (Acres)	Density per Acre of Total Res. Area	Total Comm. / Office Area	Comm. Parking - Spaces per 1000 SF	Res. Parking - Spaces per Unit	Comm. Parking Required	Res. Parking Required	Total Parking Required by Bldg.	Total Parking Required by Block	Total Structure Spaces w/ On-Street Credit	Podium w/ On-Street Credit	Tuck Under w/ On-Street Credit	Private Garages	Alley	Off-Street Surface	Total On-Street Provided	Parking Config./Notes		
		R3	Parking Structure	3									0		700									
S	2.35	S1	Retail	3		2.35		106,686	2.75		293		293	293							30	36	In Structure R3	
T	6.80	T1	Office	4				190,000	2.25		225		225										In Structure T5	
		T2	Mixed-Use: Ground Floor Retail with Office above	4				86,400	2.25		194		194											In Structure T5
		T3	Mixed-Use: Ground Floor Retail with Office above	3		6.8		63,000	2.25		142		142		606								38	In Structure T5
		T4	Mixed-Use: Ground Floor Retail with Office above	2				20,000	2.25		45		45									30		In Structure T5
		T5	Parking Structure	3												538								
U	N/A	N/A	Greenway	N/A	N/A			N/A	N/A	N/A	N/A	N/A	N/A	N/A										
V	5.64	V1 through V6	Residential: Apartment Bldgs.	3	180	5.64	32 Units			1.66		299	299	299		223						76	15 spaces from OS12	
W	4.21	W1 through W3	Residential: 2 over 2 Townhouses	4	74	4.21	21 Units			1.66		123	123	146		74						56		
		W4	Residential: Townhouses	2	14					1.66		23	23			14								
X	4.19	X1	Residential: 2 over 2 Townhouses	4	20	4.19	14 Units			1.66		33	33					20				38		
		X2 through X4	Residential: Townhouses	2	38					1.66		63	63	96				38						
Y	3.89	Y1, Y2	Residential: 2 over 2 Townhouses	4	32	3.89	30 Units			1.66		53	53			32						77	26 spaces from OS13	
		Y3 through Y5	Residential: Apartment Bldgs.	3	84					1.66		139	139	193		84								
Z	2.14	Z1 through Z4	Residential: 2 over 2 Townhouses	4	48	2.14	22 Units			1.66		80	80	80		48						32		
AA	2.43	AA1, AA2	Residential: 2 over 2 Townhouses	4	24	2.43	17 Units			1.66		40	40	66				24				15		
		AA3, AA4	Residential: Townhouses	2	16					1.66		27	27					27						
BB	2.58	BB1, BB2	Residential: 2 over 2 Townhouses	4	24	2.58	16 Units			1.66		40	40	66				24				15		
		BB3, BB4	Residential: Townhouses	2	16					1.66		27	27					27						
CC	7.73	CC1 through CC3	Residential: Apartment Bldgs.	3	96	7.73	17 Units			1.66		159	159								134	25	Surface Spaces	
		CC4	Existing Building Renovated into Studio Apartments	27	32					1.00		32	32	191							32		Surface Spaces	
DD	4.27	DD1	Retail	1		4.27		94,300	3.50		330		330	330							291	39		
EE	0.69	EE1	Civic: Environmental Learning Center											0	0						20	3		
OS 1-16			Parks and Open Spaces																			100	Remaining OS on-street, cannot be credited	
<b>Total</b>	<b>126.09</b>				<b>3,611</b>	<b>116</b>		<b>1,262,786</b>			<b>3151</b>	<b>4633</b>	<b>7784</b>	<b>7784</b>	<b>3916</b>	<b>1153</b>	<b>268</b>	<b>433</b>	<b>40</b>	<b>1073</b>	<b>1321</b>			
																					<b>6883</b>			
<b>Summary</b>																								
Estimated Jobs at 1/300 SF of Gross Commercial Area:								4,209																
Jobs/Housing Ratio:								1.17																
Average Commercial/Office Parking Ratio (spaces/1000)								2.49																
Average Residential Parking Ratio (spaces/unit)								1.28																
*Net Residential Density (units/acre)								31																
															<b>Total Parking Demand</b>	<b>7,784</b>								
															<b>Total Parking Supply</b>	<b>8,204</b>								
															Note: Total Parking Supply includes 420 extra spaces (300 P&R, 100 park, and 20 Civic (EE))									
*Note: Net residential density does not include greenway, lake and other park spaces, or commercial areas.																								

# Implementation

Successful implementation emerges from a broadly based and consistent commitment from all stakeholders to a quality product, the establishment of an appropriate design oversight and review process at each stage of the project, and the assembly of skilled, multi-disciplinary staff to work together toward the defined vision. This is important throughout the project's lifetime - from inception through full build out of construction and ongoing management and maintenance.

At this point in the planning process, while no single clear path has been recommended; a toolbox of elements has been assembled and a alternative process options identified. In moving forward to refine a preferred implementation approach, time is of the essence. It is important to keep in mind that land developers are deeply concerned with and susceptible to the impacts of time and cost, such as land assembly, entitlements, financing, infrastructure improvements and actual vertical construction activities ('sticks and bricks'). Delay can have immediate and lasting deleterious effects on the project.

In discussions with stakeholders, an overall implementation framework has been created and some general steps identified and described below.



*Simplified TOD Implementation Strategy Process Diagram*

## Phase 1 – Roll Out

### *Marketing and Outreach*

To achieve the goals of this planning effort requires the full support of the public sector. Elected officials must understand and champion the vision contained in this report. An accompanying multi-media PowerPoint presentation explaining the benefits of TOD for Prince George's County has been created to assist in this effort, and is available for viewing at the county on CDrom. Community groups, landowners, developers and lenders will all need to be included in the roll out once political will for movement is established.

## Phase 2 - Planning

### *Strategy Completion*

Although many aspects of the strategy have been defined and articulated in this initial pilot study, the scope of this project did not allow for comprehensive engineering and environmental analysis or detailed architectural studies, all of which will be necessary to move forward. Continued refinement of strategy elements will need to occur. Attention will also need to be paid to:

- Intergovernmental coordination and management including assigning roles and responsibilities,
- Providing technical support, such as engineering, environmental and infrastructure assistance, especially in regard to floodplain issues, and
- The beginnings of an outreach, education, branding and marketing effort.

### *Formal Adoption of the Strategy*

Planning policies and codes that support the strategy must be adopted and enforceable, and may include:

- Specific guidelines for individual site design and management, as well as public open space areas and features,
- Generic guidelines for 3 dimensional elements of the project, such as street and building cross sections, and

- Generic guidelines on detailed public elements, such as paving, street furnishings, signage and lighting.

Continued technical assistance will be required and land assembly, financing and partnerships will need to be established.

### ***Development Entity***

A key issue to implement the West Hyattsville TOD project will be the creation of a development entity. The consultant team identified several sustained leadership options; including a single public agency lead, a new non-profit public/private partnership, and/or a private sector master developer lead. It is critical that any lead entity be able to stimulate redevelopment by bringing all the key parties together, obtain land use approvals, assemble or coordinate the disposition of public and private lands, bring in-house real estate development expertise to the project, and be able to secure both private and public investment funds (grants and loans).

## **Phase 3 - Implementation**

### ***Identify and Build Specific Projects***

After detailed designs have been agreed upon, a method of scheduling and delivering the diverse range of envisioned development products must be laid out. On the accompanying Implementation Framework matrix, an outline of the key components have been organized, taking into consideration the following primary goals:

- Final funding must be secured.
- Site sales must be managed to ensure urban design consistency.
- High quality public area maintenance must complement the high quality design of the individual projects and overall village environment.
- Individual projects, as they are being developed, must undergo periodic reviews, using this strategy and other guidelines (yet to be developed) as a point of reference.

# Implementation

## West Hyattsville Strategy Implementation Framework

Implementation Elements	Short-Term		Mid-Term		Long-Term		Agency Roles	
	Strategy Completion	Strategy Rollout and Adoption	Pre-Development	Phase A: Development	Phase B: Development	Phase C: Buildout	Who Takes the Lead?	Who Provides Support?
<b>Intergovernmental Coordination and Management</b>								
<input type="checkbox"/> Define the County-wide TOD strategy	X	X						
<input type="checkbox"/> Project scope, schedule and budget	X							
<input type="checkbox"/> Determine optimal lead entity	X							
<input type="checkbox"/> Refine WMATA roles and responsibilities	X	X						
<input type="checkbox"/> Assign roles and responsibilities (governance/lead entity memo)	X							
<b>Planning and Entitlements</b>								
<input type="checkbox"/> Establish lead agency (or authorize all necessary implementation powers)	X							
<input type="checkbox"/> Develop draft implementation and phasing strategy	X							
<input type="checkbox"/> Develop parking strategy		X						
<input type="checkbox"/> Final adoption of implementation, parking strategy, and phasing strategy		X						
<input type="checkbox"/> Land use entitlements (county plan/zoning update, development Phase A permits, etc.)		X						
<input type="checkbox"/> Monitoring with policy and zoning revisions as necessary				X	X	X		
<b>Technical Support</b>								
<input type="checkbox"/> Engineering assessment of existing conditions	X							
<input type="checkbox"/> Environmental assessment of existing conditions	X		X	X	X	X		
<input type="checkbox"/> Infrastructure improvement (water, sewer, streets, etc.)	X		X					
<input type="checkbox"/> Technical support to resolve/mitigate any environmental issues	X	X	X	X	X	X		
<input type="checkbox"/> Urban design and architecture	X	X	X	X	X	X		
<b>Outreach and Marketing</b>								
<input type="checkbox"/> Community outreach	X	X	X					
<input type="checkbox"/> Landowner meetings	X	X						
<input type="checkbox"/> Developer marketing campaign	X	X	X					
<input type="checkbox"/> Lender outreach (CRA in particular)	X	X	X					
<input type="checkbox"/> Initial commercial tenant/resident promotional campaign		X						
<b>Land Assembly, Financing, and Partnerships</b>								
<input type="checkbox"/> Establish procedures for land assembly (combination of outright purchase, partnerships, etc.)		X						
<input type="checkbox"/> Acquire Phase A land parcels if applicable			X					
<input type="checkbox"/> Complete phased project cash flow to identify gap funding needs		X	X					
<input type="checkbox"/> Refine financing sources and uses			X	X	X	X		
<input type="checkbox"/> Refine first time buyer and other housing programs (e.g., LEM, relocation/renovations for HUD housing, etc.)		X	X	X				
<input type="checkbox"/> Developer RFP		X						
<input type="checkbox"/> Obtain grants and financing for development Phase A improvements			X					
<input type="checkbox"/> Obtain TIF bonding authority if applicable			X					
<input type="checkbox"/> Negotiate agreements with landowners, development partners, and WMATA			X	X	X	X		
<input type="checkbox"/> Build Phase A improvements			X	X				
<input type="checkbox"/> Build Phase A development blocks				X				
<input type="checkbox"/> Establish parking management program		X						

# Consultant Team

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