



FORMER PRINCE GEORGE'S COUNTY HOSPITAL REDEVELOPMENT

PRELIMINARY PLAN OF SUBDIVISION
January 30, 2024 Neighborhood Meeting Presentation



AGENDA

- 1 Introductions**
- 2 Preliminary Plan of Subdivision Process**
- 3 Plan Update**
- 4 Retail & Activation Strategy**
- 5 Optimal Retail Connections**
- 6 Sustainability Plan**
- 7 Ongoing Community Engagement**
- 8 Next Steps**
- 9 Q&A**



1 INTRODUCTIONS

**PRINCE GEORGE'S COUNTY
REDEVELOPMENT
AUTHORITY**

**MASTER DEVELOPMENT
VENTURE**

**URBAN
ATLANTIC**
LEAD DEVELOPER/
MANAGING MEMBER

**HOME
TEAM FIVE**
MEMBER

- Nationally-experienced team with established Prince George's County track record
- Urban Atlantic is a local Maryland developer with a 25-year history of large scale, catalytic mixed use development
- Home Team Five is a venture of five long-time Prince George's County residents with deep experience in the public and private sectors
- Project partners selected to date demonstrates commitment to local and minority-owned firms

PROJECT PARTNERS	W/MBE	LOCAL
Torti Gallas + Partners		
NVR		
Soltesz Engineering		X
Blue Sky Housing	X	
Capstone Development	X	
Toole Design Group	X	
Bozzuto Construction		X
Three E	X	X
CJR	X	
Gingles, LLC	X	X
Thomas Michael		X
Bozzuto Management		X



THE STELLA, NEW CARROLLTON METRO STATION
URBAN ATLANTIC



HARLOW APARTMENTS, NAVY YARD
URBAN ATLANTIC



THE PARKS AT WALTER REED RETAIL MARKETPLACE
URBAN ATLANTIC



NATIONAL HARBOR
MULTIPLE MEMBERS OF HOME TEAM FIVE

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PRELIMINARY PLAN OF SUBDIVISION

WHAT IS IT?

An opportunity for County and local review agencies to confirm the preliminary plan of proposed development complies with local ordinances and is served by adequate public facilities.

WHAT IT DOES

- Allows local Stakeholders to provide meaningful comment
- Allows all parties to understand what offsite improvements, if any, are required to support the development
- Allows M-NCPPC to set a maximum density on site
- Approval allows the project to move forward with more detailed design

WHAT IT DOES NOT DO

- Does not permit any new construction
- Does not constitute approval of any engineering design
- Does not prohibit the changing of the design based on continued feedback from stakeholders

WHAT'S INCLUDED?

- Preliminary Plan
- Traffic impact study
- Conceptual stormwater and grading design
- Natural Resource Inventory
- Hydraulic Planning Analysis
- Pre-Application Neighborhood Meeting Package
- Tree Conservation Plan

All documents to be made available via town website when final

ANTICIPATED TIMELINE AND FEEDBACK OPPORTUNITIES

-
- Feb '24 Initial Submittal
 - Apr '24 M-NCPPC refers submittal to town of Cheverly for comment
 - Jun '24 Public Hearing held by Planning Board
 - Aug '24 Planning Board Approves or Denies Preliminary Plan of Subdivision
 - Ongoing- Detailed Site Plan submittals for each of the new vertical developments

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PLAN UPDATE



COMMUNITY VISIONING

UTILIZE URBAN DESIGN PRINCIPLES TO ACTIVATE GROUND PLANE

LOCAL PARTNERSHIPS & MIX OF USES:

- Friends & family gathering
- Local restaurants and coffee shops
- Fresh produce
- Neighborhood-serving retailers
- Co-working spaces
- Great outdoors spaces/public art
- Senior housing
- Mix of new Class A Housing Options
- Hotel

MODEL OF SUSTAINABILITY, EQUITY & ACCESSIBILITY

PROJECT PROGRAM



SITE CHARACTERISTICS

- Renovation of County Health Department backfill with 70,000 of neighborhood-serving medical office
- Rental-residential core set back from neighborhood within footprint of former hospital complex
- Mixed-use town center with residences, retail, and public site amenities
- Residential scale townhomes with landscaped yards
- Preserved open space with site amenities

TARGETED SITE PROGRAM

- 40,000 SF Retail, including food hall and heli-pad sky deck
- 70,000 SF neighborhood serving medical office
- 48 Senior-targeted condos
- 165 for-sale townhomes
- 150 active-adult rental units
- 950 multifamily rental apartment units
- 70 Room Select Service Hotel

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RETAIL & ACTIVATION STRATEGY

HOW DO WE PLAN FOR IT?

- ✓ Lay the foundation – site & building designs that support retail, events and an activated ground floor
- ✓ Build the base – residential & office customers
- ✓ Placemaking – create a strong sense of place
- ✓ Understand the market



LAY THE FOUNDATION

STREETSCAPE AND OPEN SPACE DESIGN: HONOR THE PEDESTRIAN

- ✓ **Activate the ground floor** – active uses, storefront windows, vibrant colors, no blank walls, high quality signage standards
- ✓ **Create intimate, pedestrian-scaled experiences** – 2-sided, 2-way, narrow streets with traffic calming measures and pedestrian amenities; ample high-quality lighting; intimately-scaled outdoor gathering spaces surrounded by active uses
- ✓ **Concentrate pedestrian amenities** – high quality, creative outdoor seating; heavy landscaping; wide sidewalks (10-12' for outdoor dining) with selective patterned concrete
- ✓ **Concentrate retail uses** – activate other areas with visually interesting residential lobbies, hardscaping and landscaping



LAY THE FOUNDATION

ARCHITECTURAL DESIGN

- ✓ **Visibility** – retail space & signage highly visible
- ✓ **Thoughtful architectural design** – compatible with local community; expresses local vernacular
- ✓ **Visually interesting facades** – awnings, recessed entries, stepped building sections and offsets, variety of building materials
- ✓ **Flexible, workable retail bays and mechanical systems** – standard bays are 30' wide by 60-90' deep; mechanical systems should accommodate restaurant venting needs
- ✓ **Convenient** – loading, traffic and service corridor circulation
- ✓ **Separate service uses** – Situate loading and parking away from primary pedestrian areas



LAY THE FOUNDATION

PARKING IS POWER

- ✓ High visibility + easy accessibility
- ✓ Maximize short term street parking to encourage turnover of customers
- ✓ Design structured parking to be close by and very easy to find
- ✓ Sense of personal security
- ✓ Support multi modal transit with bike lanes and ample parking stations for bikes, e-bikes, and scooters.



BUILD THE BASE

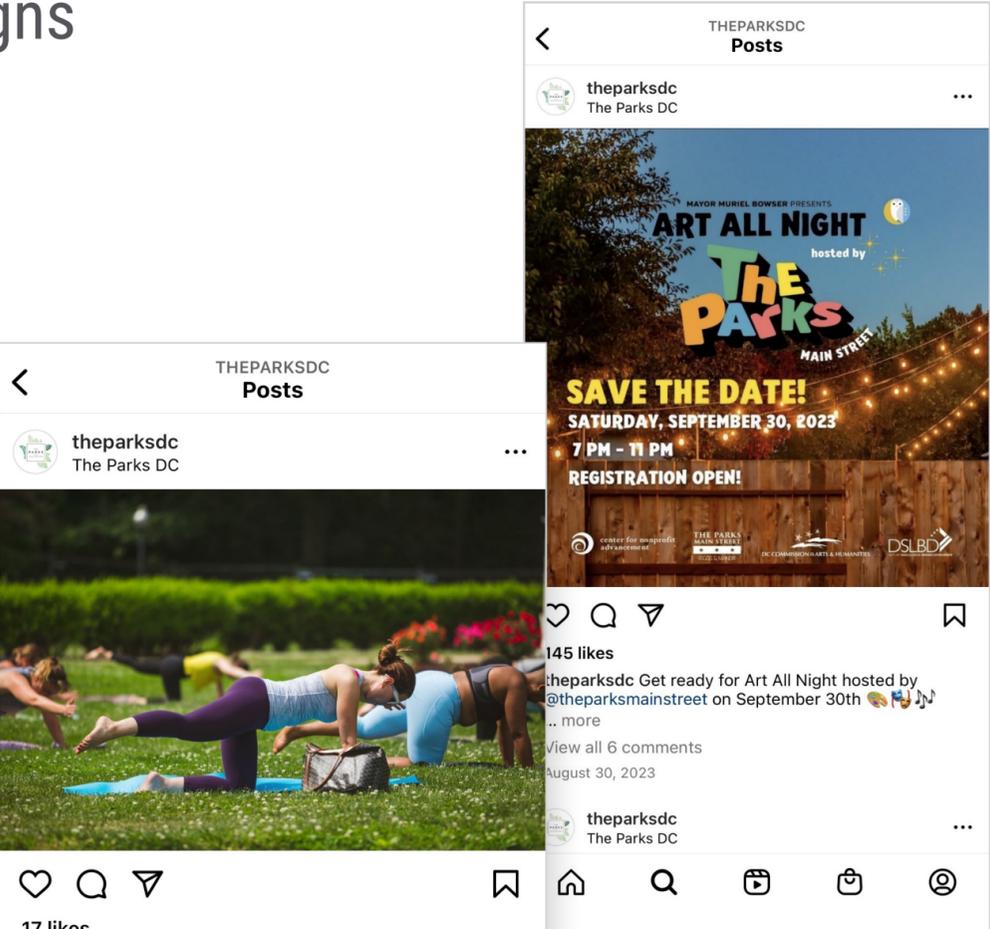
THINK RESIDENTIAL

- ✓ Retailers need households
- ✓ Dense residential development and easy access from surrounding communities
- ✓ Retail only comes when they believe the strength of the residential market
- ✓ Daytime population is important – medical office helps
- ✓ Retail comes late in the development cycle



PLACEMAKING

- ✓ Branding that leverages the community's unique characteristics
- ✓ Events with a local and regional draw that bring people to the site and raise its public profile
- ✓ Social media campaigns
- ✓ Earned media
- ✓ Local partnerships



UNDERSTAND THE MARKET

✓ Who's Our Audience

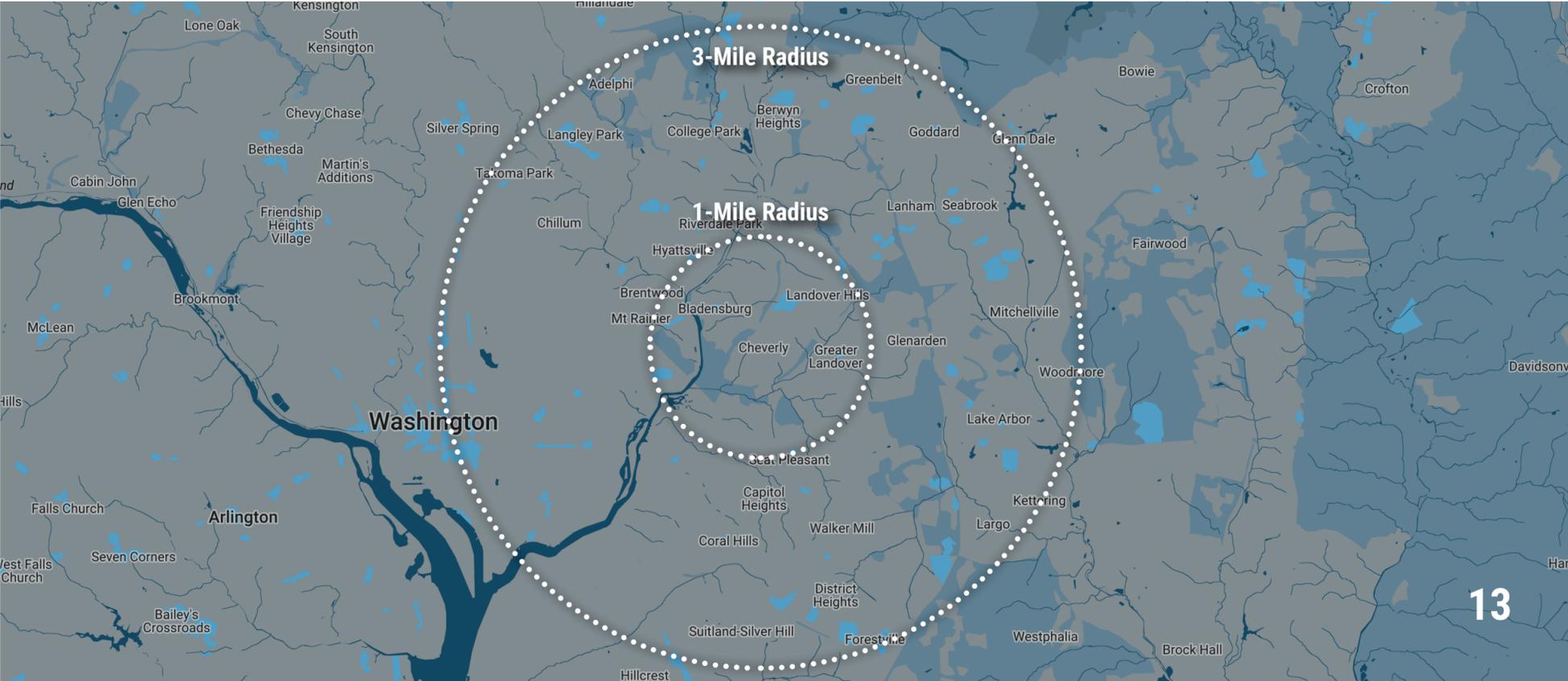
- 1 & 3 Mile radius
- 15-Min Walk
- Audience On Site
- Audience Off Site
- Population Density & Incomes

✓ What is the retail demand, factoring in existing retail in the submarket?

✓ What is economically feasible?

	# of Households (HH)	Median HH Income	Trade Area Description
Primary Trade Area (PTA)*	3,607	\$107,882	Cheverly residents, walkabout to the site, currently under-served by convenient retail options. The trade area also includes approximately 4,000 employees working in mostly industrial businesses.
Secondary Trade Area (STA)	16,005	\$90,045	Pockets of similar demographic residents within a 10-min. drive who would select Hospital Hill as an alternative destination to a more proximate location (Hyattsville, Brentwood, Brookland)
Tertiary Trade Area (TTA)	27,326	\$100,843	Residents within a 20-min. drive who will visit Hospital Hill as a special occasion visit (i.e. date night, weekend outing)

*Includes projected growth from new development



WHAT DO WE WANT?

FULL SERVICE & LIMITED SERVICE DINING

LOCAL/REGIONAL

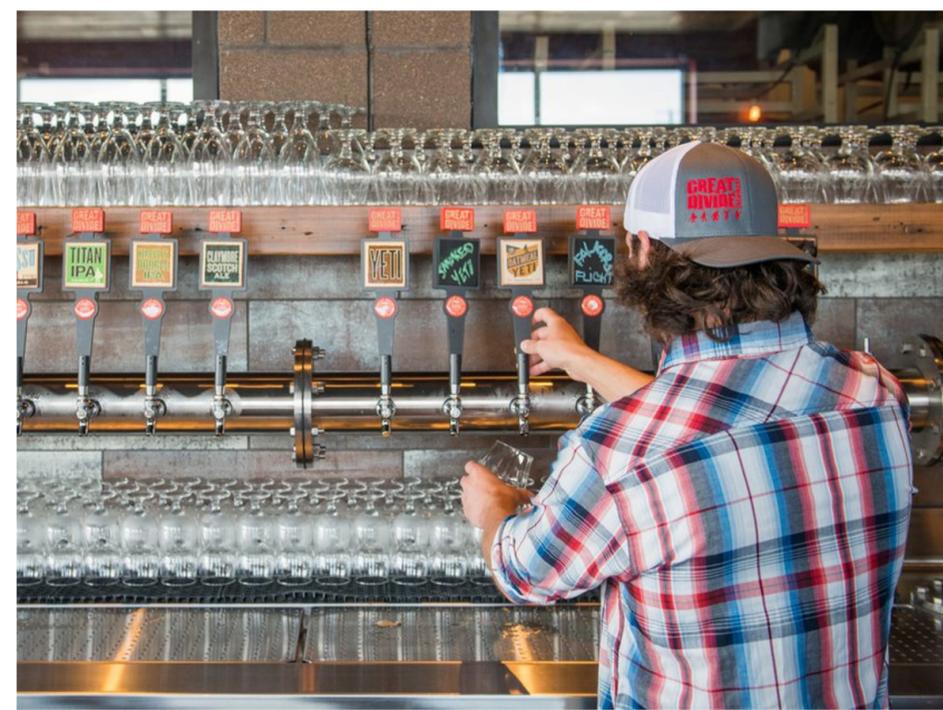
CREDIBLE

HIGH QUALITY PRODUCT

HIGH QUALITY ENVIRONMENT

APPROACHABLE/FAMILY FRIENDLY

FOOD HALL



WHAT DO WE WANT?

LOCAL RETAIL & SERVICES

HIGH QUALITY PRODUCT

HIGH QUALITY ENVIRONMENT

PREVIOUS EXPERIENCE/EXISTING SKILL SET

CO-WORKING & PROFESSIONAL SERVICES



WHAT DO WE WANT?

GROCERY GOODS

UNIQUE

HIGH QUALITY PRODUCT

HIGH QUALITY ENVIRONMENT

REASONABLY ACCESSIBLE

FISCALLY SOUND



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OPTIMAL RETAIL CONNECTIONS



Legend

-  Northern and Southern Gateway Entrances
-  Neighborhood Pedestrian Connections
-  Neighborhood Bicycling Connections
-  Vehicular Connections

0' 100' 200' 400'

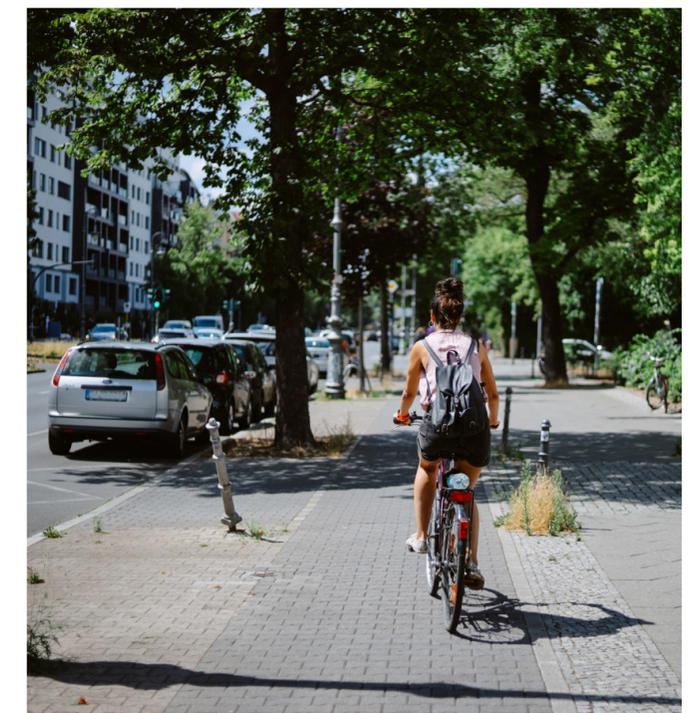
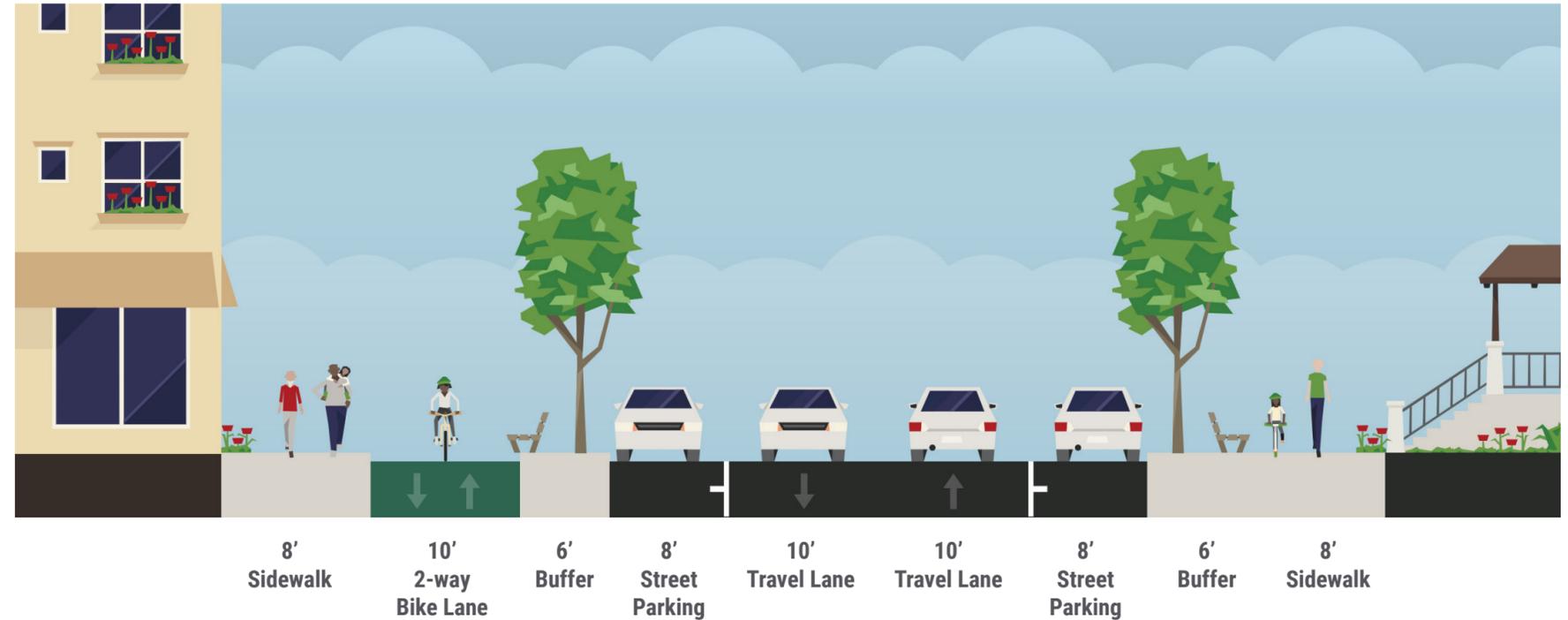
KEY ACCESS CHARACTERISTICS

- Promote on-site bike and pedestrian movements
- Urban street design to limit speeds and discourage cut-through traffic
- Revised layout to discourage traffic movements through town
- Utilize extensive planning work done to date
- Town retains control over any access into town

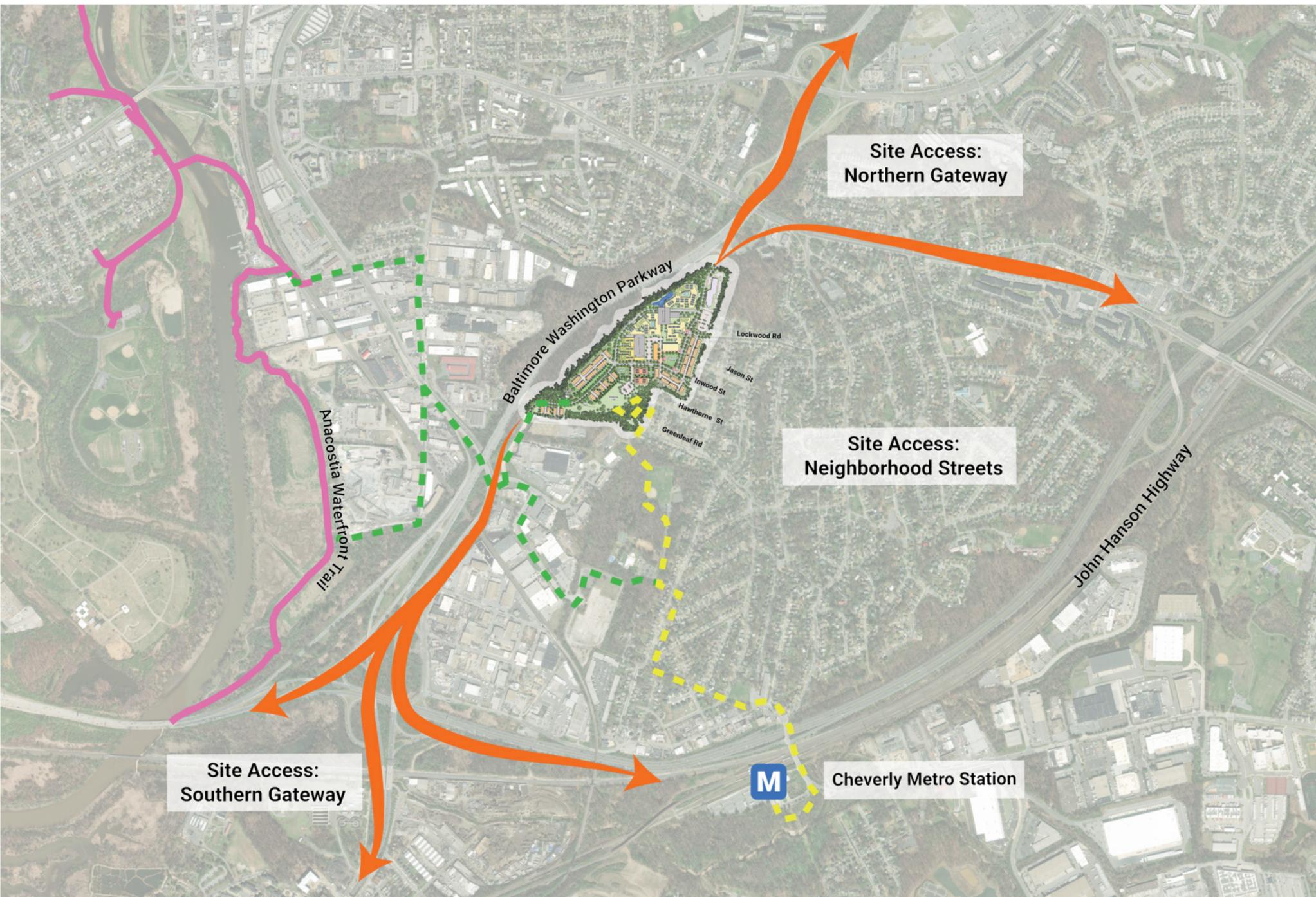
SMART STREET DESIGN

MAIN DRIVE

- Protected bike lane to promote multimodal transport options
- Street trees and on-street parking to limit travel speeds
- Revised layout to discourage traffic movements through town
- 8' Accessible sidewalk in accordance with universal design standards



TRAFFIC IMPACT STUDY



TRAFFIC STUDY SCOPE

- Utilize trip generation calculations and existing traffic patterns to determine anticipated impacts of the development
- Assumptions have been reviewed and approved by Public Agencies
- Analyzes the existing and “built out” conditions of vehicular intersections and bike and pedestrian facilities in the broader area
- Propose improvements where intersections are not adequate

NEXT STEPS

- Traffic Impact Study complete end of February
- Make available to the public and hold virtual meeting to discuss results

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SUSTAINABILITY PLAN



Site Legend	
	EV Charging Stalls (Optional at THs)
	Electric Bike Share and Scooter Corral
	Solar Rooftop
	Community Solar
	Permeable Pavement
	Stormwater Management
	Enhanced Vegetative Buffer
	Proposed Street Trees

ENVIRONMENTAL SUSTAINABILITY FEATURES

- Re-use and recycle existing building materials and infrastructure
- Stormwater management facilities to mitigate existing flooding
- Preservation of trees & natural areas-Native plantings to enhance soil stability and vegetative buffer, limiting impact to neighbors
- Solar rooftops to promote renewable energy production
- Partnership with community solar to provide subsidized, renewable energy to area low income homes
- Providing space for sustainable transportation including providing EV chargers, electric bike and scooter corrals, promoting use of public transit
- Sustainable building design with low-energy, low-water building systems compliant with LEED and Green Communities standards

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ONGOING COMMUNITY ENGAGEMENT

QUARTERLY VIRTUAL MEETINGS

- We recommend quarterly virtual “townhall” meetings, details to be issued through town communication channels
- Provide updates to the plan, program, and schedule as well as what is happening on site
- Open Q&A
- First one: Early April

DETAILED SITE PLAN SUBMITTALS

- For every new proposed vertical development, the project will hold neighborhood meetings to discuss the architectural design and program

POTENTIAL INVESTOR UPDATES

- Opportunities to invest in the project will be distributed through a list-serve for those interested. If you have not done so already, please email: cheverlyinvestors@urban-Atlantic.com



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NEXT STEPS

- **February 1st – 29th**
Town opens up Survey for responses
- **Month of February**
Developer makes final updates to preliminary plan and submits
- **March 5th**
Developer and Traffic Engineer hosts discussion on results of Traffic Impact Study
- **(Approximate) April 15th**
Preliminary Plan Accepted by M-NCPPC
- **(Approximate) May 31st**
Town Council provides formal feedback to M-NCPPC for consideration in Development
- **(Approximate) July 15th**
M-NPPC Staff Report Issued
- **Stay Informed**
By registering as a “Person of Record” with Park and Planning:
https://www.mncppcapps.org/planning/Person_of_Record/default_POR.cfm
The relevant application number is PPS-2023-039



Questions?



PLAN COMPARISON

Current Plan



Previous Plan

