



# FORMER PRINCE GEORGE'S COUNTY HOSPITAL REDEVELOPMENT

PRELIMINARY PLAN OF SUBDIVISION

January 30, 2024 Neighborhood Meeting Presentation





# AGENDA

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- 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





## 2

# 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



# 3 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

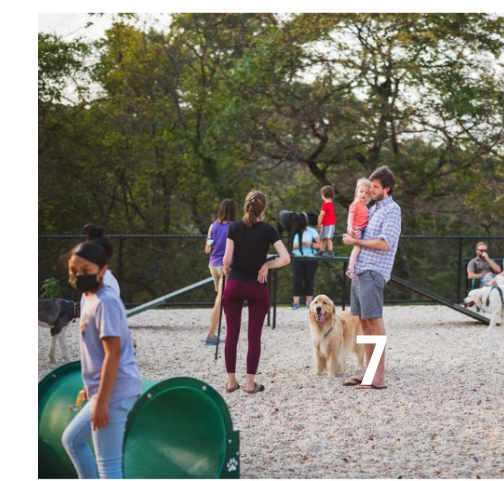
- 40,000 SF Retail, including food hall and heli-pad sky deck
- 70,000 SF neighborhood serving medical office
- 48 Senior-targeted condos
- 165 for-sale townhomes
- 150 active-adult rental units
- 950 multifamily rental apartment units
- 70 Room Select Service Hotel



# 4 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

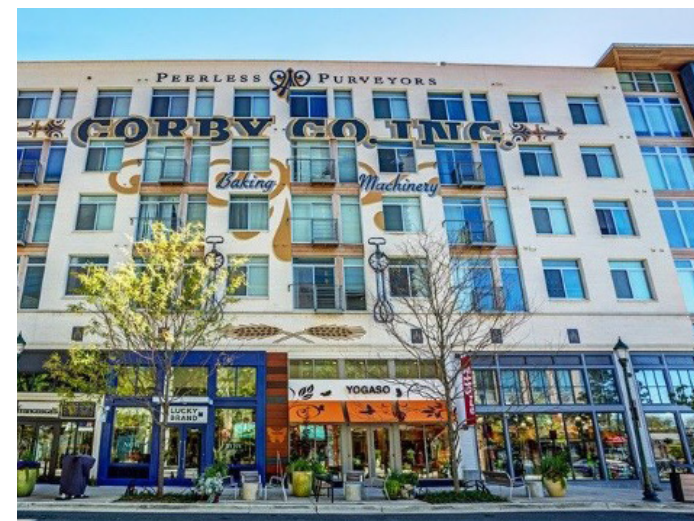




# LAY THE FOUNDATION

## 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.

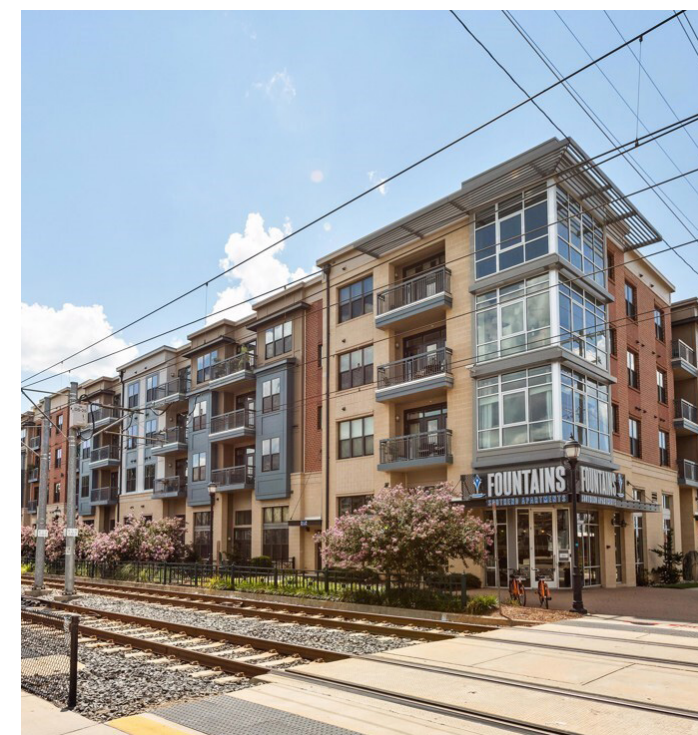
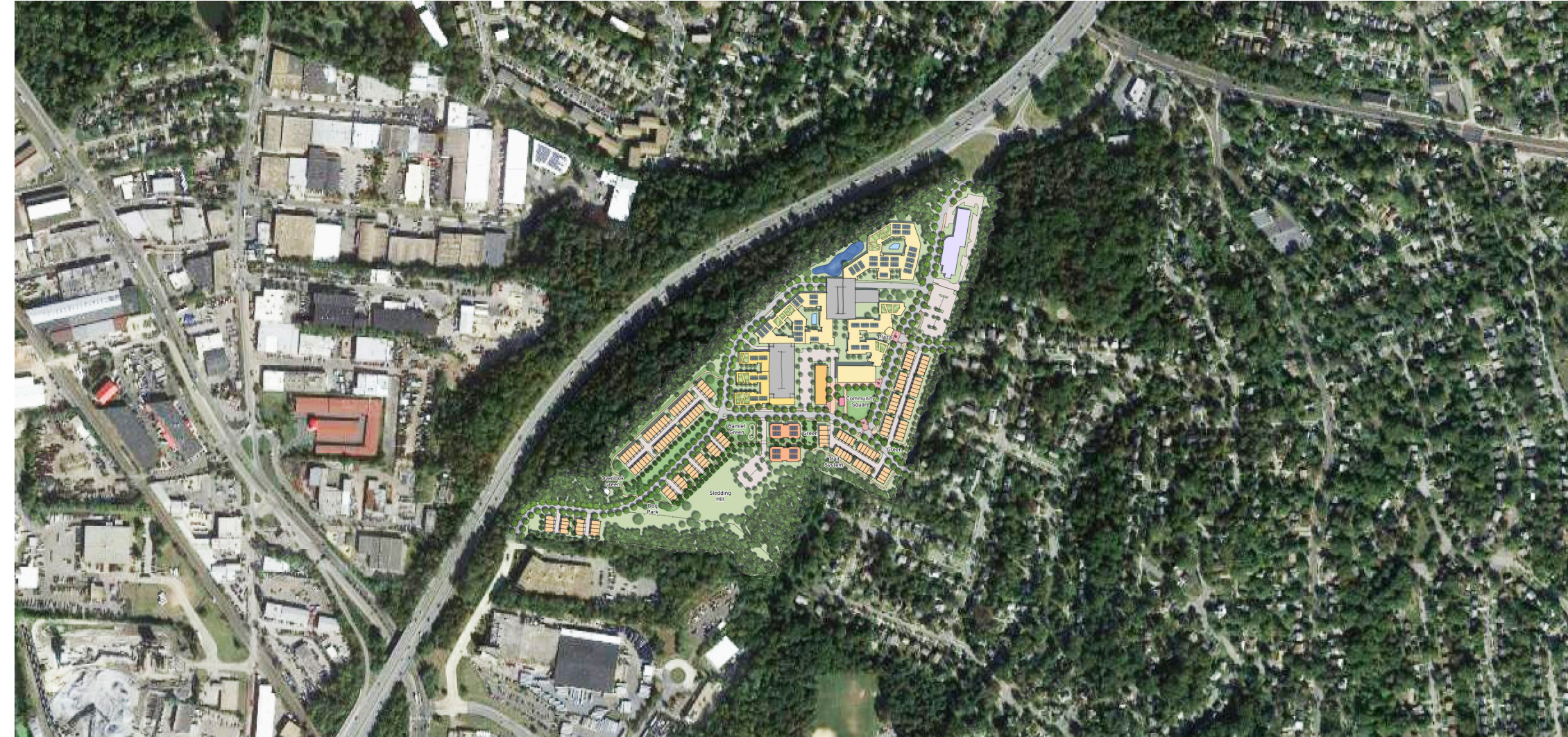




# BUILD THE BASE

## THINK RESIDENTIAL

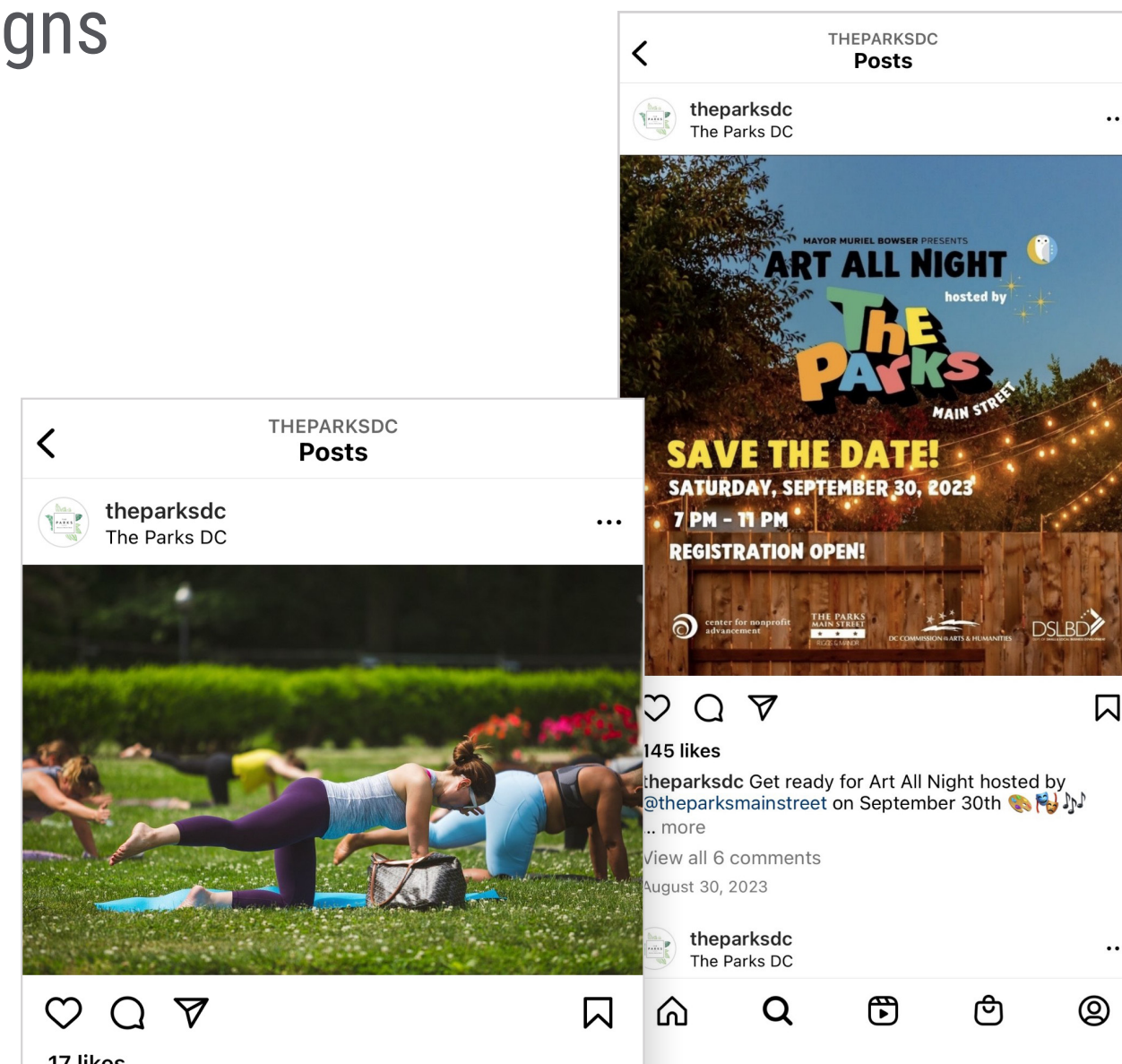
- ✓ Retailers need households
- ✓ Dense residential development and easy access from surrounding communities
- ✓ Retail only comes when they believe the strength of the residential market
- ✓ Daytime population is important – medical office helps
- ✓ Retail comes late in the development cycle





# 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



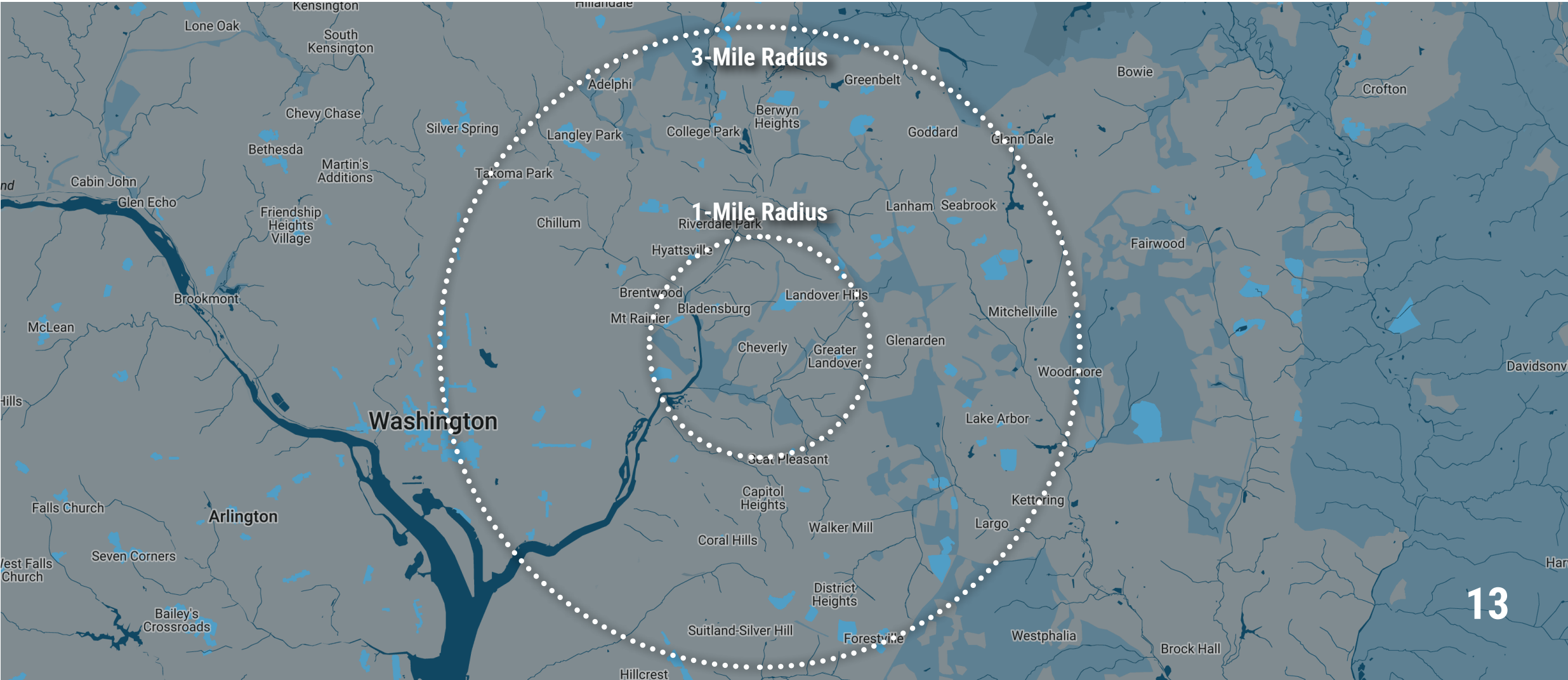


# UNDERSTAND THE MARKET

- ✓ 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**









# 5 OPTIMAL RETAIL CONNECTIONS



## 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

### Legend

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

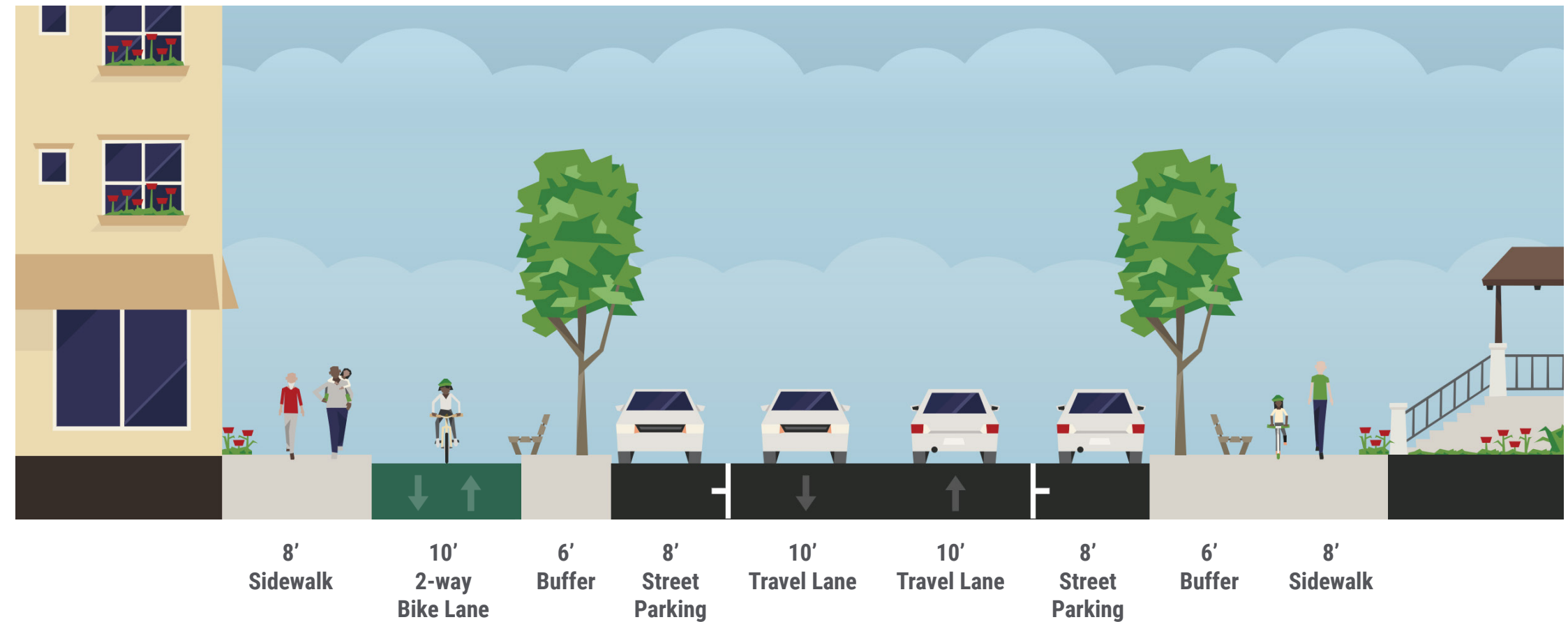
0' 100' 200' 400'



# SMART STREET DESIGN

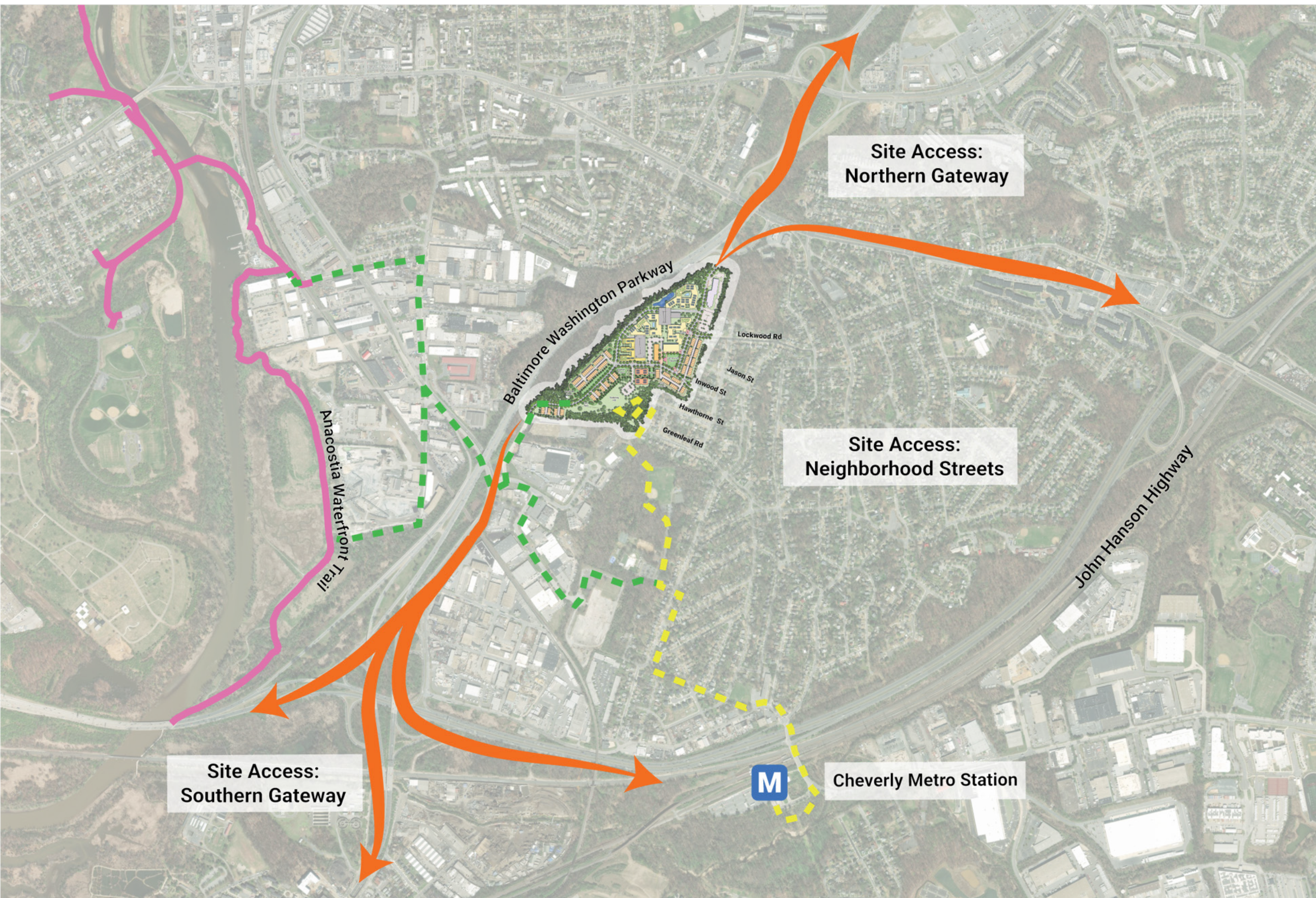
## MAIN DRIVE

- 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



# 6 SUSTAINABILITY PLAN



## 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



# 7

# 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](mailto:cheverlyinvestors@urban-Atlantic.com)





# 8 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](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

