



Washington Metropolitan Area Transit Authority

# WMATA Transit-Oriented Development in Maryland

Presentation to the Maryland Sustainable Growth Commission

July 22, 2013



# Goals

- WMATA Development Objectives
- Joint Development in Maryland
- Progress and Opportunities
- Keys to Success
- Case Studies: White Flint, Branch Avenue
- Taking Action



# WMATA Development Objectives

## Transit-Oriented Development Definition

Transit-oriented development, or TOD, is a type of community development that includes a mixture of housing, office, retail and/or other commercial development and amenities integrated into a **walkable** neighborhood and located **within a half-mile** of quality public transportation.





# WMATA Development Objectives

## Joint Development Definition

- A public **transportation project** that is **integrally related** to and often **co-located** with commercial, residential, or mixed-use development.



- Joint development may include partnerships for public, private, and/or non-profit development associated with fixed guideway (rail) or bus transit systems that are being improved through new construction, renovation, or extension.
- Joint development may also include bus and intermodal facilities, intercity bus and rail facilities, transit malls, and historic transportation facilities.



# WMATA Development Objectives

## “TOD” vs. “TAD”

- Transit-**Oriented** Development
  - Synergistic relationship between transit and development
  - Development pattern enhances ridership, and *vice versa*
- Transit **Adjacent** Development
  - Lack of synergy between transit and development
  - Transit happens to run through developed area but is unrelated to development pattern, and *vice versa*
- Successful TOD must consider the integrated effect of transit and office, multifamily, single-family, retail, mixed use, and – most importantly – **placemaking**.



# WMATA Development Objectives

## Joint Development Objectives

- Integrate WMATA's transit facilities
- Reduce automobile dependency
- Increase pedestrian/bicycle originated transit trips
- Foster safe station areas
- Enhance surrounding area connections to transit stations
- Provide mixed-use development including housing and the opportunity to obtain goods and services near transit stations
- Offer active public spaces
- Promote and enhance ridership
- Generate long-term revenues for WMATA
- Encourage revitalization and sound growth in the communities that WMATA serves



# Progress and Opportunities

## Montgomery County – ½ Mile from Metro

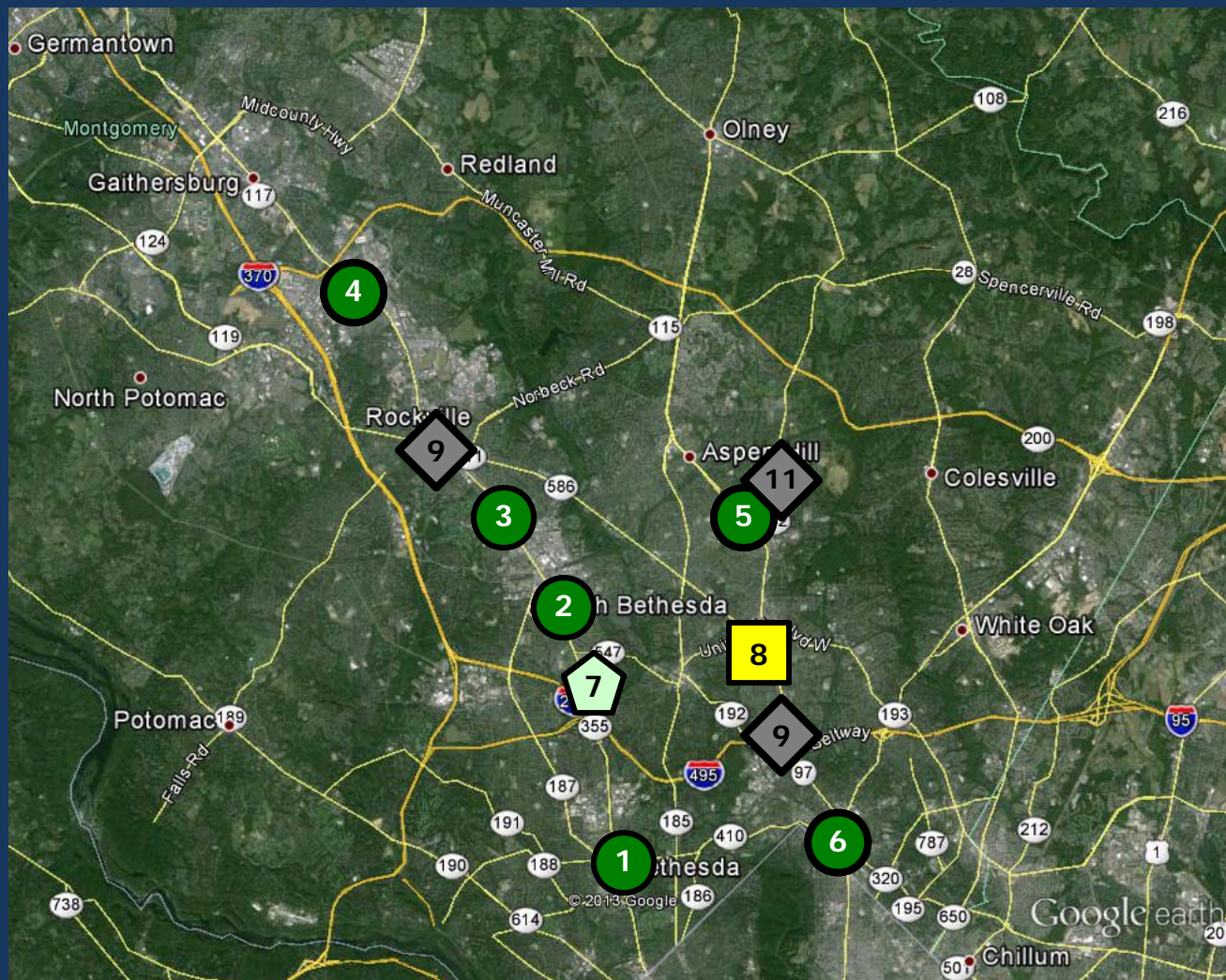
Line	Station	Population	Households	Median Income	Businesses	Employees
	Bethesda	7,273	4,220	\$82,108	2,872	39,897
	Forest Glen	4,853	1,962	\$82,355	170	4,263
	Friendship Heights	9,514	5,086	\$101,368	1,154	19,807
	Glenmont	3,973	1,330	\$69,306	52	420
	Grosvenor-Strathmore	4,725	2,977	\$76,779	91	853
	Medical Center	1,346	416	\$120,890	330	3,311
	Rockville	4,997	2,168	\$63,674	982	8,926
	Shady Grove	1,786	855	\$109,458	196	3,015
	Silver Spring	13,306	7,608	\$58,150	1,587	18,165
	Twinbrook	4,860	2,113	\$68,507	552	12,394
	Wheaton	6,132	2,269	\$66,813	759	6,575
	White Flint	3,478	1,942	\$90,346	855	15,256
	<b>TOTAL</b>	<b>66,243</b>	<b>32,946</b>		<b>9,600</b>	<b>132,882</b>
	<b>AVERAGE</b>	<b>5,520</b>	<b>2,746</b>	<b>\$82,480</b>	<b>800</b>	<b>11,074</b>

*Regional Averages: 7,560                      3,519                      \$67,637                      1,117                      20,643*



# Progress and Opportunities

## Montgomery County Metro Stations



### DEVELOPMENT COMPLETE

1. Bethesda

### UNDER DEVELOPMENT

2. White Flint
3. Twinbrook

### UNDER NEGOTIATION

4. Shady Grove (Arena)
5. Glenmont (West)
6. Silver Spring

### UPCOMING SOLICITATIONS

7. Grosvenor

### PLANNING

8. Wheaton

### FUTURE SITES

9. Rockville
10. Forest Glen
11. Glenmont (East)





# Progress and Opportunities

## Prince George's County - ½ Mile from Metro

Line	Station	Population	Households	Median Income	Businesses	Employees
	Addison Road Seat Pleasant	2,427	779	\$69,914	82	605
	Branch Ave	1,208	390	\$68,418	76	2,159
	Capitol Heights	1,344	530	\$57,847	34	208
	Cheverly	13,969	4,460	\$48,779	318	3,279
	College Park-U of Md	2,476	869	\$58,359	762	6,615
	Greenbelt	12,198	608	\$54,201	658	9,231
	Landover	4,434	1,550	\$42,899	124	2,260
	Largo Town Center	1,759	908	\$49,279	415	5,658
	Morgan Boulevard	4,247	1,285	\$63,796	71	1,251
	Naylor Road	6,801	3,080	\$44,225	62	404
	New Carrollton	502	165	\$50,873	170	3,571
	Prince George's Plaza	4,265	1,604	\$55,790	387	4,260
	Southern Ave	5,686	2,162	\$41,897	107	1,996
	Suitland	3,815	1,438	\$55,956	88	498
	West Hyattsville	8,200	3,147	\$46,675	156	889
	<b>TOTAL</b>	<b>73,331</b>	<b>22,975</b>		<b>3,510</b>	<b>42,884</b>
	<b>AVERAGE</b>	<b>4,889</b>	<b>1,532</b>	<b>\$53,927</b>	<b>234</b>	<b>2,859</b>

Regional Averages: 7,560

3,519

\$67,637

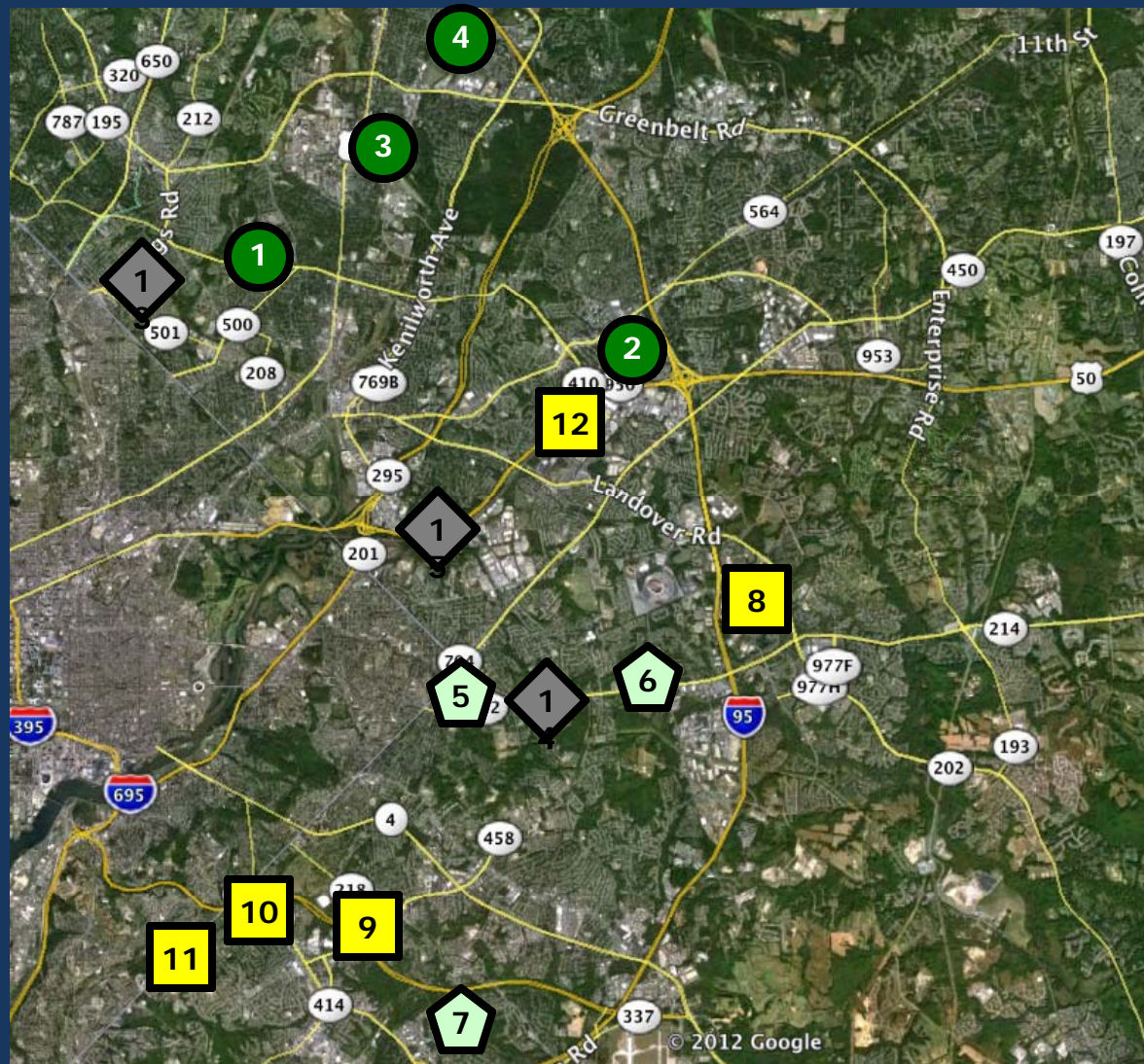
1,117

20,643



# Progress and Opportunities

## Prince George's County Metro Stations



### UNDER DEVELOPMENT

1. Prince George's Plaza
2. New Carrollton

### UNDER NEGOTIATION

3. College Park
4. Greenbelt



### UPCOMING SOLICITATIONS

5. Capitol Heights
6. Morgan Boulevard
7. Branch Avenue



### PLANNING

8. Largo
9. Suitland
10. Naylor Road
11. Southern Avenue
12. Landover



### FUTURE SITES

13. West Hyattsville
14. Addison Road
15. Cheverly



# Keys to Success

## Arlington, VA



- ✓ Make a plan and stick to it (for decades)
- ✓ Pursue maximum density and height at Metro stations
- ✓ Create housing opportunities for all
- ✓ Retail will follow residential density



# Keys to Success

## Columbia Heights, Washington, DC



- ✓ If you want retail, you may have to buy it
- ✓ Re-think parking
- ✓ Parks and open space are treasures
- ✓ Make the residential easy to build (By-right zoning)



# Case Study

White Flint, Montgomery County, MD

- **Development Program**

- 32 acres, 4.5 million square feet of mixed-uses
- 930,000 sq ft of office space, including new headquarters for the Nuclear Regulatory Commission
- 202,000 sq ft of retail space, including new grocery store
- 1,275 residential units
- 320 room full service hotel





# Case Study

White Flint, Montgomery County, MD





# Case Study

White Flint, Montgomery County, MD





# Case Study

## Branch Avenue, Prince George's County

- **Development Program**

- 25 acres, 2.25 million square feet of mixed-uses
- 1.3 million sq ft of office
- 137,000 sq ft of retail
- 686 residential units

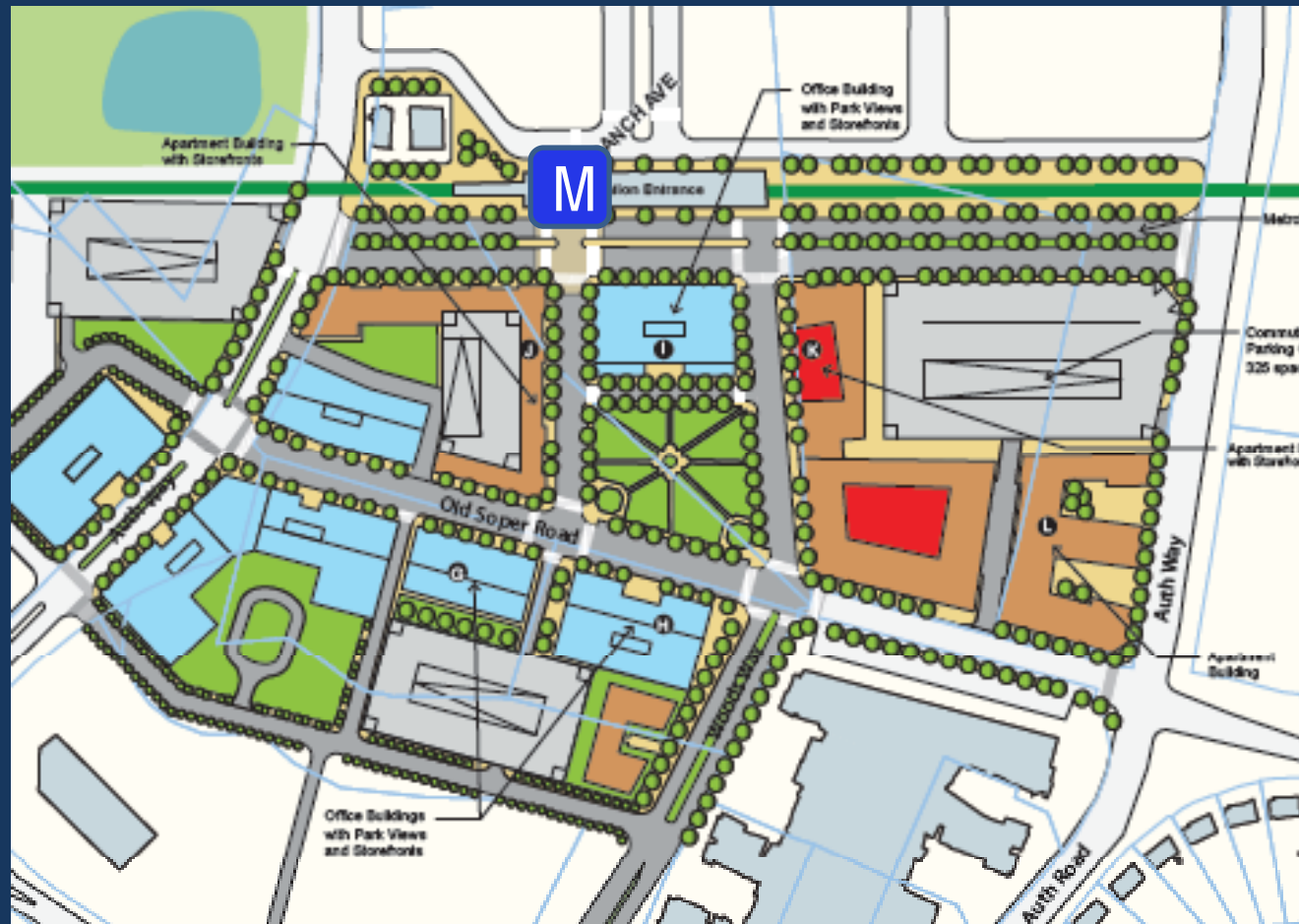






# Case Study

## Branch Avenue, Prince George's County





# Case Study

## Branch Avenue, Prince George's County

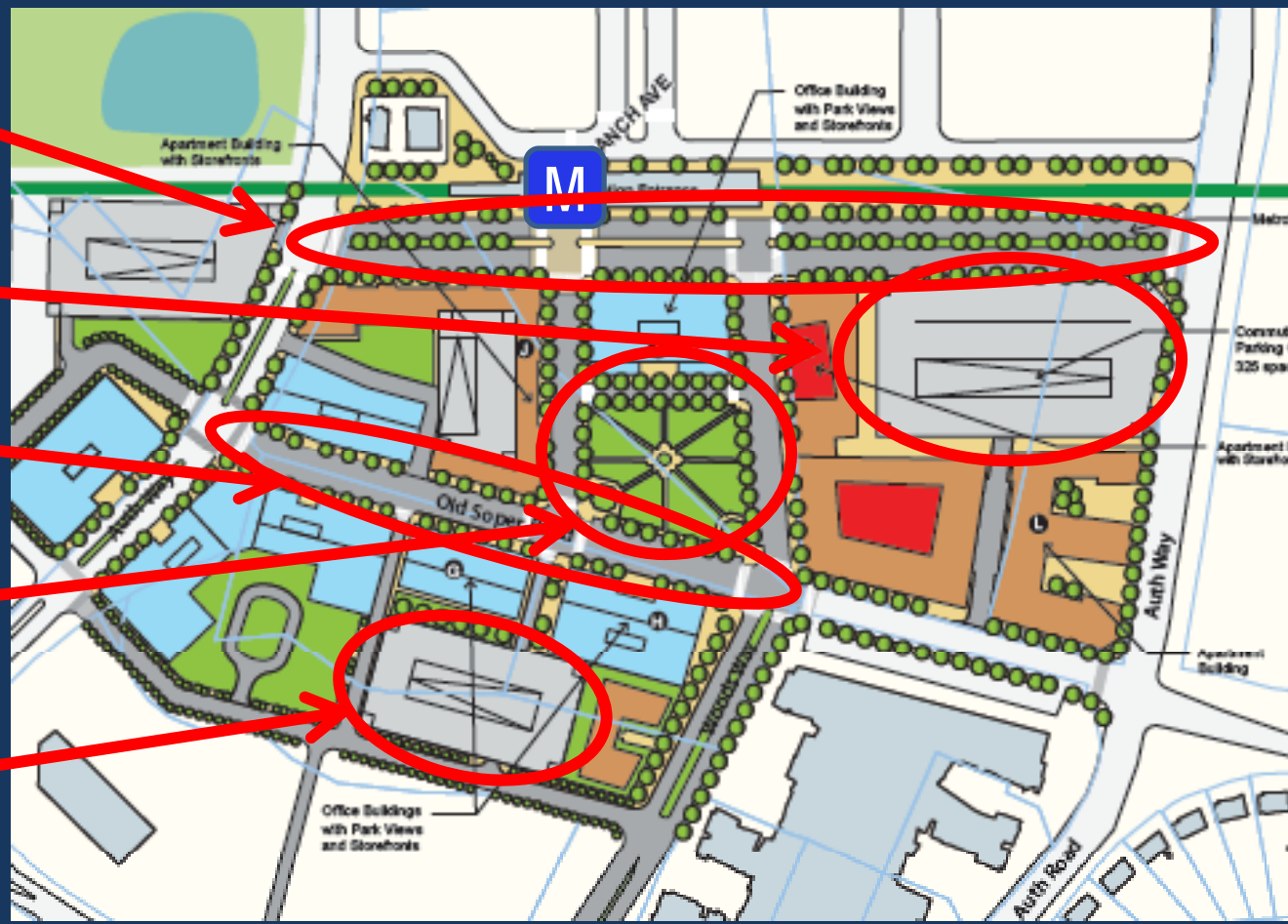
Multi-Modal Transit Improvements

Commuter Parking Garage

New Street Grid

Public Park Space

Development Parking Garages





# Case Study – Branch Ave Station

## Coordinated infrastructure planning

- **Value Capture Tools**

- Tax Increment Financing
- Parking Surcharge
- Tax Abatements

- **Economic and Transit Impact**

- 6,900 new daily trips at Branch Avenue station
- Approximately \$740 million in value added to property tax base at completion of development





# Taking Action

All Stakeholders Have a Role

County  
Leadership

State  
Leadership

Congressional  
Delegation

WMATA

Development  
Community



# Taking Action

## County Leadership

- Become the “first mover” and catalyze the market for TOD by locating those resources under County control to Metro stations, specifically:
  - The proposed new Prince Georges Hospital Center, Montgomery County Arena
  - Consolidation of County offices from soon-to-expire leased locations
  - Relocation of County Seat functions (Montgomery Parks and Planning)
- Continue to refine and revise zoning codes to remove parameters that are impediments to TOD implementation.
- Communicate and gain stakeholder buy-in on the County’s priority areas for TOD implementation.



# Taking Action

## County Leadership

- Limit the applicability of financial incentives – such as grants, tax abatements, tax-increment financing (TIF), or payments-in-lieu-of-taxes PILOT – to TOD sites rather than non-TOD greenfield development.
- Consider creating even stronger incentives for TOD development by eliminating development impact fees in their entirety and considering property tax abatements for TOD development.



# Taking Action

## State Leadership and Congressional Delegation

- Continue working with GSA to level the playing field regarding the disparity in maximum rent caps vs. the rest of the region.
- Reach out to GSA to request that the agency revisit accommodating any current or future space requirements at Metro locations near transit.
- Work with GSA to ensure that site selection discussions relating to FBI, Treasury, DHS, and Fish/Wildlife or other prospectus include Maryland Metro-adjacent sites.



# Taking Action

WMATA

- Focus on implementation – advancing those TOD projects that are already under negotiation.
- Actively market remaining TOD sites to the development community in alignment with County priorities and on sites where there is strong market interest.
- Streamline WMATA internal policies and processes to facilitate joint development.
- Work with County and State stakeholders to remove impediments that may impact TOD at WMATA-owned sites.





# Taking Action

## Development Community

- Take another look at Prince Georges County – there are more TOD opportunities there than anywhere else in the region
- Provide active, actionable feedback on impediments to transit-oriented development
- Focus on implementation and bring a creative vision to support placemaking and transformation



# Taking Action

## Case Study – New Carrollton

What happens when the pieces come together?

- Unique WMATA solicitation approach
- World-class development team
- Transformative development program
- Fully integrated team (Developer, WMATA, State, County Council, County Executive, Planning, Public Works)
- Accelerated negotiation and deal approval
- Goal alignment and motivation



## Contact Information and Discussion

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