

East Campus Redevelopment Community Review Steering Committee Principles for East Campus

The University of Maryland (“University”) and Foulger-Pratt/Argo (“Developer”) are committed to creating a vibrant mixed-use town center (“Project”) on the East Campus to help the University attract top-notch students, faculty and staff, revitalize the physical environment, and enhance the quality of life in College Park and along the Route 1 Corridor.

To that end, after receiving input from the East Campus Community Review Steering Committee (“Committee”) representing the University, College Park and surrounding communities, the University and the Developer:

- ***acknowledge that East Campus constitutes an open, public forum and the First Amendment’s protection of free speech is fully applicable;***
- ***embrace the key principles listed below as a guide in developing the Project;***
- ***commit to exploring the list of specific strategies bulleted below, incorporating these where feasible, and returning to meet with the Committee at appropriate stages of Project planning and design for further consultation;***
- ***understand that the Project must balance competing interests to be both community responsive and economically feasible;***
- ***pledge to effectively utilize public and private financial tools and programs to finance the Project, and that public investment funds, paid for out of Project revenues or tax revenues, will be used to help pay for utilities, infrastructure, parking, public amenities, public art, and environmental enhancements; and***
- ***will submit the Project to all applicable local, state and federal laws and regulations, as well as to a University review process.***

Category 1: Design

Key Principle: *Create an outstanding architectural and urban design character that complements the surrounding environment by achieving a standard of excellence in the evolving area of sustainable design and inspiring creativity and an appropriate development character for the architecture, landscape and urban places within the Project.*

Proposed Strategies:

- a. Provide a model that will encourage higher standards for quality real estate design and development along the Route 1 corridor.
- b. Reflect an authentic architectural character that is distinct from, but compatible with, that of the campus and College Park, and which incorporates: a) design principles for creating public urban spaces that are safe, well-maintained and attractive to residents and surrounding communities; and b) the Environmental Stewardship and Sustainability strategies outlined below.
- c. To assure the project achieves an outstanding architectural and college town character, and embraces the University’s sustainability goals, the project design team will work closely with the University’s Architectural Design Standards Board (ADSB) throughout the project design

East Campus Redevelopment Community Review Steering Committee Principles for East Campus

process, but especially during the conceptual, schematic and design development phases. ADSB and the design team will present the final project site design and elevations to the University's Facilities Council for approval before construction may begin.

- d. Provide a variety of public and accessible urban spaces and corridors that encourage a walkable and safe 24-hour environment.
- e. Develop design guidelines specific to the Project. These guidelines will address topics, such as circulation and architectural character.
- f. Take advantage of the Maryland Public Art Fund to incorporate public art as appropriate in the Project.

Category 2: Environmental Stewardship and Sustainability

Key Principle: *Demonstrate the responsible use of renewable and non-renewable resources in the construction and operation of the Project.*

Proposed Strategies:

- a. Benchmark all Project design and construction to achieve a LEED Silver status for the Project, pursuing Enterprise Green Communities or other relevant standards as appropriate. The University will be responsible for seeking LEED certification where applicable, including LEED-ND standards.
- b. Respect the environmental sensitivity of the Anacostia River watershed and its tributaries, including the Paint Branch sub-watershed, the nearby connections with Indian Creek and the Northwest Branch.
- c. Provide effective stormwater management that reduces pollutant loading from stormwater discharge and reduces peak stream flow rates to minimize channel erosion and help maintain the biological integrity of downstream waterways.
- d. Institute measures to minimize noise pollution associated with the Project.
- e. The University shall include the Project in the campus-wide Green House Gas emissions inventory (as conducted by the Center for Integrative Environmental Research) to help achieve climate neutrality, consistent with the American College & University Presidents' Climate Commitment.
- f. Utilize appropriate landscape types, including native plant species, and design innovative irrigation strategies to the extent feasible.
- g. Employ strategies to encourage water conservation and reduce the burden on municipal water supply and wastewater systems.

East Campus Redevelopment Community Review Steering Committee Principles for East Campus

- h. Institute measures to minimize spillover light as a source of pollution.
- i. Promote indoor environmental quality control through appropriate design and materials to ensure thermal comfort, systems controllability, and natural day lighting that promotes improved occupant comfort, well-being and productivity.
- j. The University will institute measures to promote renewable energy as a source of power.
- k. Ensure that the Project's energy-related systems are properly installed and commissioned.
- l. Implement construction waste management strategies to minimize impact on landfills.
- m. Use appliances, fixtures and materials that are energy efficient, conserve natural resources (e.g., water), minimize toxics (e.g., paints, flooring, cabinetry), reduce indoor air pollution, and contain recycled content, to the extent feasible.
- n. Promote energy conservation through separate metering of leased space, as appropriate within the Project.
- o. Service contracts and/or associated University and East Campus activities with janitorial, landscaping, operation and maintenance functions will contain conditions that require and encourage the use of environmentally preferable products and/or services that protect workers and promote residential health, and facilitate source reduction, the conservation of resources, recycling, waste management and environmentally sound disposal.

Category 3: Smart Growth, Transportation and Parking

Key Principle: *Implement smart growth through a mix of uses; an emphasis on public transportation, bike and pedestrian connections; reduction of automobile use; a focus on safety; and appropriate parking strategies.*

Proposed Strategies:

- a. Reduce automobile traffic by:
 - emphasizing and designing for other transportation modes, such as transit (Shuttle-UM, local bus and transit services, car sharing programs and the future Purple Line), walking and bicycling;
 - providing direct, safe and attractive pedestrian/bicycle routes through the Project to enhance connections to the College Park Metro Station, M Square, Main Campus, downtown College Park, and surrounding areas;
 - locating housing, retail and jobs closer to the University and to the College Park Metro Station; and
 - redistributing traffic away from Route 1 and toward Paint Branch Parkway and Kenilworth Avenue.

East Campus Redevelopment Community Review Steering Committee Principles for East Campus

- b. Make improvements to Route 1 along the frontage of the Project in conformance with SHA plans for the Route 1 corridor.
- c. Include bike lanes and trail connections to facilitate bike usage throughout the Project.
- d. Assess transportation impacts of East Campus in accordance with County requirements and in coordination with the Sector Plan and SHA transportation studies, accounting, as required, for background traffic associated with other approved developments.
- e. Plan for effective integration of the Purple Line along Rossborough Lane that facilitates and encourages ridership for communities, East Campus, University students, employees and visitors.
- f. Consider participation in regional solutions through University initiatives, such as:
 - institutionalized campaigns, policies and facilities at East Campus that facilitate the regular use of mass or alternative forms of transit, e.g., Metro checks, transit to connect developments and communities to the University and vice versa;
 - service contracts for alternative fuel and/or hybrid vehicles;
 - coordinated mass transit; and
 - bus routes that link and extend beyond the Project site, connecting students, visitors, residents and communities to area attractions, events, history, etc. (e.g., Bladensburg waterfront, Hyattsville Arts District, Riversdale Mansion, the University).
- g. Employ transportation demand management strategies, as appropriate, drawing recommendations from recent planning studies (*Transportation Study of the U.S. Route 1 College Park Corridor* (ICF International et al, 2007), and *Achieving the Vision: Options for the College Park US Route 1 Corridor* (ICF Consulting et al, 2006).
- h. Reserve parking spaces for disabled persons, hybrid vehicles, flex/zip cars, other related service providers and car pools where appropriate (office parking).
- i. Institute lease policies to require service delivery vehicles to access the Project from major arterials.
- j. Enhance the safety of crossings between the East Campus and main campus, as approved by SHA and between East Campus and areas north of Paint Branch Parkway, as approved by Prince George's County.
- k. Provide the optimum amount of parking to make this a successful, high-quality Project, balancing factors such as the goal of encouraging other forms of transportation and the fact that most residents will have and want to store their cars.
- l. Meet FAA, MAA and APA regulations which provide for airport operations and public safety associated with the College Park Airport.

East Campus Redevelopment Community Review Steering Committee Principles for East Campus

Category 4: Uses

Key Principle: *Incorporate and maintain a mix of high-quality retail, office, residential, restaurant, hotel and entertainment options attractive to the students, faculty and staff of the University, citizens of College Park and surrounding communities, and visitors.*

Proposed Strategies:

- a. Restrict “big box” retail uses (stores larger than 40,000 square feet), other than entertainment venues and grocery, clothing and fitness/gym uses.
- b. To cultivate a college town atmosphere, make special efforts to include small, unique, specialty and/or locally-owned businesses. Methods for attracting these types of tenants should include:
 - Targeting at least 30% of the number of retail stores in the Project for these types of tenants with no more than six locations of same brand stores in the mid-Atlantic region at the time of lease execution.
 - Instituting a program of tenant recruitment, including outreach, business plan counseling, and allowance programs to attract interest by these types of tenants.
- c. Provide housing types targeted to help meet the graduate student demand as well as to provide market rate units for faculty, staff and others desiring to live, long term, in an upscale community near the University.
- d. The University and the city of College Park will spearhead the creation of a College Park Partnership (“CPP”), with cooperation and participation by a majority of downtown College Park and East Campus retail tenants, whose goal would be to link downtown College Park and East Campus into a single, attractive retail, arts and entertainment area, and which would be economically self-sustaining.
- e. The University will explore the use of a part of the Pocomoke Building as the “Pocomoke Market” that would create a gathering spot, possibly including such uses as the University Dairy and a bakery, and strengthen connections between the existing downtown and the East Campus.
- f. Use federal funds to undertake redevelopment initiatives such as installing wireless networks (Wi-Fi and/or Wi-MAX) throughout the Project and downtown College Park, and for façade improvements in downtown College Park.

East Campus Redevelopment Community Review Steering Committee Principles for East Campus

Category 5: Project Initiatives and Resources

Key Principle: *Provide opportunities for creating community awareness, involvement and excitement for the Project.*

Proposed Strategies:

- a. The University will consider ways in which to:
 - integrate learning opportunities for students, faculty and community in the design, planning and implementation of the Project.
 - encourage collaborative, ongoing relationships with organizations, both public (e.g., agencies, school systems) and private (e.g., corporations, "green" businesses), outside of the University which would benefit from contact with development.
 - tap the advice and expertise of the University's additional resources and knowledge on such matters from, among other sources, the National Center for Smart Growth Research and Education, the Center for Integrative Environmental Research, and the example of interdisciplinary teams such as the exemplary 2007 Solar Decathlon team, to inform the Project and further enhance student and faculty input.
- b. Work together to structure a relationship between East Campus security and University police with input from the community.
- c. Developer will conform to state goals of 25% or such other goal as may be established by state law for MDOT certified MBE participation on all contracts for architect-engineer services and construction of the Project.

February 29, 2008

This document presents the guiding principles for the East Campus redevelopment project. The principles and strategies embraced here are the end result of an exchange of ideas and recommendations among the University, the Developer, and the Community Review Steering Committee that took place between August, 2007 and February, 2008. The principles will be used to guide the development of this project. They represent a starting point for the project, as further collaboration will continue throughout the process.