

## Notes from the August 13, 2007 Meeting of the East Campus Redevelopment Steering Committee

Doug Duncan, Vice President for Administrative Affairs opened the meeting, welcomed attendees and reiterated the University's purpose in organizing the Steering Committee: to solicit input from the College Park community into plans for the large-scale redevelopment of the East Campus. Doug noted that the intention is for the committee to meet several times, to identify key issues and to reach consensus on plans that will resolve those issues and accomplish the purposes in instituting the East Campus redevelopment. Doug also noted that the plan would be submitted to the requisite local, county and state approval processes. The purpose of the redevelopment is to create a high-quality vibrant mixed use community, developed through a public-private partnership, adjacent to the main College Park campus in order to make the University a more attractive place for potential students, faculty and staff and also to help stimulate and provide a model for quality development along the Route 1 corridor.

Doug introduced Bob Peck, a senior vice president of The Staubach Company, who is advising the University on the development project and who will facilitate the Steering Committees. Bob handed out an agenda for the evening's meeting and pointed out the draft mission statement and goals for the Steering Committee. Bob asked Committee members to get him comments or proposed revisions on the mission and goals by the end of the week. **A copy of the mission statement and goals is included below;** please send any notes and comments on these by Monday, August 27.

Bob also presented ground rules for the evening and subsequent Committee meetings:

- 1) Everyone should pay attention to and show courtesy to whoever is speaking and respect for his or her views;
- 2) In the interest of continuity, Committee members are asked to make every effort to make every meeting and substitutes are not allowed. There is a lot of material to cover and it is difficult to get through it and make decisions if people miss parts of the presentations and discussions; and
- 3) While the public is invited to observe the Committee meetings, only Committee members are permitted to ask questions and participate in discussions, again in the interest of conducting and concluding a dialogue effectively. Committee members are encouraged to gather questions and points of views from their friends, neighbors or constituencies.

Bob also handed out a draft schedule of meeting dates and topics.

Bob described the competitive process that the University followed to select a developer for the East Campus. He noted that one requirement placed on the developers was to relocate a number of industrial facilities that are currently on the East Campus site.

Doug then introduced Bryant Foulger, a principal in the selected developer, Foulger-Pratt. Bryant described the company's history, including its involvement in the Silver Spring redevelopment, and the opportunities it saw in the East Campus development. Bryant then introduced Jon Eisen of Street Sense, an architect and retail specialist, who made a presentation on the plan that Foulger Pratt presented to the University. A booklet describing the plan was handed out to Committee members in attendance.

Following the presentation, the Committee members raised the following issues and asked that they be covered in the subsequent sessions. For convenience, we have grouped them into categories where possible:

#### Retail / Commercial Uses

- Retail – chains vs. character
- Threat to Old Town retail
- Retail: density decisions and demand in light of competition from other projects
- Childcare

#### Power Plant

- Noise from the power plant
- Power plant safety for nearby residents/visitors
- Environmental concerns about power plant

#### Environment

- Green building, LEED certification? Other environmental efforts?
- Floodplain impacts, stormwater management, drainage design
- Construction fill, brownfield, other environmental due diligence

#### Connections

- Access to existing neighborhoods: some want them, some don't
- Tie to Metro station
- Tie to M Square
- Linkages to North College Park communities and development on Route 1 to Beltway
- Relationship to Cafritz site; compatibility with other area development
- Project boundaries: flexible? E.g., Fraternity Row "gap", Rossborough Inn

#### Transportation/transit

- Transit plans; purple line decision
- Transportation: adequate capacity? Overload?
- Transportation: demand for modes and nodes may shift over time
- UM shuttle: integrate with local bus transit
- Bike/segway parking

#### Route 1

- Will the project/University support Route 1 improvements north and south of East Campus
- How will plan address cumulative impacts of development along the corridor?
- Route 1 – what changes or improvements can be incorporated into the project

#### Security

- Security arrangements / responsibility for police and public safety
- City Hall meeting on new police force – 21 Aug (Doug Duncan attending for UM)

#### Housing

- Housing: size, mix, relationship to other housing developments and plans
- Second phase housing relationship to neighborhood
- Will condos be in the mix?

#### Architecture/Design

- Design: what style(s) appropriate?
- Green design (also under Environment)
- Create a unique identity, authentic
- Create variety of architecture

#### Other Considerations

- Airport – FAA regulations (protect airport operations)
- Density / Height
- Taxes: what revenue to City
- Relocation facilities: where are they going?
- Project boundaries: are they flexible? E.g., Fraternity Row “gap”, Rossborough Inn

The following issues have been raised by phone or email since the meeting:

- Daycare
- Handicapped accessibility
- Schools for residents’ families: on-site?

Finally, there were a number of comments at the meeting about the Committee process itself:

- Provide informational materials before meetings on the topics to be discussed
- Provide a summary of meeting discussions afterward
- Update the East Campus website with materials

### **EAST CAMPUS STEERING COMMITTEE MISSION AND GOALS**

#### **I. Mission Statement**

The East Campus Steering Committee assists the University and the selected East Campus developer in preparing a comprehensive plan for the property. Committee members work toward consensus on a plan that will not only promote a vibrant mixed-use development on the East Campus but be a springboard for revitalization of the Route 1 corridor.

#### **II. Goals**

1. Promote an exchange of ideas among University officials, the developer and architects, and community representatives about market dynamics, community aspirations and concerns, best planning practices, and quality of life issues affecting the East Campus development.
2. Agree on a plan that builds upon and enhances the University’s presence, the character of College Park and transportation assets to create a lively, high-quality East Campus town center mix of retail, residential, office, hotel and parking uses and to foster similar development on adjacent sections of Route 1.
3. Create a community of interests among the University, developer and citizens.