

# Westphalia

## Measuring Our Success



A snapshot of progress towards implementation of the 2007 *Approved Westphalia Sector Plan*, major successes, and remaining challenges to achieving the plan's vision, goals, policies, and strategies.

### Background

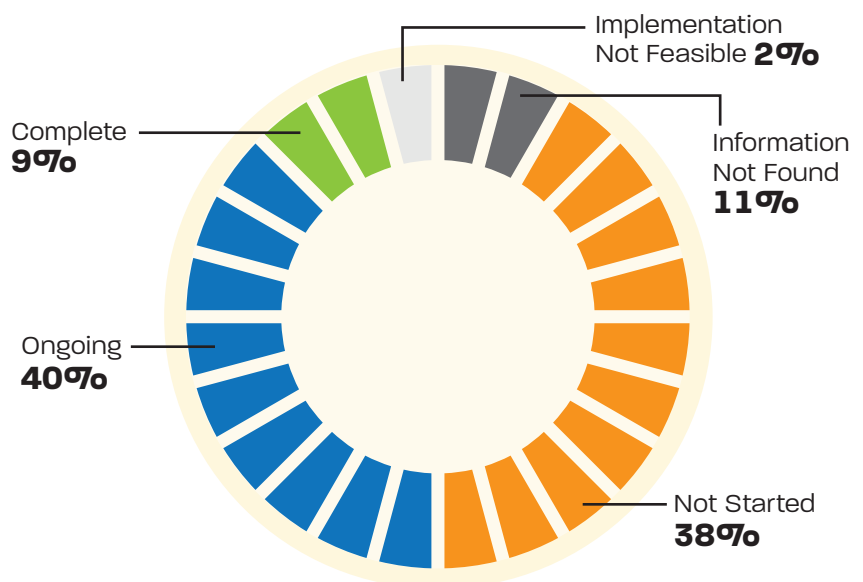
This scorecard is part of the Prince George's County Planning Department's ongoing Master Plan Evaluation Program, an ongoing effort to evaluate the County's 38 area master plans to determine the status of implementation and to identify any need for plan updates or replacement.

The 2007 *Approved Westphalia Sector Plan* is the area master plan that established a vision for future growth and development of an approximately 6,000-acre area west of Upper Marlboro within Planning Area 78.

The sector plan identified Westphalia as a "Regional Center" with potential expansion to a "Metropolitan Center" based on a proposed extension of the Metrorail system that is no longer planned. In 2014, Plan Prince George's 2035 (Plan 2035), the County's General Plan, reclassified Westphalia as a Local Town Center, reducing the anticipated density and mix of uses and assuming no imminent fixed-guideway transit service.



### Plan Recommendations: Implementation Status



# Sector Plan Vision: Highlights

- A network of attractive roads that unifies the community and meets projected traffic needs.
- A central park feature and a highly visible and usable network of natural greenways and parks extending throughout the 6,000-acre area.
- A mixed-use town center with defined core, edge, and fringe areas; a high-density, urban, transit- and pedestrian-oriented character; ample employment and retail; as well as a lively main street and town square capable of hosting community events and parades.
- Two mixed-use activity centers and four small, mixed-use neighborhood centers to serve communities and neighborhoods outside the town center core area.
- Attractive and safe residential neighborhoods with a range of housing types and densities, access to schools, recreation, green spaces and shopping, designed to minimize the usage and visual impact of cars.
- Preservation of key scenic and historic community features.
- Preservation of rural character along the eastern edge with clustered development and incremental increases in densities up to a high-density urban core in the center.
- Green buffers along MD 4 and the Capital Beltway.



July 2019

# Demographic & Economic Data

## Population

(each icon represents 10,000)

9,323

Westphalia (Existing)



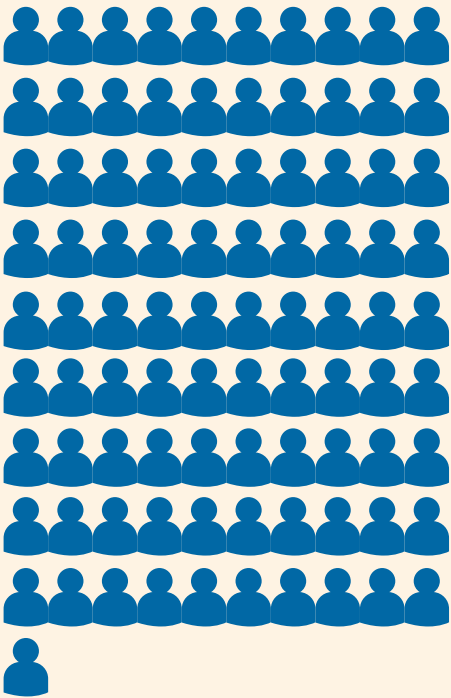
38,550

Projected at Build-out

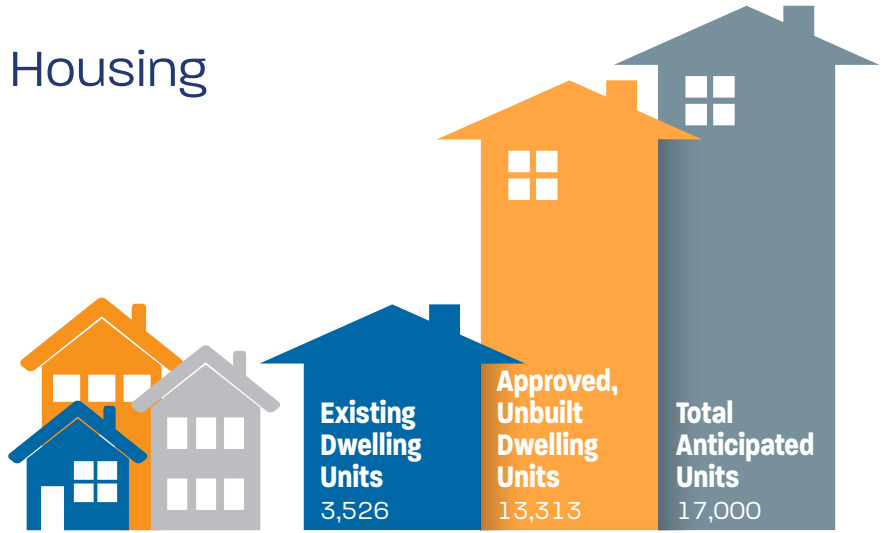


910,149

Prince George's County



## Housing



## Median Household Income

Prince George's County

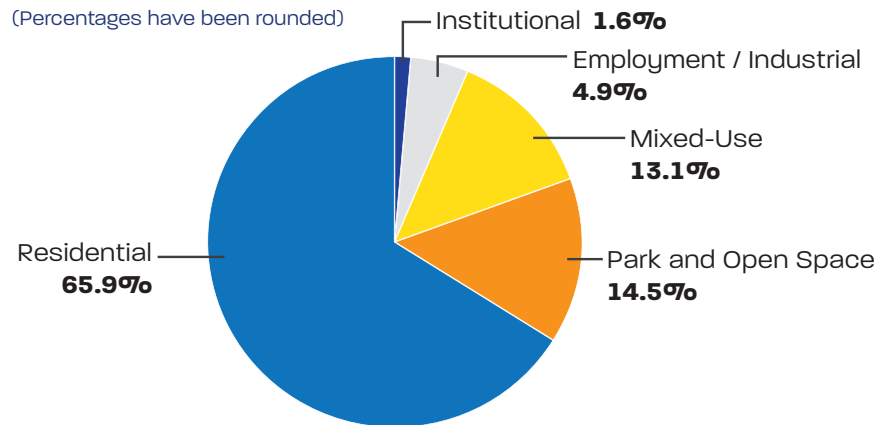


Westphalia

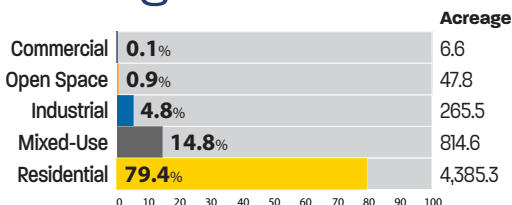


## Future Land Use

(Percentages have been rounded)



## Zoning



## Development by Category

	APPROVED through May 2020		BUILT through 2019
Retail/Commercial	1,877,655 sq. ft.	1%	11,600 sq. ft.
Office	4,604,355 sq. ft.	6%	269,134 sq. ft.
Industrial	5,018,513 sq. ft.	19%	945,900 sq. ft.

Source: Neustar 2019 Q2

# Development Activity

## Projects

### Approved Development Activities by Category 1/1/2007 - 5/6/2020

- Commercial
- Mixed-Use
- Westphalia Town Center
- Industrial + Office
- Residential
- Sector Plan Boundary

#### COMMERCIAL

- 6 FORKS OF THE ROAD, ROYAL FARMS
- 11 PB&J PROPERTY, ROYAL FARMS

#### INDUSTRIAL + OFFICE

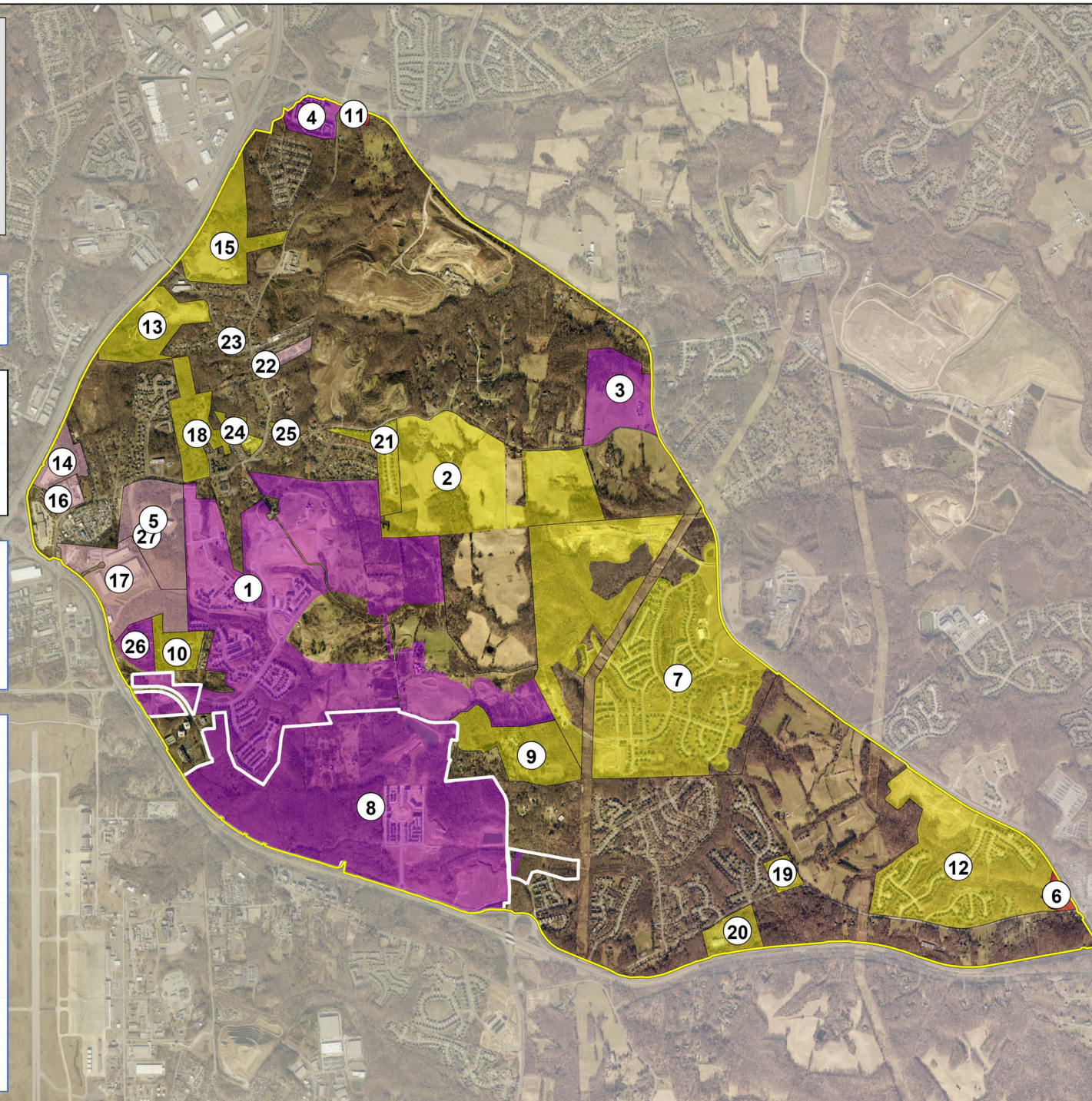
- 14 ALBAN FORESTVILLE, PARCEL R
- 16 WESTPHALIA ROAD INDUSTRIAL CENTER (BELTWAY RECREATIONAL VEHICLE PARK)
- 17 PENN EAST BUSINESS PARK
- 22 D'ARCY ROAD CRANE SERVICE
- 27 TC MID ATLANTIC

#### MIXED USE

- 1 PARKSIDE (FORMERLY SMITH HOME FARMS)
- 3 THE PRESERVE AT WESTPHALIA
- 4 WESTPHALIA ROW
- 5 CAMBRIDGE PLACE AT WESTPHALIA
- 8 WESTPHALIA TOWN CENTER
- 26 WOOD PROPERTY

#### RESIDENTIAL

- 2 WOODSIDE VILLAGE
- 7 MARLBORO RIDGE
- 9 RECOVERY CENTERS OF AMERICA MELWOOD ROAD FACILITY
- 10 CABIN BRANCH VILLAGE
- 12 MARLBORO RIDING
- 13 WESTRIDGE (FORMERLY KNOWN AS D'ARCY PARK SOUTH)
- 15 D'ARCY PARK NORTH
- 18 WESTPHALIA TOWNS
- 19 MC DERMOTT PROPERTY
- 20 GREATER SAINT JOHN CHURCH - COMMUNITY DAY CARE CENTER
- 21 SUN VALLEY ESTATES
- 23 SAVOY PROPERTY
- 24 WESTPHALIA UNITED METHODIST CHURCH
- 25 CALVARY CHAPEL BREATH OF LIFE



## Mixed-Use

**Cambridge Place at Westphalia**—325 multifamily units, 175,200 square feet industrial uses, and 68,221 square feet commercial uses.

**Parkside**—170,000 square feet retail/commercial uses with maximum 3,648 dwelling units.

**Westphalia Town Center**—1,400,000 square feet of retail space, 4,500,000 square feet of office, and maximum 5,000 dwelling units.

**Westphalia Row**—420-600 dwelling units, 40,000-70,000 square feet of office, and 10,000-30,000 square feet of retail space.

**The Preserve at Westphalia**—12,500 square feet retail/commercial uses with 270 dwelling units.

**Wood Property**—255,352 square feet hotel/commercial uses with 90 dwelling units.

## Industrial

**Westphalia Road Industrial Center**—20,756 square feet industrial space.

**TC Mid Atlantic**—362,880 square feet industrial uses.

# Implementation

## Challenges



### LACK OF METRO ACCESS

Buildout of the sector plan was predicated on an envisioned extension of Metrorail to Westphalia that is not under consideration. The region's Class A office and multifamily markets have largely abandoned non-Metro-served locations; in turn, the inability to attract office or multifamily development inhibits retail development.



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www.flaticon.com

### INFRASTRUCTURE COSTS

The Westphalia Sector Plan recommends \$412,715,659 (2007 dollars) in infrastructure improvements, not including the proposed multi-billion dollar extension of Metrorail. Funding strategies for infrastructure include the \$79,000,000 Public Private Financing Implementation Plan (PFFIP) for the MD 4/Westphalia Road Interchange. The PFFIP and other development-based funding strategies are dependent on the issuance of building permits. Accordingly, funding and debt service for infrastructure will require significant progress towards buildout (see above). Public funding to support planned communities such as Westphalia must compete directly with funding for projects that support existing communities.



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### COMPETITION

As the multifamily and office market looks to Metro-served locations, the residential market is shifting as well. Fewer households are looking to live in auto-dependent single-family detached neighborhoods far from transit or existing amenities than in previous decades. Demand for attached housing, or housing in neighborhoods, walkable or otherwise proximate to amenities such as restaurants and shopping, continues to increase.



# Implementation

## Opportunities

The Westphalia Sector Plan contains a vision to create a new community from scratch. This endeavor will take decades as trends change in where people choose to live, work, open businesses, and play. Implementation is an ongoing, sustained process; maintaining momentum is critical in realizing the vision of Westphalia. Key short-term steps toward an achievable future include:

### **STAKEHOLDER EMPOWERMENT**

The strongest Westphalia assets are its location and residents. Westphalia residents are passionate and motivated to help create a new, world-class community in central Prince George's County. Efforts to create a unified governance structure for Westphalia have been unsuccessful, but there remains a need for a single, community-based organization to lead, and advocate for, implementation of the sector plan. The Westphalia Sector Plan Implementation Board can serve this role, but its term expires December 1, 2022. A formal, regularly scheduled meeting of residents, property owners, developers, and public officials could help establish relationships and begin necessary conversations.

Empowered residents need access to data and information about real estate market trends, business location considerations, and how employment and residential uses can be integrated to create a sustainable community.

### **PRIORITIZE INFRASTRUCTURE AND EXPLORE FUNDING ALTERNATIVES**

The Westphalia Central Park will be a regional attraction that serves residents from around the County and beyond. Meanwhile, commuters from Anne Arundel and Calvert Counties will continue to contribute to peak-hour congestion along MD 4 (Pennsylvania Avenue). Completion of early phases of Central Park and the under-construction MD 4/Suitland Parkway/Presidential Parkway interchange could spur increased homebuyer and non-residential developer interest in Westphalia. Ultimately, realization of the sector plan's vision requires a currently unplanned extension of the Metrorail system. Funding solutions for these critical regional investments may require regional and state solutions. The existing strategies for funding Westphalia roadway and park improvements rely heavily on private developers; the per-unit costs of these strategies affect the ability to construct and sell houses. Prince George's County, the Department of Parks and Recreation, the State Highway Administration, and other implementing agencies and stakeholders must coordinate on creative financing solutions that acknowledge the regional importance of Westphalia infrastructure.

### **CREATIVE COLLABORATION**

Given the current and future development potential of Prince George's County's 15 existing Metro stations, traditional Class A office, multifamily, and retail development is unlikely in Westphalia at the densities and timeframes necessary to achieve the sector plan's vision. However, nearly over 9.6 million square feet of non-residential space and more than 13,000 dwelling units are approved for development, and many of the approvals will not expire before 2041. Given these land use entitlements, a new sector plan would be ineffective. Residents and stakeholders must collaboratively, openly, and transparently come to a consensus about Westphalia solutions that are both economically viable and desirable to current and future residents. An Urban Land Institute Technical Assistance Panel is anticipated in late 2020 that will explore opportunities for implementation. All parties must think outside the box and identify what will make Westphalia a unique, one-of-a-kind 21st century live-work-play community of choice.

“ Following approval of this sector plan and SMA, stakeholder workshops involving developers, public agencies, and interested citizens should be continued to facilitate efficient implementation of plan recommendations. The intent of a continuing, deliberate coordination effort is to maintain a focus in both the private and public sectors on implementing the plan, to promote economic development and the concurrent provision of public facilities and infrastructure, and to ensure that existing communities are enhanced as new development takes place. ”

—2007 Approved Westphalia Sector Plan, page 77

# Planned Infrastructure

To Support Buildout



## Parks

- A new central park with amphitheater



## Schools

- Five new elementary schools
- A new middle school
- A new high school



## Public Safety

- One new fire/EMS station
- One new police facility near the proposed town center core (complete)



## Library

- One new library



## Transit

- Expanded bus transit service throughout the area



## Roadways

- New and upgraded interchanges along MD 4 and I-95/495
- Internal connectivity of Westphalia



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## Interchanges

- MD 4 (Pennsylvania Avenue) at Suitland Parkway—under construction
- MD 4 at MD 223 (Woodyard Road)
- MD 4 at Dower House Road
- MD 4 at Westphalia Road



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## Roads

- Presidential Parkway
- Woodyard Road
- Central Park Drive



Icon by mynamepong from www.flaticon.com

## Trails

- Suitland Parkway Extension
- Cabin Branch Trail
- Back Branch Trail