

# BUILDING A GREATER COLLEGE PARK TOGETHER

The University of Maryland is working with partners to create the modern land-grant university. Research and industry in lockstep. Public and private enterprise working in close collaboration. An academic and economic engine for our region and our nation.



UNIVERSITY OF  
MARYLAND

# AN INNOVATION ECOSYSTEM

The College Park area is growing with a dynamic combination of research facilities, start-ups, incubators, restaurants, retail, and the arts, located inside the Beltway at the intersection of two Metro lines.

## MESSAGE FROM THE PRESIDENT

The University of Maryland is one of the nation's premier and rising universities. Now, our surrounding community is rising too.

College Park and adjacent municipalities are becoming the focus of brisk real estate and economic development. Together with city, county, and state partners, we have attracted a luxury hotel-conference center, new retail amenities, market-rate housing, new dining, arts, and entertainment, a public charter school, and new start-ups and businesses—all along the tracks of the coming Purple Line.

This growing innovation ecosystem supports—and is supported by—top faculty and students, highly ranked academic programs, \$550 million in annual research grants, \$1 billion in new research and educational facilities on campus, and an expanding network of partnerships with the private and public sectors.

Together, we are building a Greater College Park that drives job creation, innovation, and economic development throughout the region.

Sincerely,  
**Wallace D. Loh**  
President,  
University of Maryland,  
College Park



# Public-private partnerships revitalize College Park

College Park is booming.

A peek into the near future reveals a city where more people want to work, live and play. College Park will soon be home to vibrant neighborhoods full of faculty, staff, students and families, a thriving arts scene where the UMD and local communities merge, and a competitive job market driven by growing startups.

The \$1 billion investment boom, known as Greater College Park, is part of the University District Vision 2020, which

includes innovations and improvements in local schools, transportation, public safety and sustainability. Nearly 30 major development projects on and off campus, including The Hotel at the University of Maryland, dynamic academic spaces, a public-private entrepreneurial research hub and revitalized downtown amenities are now underway to transform the region into a dynamic university community of innovation and economic vitality.

“Over the last two decades, the Univer-

sity of Maryland has transformed itself from a quality state university into one of the nation’s premier research and academic institutions,” said Prince George’s County Executive Rushern L. Baker, III. “It is imperative for the City of College Park, as well as surrounding communities throughout Prince George’s County, to use the success of the University of Maryland to grow our economy. The Greater College Park vision and collaboration is a smart and strategic plan to help us achieve the goal of making College Park one of the best college towns in the nation.”

Greater College Park is the result of strategic partnerships involving the State of Maryland, Prince George’s County, City

of College Park, University of Maryland College Park Foundation, College Park City-University Partnership, UMD alumni, long-time residents and local developers.

“Remaking Baltimore Avenue as College Park’s walkable main street and bringing exciting retail and residential options to the Metro stop are part of the University District Vision 2020,” said Senator Jim Rosapepe, chair of the College Park City/University Partnership, the city’s economic development corporation which drafted the Vision that was endorsed by UMD and the city. “These projects, all designed with families in mind, are part of our Vision for community development.”



# A NEW SOUTHERN GATEWAY

In a few short years, a vibrant new development will transform the southern edge of downtown College Park. Today's Quality Inn and several other businesses will be tomorrow's mixed-use residential apartment community featuring new restaurants, retail and a high-end grocery store. Once complete, the corner of Guilford Road and Baltimore Avenue will serve as a dynamic southern gateway to the University of Maryland.

The project involves collaboration between Bozzuto, Willard Retail, and the University of Maryland College Park Foundation, which will acquire the property in early 2017. This \$110 million project is a signature piece of the ongoing work to rapidly revitalize the Baltimore Avenue corridor and academic campus.

"We are thrilled to contribute toward this transformative project at the southern gateway to our campus," said Peter Weiler, Vice President, University Relations and President of the UMCP Foundation. "The strength and retail expertise of our partners, Bozzuto and Willard Retail, will deliver this transformative market-leading community to the City of College Park."

The project, slated to break ground in 2018, will create a town-center atmosphere within steps of the campus, complete with 300 luxury apartments. Modelled after a similar project that helped invigorate the area around Catholic University in Northeast D.C., this project is designed to create a welcoming atmosphere as visitors arrive on campus via Baltimore Avenue. It will also serve and enhance the amenities available to the community of more than 50,000 students, faculty and staff at UMD.

"We are grateful to have been selected to develop this wonderful project with the University of Maryland College Park Foundation, the University of Maryland, the City of College Park, Prince George's County, and Willard Retail," said Toby Bozzuto, President and CEO, Bozzuto.



Design Collective

"The combination of our previous experience developing Monroe Street Market with Catholic University and the strength of our partners will create a community to complement the University's ongoing redevelopment efforts in downtown College Park. This is a rare opportunity to develop a project with transformative potential and we are proud of our stake in this extraordinary collaboration." The Prince George's County Executive echoes this

enthusiasm. "I am thrilled to see Bozzuto, one of Prince George's County's most important companies, partner with one of our most important economic resources, the University of Maryland," said Rushern L. Baker, III. "Over the past five years since the arrival of President Wallace D. Loh, we have seen a transformational change in housing, retail, employment, and transportation options along Baltimore Avenue and in the College Park area."

## LEADING VOICES



"The Greater College Park vision and collaboration is a smart and

strategic plan to help us achieve the goal of making College Park one of the best college towns in the nation."

— Prince George's County Executive  
Rushern L. Baker, III



"The boom in and around the City of College Park is boosting

our thriving downtown, which benefits residents in all of our distinctive neighborhoods."

— College Park Mayor Patrick Wojahn



"The development planned and already underway in

College Park is evidence of how much we all value the University of Maryland's contributions to our state and our future."

— Maryland Commerce Secretary  
Mike Gill

## BY THE NUMBERS

30

Nearly 30 projects

\$1B

More than \$1 billion in public-private investment

1.5M

More than 1.5 million square feet of development

2,500

2,500+ new residential units

10

10+ new food destinations



John T. Consoli/University of Maryland

## Startups seize opportunity to grow in College Park

College Park and the entrepreneur share a similar story. Each is harnessing the power of collaboration, innovation and possibility to create opportunities for growth. A cornerstone of Greater College Park's revitalization strategy is to create an environment for business development that allows startups to thrive and expand their enterprise. Building a vibrant venture district provides a home for startup and established companies and is representative of College Park and the University of Maryland's commitment to innovation and entrepreneurship. Momentum is gaining already.

In April, high-tech custom battery solutions company FlexEl celebrated the grand opening of its 10,000-square-foot research, development and manufacturing facility. FlexEl, which originated from the research of two UMD professors, develops thin film battery technology and is working to develop solutions for more applications including wearable technology, medical devices and disposable consumer electronics. The company expects to add an estimated 50 jobs to its current workforce in College Park over the next five years.

"FlexEl is an innovative company with tremendous potential and we are excited to be working with Prince George's County and the University of Maryland to help FlexEl move to the next level of development," said Governor Larry Hogan. "It is critical that we support home-grown companies like FlexEl that are working to develop the next generation of technology."

Data management startup Immuta opening its headquarters in College Park further signals business support for enhancing the academic campus and surrounding communities. Prior to moving last fall to its new location on Baltimore Avenue,

the Immuta team worked out of UMD's Startup Shell, a student-run co-working space and incubator.

"We were instantly attracted to the idea of moving to College Park because of its connection with the University of Maryland, which gives us access to a pipeline of entrepreneurial students to mentor and grow into potential employees down the road," said Matthew Carroll, Immuta Co-Founder & CEO. "We're excited to be part of the growing ecosystem of innovation and collaboration being built in College Park."

City leaders echo this enthusiasm. "The strong partnership between the University of Maryland and the City of College Park is vital in creating a Greater College Park, a place sought after by individuals and businesses to put down roots and contribute to our vibrant community," said City of College Park Mayor, Patrick Wojahn. "I welcome the many startups growing their businesses here and calling College Park home."

FactGem is another exciting startup attracted to Greater College Park's growing tech hub. The next-generation data analytics company is relocating its headquarters to College Park from Ohio and currently has employees in both locations.

"For Maryland to be successful, its flagship university has to be successful," said Maryland Commerce Secretary Mike Gill. "The development planned and already underway in College Park is evidence of how much we all value the University of Maryland's contributions to our state and our future. The technologies, companies and highly-skilled graduates developed there are fueling the growth of Maryland's innovative, fast-changing and highly competitive 21st century economy."



John T. Consoli/University of Maryland



"It is critical that we support home-grown companies like FlexEl that are working to

develop the next generation of technology."

— Governor Larry Hogan

## THE HOTEL AT THE UNIVERSITY OF MARYLAND

# A CATALYST FOR CHANGE

Every blockbuster has its megastar, every team its MVP. In College Park, The Hotel at the University of Maryland takes center stage. Currently under construction, the \$165 million luxury hotel and conference center is expected to start welcoming guests in spring 2017.

The 10-story Hotel is situated on three acres directly across from UMD's main entrance and is the anchor project for the larger Greater College Park vision.

"We are excited at the progress and advancements we have made on The Hotel at the University of Maryland," said David H. Hillman, Founder and CEO of Southern Management Corporation. "The interior design is fresh and sophisticated, respecting the tradition of its surroundings while setting the right tone for a reimagined and enhanced downtown College Park."

Though the Greater College Park vision comprises nearly 30 capital projects on and off campus, The Hotel represents a figurative launch to College Park's new identity. "Even before it's complete, the hotel and conference center is providing major stimulus to the development of College Park," said University of Maryland president Wallace D. Loh. "Through his vision and commitment, David Hillman is rejuvenating an entire zip code."

In addition to nearly 300 contemporary guestrooms and luxury suites, the property will feature extensive amenities including a fitness center, indoor swimming pool, Elizabeth Arden Red Door Spa, a 9-story parking garage, and full-service and casual restaurants, including Mike Franklin's Old Maryland Grill, Mike Isabella's Kapnos Taverna, Bagels 'n Grinds and Potomac Pizza. The Hotel will also be the region's premier venue for meetings and events, offering 43,000 square feet of flexible space



including the Grand Ballroom for up to 1,500 guests, as well as a penthouse-level banquet space and rooftop terrace overlooking the UMD campus.

The Hotel at the University of Maryland is expected to spur significant economic impact for College Park, Prince George's County, and the state. Upon completion, the hotel is projected to generate an estimated \$4.4 million annually in new state and local tax revenues. Analysts also estimate that the project will generate approximately \$22 million per year in total wages, \$36 million in value added and \$62 million in new economic activity annually during both the construction and stable operations phases.



Southern Management Corporation

## Metro Station area readies for Purple Line

College Park Metro Station and the surrounding area conjure no-frills descriptions: functional, basic, busy. Behind its plain appearance, however, plans are moving forward that will invigorate and change the face of this important corner of College Park and UMD.

A dynamic housing and retail community will be designed with recent graduates and young professionals in mind. Residents here will have easy access to employers, public transit, and the city's revamped downtown core. Plans for the five-story, 370-unit apartment building include retail space, clubhouse, fitness center, cyber café, and a landscaped courtyard with pool and concierge services. "This project will create a sense of vibrancy that we're excited about," said Ken Ulman, UMD's chief strategy officer for economic development.

Further, the much-anticipated Purple Line light rail transportation system was approved and will serve the Metro station area and the university corridor, easing traffic congestion on Baltimore Avenue. "The route will include five stops in the



Maryland Transit Administration

UMD campus vicinity including one at The Hotel at the University of Maryland. The 16.2-mile Purple Line is a \$3.3 billion project that will connect Bethesda, Silver Spring, New Carrollton and College Park by 2022.

"The Purple Line will be transformative for the University of Maryland," said Carlo Colella, UMD's vice president for administration & finance. "It will attract more businesses to the city's vibrant and growing startup landscape – a market that

is already on the rise in terms of development and demand. It will also connect UMD to our neighboring communities like never before, giving our students, faculty and staff better access to all that Greater College Park has to offer."

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# DYNAMIC ACADEMIC SPACES FUEL INNOVATION

University of Maryland faculty, students and alumni are shaping the 21st century—and it all begins in the classroom. As one of the nation's premier public research universities and the state of Maryland's flagship institution, UMD is an ecosystem of academics, research, and innovation.

Four new state-of-the-art academic facilities

are in development, designed to inspire next-generation learning, collaboration, and multidisciplinary research and discovery: A. James Clark Hall, Edward St. John Learning and Teaching Center, the new Cole Field House, and the Brendan Iribe Center for Computer Science and Innovation.



Ayers Saint Gross Architects + Planners

## Edward St. John Learning and Teaching Center

The Edward St. John Learning and Teaching Center is the first new academic building of the Greater College Park vision. With cooperative spaces and unique tiered classrooms to promote team-based learning, it will be the centerpiece for a new standard of higher education. The 180,000-square-foot building is named for the Baltimore developer, philanthropist and 1961 alumnus who donated \$10 million to the project.

The Center, scheduled to open 2017, is designed for active, collaborative learning enhanced by unparalleled access to technology throughout its 22 classrooms and labs. It will also house the Academy for Innovation and Entrepreneurship and the new Teaching and Learning Transformation Center.



Ballinger

## A. James Clark Hall

The new A. James Clark Hall is designed to spur the development of transformative engineering and biomedical technologies to advance human health. Scheduled to open in 2017, the 184,000-square-foot facility will house world-class research laboratories and student project space, the Fischell Department of Bioengineering and the Robert E. Fischell Institute for Biomedical Devices. Major funding was provided by A. James Clark, BS'50 and Robert E. Fischell, MS'53, D.Sc'96.



## Brendan Iribe Center for Computer Science and Innovation

With a historic gift of \$31 million, UMD alumnus and Oculus co-founder and CEO Brendan Iribe ensured that legions of computer science students will have the opportunity to pioneer their generation's world-changing technology. On April 30, officials break ground on the transformative Brendan Iribe Center for Computer Science and Innovation. The facility will be an incubator for technology and innovation and a hub for computer science research in virtual reality, augmented reality, artificial intelligence, computer vision, robotics and future computing platforms.

"The University of Maryland was an inspiration for me, and the relationships I made there have lasted a lifetime," said Iribe. "I've always wanted to give back to the school and public education system, and I hope this building will shape the future of computer science students at the university. The space is designed for hackers, makers and engineers, which will help give rise to future breakthroughs, products and startups that will transform the way we live and interact with the world around us."

In addition to Iribe's gift, Oculus chief software architect and co-founder and UMD alumnus Michael Antonov made a gift of \$4 million, most of which will support construction of the Iribe Center. Iribe's mother Elizabeth Iribe donated \$3 million to establish endowed chairs in the Department of Computer Science.

HDR, Inc.



John T. Consoli/University of Maryland

## Cole Field House

Home advantage is returning to UMD's beloved Cole Field House. The Terrapins' legendary sports arena is being revived from the ground up into a world-class academic, research and athletic facility. The \$155 million project will renovate and expand Cole Field House to include the Terrapin Performance Center, the Academy for Innovation and Entrepreneurship, and the Center for Sports Medicine, Health and Human Performance, a partnership with the University of Maryland, Baltimore School of Medicine. In addition to funding secured through private philanthropy, rental income, Big Ten revenue and support from the State of Maryland, UMD alumnus and Under Armour founder and CEO

Kevin Plank gifted \$25 million in support of the new Cole Field House.

"This project brings together two of my favorite passions, Maryland athletics and entrepreneurship," said Kevin Plank. "The lessons I learned on the football field in College Park continue to fuel my entrepreneurial spirit and shape my professional approach. By fostering a generation of entrepreneurial-minded young adults, we are preparing our students not just for the next four years, but for many years to come."

Iconic Cole Field House will integrate research, entrepreneurship and athletics, positioning the University of Maryland as the epicenter for the science of sport.



Powers Brown Architecture

# NEW VENTURES IN RESEARCH

National research universities play a critical role in advancing our health, security and quality of life by developing comprehensive, trans-disciplinary solutions to global problems, and by stimulating jobs and economic development.

As the state's flagship, the University of Maryland plays a leadership role as one of the country's premier centers for academic scholarship and research. The campus is home to leading public and private research organizations in environmental and earth science, food safety, agriculture policy, language and national security.

"Our proximity to Washington, D.C. provides significant opportunities to work alongside government researchers and the policymakers who guide research initiatives at the highest levels," said Patrick O'Shea, Vice President of Research at the University of Maryland.

Strategically located at the intersection of the Green and Purple lines are 128 acres dedicated to research and innovation. Here, the National Oceanic and Atmospheric Administration Center for Weather and Climate Prediction, UMD's Earth System Science Interdisciplinary Center, and the Joint Global Change Research Institute, a partnership between UMD and the Pacific Northwest National Laboratory, form one of the largest concentrations of earth scientists anywhere in the nation.

Home to the U.S. Department of Agriculture's Animal and Plant Health Inspection Service, the UMD/Food and Drug Administration's (FDA) Joint Institute for Food Safety and Applied Nutrition, and the FDA Center for Food Safety and Applied Nutrition, this district is also the epicenter for food safety and agriculture policy.

In addition, the University's expertise in language and national security is reflected in facilities for the Center for Advanced Study of Language, National Foreign Language Center, and Intelligence Advanced Research Projects Activity.

A hub for data analytics and computing is anchored by Mid-Atlantic Crossroads, Optimal Solutions, and Deepthought2,



John T. Consoli/University of Maryland

the university's flagship high-performance computing (HPC) resource.

Honored as a 2015 Outstanding Research Park by the Association of University Research Parks, this area is a public-private partnership between the university and Corporate Office Properties Trust (COPT) (NYSE: OFC).

"We are honored to expand our venture with the University of Maryland," stated Stephen E. Budorick, COPT's President and CEO. "This location's proximity to the Metro, as well as being situated within the broad array of R&D and incubator space that foster entrepreneurialism and thought leadership in various technology industries, will support durable demand for this development. In our view, this area is poised for dynamic expansion."

COPT will soon break ground on a new 75,000-square-foot building that aims to attract businesses and organizations that focus on research and technology, as COPT's existing 240,000 square feet are fully occupied. This marks the third joint venture partnership with the university, and the project's proximity to the current Green Line and future Purple Line Metro stops, as well as growing retail and residential options, support strong demand for the site.

When fully built-out, this dynamic "venture district" will be the state of Maryland's largest research park, encompassing over two million square feet and employing an estimated 6,500 people.

# College Park area reboots with vibrant amenities



Josh Look/University of Maryland

College Park is in the midst of reinvention. Backed by high-value public-private partners, the Terrapins' home turf has emerged as one of the hottest real estate markets in the state for economic development.

The Hotel at the University of Maryland is the vision's flagship development and an upscale indicator of projects to follow. A series of mixed-use developments are bringing much-needed housing, work space, and lifestyle amenities to town. Within the year, the Baltimore Avenue corridor will be abuzz with social gathering places, nationally-recognized retail brands, and welcoming neighborhoods.

"It's a wonderful time to be in College Park," said Prince George's County Council Member Dannielle Glaros, who represents the city's district and credits local leadership with the high levels of partnerships and collaborations focused on a cohesive vision. "We're very much speaking with one voice. This is a concerted effort by all of us to create a great



college town and equally vibrant Prince George's County."

Riverdale Park Station is among the area's most anticipated mixed-use devel-

opments. Spanning 37 acres across from UMD, the project includes the first Whole Foods Market in Prince George's County, shopping, restaurants, a Hyatt House

boutique hotel, a residential neighborhood of approximately 1,000 apartments and townhomes, and direct access to the eventual Purple Line train. Riverdale Park Station will also feature a roadway bridge linking the community to the research companies along River Road. The project is currently under construction.

TargetExpress opened its doors in the new Landmark College Park 450-apartment property across from campus. The store is scaled to complement urban living and offers essentials such as groceries, household items, and a pharmacy.

Other major mixed-used projects in the Greater College Park vision include: a 275-unit apartment building, a Cambria Hotel and Suites, and detached CVS pharmacy; Terrapin Row development with retail and 418 apartments; and a housing and retail community near the College Park Metro Station with 370 apartments.

College Park is well on its way to earning distinction among the top college towns in the country.



Interface Multimedia

College Park's neighbor, Riverdale Park, awaits the arrival of Prince George's County's first Whole Foods Market, as well as a new boutique hotel, apartments, office and retail space.

# A HUB OF ARTS AND CULTURE

Art is humanity's narrative. No matter the genre, whether it's performing, literary, visual or culinary, creative expression joins community. In Greater College Park, collaborative projects are underway to cultivate a thriving arts and culture scene with dynamic, community-minded spaces.

## MilkBoy+ArtHouse

A public-private partnership between The Clarice Smith Performing Arts Center at the University of Maryland and Philadelphia restaurant group and entertainment company MilkBoy is bringing an eclectic fusion of performing arts and inventive food and drink to Baltimore Avenue. The site of various bygone businesses, MilkBoy+ArtHouse is a 14,000-square-foot urban setting spanning two floors that is currently being renovated and reimagined. The site will feature a restaurant, bar, art gallery and two performance venues.

In describing MilkBoy+ArtHouse as a partnership initiative, Martin Wollesen, executive director of The Clarice, points to the venue's commitment to UMD students

and the local community.

"MilkBoy+ArtHouse is an arts bridge between campus and the community that is social, creative and fun," says Wollesen

Consistently varied, MilkBoy+ArtHouse's offerings will range from indie rock, classical, contemporary, cabaret, and global pop, to late night hip-hop, spoken word and jazz. In addition, film, dance, food happenings, and art installations will nurture a lively downtown arts scene.

"This partnership arts adventure is helping us build the future of the arts for our students and for the creative radius around the university," says Wollesen.

MilkBoy+ArtHouse is scheduled to open in 2017.



MSR Design



Coeval Studio

## Food/Art/Innovation Hall

In the Terrapin tradition of innovation, UMD alumnus Scott Plank is partnering with the university to bring a new concept in dining, arts and entertainment to College Park. Located adjacent to the new Hotel at the University of Maryland, the project plans for a 15,000-square foot space that will house a premier food venue with an indoor-outdoor stage and courtyard, a teaching kitchen, performance spaces, and vibrant meeting spaces to drive College Park's flourishing startup culture.

"I envision a fun and inspiring

place where students, startups and the community come together to share food, participate in a culture of artistic expression, and collaborate in ways that only partnering with a major research institution can allow," said Scott Plank. "I'm thrilled to be back on campus using the tools I learned at Maryland to build a fun and exciting platform for artists and entrepreneurs to collaborate."

The concept will be developed in two phases, starting with the courtyard slated to open in fall 2016. Project completion is planned for spring 2017.



The Phillips Collection

## The Phillips Collection

University of Maryland is bringing The Phillips Collection to College Park in a bold partnership to transform scholarship and innovation in the arts. The collaboration will provide rich opportunities for education, innovation, research, entertainment, interdisciplinary study and exploration.

Their shared vision, rooted in a commitment to advance meaningful ways to expand educational programs and reach new and more diverse audiences, will lead to the development of a new gallery and open storage facility near campus.

The new public facility will serve as a modern and contemporary art center, hub for experimentation and innovation, and an artistic laboratory for a global community.

"The partnership between The Phillips Collection and the University of Maryland has unlimited potential for collaboration in the arts," said Dorothy Kosinski, Director of The Phillips Collection. "Together we can reach new audiences, reinvigorate arts education in the classroom and beyond, and inspire innovation in the arts like never before."

# THE WORLD NEEDS

CURIOSITY / PASSION / INSPIRATION / BOLDNESS

# FEARLESS IDEAS

We are Maryland's flagship university, committed to serving our state and dedicated to the power of fearless ideas. We discover new knowledge, inspire Maryland pride, transform the student experience and turn imagination into innovation.

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