



Agenda Item 2

Greater College Park Innovation District Update



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION
INFORMATION OR DISCUSSION

TOPIC: Greater College Park Innovation District Update (information item)

COMMITTEE: Economic Development and Technology Commercialization

DATE OF COMMITTEE MEETING: March 31, 2016

SUMMARY: Economic development is well underway throughout College Park. From new academic buildings currently under construction and the revitalization of downtown and surrounding communities, to the activation of the innovation district anchored by the Hotel at UMD and private sector interest and engagement, College Park is continuing to position itself as a thriving ecosystem for entrepreneurs, startups and existing companies.

The Committee will be briefed by the University's Chief Strategy Officer on the progress of the Greater College Park initiative, which includes economic activity along Baltimore Avenue, updates related to the Innovation District and Research Park and new companies that are now calling Prince George's County home.

ALTERNATIVE(S): This item is for information purposes.

FISCAL IMPACT: This item is for information purposes.

CHANCELLOR'S RECOMMENDATION: This item is for information purposes.

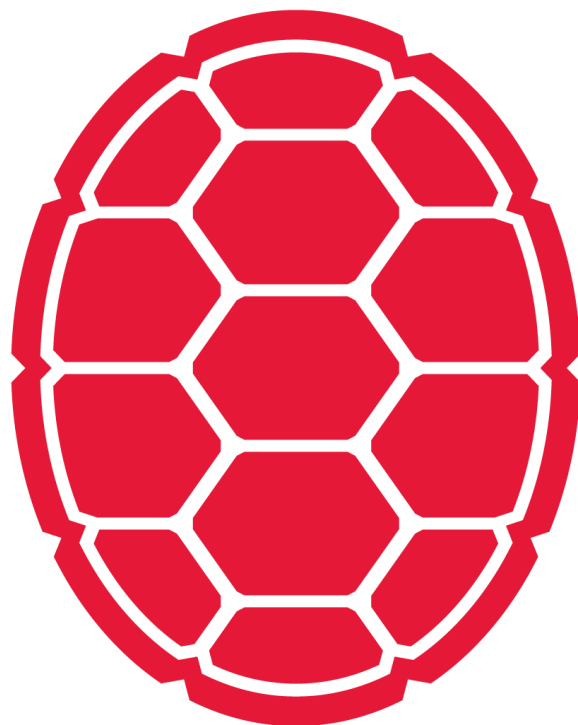
COMMITTEE RECOMMENDATION:

DATE:

BOARD ACTION:

DATE:

SUBMITTED BY: Joseph F. Vivona (301) 445-2783



OUR FEARLESS IDEA:

TRANSFORM COLLEGE PARK INTO A TOP COLLEGE TOWN

Ken Ulman, Chief Strategy Officer ('97)

Board of Regents – Economic Development Committee

3/31/16

Greater College Park Update

- **Dynamic Academic Spaces**
- **Vibrant Downtown Community**
- **Public-private research hub**
 - **Innovation District**
 - **Research Park**
 - **Tech Companies Choosing CP**



THE FLAGSHIP UNIVERSITY OF MARYLAND AND THE NATIONAL CAPITAL REGION

38,000 students at
Maryland's flagship
university

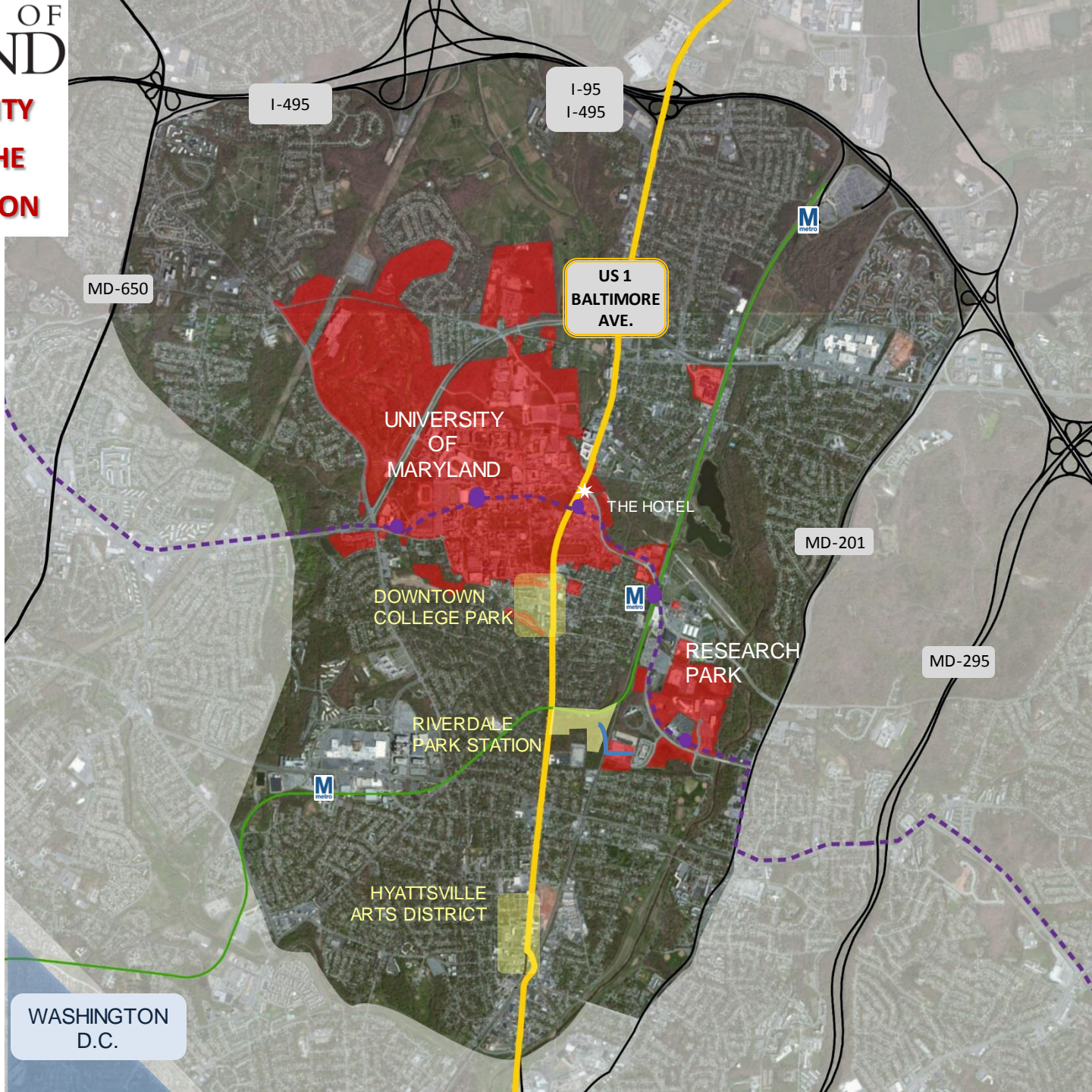
#19 among national
public universities (US
News and World Report
– 9/2015)

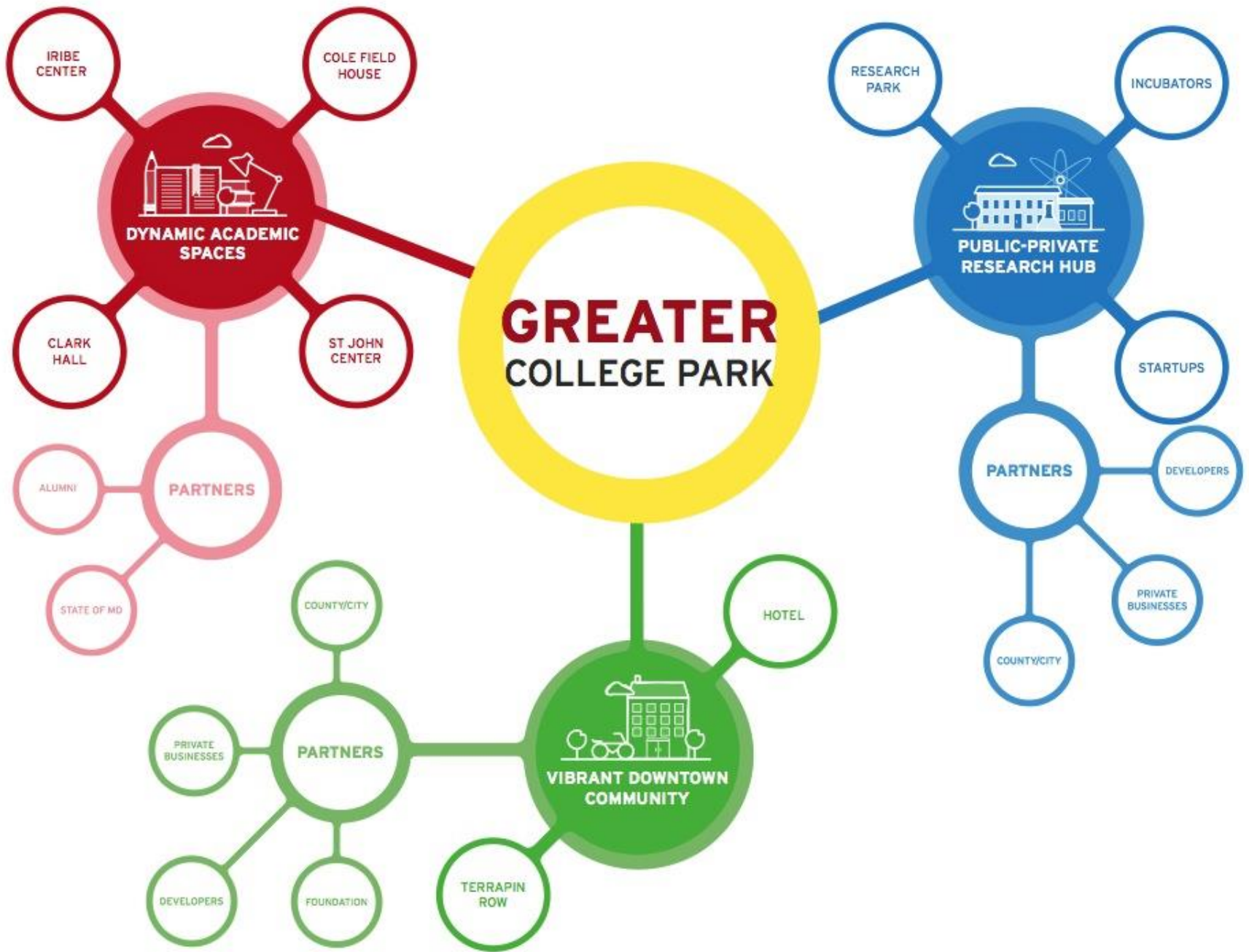
\$550 million in annual
research expenditures

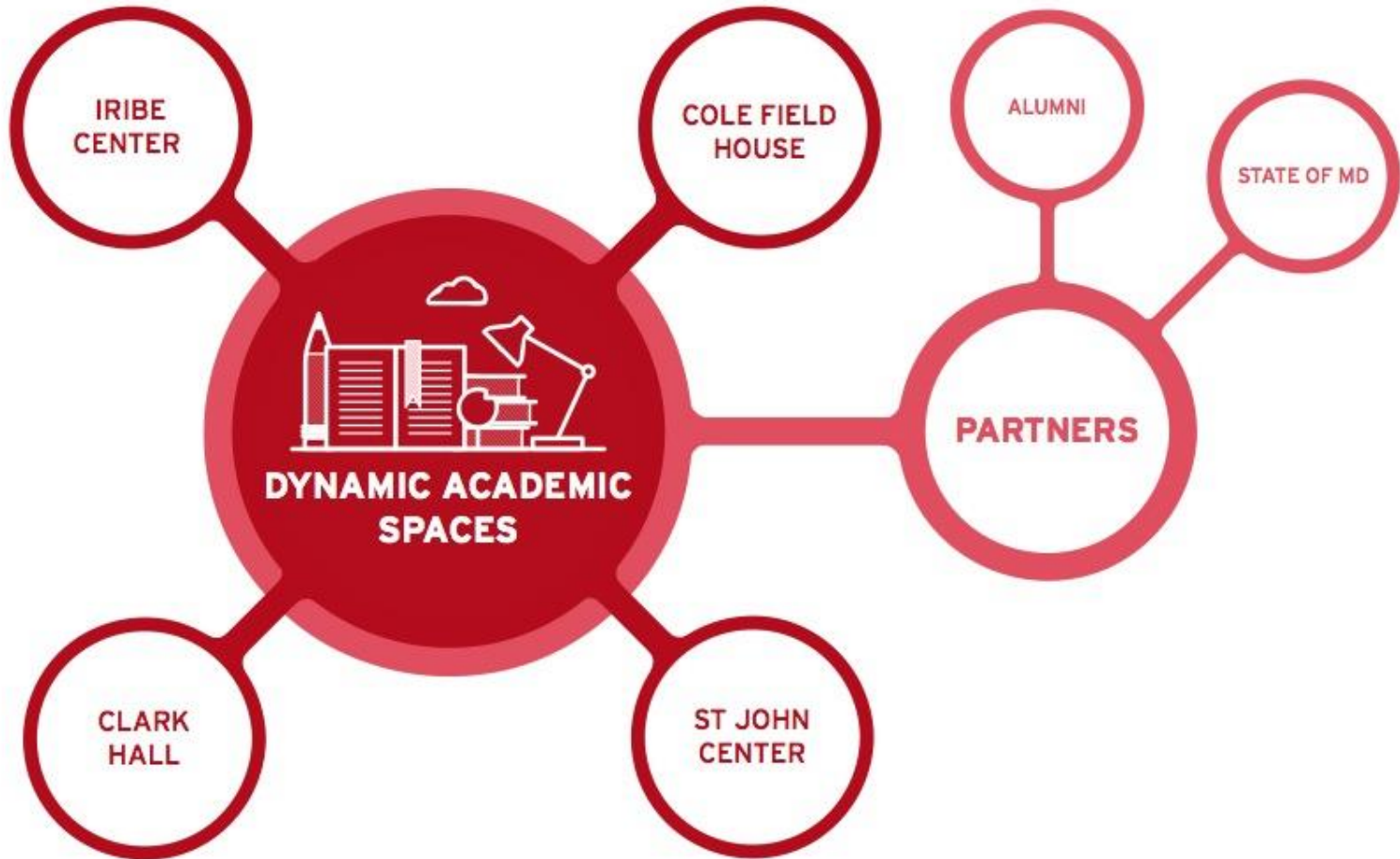
8 miles from
Washington, DC

25 miles from
Baltimore

Member of the **BIG10**
athletic conference







DYNAMIC ACADEMIC SPACES

COLE FIELD
HOUSE

ED ST.
JOHN
LEARNING
AND
TEACHING
CENTER

A. JAMES
CLARK HALL

IRIBE CENTER
FOR COMPUTER
SCIENCE AND
INNOVATION



BRENDAN IRIBE CENTER FOR COMPUTER SCIENCE AND INNOVATION





BRENDAN IRIBE CENTER FOR COMPUTER SCIENCE AND INNOVATION



Gateway to the Innovation District



BRENDAN IRIBE CENTER FOR COMPUTER SCIENCE AND INNOVATION





BRENDAN IRIBE CENTER FOR COMPUTER SCIENCE AND INNOVATION

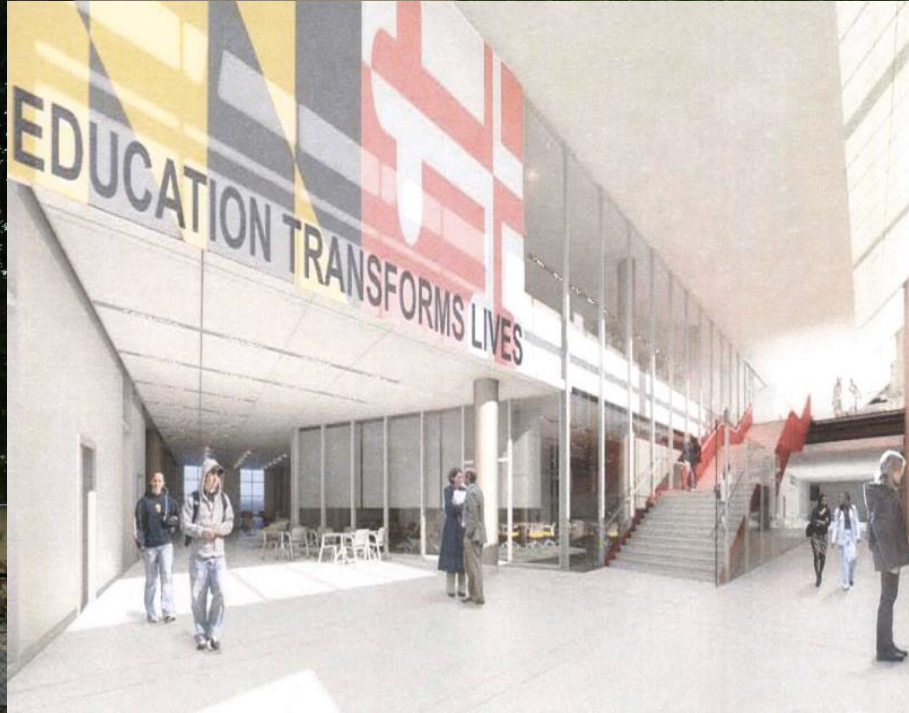




A. JAMES CLARK HALL: BIOENGINEERING & FISCHELL INSTITUTE FOR BIOMEDICAL DEVICES



EDWARD ST. JOHN LEARNING AND TEACHING CENTER





NEW COLE FIELD HOUSE: Center for Sports Medicine, Health, & Human Performance





THE HOTEL

FOUNDATION

DEVELOPERS

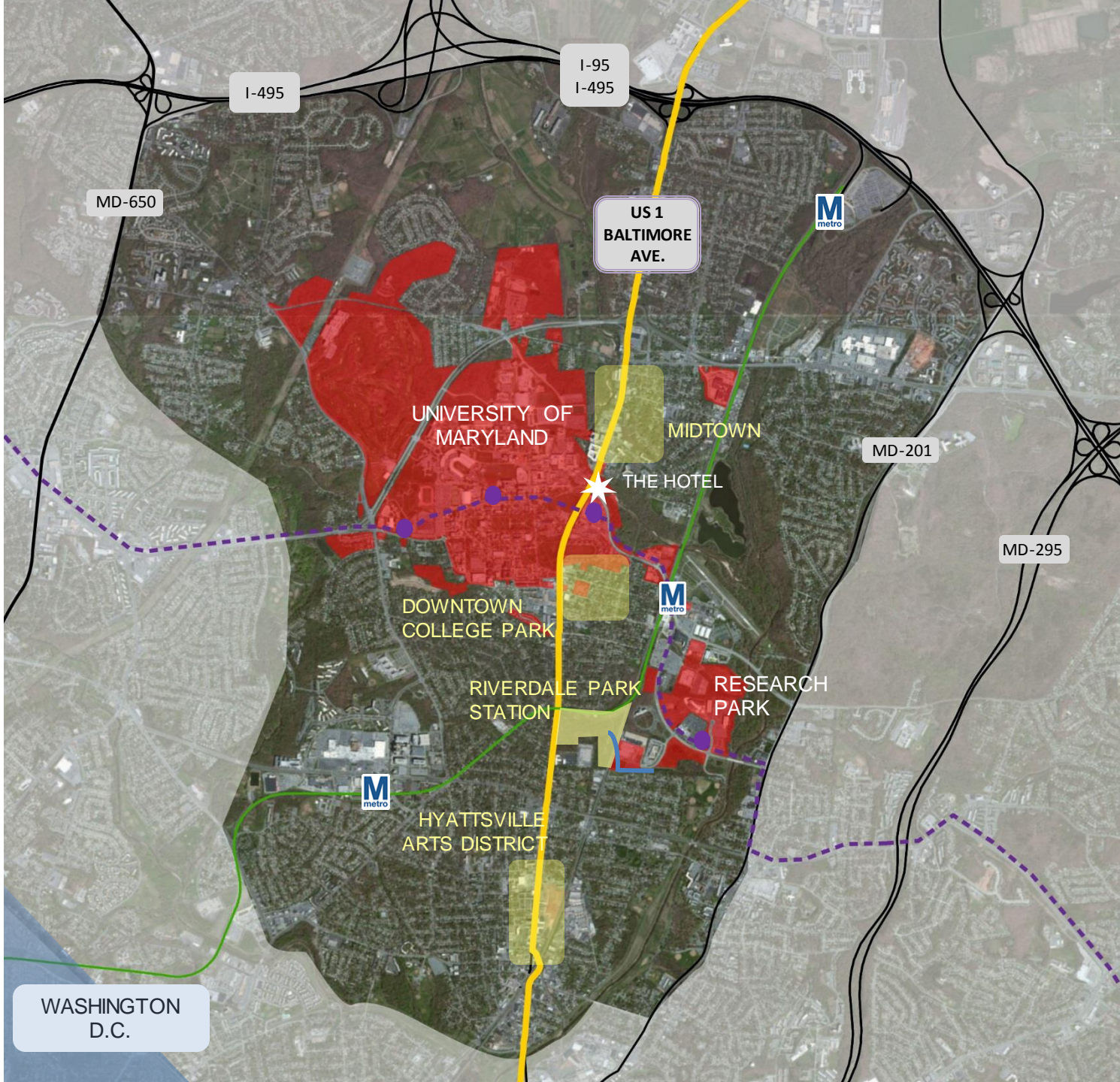
VIBRANT DOWNTOWN
COMMUNITY

PARTNERS

PRIVATE
BUSINESSES

TERRAPIN
ROW

COUNTY/CITY



I-495

I-95
I-495

MD-650

US 1
BALTIMORE
AVE.



UNIVERSITY OF
MARYLAND

MIDTOWN

MD-201

THE HOTEL

DOWNTOWN
COLLEGE PARK



MD-295

RIVERDALE PARK
STATION

RESEARCH
PARK



HYATTSVILLE
ARTS DISTRICT

WASHINGTON
D.C.

CAMBRIA

hotels & suites

BEFORE



AFTER



CAMBRIA HOTEL
COLLEGE PARK, MARYLAND

CAMBRIA
hotels & suites

SOUTHERN
MANAGEMENT CORPORATION

GORDON & GREENBERG ARCHITECTS

156 Rooms; 23K SF of Retail

ALTA AT BERWYN HOUSE



275 units; 1K SF of Retail

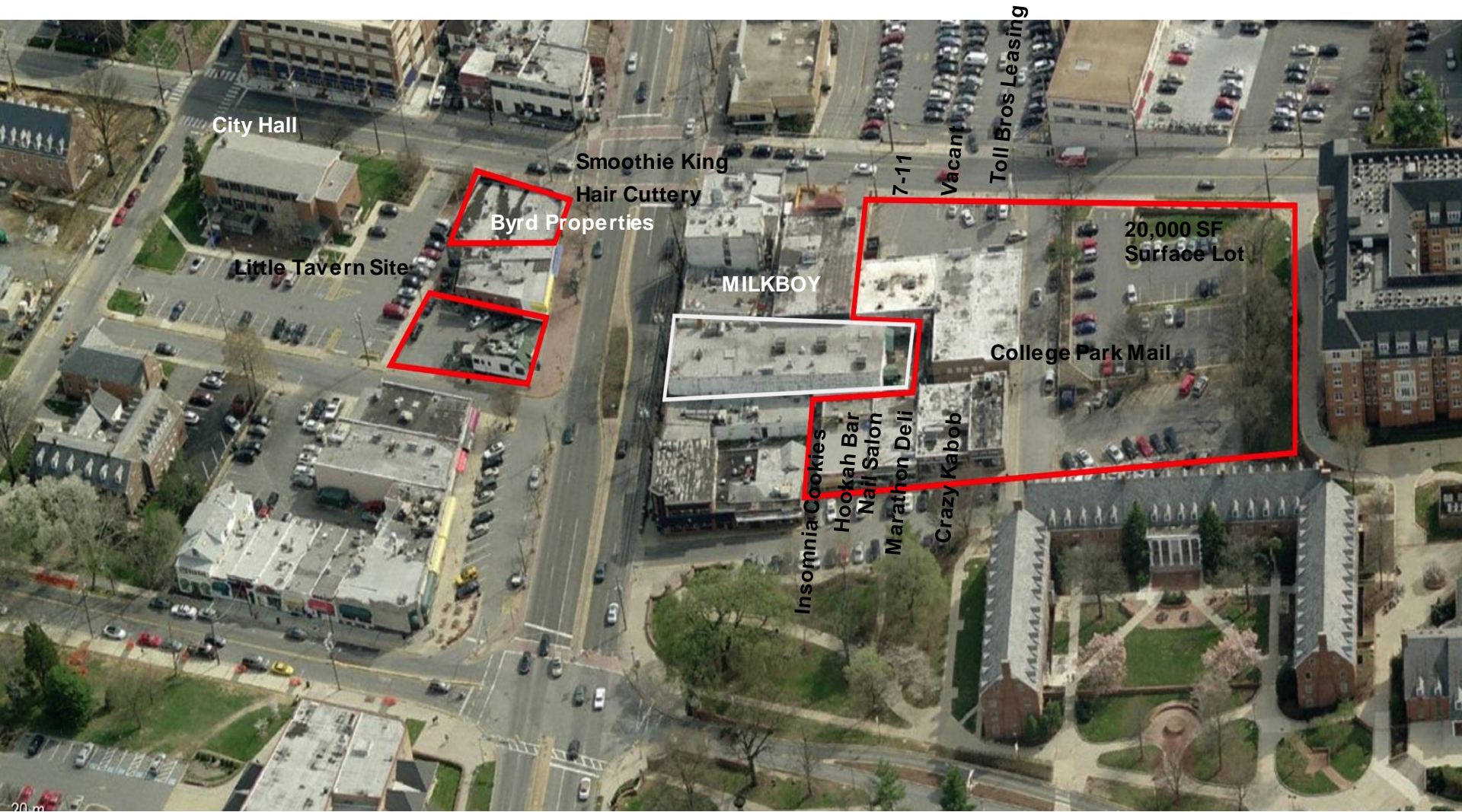


WOOD
PARTNERS



235 units; 4,800 SF of Retail

More Amenities & Opportunities In Downtown College Park



City Hall

Little Tavern Site

Byrd Properties

Smoothie King
Hair Cuttery

MILKBOY

College Park Mail

20,000 SF
Surface Lot

Insomnia Cookies

Hookah Bar
Nail Salon

Marathon Deli

Crazy Kabob

7-11

Vacant

Toll Bros Leasing

THE TRANSFORMATION: KNOX BOXES TO TERRAPIN ROW



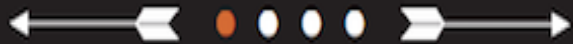
TERRAPIN ROW



1493 student beds; 12,000 SF of Retail







**WASHINGTON POST RANKS
US #1 BBQ**

"..display an extraordinary level of commitment to
barbecue."

MILKBOY at THE CLARICE



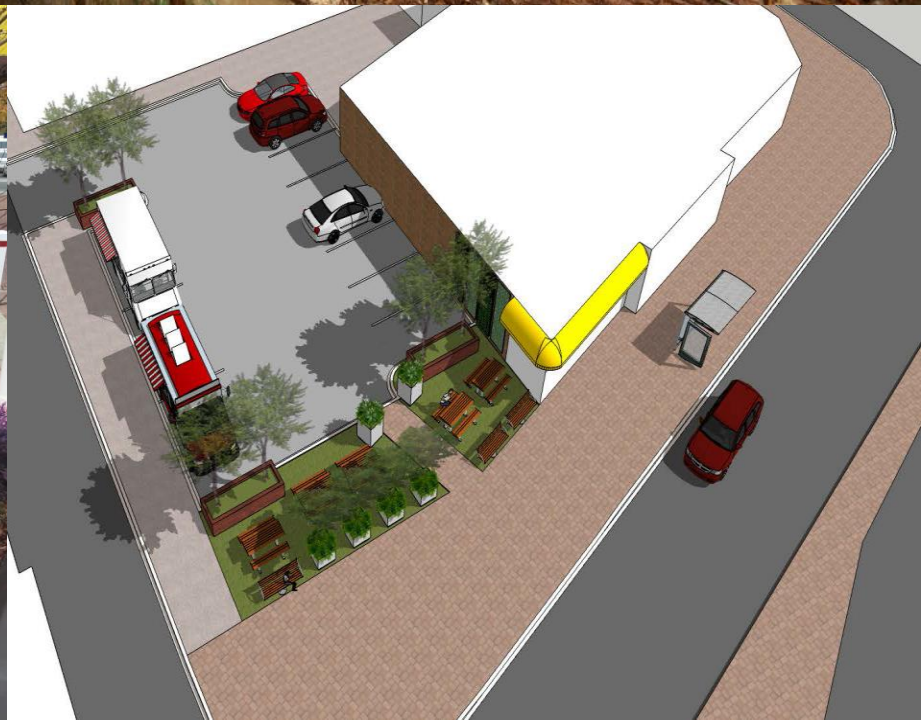


LANDMARK & TARGET EXPRESS



FIRST TO OPEN ON THE EAST COAST

LITTLE TAVERN

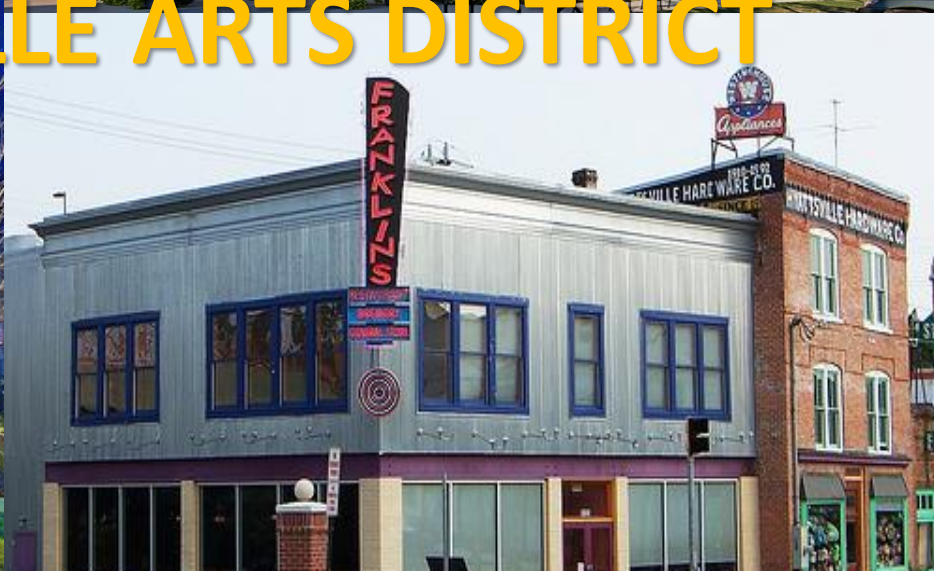


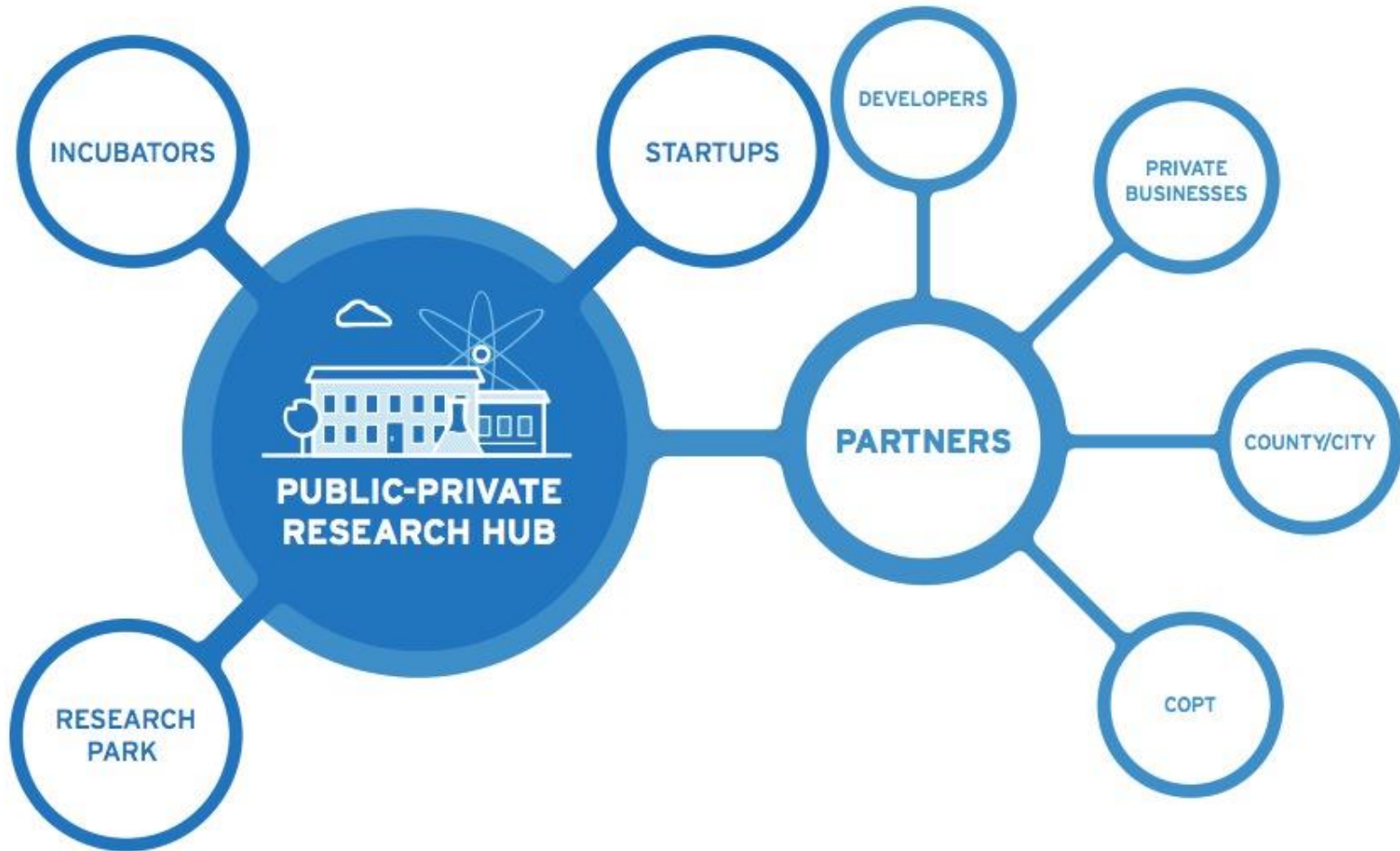
MIXED USE DEVELOPMENT – COMING SOON

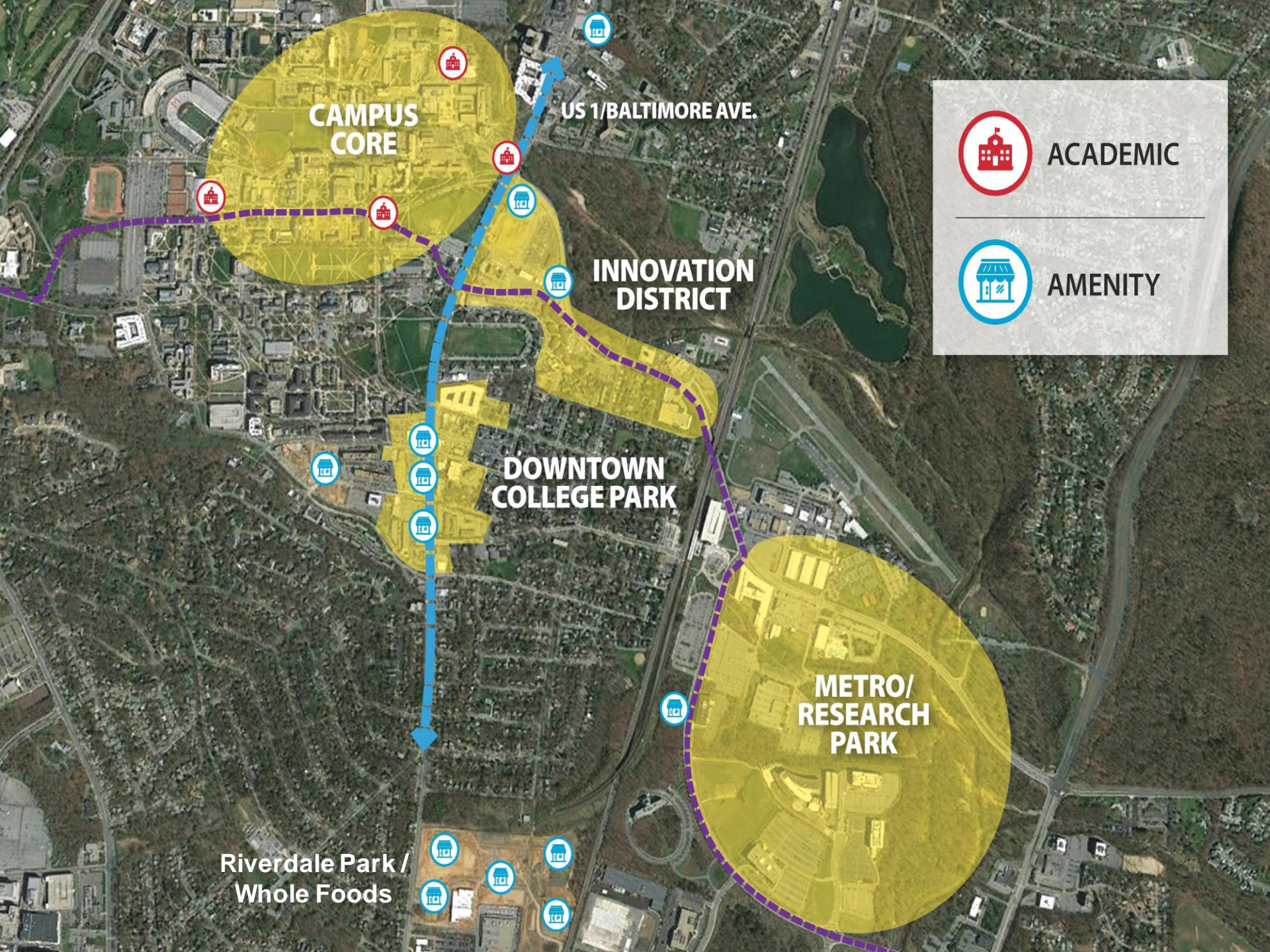




THRIVING HYATTSVILLE ARTS DISTRICT







CAMPUS CORE

US 1/BALTIMORE AVE.

INNOVATION DISTRICT

DOWNTOWN COLLEGE PARK

METRO/ RESEARCH PARK

Riverdale Park / Whole Foods



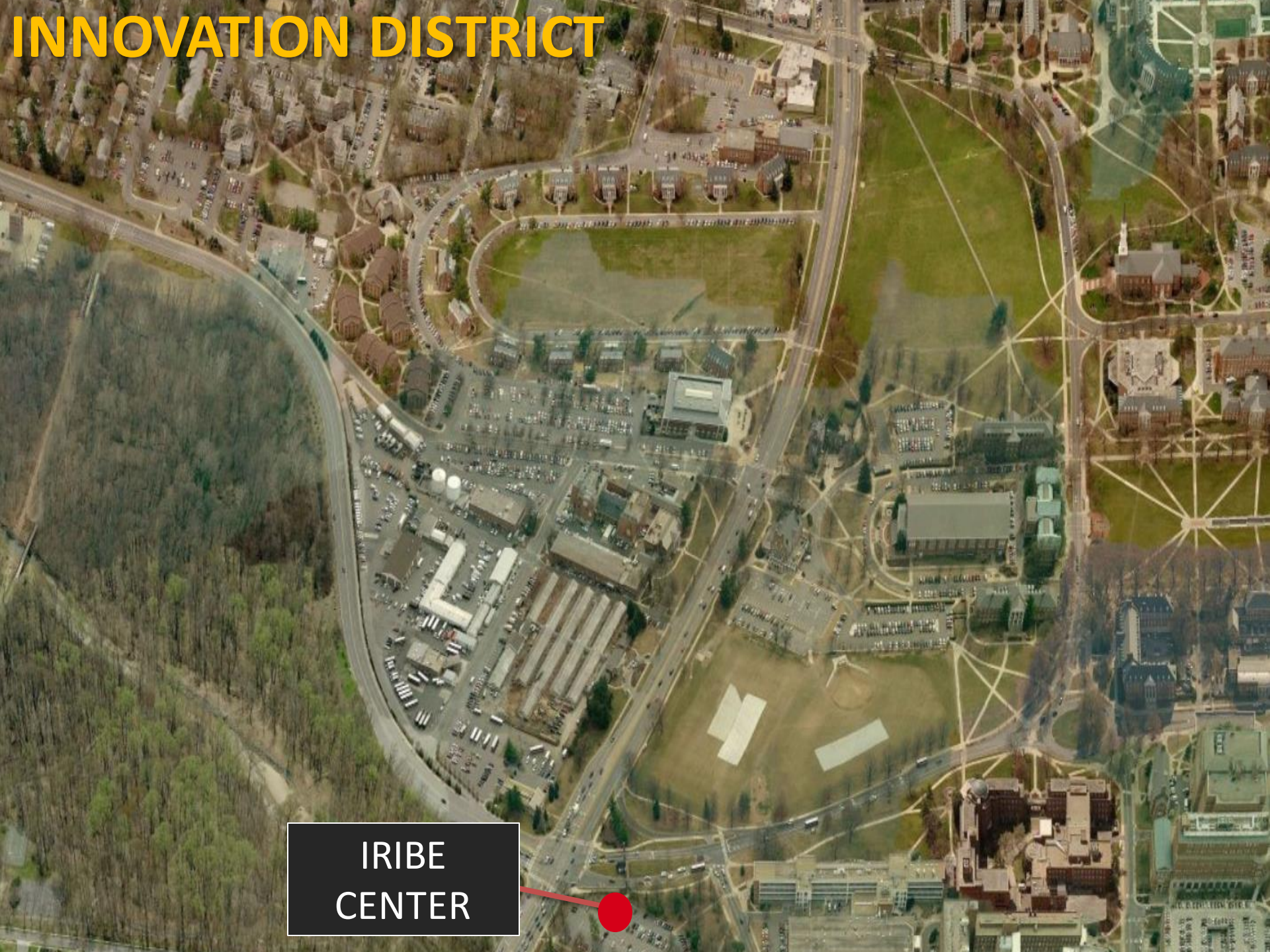
ACADEMIC



AMENITY

INNOVATION DISTRICT

IRIBE
CENTER



INNOVATION DISTRICT LOOKING TOWARDS CAMPUS



IRIBE
CENTER

INNOVATION DISTRICT LOOKING NORTHEAST

IRIBE
CENTER




RED DOOR SPA
Elizabeth Arden

FRANKLIN'S
Grill & Oyster Bar

Bagels n Grinds

 **kaphos**
taverna
BY MIKE ISABELLA

 **POTOMAC PIZZA**



 **THE HOTEL**
AT THE UNIVERSITY OF MARYLAND

 **SOUTHERN**
MANAGEMENT CORPORATION



- **Opening Early 2017**
- **297 Guest Rooms with Executive level & Premium Suites**
- **Variety of dining & entertainment options**
- **43K SF of flexible meeting space**
- **Rooftop ballroom**

20K SF space for startups and existing companies





THE HOTEL

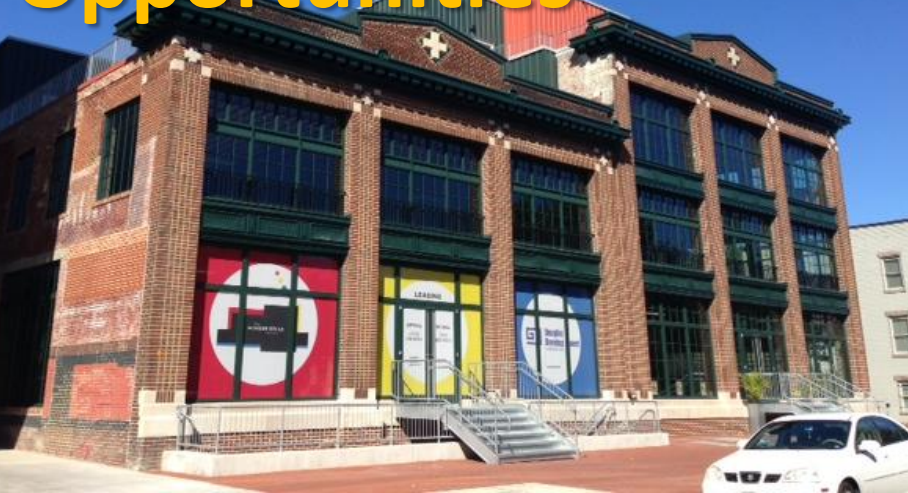
AT THE UNIVERSITY OF MARYLAND



Vision: A Community Gathering Place



Vision: Co-working Opportunities



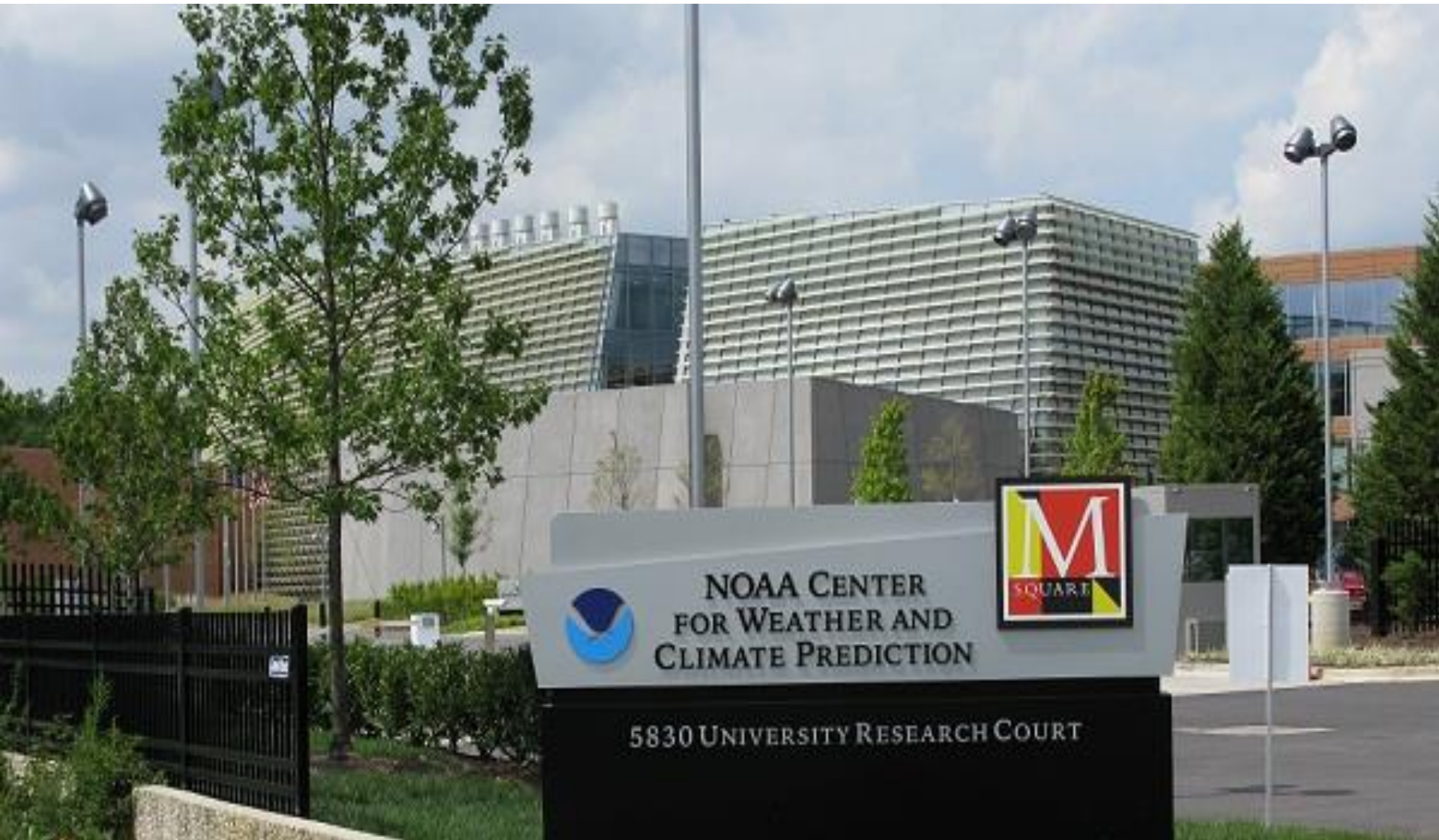
UMD Main Campus & Innovation District

Legend

- Active Sites
- Available Sites
- Potential Sites
- Approved Detailed Site Plan
- Camden MARC
- Green Line WMATA
- Purple Line (Proposed)



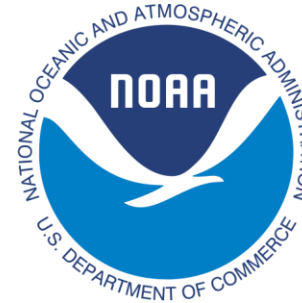
UMD RESEARCH PARK



UMD RESEARCH PARK

OVERVIEW

- Approximately 4,000 employees
 - USDA (1,100)
 - American Center for Physics (246)
 - NOAA (880)
 - FDA CFSAN (765)
 - IARPA (300)



Center for Food
Safety and Applied Nutrition



UMD RESEARCH PARK

CURRENT TENANTS

- **Environmental & Earth Sciences**
 - NOAA – National Center for Weather and Climate Prediction
 - UMD/Pacific Northwest National Lab Joint Global Change Research Institute
 - Earth System Science Interdisciplinary Center (ESSIC)
- **Language & National Security**
 - Center for Advanced Study of Language (CASL)
 - National Foreign Language Center (NFLC)
 - Raytheon
 - Deep Thought 2 Supercomputer Center
 - Intelligence Advanced Research Projects Activity (IARPA)

Raytheon

UNIVERSITY OF MARYLAND
 **CASL**
CENTER FOR ADVANCED
STUDY OF LANGUAGE



UMD RESEARCH PARK

CURRENT TENANTS

- **U.S. Government**
 - Food Safety and Agriculture Policy
 - USDA Animal and Plant Health Inspection Service
 - UMD/FDA Joint Institute for Food Safety and Applied Nutrition
 - FDA Center for Food Safety and Applied Nutrition
- **Other**
 - American Center for Physics (ACP)
 - Fraunhofer Center for Experimental Software Engineering
 - Mid-Atlantic Crossroads (MAX)
 - Optimal Solutions Group
 - Technology Ventures Building (TVB)



Opportunity to develop near CP Metro



College Park - UMD - Aerial View
Looking East from College Park - UMD Station

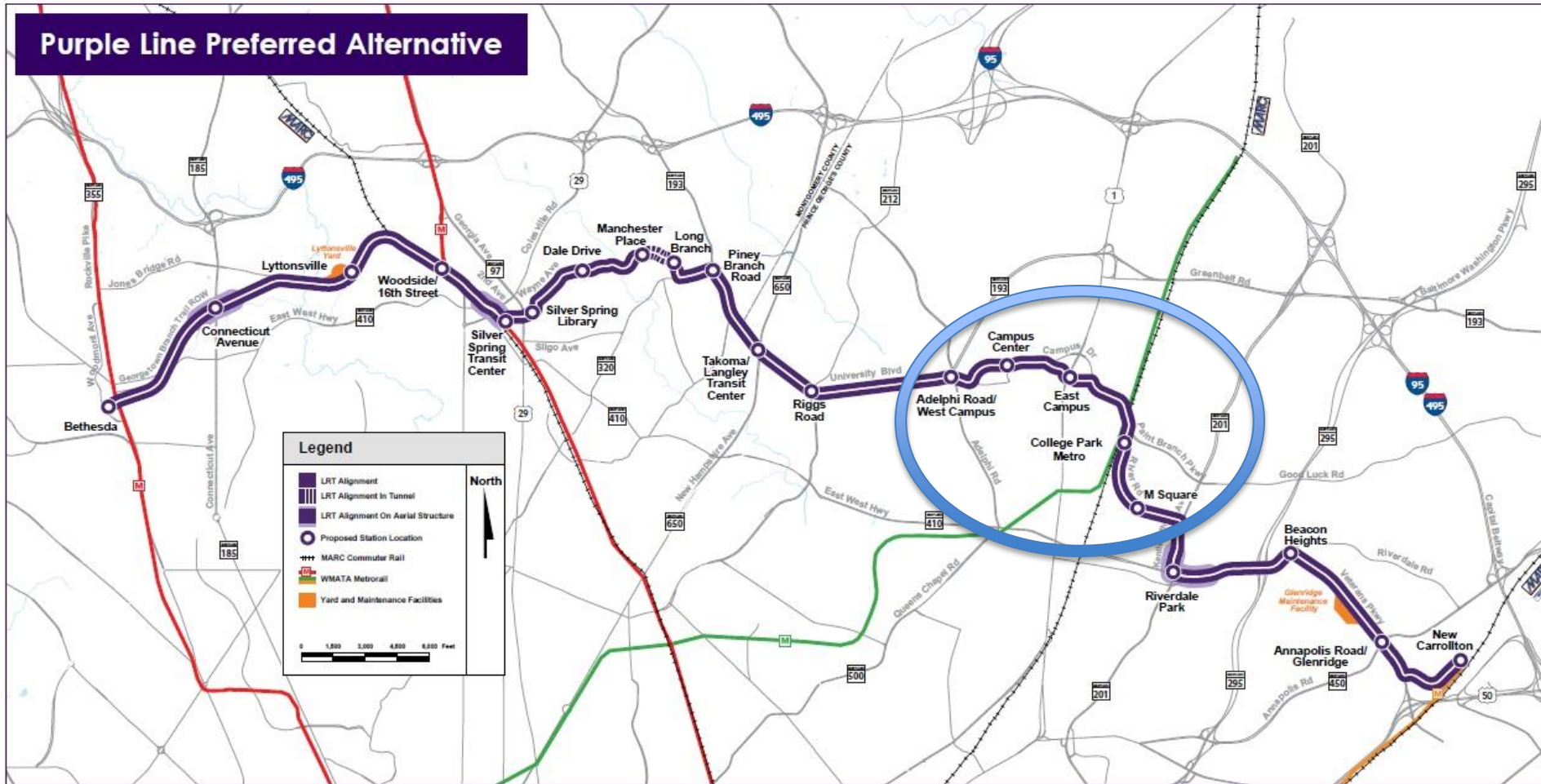
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Increased Connectivity: Prince George's & Montgomery Counties

Purple Line Preferred Alternative



Housing & Retail adjacent to the UMD Metro



**5 story residential (370 Units) &
5K SF of restaurant space**

RIVERDALE PARK STATION BRIDGE CONNECTION TO CP METRO



RIVERDALE PARK STATION



120 Townhomes; 900 Multifamily Units
198K SF Retail ; 22K SF Office

RIVERDALE PARK STATION

Anchored by Prince George's FIRST Whole Foods



Tech Companies Choosing College Park

immuta

- \$1.5 M raised from VCs
- 15 employees



“It’s been an incredible experience to be immersed with the engineering talent at UMD and we look forward to continuing our efforts to partner with the University.”

Matt Carroll, CEO

Tech Companies Choosing College Park



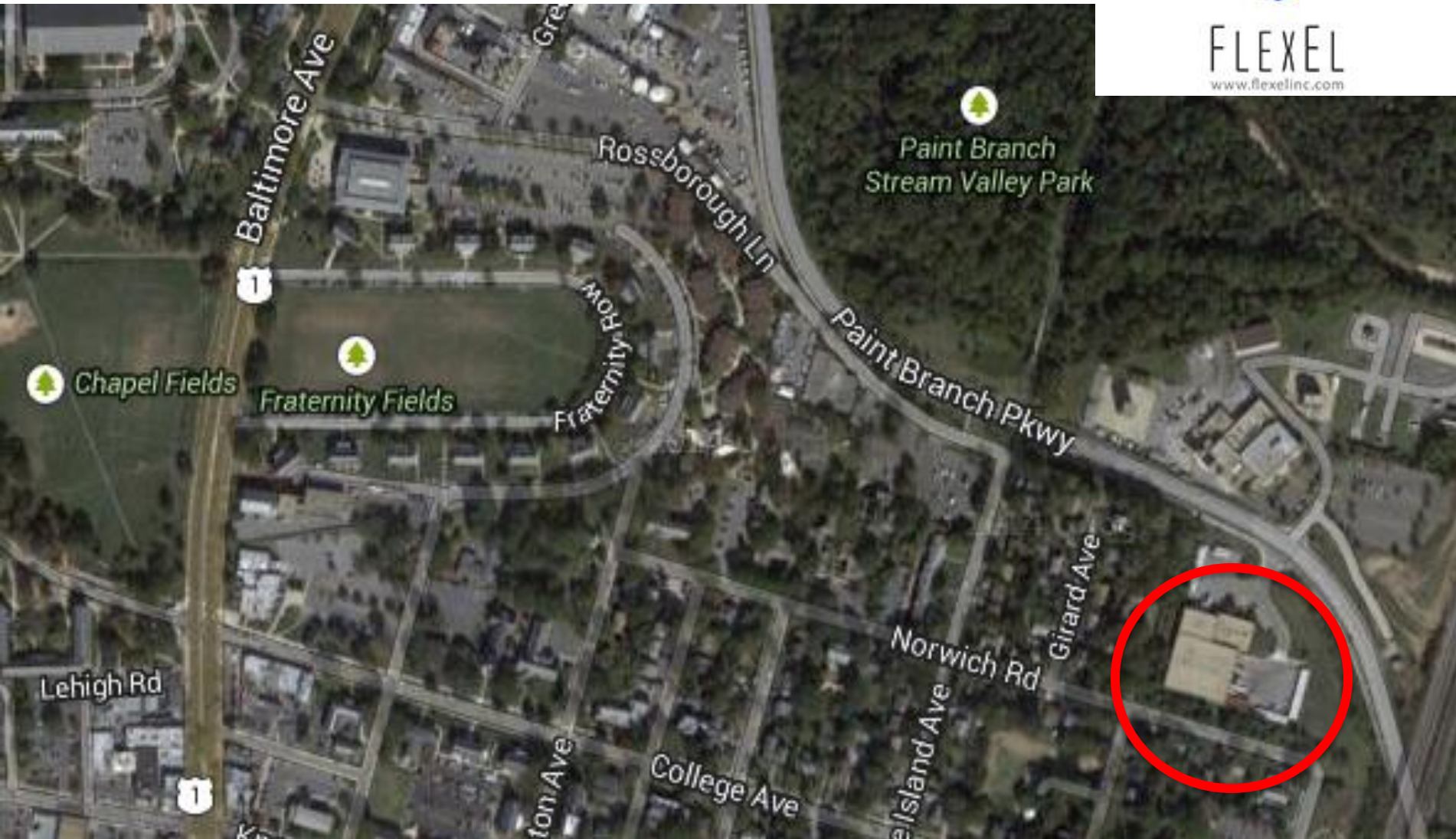
- 30 employees
- \$2.6 M raised from VCs
- Leadership team UMD grads



“The spirit of this community, from an invisible scaffolding where something really great is being built...I can’t think of a better community to call TalkLocal’s home.”

Manpreet Singh, CEO

CAPTURING INNOVATION: FLEXEL



**60 new jobs; keeps UMD technology spin-off at home;
partnership with state and county.**



FlexEl: Innovative, high performance, cost effective, and mass producible custom battery solutions for demanding applications.



The Washington Post

“The relationship with the University of Maryland and the resources it has provided have been a critical part of our success, and we want to maintain this partnership as we grow to scale.”

- Bob Proctor, CEO, FlexEl



FLEXEL - Interior December, 2015



FLEXEL - Interior December, 2015



UMD & CP: AN ECONOMIC ENGINE



GREATER COLLEGE PARK: VISIT THE WEBSITE

UMD.EDU/greatercollegepark/



The image shows a screenshot of the Greater College Park website. On the left side, there is a vertical navigation menu with the following items: 'INTRO' (with a hamburger menu icon), 'PARTNERS' (with a share icon), 'UNIVERSITY DISTRICT VISION' (with an eye icon), 'PROJECTS' (with a grid icon), 'MAP' (with a location pin icon), and 'VIDEO' (with a play button icon). In the center, a large yellow circle contains the text 'GREATER COLLEGE PARK'. To the right of this circle are three circular icons: a red circle with a white pencil, a blue circle with a white flask, and a green circle with a white building. At the bottom of the page, the text 'UNPRECEDENTED REDEVELOPMENT RESHAPES COLLEGE PARK' is displayed in large, bold, white capital letters. The background of the website is a photograph of a modern brick building with many windows, situated on a city street with cars and a pedestrian.