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# Hyattsville Crossing Business Improvement District (BID)

**Hyattsville City Council**

June 5, 2023

# Agenda

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# Introductions

## INTRODUCTIONS

After supporting the City of Hyattsville to assess the feasibility of a BID, HR&A and B&S are providing support with BID planning and implementation.



**HR&A** is an economic development and real estate consulting firm working at the intersection of the public and private sectors. Our work transforms communities and revitalizes urban environments in the Greater Washington region and around the country.



**Brick & Story** is an urban consultancy practice focused on telling the stories of the built environment and the people who live, work, and play within its spaces.

# PROJECT OVERVIEW

FIRST CITY COUNCIL PRESENTATION  
May 2, 2022

WE ARE HERE  
June 5, 2023

## PHASE 1: FEASIBILITY STUDY

## PHASE 2: BID PLANNING

## PHASE 3: BID ESTABLISHMENT

### SEPTEMBER 2021 – MAY 2022

*Completed*

Understand the feasibility of a BID in the Hyattsville Crossing area

### JUNE 2022 – MARCH 2023

*Completed*

- Draft BID-enabling legislation
- Conduct extensive outreach to property and business owners
- Establish Formation Steering Committee

### APRIL 2023 – Q2 2024

*Underway*

- Adopt legislation (*Completed*)
- Conduct property owner and comprehensive stakeholder outreach
- Develop BID Business Plan
- Property owners submit application to establish a BID



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# BID Phase 1 Recap

## BID RECAP

A Business Improvement District (BID) is an economic development tool that allows a geographic cluster of commercial property owners to collectively invest in activities that improve economic vitality.

### Why Hyattsville Crossing?



**City & County  
priorities**

**Stakeholder  
interest**



**Development  
momentum**

**Regional  
models**

## BID RECAP

Property Owners, Businesses, and Residents will all benefit from the services and economic activity that a Hyattsville Crossing BID would provide.

### What will a Hyattsville Crossing BID do?

#### Beautification

Improved visual curbside appeal

#### Public Safety & Hospitality

Coordination, security and wayfinding to create a consistent sense of safety

#### Placemaking

Marketing, public events, gathering spaces

#### Advocacy

Advocacy and partnerships for public investment, such as improved connectivity to Metro or coordination with DPWT on pedestrian safety

### What outcomes will it achieve?

#### Vibrancy

Enhancing community experience and amenities

#### Identity

Reinforcing the unique character and elevating public awareness of the area

#### Regional Competition

Attracting and retaining businesses and residents

#### Economic Health

Promoting job growth and inclusive economic development

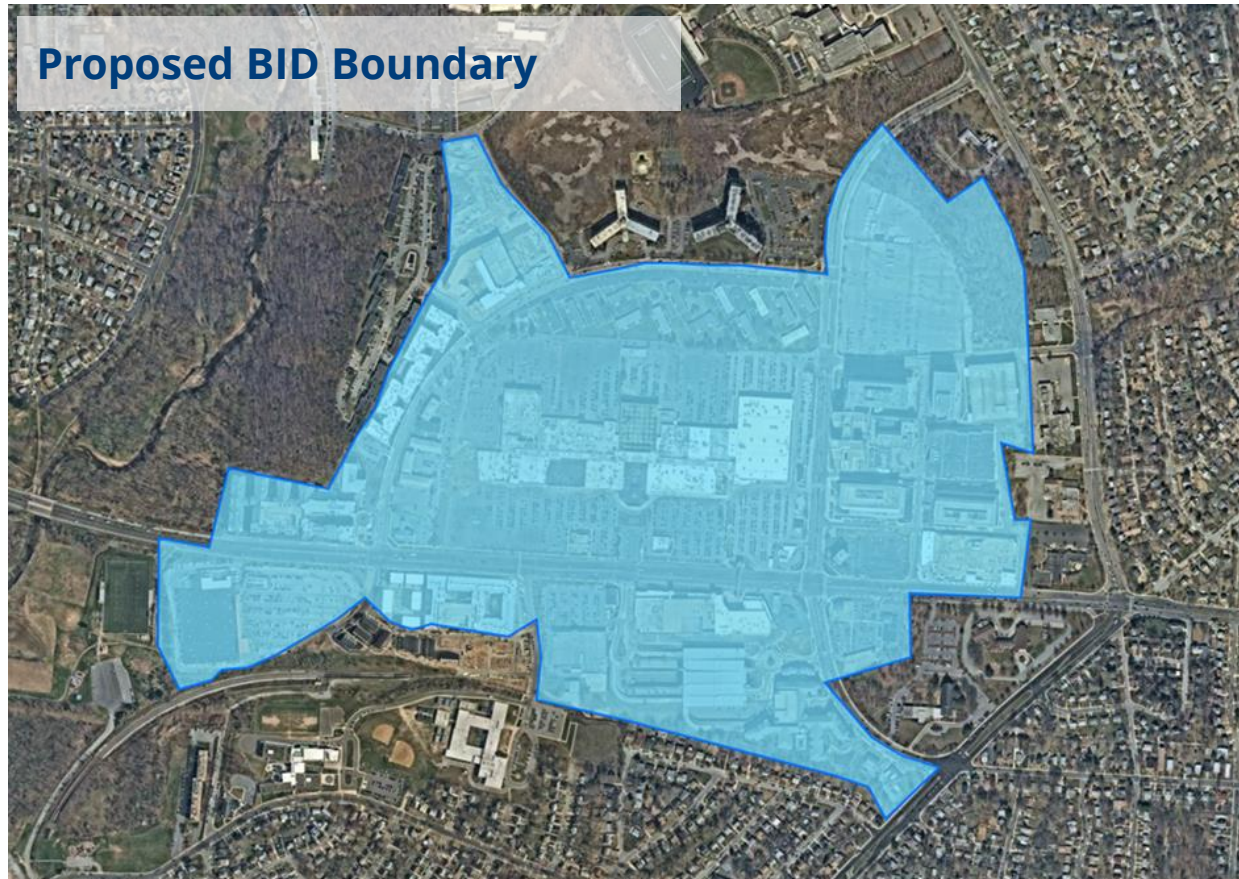
#### Fiscal Health

Increasing fiscal revenue through increased commercial activity and increased property values



## BID RECAP

The preliminary 200-acre Hyattsville Crossing BID boundary encompasses a variety of property owners, businesses, and residents.



The proposed BID includes:

- 34 total parcels
- 22 individual non-exempt property owners
- 160 businesses

The Phase 1 Presentation of the Feasibility Study can be found on the [BID information page](#) on the City's website.

## BID RECAP

Goals for the Hyattsville BID align with larger City & County priorities for strategic neighborhood investments that support local businesses and residents.

### **Speak Up HVL: Community Sustainability Plan (2017)**

- Encourages high-density, mixed-use development around Metro stations and in the Gateway Arts District; strategy for rebranding and marketing Prince George's Plaza area as modern destination for commerce, living, dining, and entertainment; rebrands Metro station, Mall at Prince George's, and University Town Center to create better connection and wayfinding

### **Plan Prince George's 2035 Strategic Investment Priorities (2014) & MNCPPC Prince George's Plaza Transit District Development Plan (2016)**

- Designates Prince George's Plaza Metro as one of three initial downtowns for the county; prioritizes capital improvement projects, relocation of government entities, and development approvals in downtowns
- Implement 2035 vision for a walkable, transit-oriented, mixed-use community; establish a regionally competitive public realm and overall built environment



## LEGISLATION UPDATE

The recent passage of updated BID legislation for Prince George's County is a major milestone in forming a Hyattsville Crossing BID.

### 2017

Montgomery County passed legislation to change property owner consensus required to form a BID from 80% to 51%, mirroring requirements for DC BIDs.

### Spring 2023

Prince George's County Legislation passed on May 8, 2023, enabling the Hyattsville Crossing BID formation team to advance planning with greater opportunity for success

- Authorizes Prince George's County to create BID with 51% threshold of property owner approval
- Lengthens BID renewal period from 3 to 5 years
- Minimum of 9 board seats to ensure broad representation in BID decision making
- Includes multifamily residential properties in BID, plus condos as optional

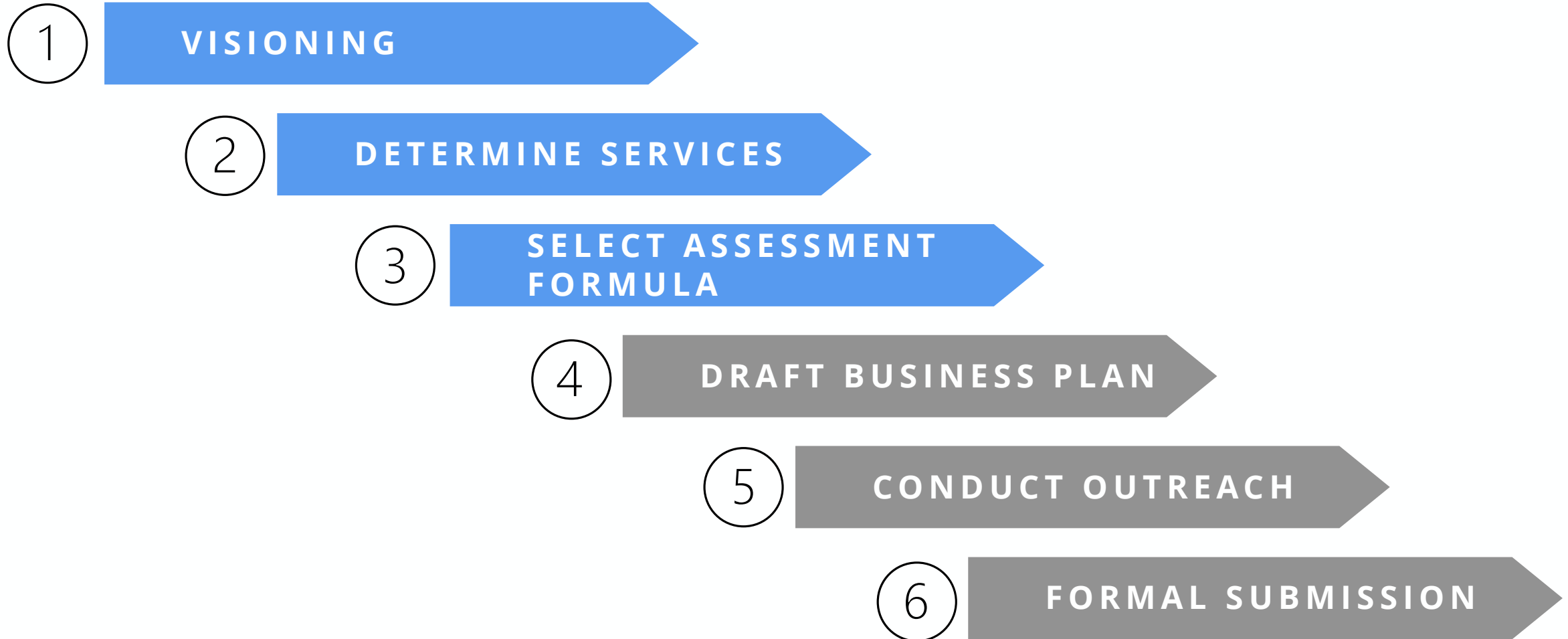


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# Phase 2 &3 Formation Process

## STEERING COMMITTEE ROLE

A Steering Committee is leading and supporting several phases of BID formation and implementation.



## BID VISION

The Steering Committee discussed Hyattsville Crossing's challenges, assets, and potential solutions to arrive at a draft guiding vision statement for the BID.

### **A mission or vision statement**

establishes aspirations and goals – how do we get there?

Identify initial hypothesis of community needs



Identify potential solutions to address needs and best serve commercial properties, residents, and visitors



Define objectives and metrics for success

*“The Hyattsville Crossing Business Improvement District is an advocate for an inclusive and connected neighborhood. The BID amplifies Hyattsville Crossing’s unique identity, robust retail and residential offerings, transportation access, and more. The BID enables its stakeholders to collectively invest in valuable services—promoting beautification, comfort, and safety; highlighting Hyattsville Crossing’s individuality and place-based identity; marketing; and supporting economic development—that will improve the quality of life for all and attract investment, jobs, visitors, and residents.”*

## SERVICES

The Steering Committee has identified their four key priorities for the BID's first-year budget.

CLEAN & SAFE	ADMINISTRATION	MARKETING & EVENTS	ECONOMIC DEVELOPMENT
<ul style="list-style-type: none"><li>• <b>Community Ambassadors</b> can provide direction, assist people in crossing the street, and offer emergency assistance</li><li>• <b>Clean team services</b> can include trash &amp; recycling collection, landscaping, maintenance of park space, and public art</li><li>• <b>Coordination with Hyattsville Police</b>; monthly public safety meetings</li></ul>	<ul style="list-style-type: none"><li>• Salary for an <b>Executive Director</b> with part-time support</li><li>• Additional staff could be hired when funding sources grow.</li></ul>	<ul style="list-style-type: none"><li>• <b>Social media</b>, monthly newsletters, neighborhood guide</li><li>• <b>Events</b> including summer concerts, movie nights, holiday events, farmers market, business networking sessions, and more</li></ul>	<ul style="list-style-type: none"><li>• <b>Homelessness support services</b></li><li>• Support for small, legacy, and BIPOC-owned <b>businesses</b></li><li>• <b>Tracking data</b> on neighborhood growth, demographics, resources for prospective investors, tenants, other groups</li></ul>

## OUTREACH

Phase 2 and 3 include more comprehensive outreach of property owners throughout the BID.

### Phase 2 & 3 Engagement To-Date:

- *Property Owners*
  - 11** individual property owner & stakeholder meetings held, from **30+** outreach emails & phone calls
  - 16** property owner representatives joined for Steering Committee kickoff
  - 4** Formation Steering Committee meetings, with average **9** attendees
- *Businesses*
  - 160** mailers sent out to all businesses/storefronts
  - 1** Business Breakfast Information Meeting
- *Community*
  - 2** tabling events promoting awareness
  - Upcoming** attendance at spring & summer community events

### Emerging Themes and Priorities:







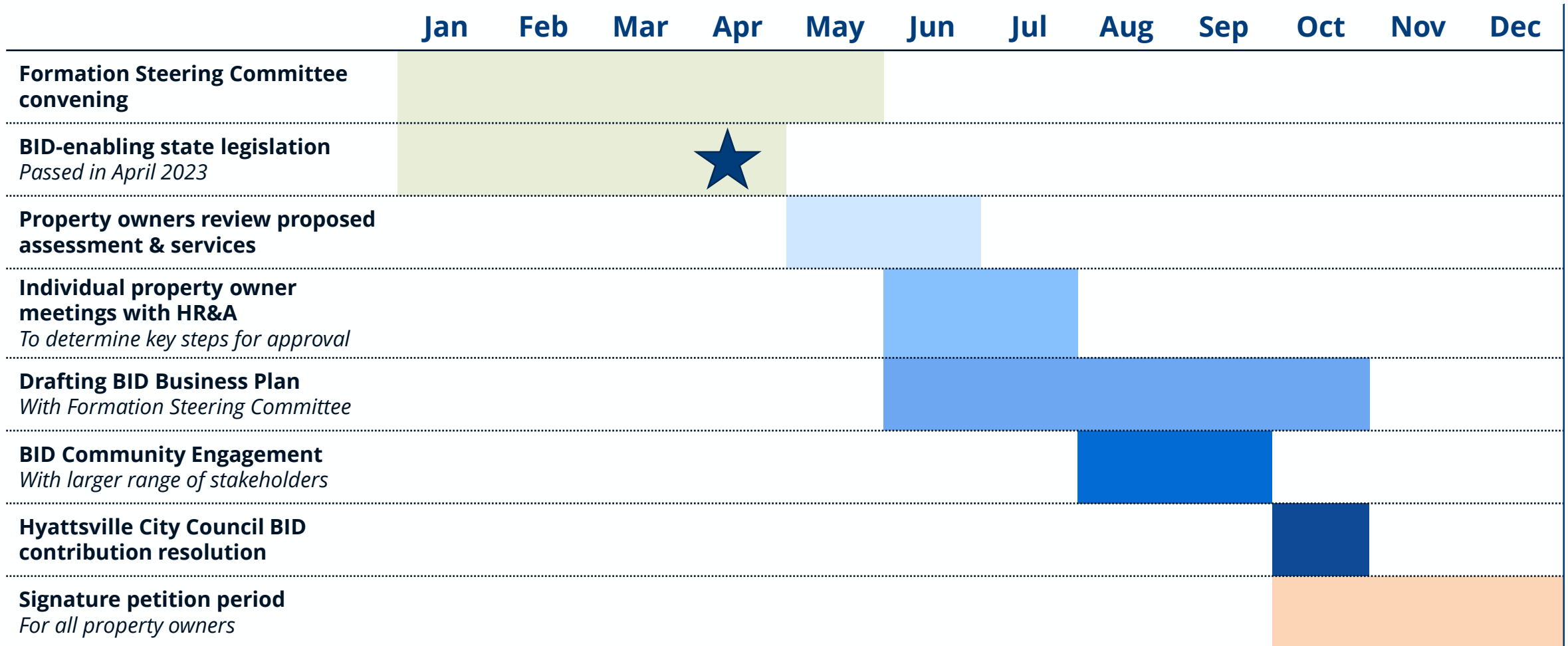
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Next Steps

## 2023 FORMATION TIMELINE

Upcoming Formation Steering Committee meetings and individual engagements will focus on reaching consensus on the preliminary BID budget, services, and assessments.

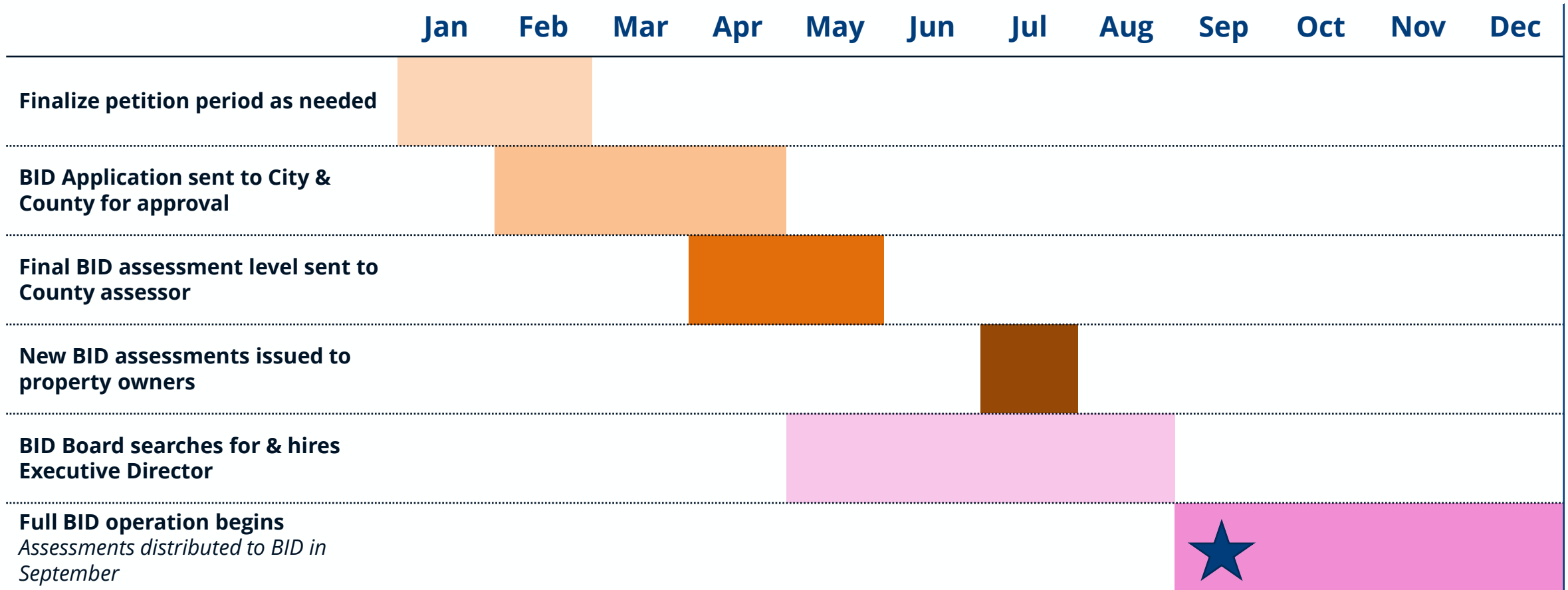
### 2023 Potential BID Formation Schedule



## 2024 FORMATION TIMELINE

Upcoming Formation Steering Committee meetings and individual engagements will focus on reaching consensus on the preliminary BID budget, services, and assessments.

### 2024 Potential BID Formation Schedule



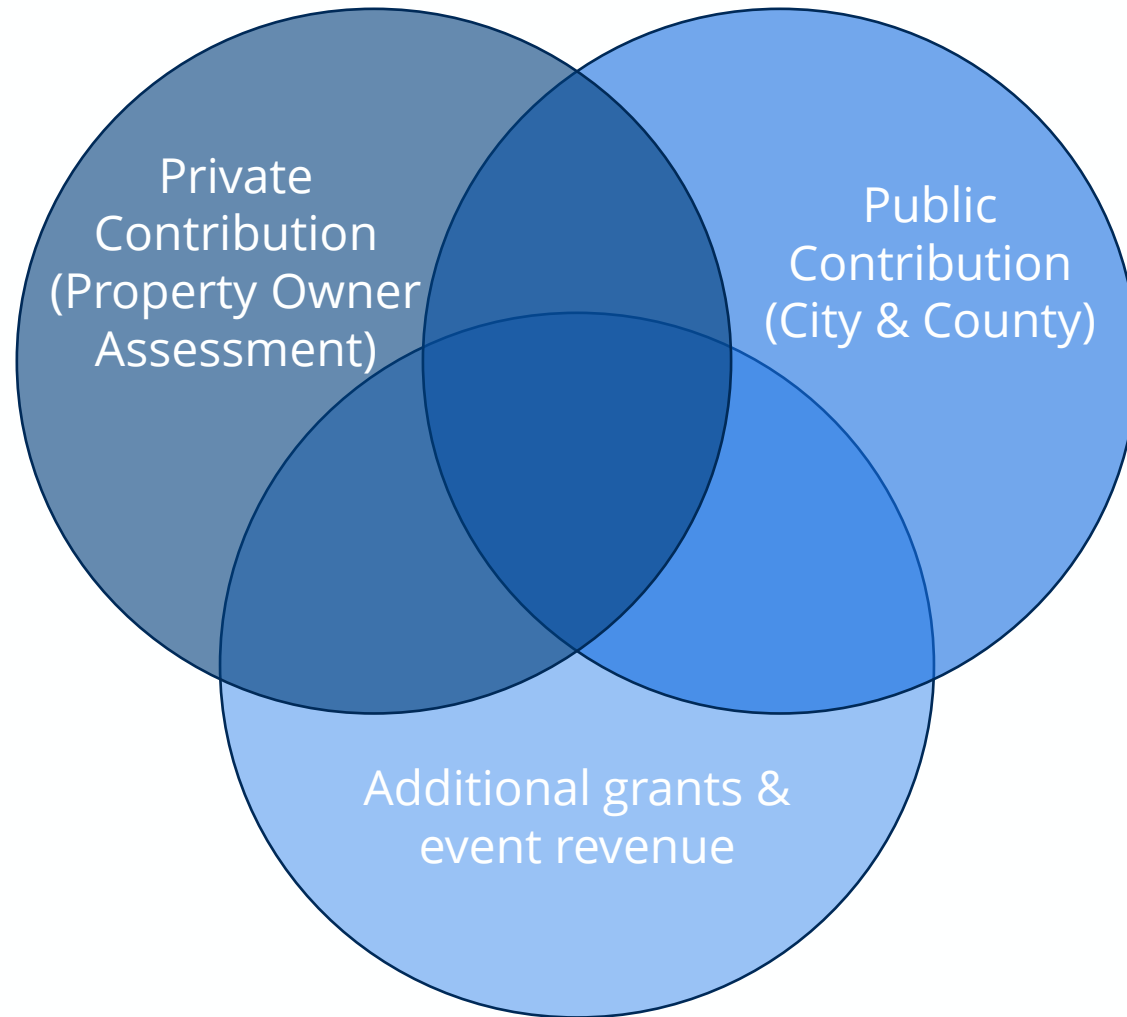
## BID BUDGET

An ongoing public contribution is necessary to facilitate BID operations.

Phase 1 Feasibility Study analysis pointed to a rate of **\$.08/\$100 assessed value for property owners** in Year 1.

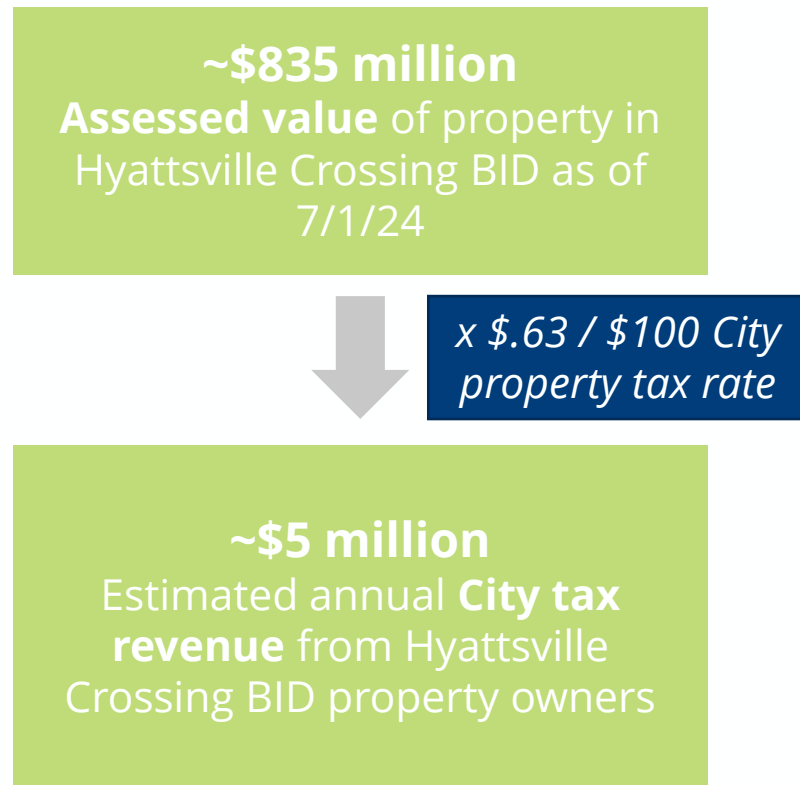
This rate balances the need for a budget that can *support services* and the priority to *minimize displacement pressure* on businesses or residents.

**An annual public contribution** would encourage prospective BID members that their individual assessments would leverage additional public funds and generate a productive partnership with the City and County.



## BID BUDGET

Property owners in the proposed Hyattsville Crossing BID generate just under 1/3 of the City's total property tax revenue.



An annual City contribution up to \$250,000 to the Hyattsville Crossing BID would equate to **less than 5% of the proposed area's \$5M annual property tax contribution.**

## BID BUDGET

The collective investment that private and public stakeholders make towards the BID will leverage significant returns for both.

Year	FY2025	FY2026	FY2027	FY2028	FY2029
Budget from Existing Property Owner Assessment Value	\$630,000	\$670,000	\$670,000	\$670,000	\$700,000
Estimated Assessment from Expected Developments	\$30,000	\$60,000	\$120,000	\$150,000	\$200,000
Estimated City Contribution	\$100-250,000	\$100-250,000	\$100-250,000	\$100-250,000	\$100-250,000
Other Government Contrib.	TBD	TBD	TBD	TBD	TBD
Event Revenue	\$0	\$0	TBD	TBD	TBD
Grants and other funding sources	\$0	\$0	TBD	TBD	TBD
<b>Potential Total Budget</b>	<b>\$760,000 +</b>	<b>\$830,000 +</b>	<b>\$890,000 +</b>	<b>\$920,000 +</b>	<b>\$1M +</b>

The BID's approximate first-year budget would be \$660,000 from property owners at a rate of \$.08/\$100 assessed property value, which would limit the level of services the BID could provide. Contribution from the City is essential at least in the first few years to establish the momentum and effectiveness of the BID as new investment arrives. The BID can also generate revenue from events and other grants in the future as it builds proof of concept.

## BID BUSINESS PLAN

After determining a list of services, and budget allocation for each service, the Steering Committee will draft a BID Business Plan.

### The business plan will include:

- BID's vision statement, goals and objectives
- Annual BID assessment
- The scope and cost estimate for each service
  - How many people will be hired?
  - How frequently will serviced be provided?
- A first-year budget
  - Consider items like administrative expenses: staff salary, benefits, rent, payroll services, etc.
- Board structure



Example Business Plan:  
Silver Spring BID

## FORMAL SUBMISSION

Upon finalizing the business plan and receiving the required signatures, the Steering Committee will submit documentation to the County.

- The Steering Committee will submit documentation to the County
- Within 45 days of receiving documentation, the County will schedule a public hearing on the application
- The Steering Committee will send notice of the public hearing and a summary of the business plan to all properties and business owners in the district at least 90 days before the public hearing
- The County will evaluate the application and authorize the BID within 10 days after the public hearing

### REQUIRED DOCUMENTATION FOR BID APPLICATION

- (1) a statement with the (i) proposed name and address of the district corporation; and (ii) the street address of each owner of nonexempt property within the proposed district;
- (2) a statement expressing the intent to establish a district corporation that is signed by at least 80 percent of the owners of the total number of parcels of nonexempt property in the geographic area of the proposed district;
- (3) a proposed three-year business plan that contains:
  - (i) the goals and objectives of the proposed district;
  - (ii) the annual proposed business improvement district tax for the proposed district's common operations and the formula used to determine each member's district tax; and
  - (iii) the maximum amount and the nature of start-up costs incurred before the district's establishment;
- (4) a tax assessor's map of the geographic area of the proposed district;
- (5) a list of the proposed initial Board of the proposed district corporation;
- (6) the proposed articles of incorporation and the bylaws of the district corporation;
- (7) for all nonexempt property within the proposed district:
  - (i) the name and mailing address of each owner; and
  - (ii) the most recent assessed value; and
- (8) a list of the names and addresses of all commercial tenants within the geographic area of the proposed district.

HR&A's BID Toolkit lists the required documentation for formal BID applications.



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