



Memo

To: Mayor and City Council

From: Jim Chandler, Assistant City Administrator and Director, Community & Economic Development
Kate Powers, City Planner

Date: June 3, 2021

Re: Hyattsville Crossing BID Implementation - MOU

Attachments: Memorandum of Understanding between the City of Hyattsville and the Maryland-National Capital Park & Planning Commission (M-NCPPC)
Prince George's County BID Toolkit
Prince George's County BID Toolkit Presentation

The purpose of this memorandum is to provide the Council with a brief of the Maryland-National Capital Park & Planning Commission's intent to provide the City of Hyattsville with \$125,000 to support the development of the Hyattsville Crossing Business Improvement District.

Background

The City of Hyattsville's FY2022 budget includes \$50,000 dedicated to the development and implementation of a Business Improvement District (BID) for land areas identified in the 2016 Prince George's Plaza Transit District Development Plan (TDDP). The Maryland-National Capital Park & Planning Commission (M-NCPPC) is requesting the execution of a Memorandum of Understanding with the City of Hyattsville by June 11, 2021, in order for the Commission to contribute \$125,000 in funding towards this effort. The concept for the creation of a BID was one of several implementation steps considered as part of the 2016 Plan.

In 2020, the M-NCPPC commissioned a feasibility study and toolkit exercise for the purpose of assessing market readiness for the implementation of a BID. The 'Prince George's County BID Toolkit' is attached to this memorandum and details the legislative and legal steps required to form a BID in Prince George's County. Later that same year, the Washington Metropolitan Area Transit Authority (WMATA) adopted the City and County endorsed renaming of the metro station as Hyattsville

Crossing, which will be effective once the new signage and way-finding for the Silver Line Phase II is completed later this Summer.

The next step in the process is to initiate the specific steps identified in the BID Toolkit for a specific location, in this case Hyattsville Crossing. The City will serve as the primary agency, leading the procurement of service providers and leading stakeholder engagement. The project is anticipated to conclude in Summer 2022.

Recommendation

Staff is recommending Council action as follows, “I move the Council authorize the City Administrator to execute a Memorandum of Understanding with the Maryland-National Capital Park & Planning Commission (M-NCPPC) for the purposes of the Commission to contribute \$125,000 in funding for the development of Hyattsville Crossing Business Improvement District.”