

# Headen Spring Development

Riverdale, Prince George's County, Maryland

## Invitation for an Expression of Interest



**Request for an Expression of Interest for the Development of Headen Spring in Riverdale, MD  
by HEADEN SPRING DEVELOPMENT, LLC**

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**1. Invitation for an Expression of Interest**

Headen Spring Development, LLC (“HSD”) is pleased to request an Expression of Interest (“EOI”) for the development of a 10.2 acre property in Riverdale, Prince George’s County, MD. The Headen Spring Development is a multi-generational, mixed-income housing development that includes community and retail space; recreational green space; and community services. The site will include 290 units of affordable and market rate housing, a 25,756 square foot community building, 3,200 square feet of retail space, and 526 parking spaces. Located at 6201 Riverdale Rd, Riverdale, MD (the “Project”), the development is sponsored by a unique partnership with Refreshing Spring Church of God in Christ and its affiliate non-profit community development corporation Sowing Empowerment & Economic Development Inc. (“SEED”) which has been servicing the local Riverdale community for over 15 years. As the project sponsor, HSD is seeking to partner with a qualified developer on this important and exciting venture. It is intended that the EOI will serve as a basis of establishing a list of interested and qualified firms to be invited to respond to a Request for Proposals (“RFP”) in early 2021.

**2. Description of the Project**

The vision for Headen Spring Development is to offer the Riverdale community a mixed-use development that will include features that incorporate design and programmatic elements that support the mental, social and physical health of the residents and the surrounding community. With a significant number of affordable housing and community services this urban campus will serve ethnically/racially and economically diverse populations adjacent to the new Riverdale Park stop on the new Purple Line light rail transit corridor.

The development plan is to build a mixed-income multifamily complex located within walking distance to the Purple Line Riverdale Park Station. The housing will accommodate a mix of households and incomes, include a pedestrian-friendly design, use Green building standards, multi-generational programming and activities that support the health and wellness of the residents. Since the project abuts an existing single-family housing neighborhood, the development will include neighborhood amenities, such as retail and parking to accommodate those existing residents.

The conceptual master plan seeks to create an urban environment for residents with opportunities for active living to promote healthy lifestyle. The plan includes:

- Four buildings of multifamily housing, with one building being dedicated to seniors and one building with ground floor retail space;

- One community building with space for offices, a child care center, gymnasium and community outreach activities focused on the health, education and empowerment needs of families and communities;
- All buildings will have structured parking in addition to parallel street parking along the main roadway;
- Twenty 3-bedroom 2-over-2 townhomes that will each have private outdoor space and a private garage to accommodate larger families; and
- Green space and walkable trails to continue the pedestrian experience from the light-rail station

### 3. Description of the Site

The Project site is a 10.2-acre parcel in East Riverdale, Maryland and is adjacent to an important commercial hub of the Riverdale community. The property is located along the new Purple Line light-rail transit corridor and is within a quarter-mile of the new Purple Line Riverdale Park Station. To the north, the site is bound by Riverdale Road, a busy 4-lane arterial road that is a major thoroughfare in Prince George's County. To the east and south, the site is bordered by a residential neighborhood of one and two-story houses and St. Bernard's Church and school.

The conceptual master plan for the project reflects the many serious constraints that characterize this site. One major constraint is the 60'- 75' wide right-of-way for the future Purple Line that spans the entire north perimeter of the site along Riverdale Road. Maryland Transit Administration ("MTA") has acquired other easements for stormwater management, access, power supply and construction requirements on or near the site.

A site survey details the trees, shrubs and brush, including some specimen trees on the land. The topography is undulating and has a general slope from a high point of elevation +120' in the northeast corner to a low point of +40' at the south edge. Along the southern border of the site is an existing concrete stormwater channel that has visible signs of damage and cracking. A floodplain boundary extends northward from this channel, which further limits the buildable area to the south. However, in coordination with the county, this area offers some opportunity for naturalizing the channel and creating an attractive community space.

Currently, there are no significant areas on the site that are cleared or relatively flat on which to build. This condition will necessitate significant clearing, grading and construction of retaining walls to create a buildable pad for the new structures and main roadway through the site. A three story office building and parking lot currently occupy the 2.3-acre parcel adjacent to the 10-acre site.

Site access along Riverdale Road will not be accessible once the Purple Line is built. MTA will create a new point of site access via Mustang Drive at the northeast corner. An additional traffic study will be needed to verify adequate space for stacking of cars turning into the site for the proposed new mixed-use development. Two additional curb cuts/driveways exist to the south of the site along Mustang Drive. These access points will require all of the buildings' traffic to pass through the residential neighborhood. The south driveway is also at the low point of the site's topography, limiting its access to the future buildings and parking. See Exhibit B for a Site Map.

#### 4. Zoning Information

The adjacent 2.3-acre parcel is currently zoned C-O, commercial office use; the 10.2-acre development site is zoned R-80, single-family detached residential. The recently approved East Riverdale-Beacon Heights Sector Plan calls for the site to be rezoned for mixed-use under the new zoning classification of Neighborhood Activity Center (“NAC”). The development team is working with the county to rezone the property to the NAC.

#### 5. East Riverdale-Beacon Heights Sector Plan

Approval of zoning amendments is anticipated, since the Prince George’s County Council approved the East Riverdale-Beacon Heights Sector Plan in 2017. The sector plan provides a new vision to guide future growth and redevelopment in the areas surrounding the Riverdale Park-Kenilworth and Beacon Heights-East Pines Purple Line stations and neighboring communities. The plan outlines the future uses and includes this 10-acre plot in the mixed-use category. The goal for the Riverdale neighborhood is to integrate new residential, institutional and commercial development with existing community institutions and retail spaces, encouraging pedestrian, bicycle and transit use.

#### 6. Purple Line

The Purple Line is a 16-mile light rail line inside the Capital Beltway that runs east-west, connecting Bethesda in Montgomery County and New Carrollton in Prince George’s County. The light rail will service five major activity centers, including Bethesda, Silver Spring, Takoma/Langley Park, University of Maryland College Park campus and New Carrollton. The Purple Line will link to the existing Red Line, Green Line, Orange Line as well as the three MARC Lines and Amtrak. The purpose of this project is to provide better connectivity to the communities in between the Metro lines and and more direct transit connecting the major activity centers. This will help with congested roadways and changing land uses, like more jobs being located outside of downtown DC. The plan for the Purple Line includes 21 stations and expects a ridership of 60,000 daily riders. This will decrease the need for automobiles and encourage walkable communities.

#### 7. Description of the Neighborhood and Local Community

Riverdale, MD is a semi-urban community in Prince George's County, a suburb of Washington D.C. The site is adjacent to the incorporated municipality of Riverdale Park. The population was approximately 7,225 as of 2018. The site is located about seven miles northeast of downtown Washington, D.C., and is bounded to the north by East-West Highway. The area is also bisected by the heavily traveled Baltimore Avenue (U.S. Route 1) and Kenilworth Avenue (MD Route 201). The City of College Park and the University of Maryland at College Park are located to the north, the Town of University Park to the east across Baltimore Avenue, and City of Hyattsville is located to the south and southwest.

The sector plan area contains neighborhoods comprising primarily single-family detached residential dwellings, single-family attached duplexes, townhouses, garden apartments, and mid-rise elevator-serviced apartment buildings. Forty-six percent of homes are one-family detached dwellings and 44 percent are within multifamily complexes. The median year of housing construction was 1961. Nearly 76 percent of households are families, with 49 percent of the family households including children and an average household size of 3.76. Renter-occupied dwelling units comprise 52.7 percent of the housing stock; only 47.2 percent are owner-occupied.

The area is diverse: 56.8 percent of residents are Hispanic or Latino; African-Americans make up 27.1% of the population. Just under 70 percent of residents speak only English at home; 30 percent speak another language.

## 8. Project Sponsor, HSD

Refreshing Spring Church has been a staple of the Riverdale community since 1976. It's whole man ministry focuses on the total needs of individuals and families which led to its creation of HSD's managing partner, SEED. SEED has been an important neighborhood advocate and resource for nearly 20 years, fulfilling a mission of providing basic needs for families working to move them from dependency to self-sufficiency. This purpose is achieved through a variety of community development programs designed to improve the lives of those in need. More specifically, SEED provides academic advancement opportunities to area children and youth through the operation of a 430 student public charter school and summer enrichment during the school year and the summer months; emergency services to address food insecurity as a food hum serving thousands of residents monthly, as well as outreach and public education in the areas of healthcare and nutrition for families; education and counseling to first time homebuyers, families facing foreclosure and individual and youth financial capability training; and the development and rehabilitation affordable housing for area residents and seniors in both Prince George's County, MD and Detroit, MI. The SEED office is located adjacent to the Project site at 6201 Riverdale Rd, Riverdale, MD.

## 9. Project Status

The project is currently in the predevelopment phase. The development team has engaged architecture firm Grimm and Parker to design a master plan for the site. The project has received predevelopment funds from Kaiser Permanente, Enterprise Community Partners and National Housing Trust for a total of more than \$300,000. The current predevelopment sequence includes the architectural master plan, a market feasibility study, an environmental study, and a transportation study.

The Prince George's County government has expressed support for the project and the proposed zoning changes to increase density. This development is an important project for the county as this parcel of land is the largest undeveloped plot in the sector plan area.

With the State of Maryland constructing the Purple Line, the East Riverdale/Beacon Heights Sector Plan completion, and favorable market forces for this part of Prince George's County, now is an opportune time to begin the development process for this project.

#### 10. EOI Submissions & Process

Please include the following information in your Expression of Interest:

- Who you are? What development experience do you have? What projects have you done that are relevant to this project? (2 page limit)
- What is your philosophy and approach to urban development, including your approach to healthy community concepts and environmentally sensitive development? Do you have experience developing healthy communities, environmentally sustainable communities and/or multi-generational communities? (2 page limit)
- What is your experience with Low Income Housing Tax Credit deals? What is your experience with Low Income Tax Credit deals in the State of Maryland?
- What team members will be working on this project?
- What community outreach experience do you have? (2 page limit)
- The vision for Headen Spring is derived from the desire of Refreshing Spring Church and its affiliate SEED to meet the needs of the surrounding community. The church is interested in working with a partner who shares the mission and one that is willing to move forward in a shared equity/ownership arrangement. Please share your thoughts on how you would approach this requirement.
- Are you interested in developing the entire project or only particular portions?

Please adhere to the following:

- The submission should be no more than 10 pages and presented in .pdf format;
- Please send electronically via email to [info@headenspringdevelopment.org](mailto:info@headenspringdevelopment.org) by **Thursday, February 25, 2021** and email Lisa Butler McDougal, [lbmcDougal@seedinc.org](mailto:lbmcDougal@seedinc.org) or Simone Griffin, [scegliagreene@gmail.com](mailto:scegliagreene@gmail.com) with questions.

The Headen Spring development team will review each EOI within 30 days of receipt. The evaluation will be based on information submitted and any related information that may be discovered in analyzing or verifying information submitted in the response or subsequently requested. Based on this evaluation, the development team will determine whether to issue an RFP, and if one is issued, the development team will invite qualified developers to participate in the RFP process which will be outlined in further detail at that time.

#### **APPENDIX**

Exhibit A: Conceptual Master Plan  
Exhibit B: Site Map  
Exhibit C: Development Team  
Exhibit D: Existing Land Use Map

## Exhibit A: Conceptual Master Plan

	Building Type	1BD	2BD	3BD	TOTAL UNITS	RESIDENTIAL FLOORS
Building A	Multifamily/Retail	36	19	0	55	3
Building B	Multifamily	36	24	0	60	3.5
Building C	Senior	46	24	0	70	3.5
Building D	Multifamily	71	14	0	85	4
2/2 Towns	Townhomes	0	0	20	20	4
<b>Total Units</b>		<b>189</b>	<b>81</b>	<b>20</b>	<b>290</b>	
Total Unit Type (%)		65.2%	27.9%	6.9%	100.0%	

	Building Type	TOTAL UNITS	PARKING REQUIRED	STRUCTURED PARKING FLOORS	STRUCTURED PARKING SPACES PROVIDED	SURFACE PARKING SPACES PROVIDED	TOTAL PARKING PROVIDED
Building A - Res	Multifamily	55	<b>78</b>	1	57	22	<b>79</b>
Building A - Retail	Retail	3,200 sf	<b>13</b>	0	0	13	<b>13</b>
Building B	Multifamily	60	<b>87</b>	1	64	24	<b>88</b>
Building C	Senior	70	<b>46</b>	1	77	0	<b>77</b>
Building D	Multifamily	85	<b>116</b>	2	94	23	<b>117</b>
2/2 Towns	Townhomes	20	<b>40</b>	PRIVATE GARAGE	20	28	<b>48</b>
Community Bldg	Public	25,756 sf	<b>103</b>	2	97	7	<b>104</b>
<b>Total</b>			<b>482</b>				<b>526</b>















## Exhibit B: Site Map

Headen Spring Development Site 6201 Riverdale Road, Riverdale MD 20737



## **Exhibit C: Development Team**

Lisa Butler McDougal, *President*  
**SEED**

Clarence Jones, Jr., *Board of Directors*  
**Headen Spring Development, LLC**

Nichole Mattison  
**SEED**

Ana Jacobs, CPA  
**SEED**

Mel Thompson, *Principal*  
**Grimm and Parker**

Zachary Schooley, *Vice President*  
**Grimm and Parker**

Samuel Parker, Jr.  
*Development Consultant*

Jalal Greene  
*Development Consultant*

Anthony Gilmer  
*Development Consultant*

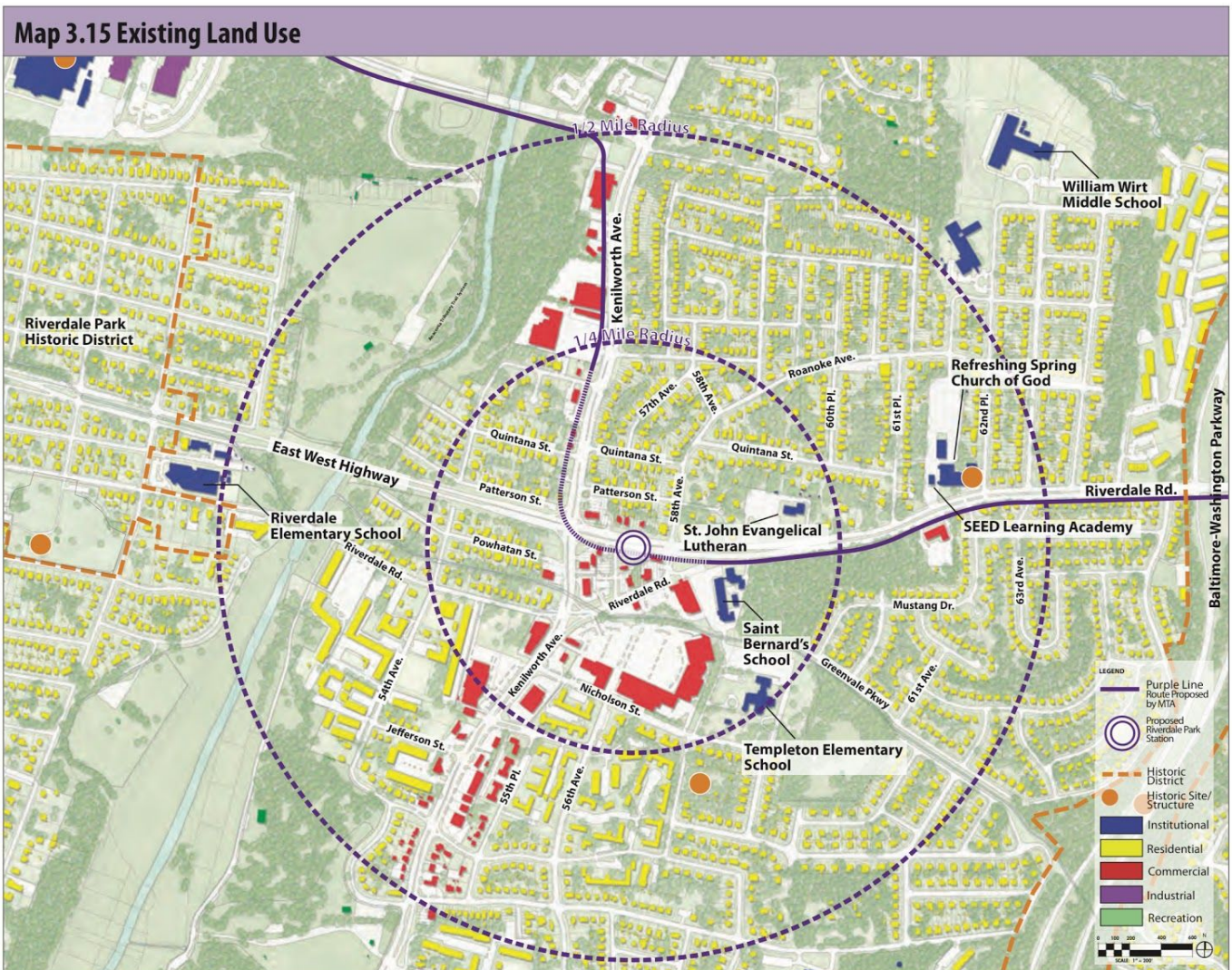
Simone Griffin  
*Development Consultant*

Tim Davis, *Associate*  
**Soltesz**

*Christopher Hatcher, Esq*  
**Lerch, Early & Brewer, Chtd.**

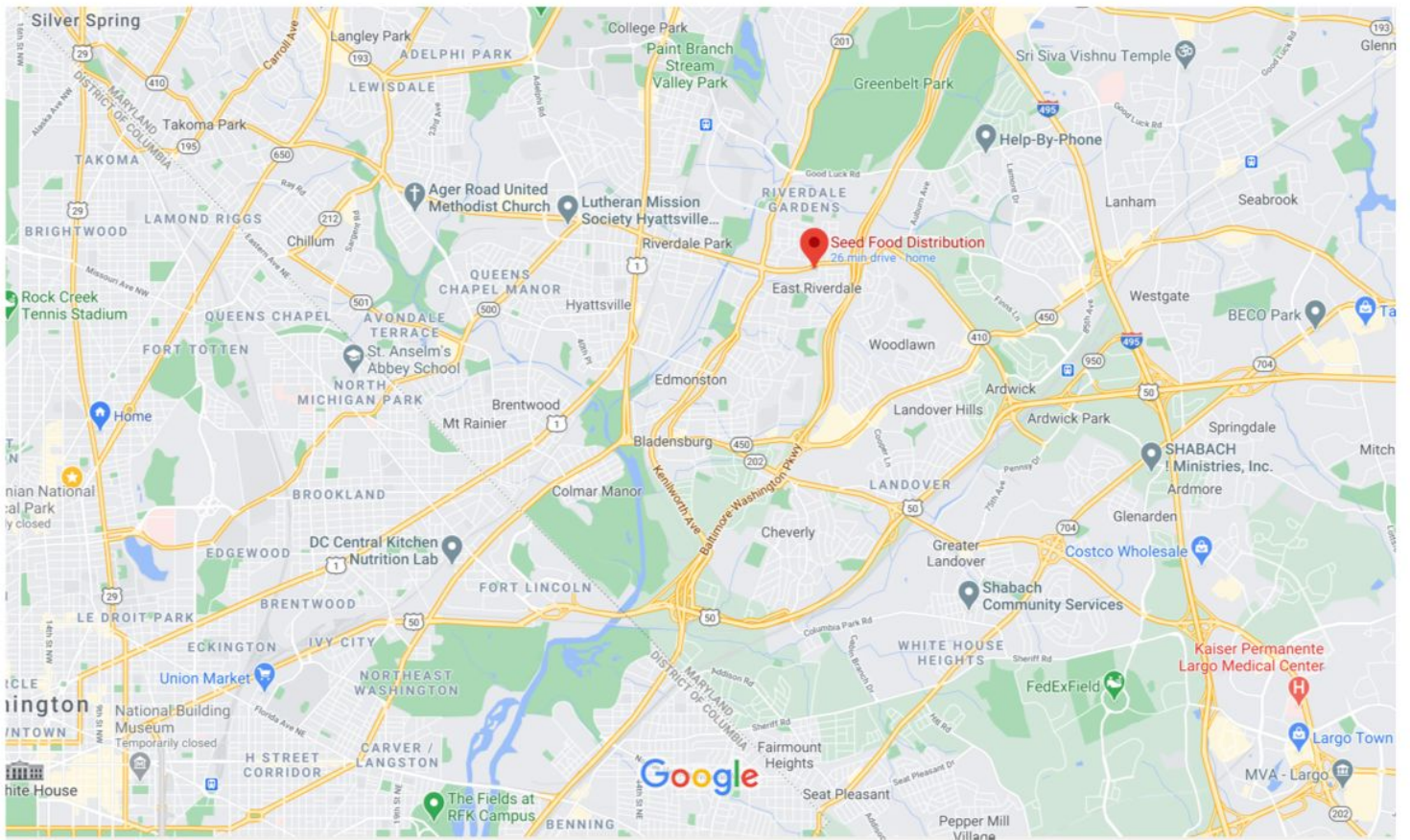


## Exhibit D: Existing Land Use Map





## Exhibit E: Surrounding Area Site Map



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