

# STUDIO LIVING WORKS

*at Nicholson Lane*



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MNCPPC Work Session

**PROMARK**  
REAL ESTATE SERVICES, LLC



# EXISTING IMPROVEMENTS



**opportunities:**  
economic development - environmental protection - neighborhood benefits



# RESIDENTIAL PROGRAM

full build out at 4.0





# RESIDENTIAL PROGRAM

retail and recreation

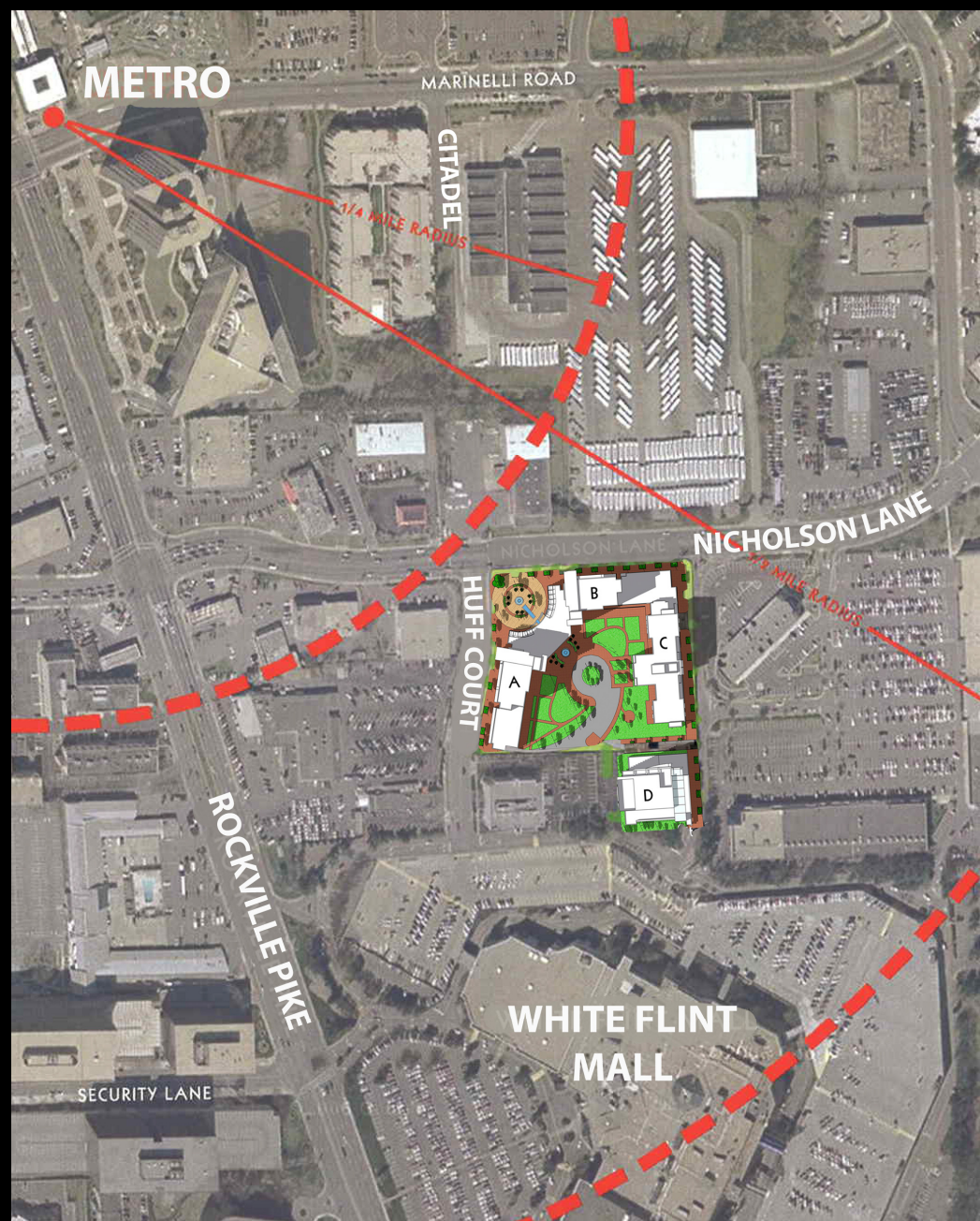
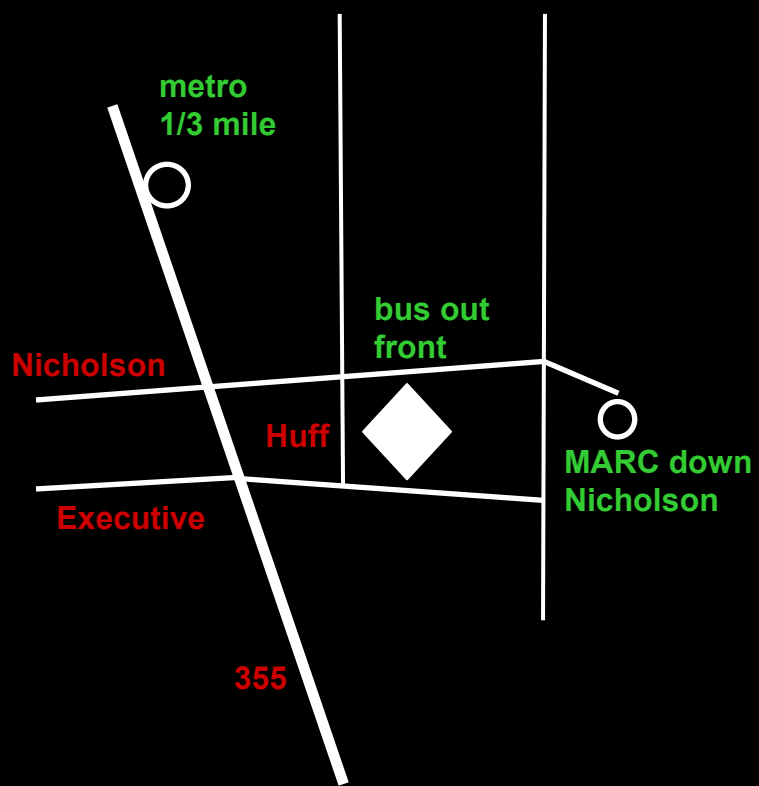


**aPAD** development promotes affordability, convenience, and sustainability



# LOCATION ADVANTAGE

transit oriented





# aPAD

model units

1 aPAD = 380 affordable square feet

1 unit in Draft Plan = 1200 square feet

*Phasing and density implications*



Economic and energy efficiency

Studio layouts total only 0.9% of the County's existing housing stock  
(10% in Arlington)



# aPAD residents



Paniz, Financial Services



Costa, Dept of Defense



Joy, DC Dept of Education

25% of MoCo households are residents living alone = 85,700 people  
200,000 households in MoCo meet the salary requirements for **aPAD** ownership



### BRINGING NEW PEOPLE TO OLD NEIGHBORHOODS

- workforce residents
- regional commuters
- empty nesters
- recent college graduates
- NIH/BRAC employees
- government employees
- health care specialists

Floor plans can be combined into one and two-bedrooms





housing model units

## TARGET DEMOGRAPHIC

- 22-42 years old
- unmarried
- first time homeowners
- no kids
- average household size: 1.15

Market, not the Plan, determines unit mix



# CIVIC AMENITIES



contributes to the vision for a **sustainable community** rich in neighborhood amenities



# PUBLIC BENEFITS

**\$3.0 million** in net  
revenues to the County  
annually (\$1600 per unit)

**\$21.9 million** in impact  
fees and taxes

**\$86 million** annually to  
the County economy  
from spending by  
residents and visitors





# PUBLIC BENEFITS

major affordable and workforce housing gains at a TOD site

240 MPDUs  
190 Workforce Units





# PUBLIC BENEFITS

transportation demand management

Zip cars

Metro shuttles

aPAD units have a low vehicle trip generation rate





# TRAFFIC CONGESTION RELIEF



prioritizes routes off the Pike  
Executive Boulevard Extended



# ENVIRONMENTAL BENEFITS



sites developed in the 1970s



EXISTING



39°02'37.35" N 77°06'19.91" W

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elev 369 ft

Aug 2006

Eye alt 4576 ft

Google