



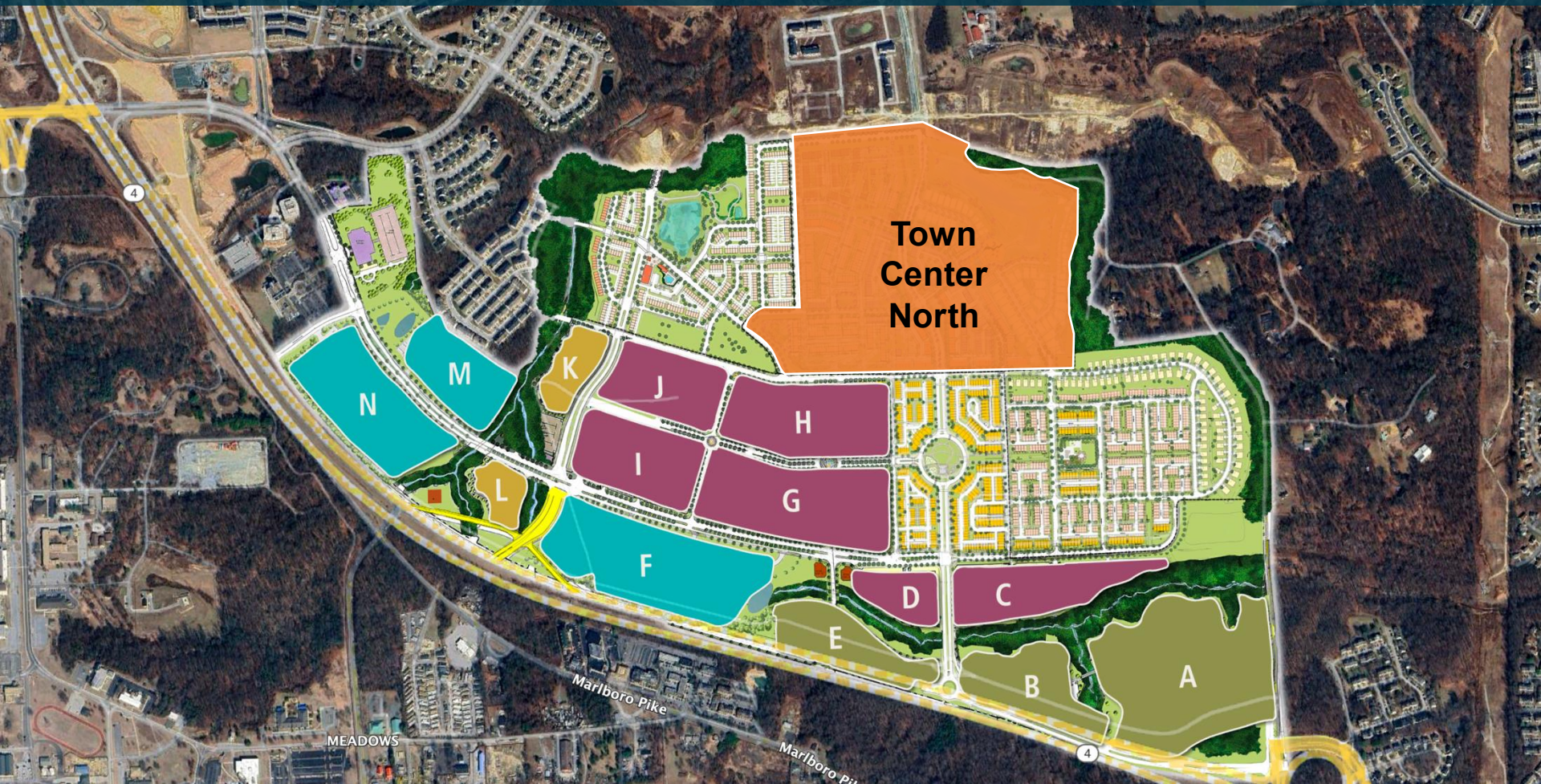
# WESTPHALIA TOWN CENTER

*Community Meeting*  
*July 30, 2025*



# WESTPHALIA CONCEPT POD PLAN

(This concept plan is preliminary and subject to change).





# WTC FITNESS CENTER

## Community Fitness Center:



- The WTC Fitness Center is expected to be fully functional beginning of Q4 2025.
- Fitness equipment is expected in the clubhouse within the next 60 days.
- We are receiving input from residents/community members to outline the fitness center design.

# CLUB HOUSE/POOL - CENTRAL PARK

**Pool is now open at the clubhouse in the  
"Central Park" section of Westphalia**

Find more information on the WTC  
Community App. Scan the code below.



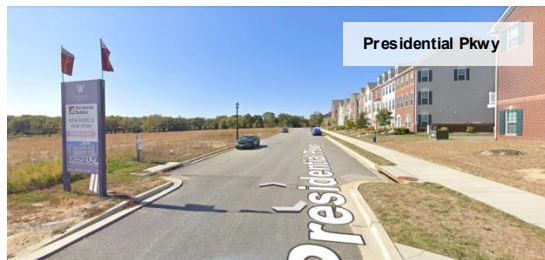
# WESTPHALIA TOWN CENTER | MAJOR ROADWAY CONSTRUCTION

**Woodyard Crossing & Presidential Parkway Completion:**

**CONSTRUCTION HAS COMMENCED**

**Completion by: End of October 2025**

**Note: PEPCO streetlights are delayed, timing TBD**





# PRESIDENTIAL PARKWAY | PATHWAY DEVELOPMENT

Development of 12FT wide path adjacent to Presidential Parkway (see images below).



# D.R. HORTON | NORTH PARCEL DEVELOPMENT

Woodyard Road



Clubhouse



Pool





# D.R. HORTON | NORTH PARCEL CLUBHOUSE

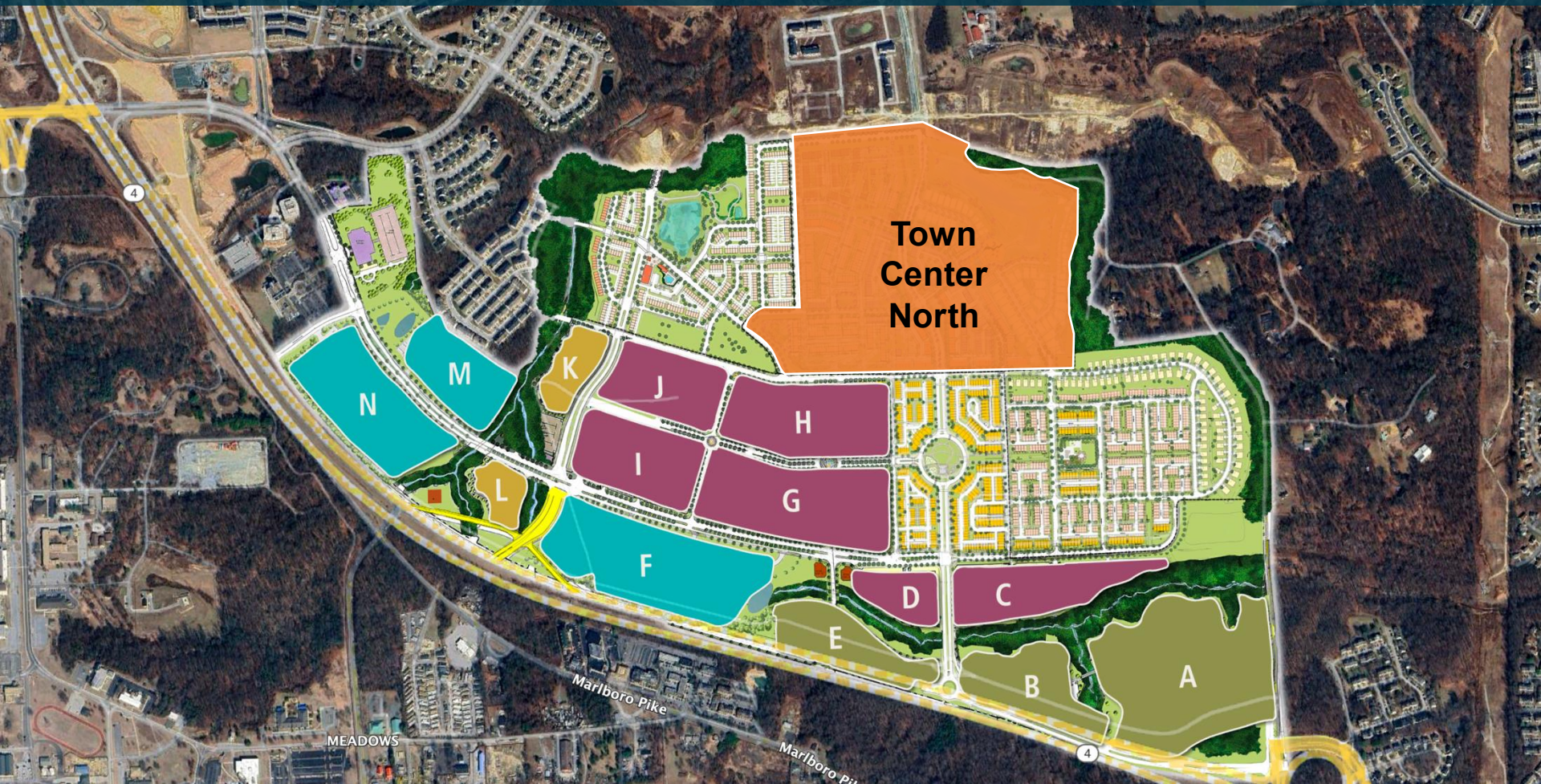
Clubhouse is estimated to be delivered by Q4 2026





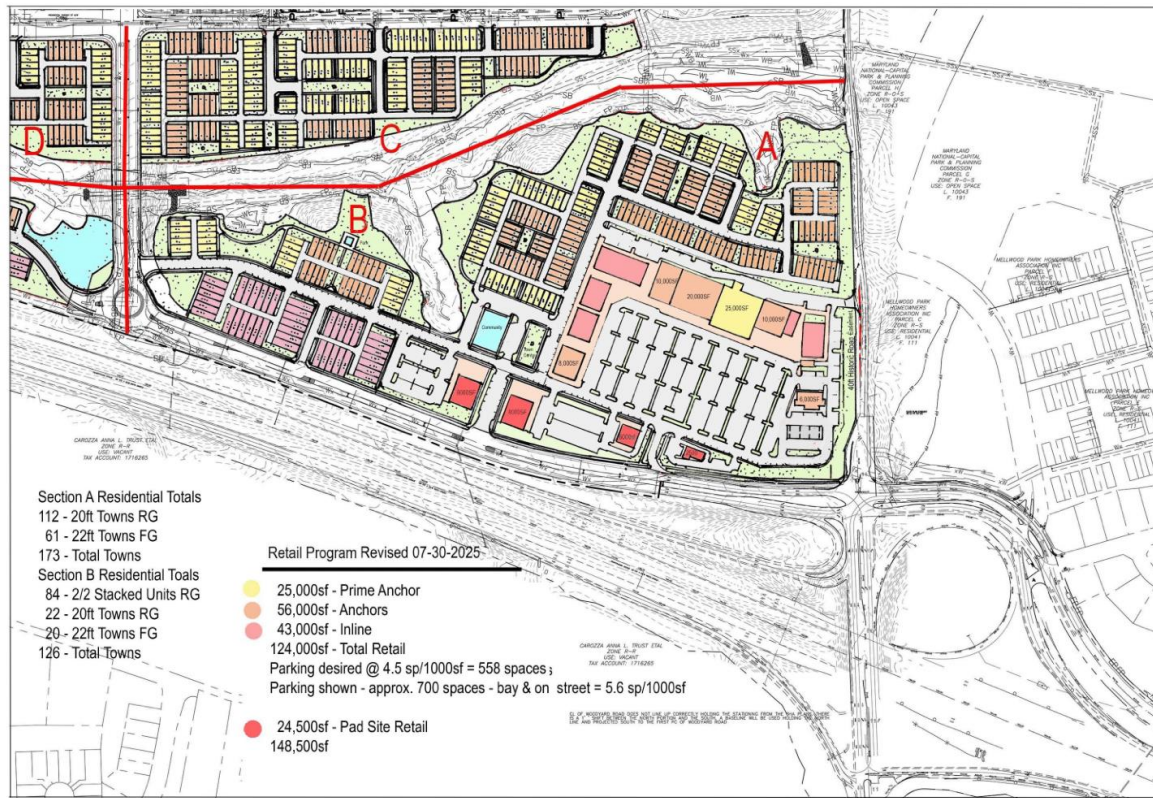
# WESTPHALIA CONCEPT POD PLAN

(This concept plan is preliminary and subject to change).



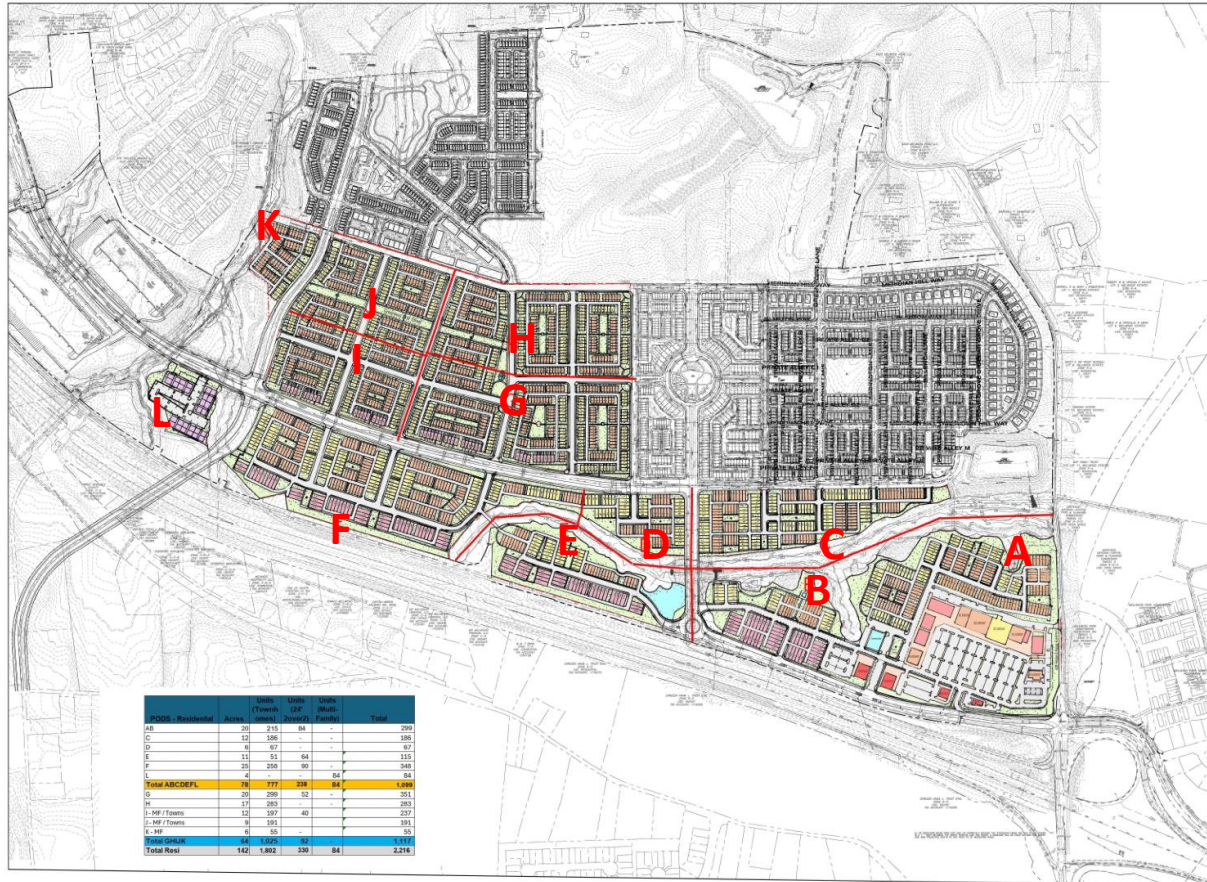


# WESTPHALIA RETAIL CONCEPT PLAN (This concept sketch is preliminary and subject to change).





# WESTPHALIA CONCEPT PLAN (This concept sketch is preliminary and subject to change).



# 120-DAY RECAP



- Walton (Bill Doherty) attended ICSC in May, connecting with members of Prince George's County, Retailers, and Developers.
- Walton/Dewberry have been holding regular meetings to finalize the retail site plan.
- Multiple discussions with potential retail users and a highly favored grocers.
- Met with Prince George's County Administrative & Political Leaders.
- Traffic Consultant has performed an updated traffic study for the retail portion of Westphalia.
- CR 66 RFP process is broader, and will take more time, but **won't delay our retail development.**



# OUTLOOK FOR THE NEXT 60 DAYS

## Goals

---

- Walton to submit the Pre Application for the Retail Site (Pod A&B).
- Confirm which highly favored Grocer we will go with.
- Developer and/or Retail Broker to be selected
- Maintain open communication with the Westphalia Community and provide website updates as development progress happens.

# OUR VISION FOR RETAIL

## KEY FEATURES

- **Quality Grocer** - A grocery store offering fresh, high-quality food selections and diverse meal options for the community.
- **Early Education** - Childcare and early learning opportunities close to home for working families
- **High-End Fitness Center** - A modern, well-equipped gym to support healthy and active lifestyles.
- **Quality Restaurants** - Sit-down and casual dining options providing variety for families, date nights, and social gatherings.
- **Quasi Medical Services** - Accessible healthcare options such as eye care, dental offices, and urgent care facilities.
- **Experiential Retail** - Family-oriented entertainment, such as escape rooms, game centers, or other interactive experiences.
- **Personal Services** - Everyday amenities including nail salons, barber shops, and spas for self-care and convenience.
- **Financial Services** – Local banking or financial institutions to meet personal and small business needs.



# OUR VISION FOR RETAIL

## COMMUNITY BENEFITS

- A **one-stop destination** for daily essentials, wellness, dining, and leisure.
- Designed to **enhance quality of life**, reduce travel times, and create a central place for families and neighbors to gather.
- Planned with **community feedback in mind**, ensuring the retail center reflects local priorities and preferences.

# RETAIL SUGGESTED TIMELINES - OVERVIEW

**12/2025**

- Detailed Site Plan (Preliminary Plat) is Submitted to the County
- 

**06/2026**

- Detailed Site Plan (Plat) Approved
- 

**07/2026**

- Record the Plat (DSP)
- 

**08/2026**

- Begin Horizontal Development
-



# RESIDENTIAL TIMELINES - OVERVIEW

**06/2026**

- Preliminary Engineering Complete
- 

**09/2026**

- Preliminary Plan of Subdivision Approval
- 

**04/2027**

- Detailed Site Plan Approval
- 

**05/2027**

- Record Plat

# WTC WEBSITE & EMAIL

WTC Website:



[www.westphalia.com](http://www.westphalia.com)

WTC E-Mail:



[westphalia@walton.com](mailto:westphalia@walton.com)



# THE WALTON–WESTPHALIA SCHOLARSHIP FUND

As part of our ongoing commitment to the Westphalia community, Walton is proud to introduce a proposed **four-year, \$400,000 scholarship initiative benefiting 40 residents**. Each year, **10 recipients** will be awarded a **\$10,000 scholarship, disbursed in equal annual installments of \$2,500 over four years of post-secondary education**. This structure results in Walton allocating **\$25,000 per year** to support that year's cohort, with cumulative support increasing annually as additional cohorts are added.

A selection committee—comprising Westphalia community members and a Walton representative—will oversee the nomination and award process. Committee members will be announced at a later date.

If successful, Walton intends to continue and expand this program as a long-term investment in the Westphalia community.

## Eligibility Criteria:

- Be currently enrolled in an accredited real estate or environmental studies program
- Maintain a minimum GPA (to be determined) throughout the duration of the scholarship

## Scholarship Fund Overview:

	Year 1	Year 2	Year 3	Year 4	Total
Eligible Students	10	10	10	10	40
Funds Awarded	\$10,000 per student (\$2,500/year)	\$10,000 per student (\$2,500/year)	\$10,000 per student (\$2,500/year)	\$10,000 per student (\$2,500/year)	
Scholarship Duration	4 years per recipient	4 years per recipient	4 years per recipient	4 years per recipient	
Annual Allocation (\$)	\$25,000	\$25,000	\$25,000	\$25,000	
Allocation Over Four Years (\$)	\$100,000	\$100,000	\$100,000	\$100,000	\$400,000



# THANK YOU

*Community Meeting*  
*July 30, 2025*

**Walton®**  
Investing on Solid Ground

Prince  
George's  
county

MARYLAND



ECONOMIC  
DEVELOPMENT  
CORPORATION



# PGCEDC TEAM



**Larry Hentz**

Executive Director of Business  
Development



**Anthony Jeffrey**

Business Development Manager  
Restaurant & Retail

# WESTPHALIA TOWN CENTER (WTC)

A MIXED-USE DEVELOPMENT

**Walton**<sup>®</sup>  
Investing on Solid Ground

RESIDENTIAL | RETAIL | COMMERCIAL

**W**  
WESTPHALIA  
TOWN CENTER



## PRINCE GEORGE'S COUNTY, MD

### BUSINESS CLIMATE

#### DEMOGRAPHICS:

Prince George's County residents are educated, hardworking high-earners-an ideal workforce for your business.



**967,201**

Residents and growing (2021)

**\$97,935**

Median household income (23.6% above the national average of \$69K)



**40%**

of residents have a college degree



**451,208**

Approximate workforce  
February 2021 | Bureau of Labor Statistics

**90%**

of Prince George's County Companies are small businesses



#### LEADERSHIP

County Leadership is highly, principled, ethical, and solution-focused



#### BUSINESS FRIENDLY GOVERNMENT:

From fast track permitting, tax incentives, funding initiatives, and a foreign trade zone, our government works hard to make doing business in the County easy and efficient.

**500**

Square Miles of opportunities for commercial development for a variety of industries



#### LOCATION:

Strategically located between Washington, D.C. and Baltimore, Prince George's County is the ideal location to start, expand, or relocate your business.



**3**

International airports that are easily accessible



FEDERAL GOVERNMENT

**15**

Federal Agencies located within the County



**3**

Major highways easy access to Interstates: I-95, I-495, I-295



**8**

National Tourist Destinations providing retail, accommodation and food service opportunities

**\$50 MILL**

Economic development incentive fund strengthens the commercial tax base and business community



**AAA**

AAA Bond Rating



#### CHAMBERS

Prince George's Chamber of Commerce and Greater Bowie Chamber of Commerce



#### STREAMLINED

Streamlined Permitting and business licensing through the Department of Permitting, Inspections & Enforcement.





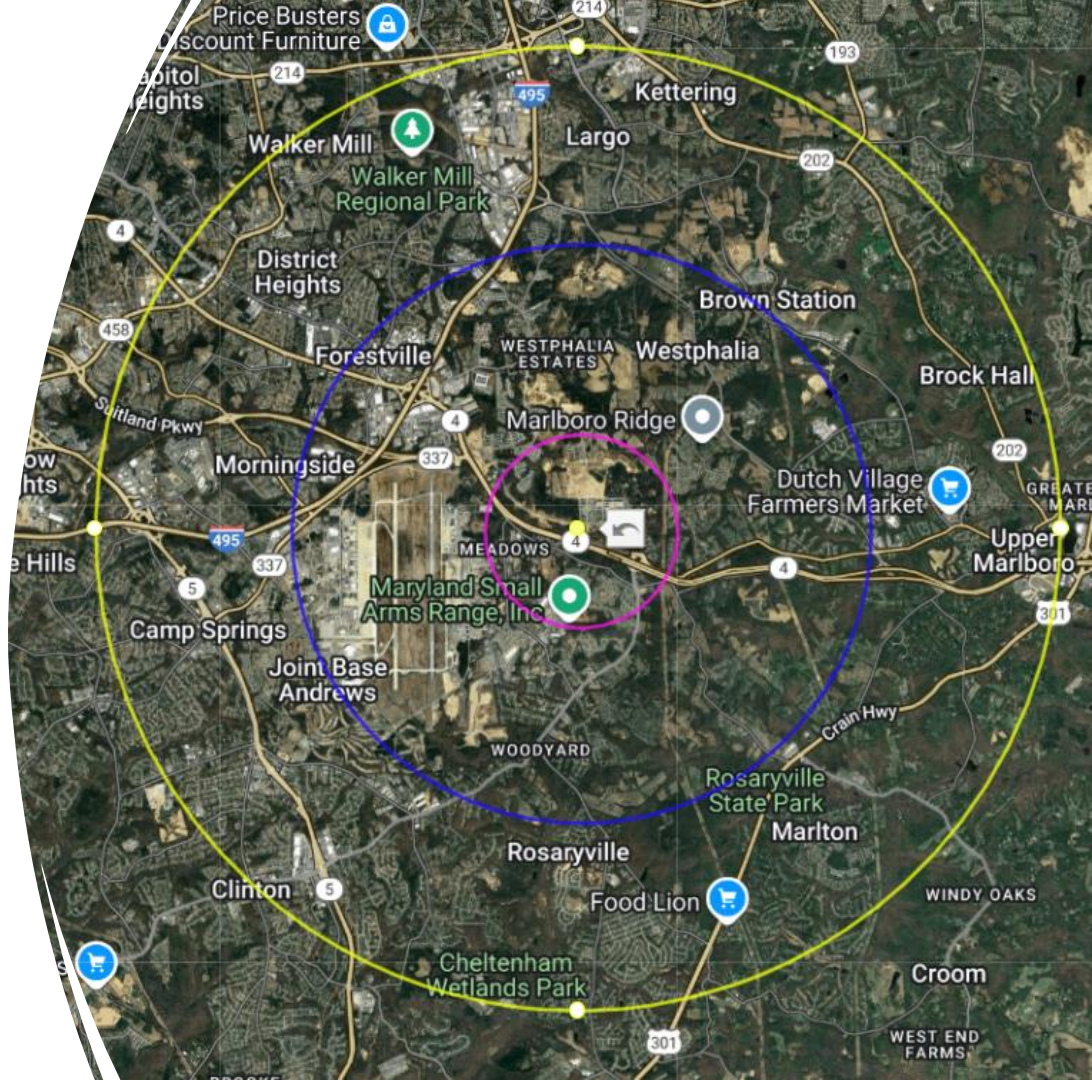
Population			
	1 mile	3 miles	5 miles
2020 Population	5,260	25,341	133,320
2024 Population	5,609	27,152	130,710
2029 Population Projection	5,572	26,998	127,756
Annual Growth 2020-2024	1.7%	1.8%	-0.5%
Annual Growth 2024-2029	-0.1%	-0.1%	-0.5%
Median Age	44.1	42.5	42.1
Bachelor's Degree or Higher	51%	42%	34%
U.S. Armed Forces	26	97	1,429

#### Population By Race

	1 mile	3 miles	5 miles
White	352	1,836	8,450
Black	4,572	21,110	104,355
American Indian/Alaskan Native	19	126	575
Asian	82	375	1,790
Hawaiian & Pacific Islander	1	9	35
Two or More Races	582	3,696	15,504
Hispanic Origin	335	2,736	11,162

#### Housing

	1 mile	3 miles	5 miles
Median Home Value	\$489,237	\$461,382	\$377,094
Median Year Built	2007	2001	1985



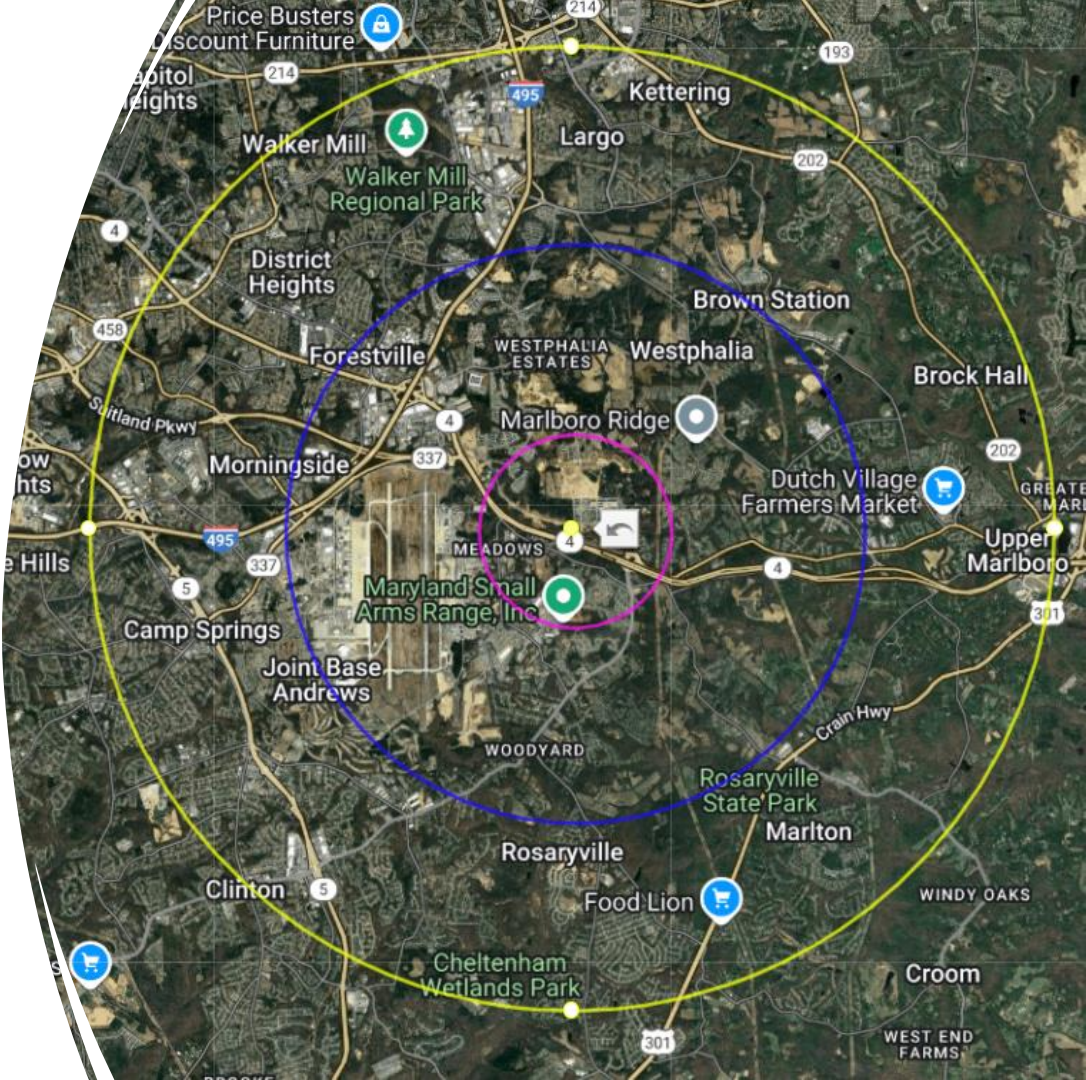
Source: CoStar



Households

	1 mile	3 miles	5 miles
2020 Households	1,937	9,002	49,946
2024 Households	2,063	9,704	48,991
2029 Household Projection	2,048	9,652	47,846
Annual Growth 2020-2024	2.7%	3.1%	0.7%
Annual Growth 2024-2029	-0.1%	-0.1%	-0.5%
Owner Occupied Households	1,862	8,425	33,393
Renter Occupied Households	186	1,226	14,453
Avg Household Size	2.7	2.7	2.6
Avg Household Vehicles	2	2	2
Total Specified Consumer Spending...	\$97.2M	\$411.5M	\$1.7B

Source: CoStar

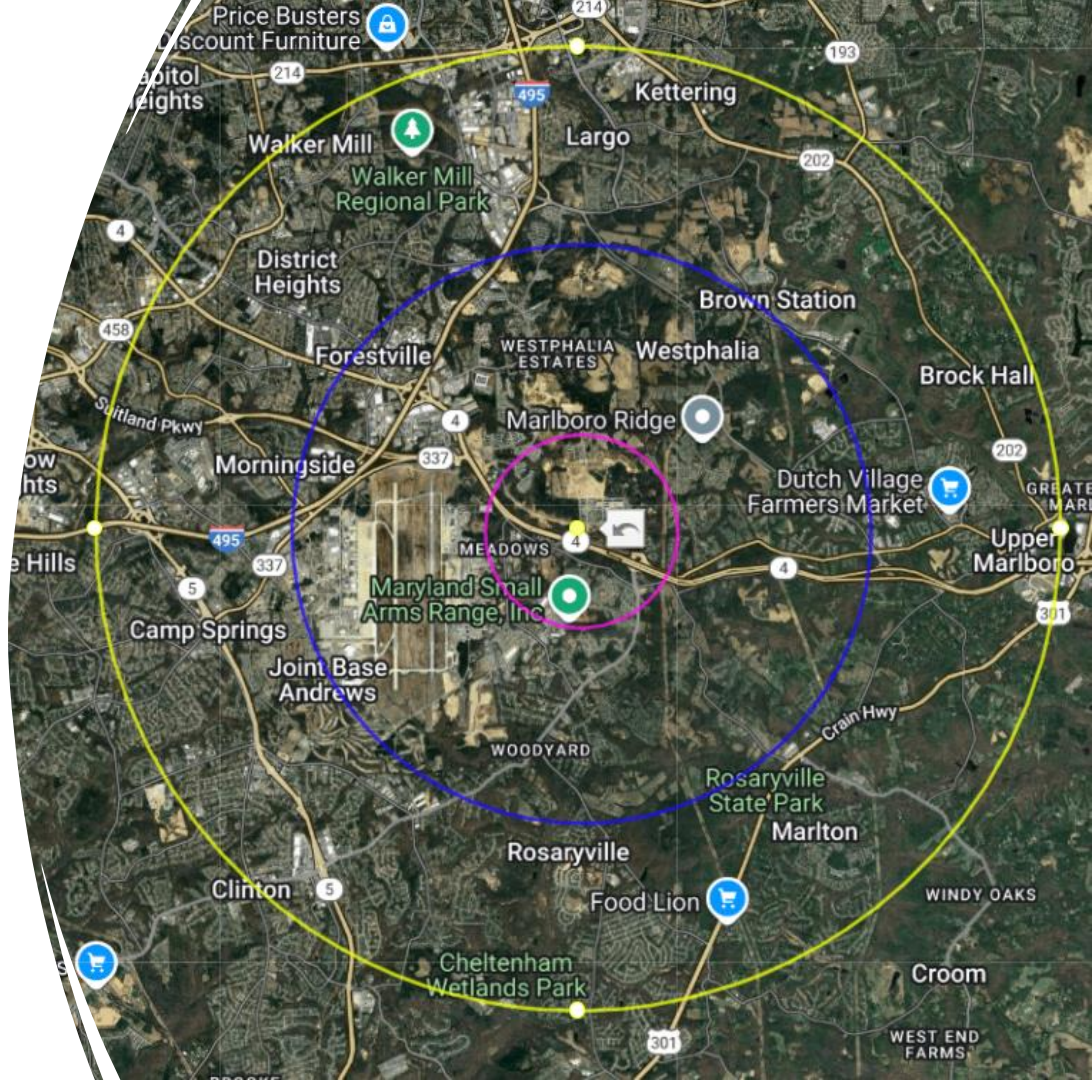




## Income

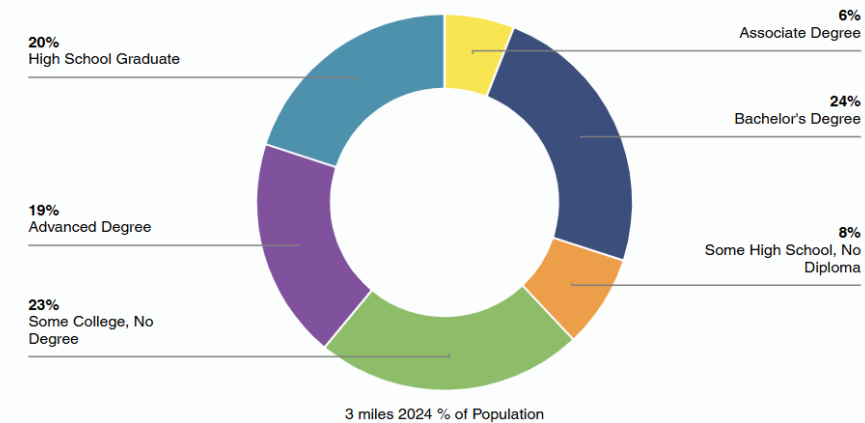
	1 mile	3 miles	5 miles
Avg Household Income	\$180,956	\$154,849	\$124,393
Median Household Income	\$164,971	\$132,746	\$104,080
< \$25,000	123	662	4,657
\$25,000 - 50,000	120	811	5,767
\$50,000 - 75,000	62	609	6,322
\$75,000 - 100,000	177	1,198	6,680
\$100,000 - 125,000	156	1,242	6,556
\$125,000 - 150,000	237	1,065	5,238
\$150,000 - 200,000	521	1,786	6,632
\$200,000+	666	2,331	7,140

Source: CoStar

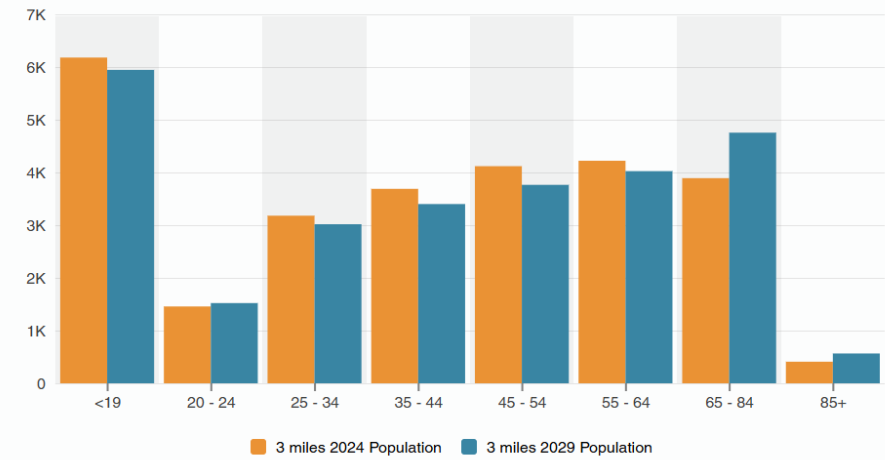




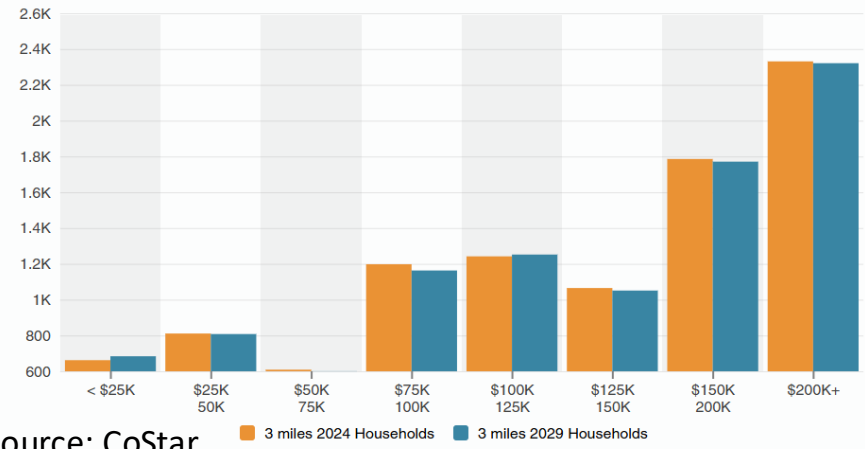
Educational Attainment



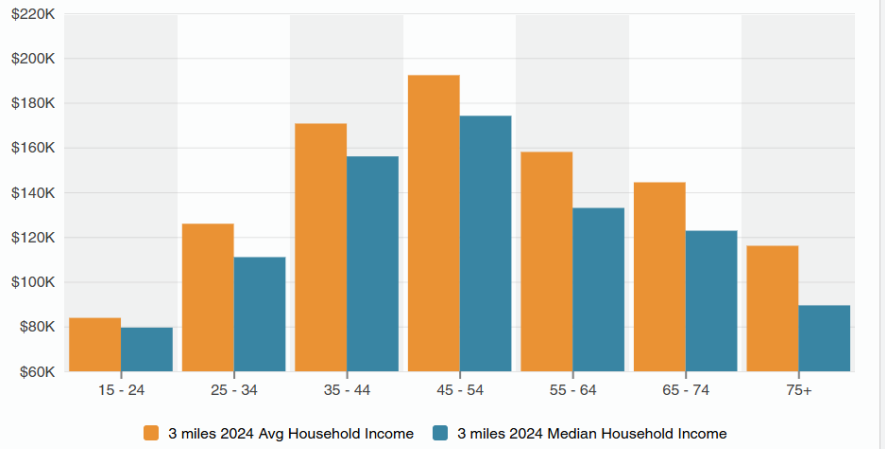
Population By Age



Household Income



Household Income By Age



## Daytime Employment

Radius	1 mile			3 miles			5 miles		
	Employees	Businesses	Employees Per Business	Employees	Businesses	Employees Per Business	Employees	Businesses	Employees Per Business
<b>Service-Producing Industries</b>	<b>685</b>	<b>146</b>	<b>5</b>	<b>7,368</b>	<b>775</b>	<b>10</b>	<b>37,614</b>	<b>5,008</b>	<b>8</b>
Trade Transportation & Utilit...	40	11	4	1,079	106	10	6,746	688	10
Information	13	2	7	79	14	6	563	72	8
Financial Activities	97	13	7	429	84	5	3,303	553	6
Professional & Business Se...	204	35	6	1,435	183	8	5,197	922	6
Education & Health Services	197	54	4	1,477	181	8	9,149	1,362	7
Leisure & Hospitality	58	6	10	391	45	9	4,166	328	13
Other Services	76	25	3	619	149	4	4,193	962	4
Public Administration	0	0	-	1,859	13	143	4,297	121	36
<b>Goods-Producing Industries</b>	<b>65</b>	<b>9</b>	<b>7</b>	<b>2,440</b>	<b>179</b>	<b>14</b>	<b>6,368</b>	<b>550</b>	<b>12</b>
Natural Resources & Mining	3	1	3	45	4	11	53	7	8
Construction	39	7	6	2,158	147	15	5,364	441	12
Manufacturing	23	1	23	237	28	8	951	102	9
<b>Total</b>	<b>750</b>	<b>155</b>	<b>5</b>	<b>9,808</b>	<b>954</b>	<b>10</b>	<b>43,982</b>	<b>5,558</b>	<b>8</b>

Source: CoStar

## Consumer Spending Details

2024 2029

Radius	1 mile			3 miles			5 miles		
Expand All	Total Spending	Avg Household	Per Capita	Total Spending	Avg Household	Per Capita	Total Spending	Avg Household	Per Capita
Apparel	\$4,920,026	\$2,385	\$877	\$21,370,128	\$2,202	\$787	\$95,625,855	\$1,952	\$732
Entertainment, Hobbies & P...	\$14,266,625	\$6,915	\$2,544	\$60,938,152	\$6,280	\$2,244	\$263,869,006	\$5,386	\$2,019
Food & Alcohol	\$21,886,606	\$10,609	\$3,902	\$96,026,139	\$9,896	\$3,537	\$428,277,594	\$8,742	\$3,277
Household	\$18,578,121	\$9,005	\$3,312	\$77,704,320	\$8,007	\$2,862	\$310,360,422	\$6,335	\$2,374
Transportation & Maintenance	\$25,856,421	\$12,533	\$4,610	\$107,427,704	\$11,070	\$3,957	\$453,320,012	\$9,253	\$3,468
Health Care	\$3,744,034	\$1,815	\$668	\$16,166,131	\$1,666	\$595	\$68,844,904	\$1,405	\$527
Education & Daycare	\$7,987,409	\$3,872	\$1,424	\$31,877,406	\$3,285	\$1,174	\$121,454,325	\$2,479	\$929
Total Specified Consumer S...	\$97,239,242	\$47,135	\$17,336	\$411,509,980	\$42,406	\$15,156	\$1,741,752,118	\$35,552	\$13,325



**QUESTIONS?**



# ICSC Las Vegas 2025

May 18-20, 2025

Las Vegas Convention Center

ICSC LAS VEGAS is a premier event that takes place annually in May. It is a two- to three-day gathering of dealmakers and industry experts, who are driving innovation and evolution in commercial real estate.



## ICSC 2025 WESTPHALIA REVIEW

Over the course of two days, the PGCEDC staff conducted 20+ meetings with brokers, developers, and retailers to discuss opportunities at Westphalia.

These consisted of: National Grocery Stores, National Fast Casual Restaurants, National coffee operators, national apparel stores, National Quasi-Medical (Urgent care, dental, medical), National Petroleum operators.

General Interest: Excitement!





**WHO WE TALKED TO!**



Giant



SPROUTS<sup>™</sup>  
FARMERS MARKET





# GROCERS

Continue to field interest and trade paper with interested grocers.

Provide supporting info to grocers through the due diligence process.

Provide assistance and guidance with inter-county agencies.



# RETAILERS & RESTAURANTS

Provide updated project info to retailers about Westphalia.

Provide status updates on anchor for the retail project.

Assist brokers with requests for Letters of Intent from interested retailers.

Follow up!





**QUESTIONS?**





# WTC COMMUNITY APP



<https://www.westphaliaamasterhoa.com/app - /home>

SCAN BELOW

