

THE KONTERRA TIMES

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NEW IDEAL FOR CITY LIFE

Konterra, opening in 2012 as the northern gateway to Prince George's County, will allow area residents to enjoy upscale shopping, fine dining and the high-quality living experience that they have wanted for years.

The first phase of Konterra is a significant urban enclave that will be situated along I-95 between the planned Contee Road interchange at Van Dusen Road and the new Intercounty Connector. The property, purchased by the Gould family in 1981, will be developed with Forest City Washington, the regional office of the nationally-known mixed-use development company. Within this 488-acre town center will be an oasis of exciting places to shop, dine, live, work and play.

"Konterra is a truly dynamic location," said Tom Archer, vice president of Forest City Washington. "It is viewed as one of the best new development sites on the Eastern Seaboard. And it will bring a great array of new high fashion shopping, upscale dining and housing options to the region and residents of this area."

Konterra will attract more than 100 new stores including well known national, regional and local retailers, restaurants and department stores. In addition, up to 600 new residential units will be initially incorporated into this multi-block, walkable community, complete with parks, trails, attractive streets and landscaped areas. The first phase of Konterra will also have 100,000 square feet of office space and a variety of employment opportunities.

The project is gradually moving off the drawing board and toward reality with the Prince George's County Planning Board's recent approvals of Konterra's conceptual site plan and preliminary plan of subdivision.

Konterra will be much more than just a remarkable place to shop. The new community, nestled conveniently between Washington, D.C. and Baltimore, will offer a variety of residences built above retail and a hotel in a multi-block, open-air street setting that will include a promenade with outdoor cafes where visitors can eat, drink and enjoy the entertainment scene.

"The Konterra Town Center offers the kind of density and diversity that is critical to the future of the county."

— Samuel J. Parker Jr., Prince George's County,
Planning Board Chairman
Washington Post, Aug. 16, 2008

Pedestrians and bikers will share a neighborhood interlaced with green spaces and graced with a blend of architecture and amenities, including public art, gathering areas and water features.

"Forest City is known for creating great places," Archer said. "And what makes these places great is the attention to detail that enhances the visual and physical experience for shoppers and residents, as well as the people visiting and working there.

That's what we are planning for Konterra. It will be the union of great architecture and planning in a phenomenal location."





GOULD FAMILY ROOTED IN PRINCE GEORGE'S



Caleb, Kingdon Jr. and Kingdon III

Nearly three decades after Kingdon Gould Jr. purchased the Laurel Sand and Gravel property, he'll see his sons, Kingdon III and Caleb, realize his vision of building a vibrant urban center at the 488-acre site.

Konterra — a commercial and residential center with an open-air promenade, parks and trails — will be Prince

George's County's own bustling town center. It will provide a landmark focus much like neighboring Columbia and Reston, but with an enhanced blend of shopping, dining, residential, office, hotel and green space uses.

"Konterra was conceived to be a comprehensively-designed new town," said Caleb Gould, who along with Kingdon III and seven other siblings, grew up on the outskirts of Laurel. "This is something that people have wanted to see since we acquired the property. It will be my father's legacy."

In 2005, the Gould Property Company partnered with

Gould Property Company

Forest City Washington, an award-winning national real estate developer that specializes in mixed-use projects, to build the first phase of Konterra. That planned first phase is projected to open in 2012.

The Goulds are well-known and respected in the Washington metropolitan area where the family has an impressive history of developing properties. Kingdon Gould Jr. was one of the pioneer developers in remaking Rosslyn back when part of the property was used as a fuel tank depot on the banks of the Potomac River.

Since then, the Goulds have accomplished several significant projects throughout the D.C. metro area. In Crystal City, they developed the Airport Hyatt Regency, the Airport Plaza and The Concord apartments. In Penn Quarter, along Pennsylvania Avenue in Washington, D.C., they built the Market Square North office building and two high-rise apartment towers, The Lexington I and II.

Kingdon Gould III said the best practices of these sophisticated projects will be implemented in the design and construction of Konterra.

"The more things you bring together the better," Gould said of the plans for Konterra. "If you're just trying to make it a shopping district, it won't work. The key is to have people live and work there and blend in cultural and recreational uses. That's what makes it work."



UPSCALE SHOPPING AND DINING TO ENLIVEN KONTERRA

Konterra will be an animated and adventurous place where people can live, work, shop and play in a landmark location along the Interstate-95 corridor between Baltimore and Washington, D.C.

In keeping with the basic principles of smart growth, the community will offer an alternative to suburban sprawl. The center's 132-acre downtown core is designed around a central town square filled with fashion retail and restaurants punctuated with highly designed common gathering spaces, heavily landscaped sidewalks and residential housing, a hotel and commercial office space.

"We're putting a mixed-use development in an area of Prince George's County that has long needed a 'special

place — a town center.' This will provide access to a collection of better retail, dining, housing and employment — all in close proximity to one another,"

"Konterra is something that has been long in coming and I've been patiently waiting. It's good for development in northern Prince George's County."

— Gerald Chappell, Laurel resident, 40 years

said Tom Archer, vice president of Forest City Washington. Forest City Washington is developing the town center with the Gould family, which has owned the property since 1981.

Several streets and roads near Konterra in the northern tier of Prince George's County will be revitalized. The upgrades will range from widening and extending these major thoroughfares — Old Gunpowder Road, Contee Road and Kenilworth Avenue — to improving several intersections north of Powder Mill Road.

At Konterra's front door will be the new Contee Road interchange, which will help relieve regional traffic congestion.

The developers plan for shuttle buses that feed into the regional inter-county bus services and the MARC commuter rail service.

"Embracing smart growth principles is essential to the success of the town center," said Caleb Gould, vice president of Konterra. "It is important to the environment. And it's important to the community because smart growth is minimizing the infrastructure and land used while maximizing development."

"Right now we have to go to Tysons Corner, Montgomery Mall and other places to shop. This will be great because it will be in our own neighborhood."

— Sandra Aulton, Victoria Falls resident, 2 years



(Continued on next page.)

A GREEN-FRIENDLY COMMUNITY

The developers of Konterra are committed to building a sustainable mixed-use project and creating an environmentally-friendly community in northern Prince George's County.

The Gould family and Forest City Washington are sensitive to the environment. They want to carefully transform this industrial site in a way that will positively impact the residents of this region for generations to come.

The developers of Konterra will rehabilitate a barren site into an exciting and beautiful community along Interstate-95. Konterra will feature retail and residential attractions with common use areas. Extensive landscaping with flowering trees and shrubs will enhance the streets, sidewalks, promenades and the system of pedestrian paths.

"As a family, we've always focused on the environment," said Caleb Gould, vice president of Konterra. "And we're very pleased that as a company, Forest City shares the core value to respect the environment and is committed to employing sustainable practices through the course of our development and design."

The site has undergone a complete transformation from the days when Kingdon Gould Jr. purchased it in 1981. The former site of Contee Sand and Gravel, the property once looked like a moonscape. The Goulds formed Laurel Sand and Gravel Inc. in 1982 to redirect the mining and reclamation activities to allow for future orderly development. Sand and gravel was mined and processed on the property from the 1930s to 2007.

"It was widely used throughout this region to make asphalt and to build public roads. This is an example of optimizing natural resources prior to preemption by development," Caleb Gould said.

After working on the property since 1982, Laurel Sand and Gravel has reclaimed the land. Now, the town center will be developed with the high quality stores, white-tablecloth restaurants, designer apartment homes, condos and office spaces that the surrounding residents have long awaited and which will broadly benefit the region.



konterra

P.O. Box 850
Laurel, MD 20725

KONTERRA AT A GLANCE

- 488-acre project located along I-95 Baltimore-Washington corridor
- More than 100 upscale stores and specialty boutiques in the downtown core
- Up to 600 new residential units
- Central town square with green spaces
- Bike, jogging and walking paths