

Pimlico Phase 2 Study

Summary of Engagement Letter Between Crossroads Consulting Services and Maryland Stadium Authority

Phase 2-A: – Identify Ideal Preakness Stakes Venue

Phase 2-A consists of visioneering and concept development of an 'ideal' Preakness venue including facility programming to itemize the product mix and capacities, identifying which components of the recommended product mix are permanent or temporary event overlay, and developing conceptual site plan diagrams depicting the venue concept.

- This phase may consider moving year-round stabling and training operations to an off-site facility.

Task 1.1- Preliminary Due Diligence

- Obtain, review and analyze the following information prior to the initiation of project work: Existing overlay plans, contract and cost structure from the 2017 Preakness Stakes, parking and circulation plans, current pricing structure and revenue generated by current product

Task 1.2- Visioneering and Programming

- This task includes a one-day visioneering and programming workshop with the consultant team, MSA, Maryland Jockey Club (MJC), and other key stakeholders as deemed appropriate by the MSA.
- A planning charrette will be conducted to assist in determining the appropriate ticketing products and capacities, the best locations for the permanent and temporary venue elements, as well as potential solutions for vehicle access, parking, and circulation.

Task 1.3- Site Infrastructure Assessment & Improvement Recommendations to Support the Proposed Concept Plan

- Perform a utility analysis - using the final approved program and site plan developed by Populous, RK&K will develop an evaluation of required on-site and off-site utility improvements and upgrades. RK&K will evaluate the following utility systems: Water- domestic and fire, sanitary sewer, drainage, electric, Natural Gas, Telecom
- RK&K will prepare a technical memorandum and schematic diagram describing the utility conditions and recommendations for improvements or reconstruction.
- RK&K will contact BCDOT to obtain any available traffic count data within the Pimlico Race Course study area, and recently completed traffic studies, if any, for review.

Task 1.4- Development Strategy

- Identify preliminary funding sources for the project.
- Summarize findings in a draft report for review by the MSA and other appropriate parties.
- Participate in a maximum of two (2) work sessions/presentations.

Phase 2-B – Evaluate and Incorporate Potential Non-Racing Development on the Pimlico Site

As opposed to focusing purely on the needs of the Preakness Stakes as described in Phase 2-A, this phase would assess the site's ability to accommodate various non-racing functions on a year-round basis and identify potential commercial, residential, and entertainment development on portions of the site. As with Phase 2-A, Phase 2-B assumes that the Preakness Stakes continues to be held at the Pimlico site. If authorized, Phase 2-B would occur concurrent with Phase 2-A.

Task 1.5 – Market Due Diligence Related to Non-Racing Development

- Analyze relevant and available market data related to the site and its surroundings including:
 - Demographic and socioeconomic data (e.g., population, households, income, etc.)
 - Residential market and affordable housing
- Analyze probable areas of development at the Pimlico site. This task will look to development concepts that may lay within the infield of the racetrack or parcels outside of the racing facility that have development potential.

Task 1.6 – Conduct a Programming and Visioning Workshop Focused on Non-Racing Development

- Similar to Phase 2-A, this task would be initiated with a two-day programming and visioning workshop. This collaborative workshop should include the consultant team, MSA, MJC, City of Baltimore representatives and other key stakeholders as deemed appropriate by the MSA.

Task 1.7 – Develop Preliminary Planning Options

- Utilizing existing site information, data from the Phase 1 report and information shared during the Visioning Workshop, Populous will develop three (3) preliminary planning options for the Pimlico site. Being preliminary in nature, the resulting documents may be a mix of hand-drawn and CAD drawings and diagrams.
- This task will include ranking potential development options on the site as Good, Possible, or Not Good.

Task 1.8 –Preliminary Planning Review Workshop

- The project team will conduct a one-day preliminary planning review workshop with the stakeholders who participated in the visioning workshop. The intent of this workshop will be to review the planning concepts and determine which concept best fulfills the goals of the redevelopment project. This workshop will also discuss preliminary observations related to the viability of non-racing development for year-round use and site activation.

Task 1.9 Development Strategy Incorporating Non-Racing Elements

- Perform a utility analysis - using the final approved program and site plan developed by Populous, RK&K will develop an evaluation of required on-site and off-site utility improvements and upgrades for the mixed-use development component of the site.

Conceptual Planning Deliverables

Summary of the estimated order-of-magnitude economic and fiscal benefits associated with the Preakness Stakes and the proposed non-racing uses at the Pimlico site

Optional Services

Optional Detailed Traffic Assessment

- If deemed necessary, Detailed Traffic Assessment - Efforts to prepare a detailed traffic impact study for the Pimlico Race Course will vary if proposed plans include non-racing land uses. If mixed-use development is being considered for the Pimlico Race Course, RK&K will collect traffic data for up to ten (10) locations, at key roads and intersections within the project area. RK&K will contact BCDOT to obtain copies of recent Traffic Impact Studies for other major traffic-generating projects planned near the Pimlico Race Course, and determine if these planned developments will have traffic impacts on key study intersections.

Conclusion

- Our analysis will not constitute an examination, compilation, or assembly of financial information.
- The Phase 2 study will be preliminary in nature and will not constitute a comprehensive master plan of the Pimlico Race Course site.
- Phase 2-B includes the *incremental* cost for evaluating and incorporating non-racing development options at the Pimlico site. As mentioned previously, Phase 2-B assumes that the Preakness Stakes continues to be held at the Pimlico site. In addition, if authorized, Phase 2-B would occur concurrent with Phase 2-A.