

BLADENSBURG

MARKET FEASIBILITY AND ECONOMIC ANALYSIS

MAY 2022

 THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
Prince George's County Planning Department



Abstract

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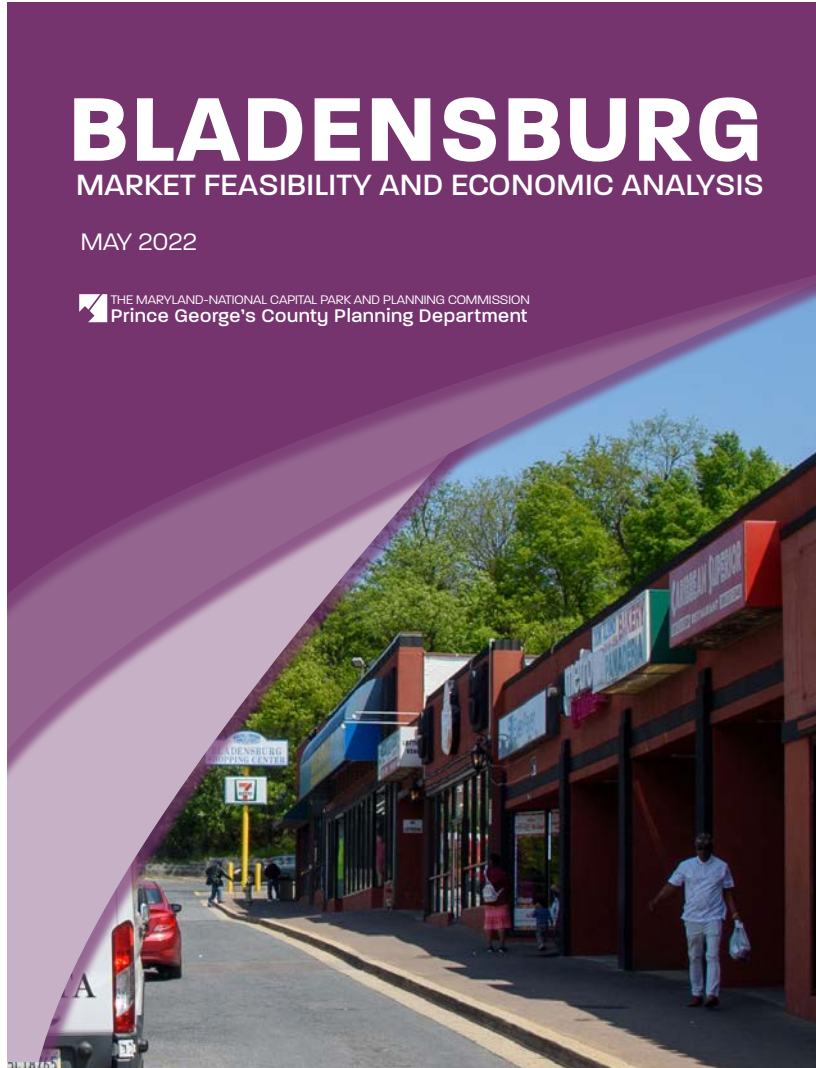
The subject of this analysis (the “study area”) comprises 17.36 acres of approximately 67.5 acres in the Town of Bladensburg in Prince George’s County, Maryland, that was identified in the 2009 *Approved Port Towns Sector Plan* as the Town Center Character Area. This market feasibility and economic analysis explores if there is a market for mixed-use development in the study area, then tests if redevelopment is financially feasible from a private investor’s perspective. Feasibility is then tested under the County’s prior Zoning Ordinance and the Zoning Ordinance that went into effect April 1, 2022. The analysis has 10 sections. The executive summary summarizes the findings and makes recommendations for next steps. The initial sections describe existing conditions and trends, regional dynamics impacting market potential, and Bladensburg’s strengths and weaknesses. The market analyses follow these sections. Development scenarios are tested for financial feasibility in the final section.

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The Maryland-National Capital Park and Planning Commission
Prince George's County Planning Department
14741 Governor Oden Bowie Drive
Upper Marlboro, MD 20772

www.pgplanning.org

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The Commission has three major functions:

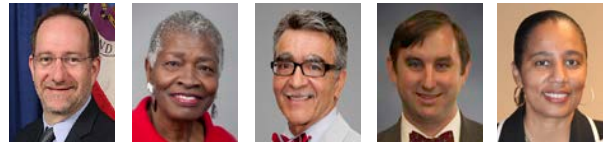
- The preparation, adoption, and, from time to time, amendment or extension of the General Plan for the physical development of the Maryland-Washington Regional District.
- The acquisition, development, operation, and maintenance of a public park system.
- In Prince George's County only, the operation of the entire county public recreation program.

The Commission operates in each county through a Planning Board appointed by and responsible to the County government. All local plans, recommendations on zoning amendments, administration of subdivision regulations, and general administration of parks are responsibilities of the Planning Boards.

The Prince George's County Planning Department:

- Our mission is to help preserve, protect and manage the County's resources by providing the highest quality planning services and growth management guidance and by facilitating effective intergovernmental and citizen involvement through education and technical assistance.
- Our vision is to be a model planning department of responsive and respected staff who provide superior planning and technical services and work cooperatively with decision makers, citizens, and other agencies to continuously improve development quality and the environment and act as a catalyst for positive change

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PHOTO BY PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT

Executive Summary

Bladensburg's location in the Washington, D.C. Metropolitan region is advantageous. Greater Washington, D.C. is one of the country's loci of high-paying jobs and has a scarcity of affordable housing.

However, the competitive landscape is challenging for Bladensburg. Bladensburg lacks a well-defined identity or brand making it a difficult location to market. Many other locations in the County are better known and better branded such as Metro transit-oriented areas, the Gateway Arts District, the Innovation Corridor, and neighborhoods surrounding the Purple Line light rail stations.

To be competitive, a mixed-use redevelopment project in Bladensburg will need to "bend" the market by offering affordable rents and leveraging the town's locational assets. The residential market analysis concludes that, over the next five years, the market can support a rental residential project of 133 to 158 units in the study area. This conclusion assumes an average rent of \$1,905 per month or \$2.50 per leasable square foot. To stay affordable, smaller unit sizes have been assumed with an average unit size of 762 square feet. This assumes a mix of 20 percent studios, 60 percent one-bedroom units, and 20 percent two-bedroom units.

The retail market analysis concludes that the market can support additional convenience and discount retail, and fast-food and take-out restaurants. National credit tenants in these categories can afford the \$25 per-square-foot, triple-net rent likely required for newly constructed space.

The retail market analysis notes that Bladensburg's existing ethnic, independently operated retail and eating-and-drinking establishments are distinctive. If a future mixed-use redevelopment project can leverage public subsidy there may be an opportunity to target a portion of the commercial space to local independent stores at below-market rents. Such an initiative would help to reinforce Bladensburg's brand as a dynamic and diverse community.

The development feasibility analysis concludes that

subsidy will be required to realize any redevelopment and that subsidy is required under both the prior zoning ordinance and zoning ordinance that went into effect April 1, 2022. In 2024, the 2009 Port Towns Sector Plan is scheduled for an update, which will offer an opportunity to revisit the vision and zoning for the study area.

Although market and redevelopment economics are challenging, there are a variety of near-term initiatives Bladensburg could consider to improve its competitive position. One opportunity is to better leverage the town's unique assets such as the waterfront, independently operated food and shopping establishments, and historic assets. Events that incorporate and showcase these assets will expose Bladensburg to the broader market.

Creative placemaking initiatives could be employed in the near term as well. Cleaning up the streets, introducing art, free Wi-Fi access, programming, and branding are just a few initiatives communities have used to generate interest and activity. In Bladensburg, one such intervention could include better wayfinding signage between the study area and the waterfront. Another intervention could be the creative lighting of the pedestrian tunnels under MD 201 (Kenilworth Avenue).

Bladensburg has several outstanding assets:

- It is well-located.
- It has a waterfront.
- It is home to a diverse population.
- It has historic resources.
- It has unique and viable independent businesses.
- It has great access.

Now is the time to think creatively about how to make the larger region aware of the Town of Bladensburg and its many assets. Programming events and a branding strategy will not only result in community development, but economic development. Enhanced market recognition could bring the Bladensburg closer to realizing its vision of the study area as a town center.

Study Background

The focus of this analysis is the Town of Bladensburg (2020 population: 9,657) located in Prince George's County, Maryland, approximately eight miles west of Washington, D.C.

Bladensburg was established in 1742 by an act passed by the Maryland General Assembly and named for colonial governor Thomas Bladen. In 1747, Bladensburg was designated as an inspection site for tobacco; by 1776, Bladensburg exported more tobacco than any other Maryland port on the Chesapeake's western shore.

The Hilleary-Magruder House (Historic Site 69-005-07) was visited by George Washington in 1787. In the early nineteenth century, Bladensburg was the site of pitched battles with the British during the War of 1812. By the mid-nineteenth century, the town had evolved from a bustling port to one that included several churches, shops, and dwellings.

As the Anacostia River silted up, the river became unnavigable for larger ships carrying tobacco and supplies. This caused trade and shipping in Bladensburg to decrease as Baltimore became the primary port because of its accessibility to farmers, merchants, and larger ships. In the early twentieth century, the expansion of the streetcar system connected Bladensburg and other communities to Washington, D.C.

From the early twentieth century through the mid-twentieth century, several subdivisions were platted on the northeastern edges of the historic town primarily because of the accessibility to this public transportation system. Bladensburg developed and has continued to be an active suburban community in Prince George's County since the early twentieth century. Although the town has undergone many changes, it retains several historic buildings that recall the town's character and importance from the colonial era onward.

Bladensburg is a bustling community, bisected by MD 450 (Annapolis Road) and MD 201 (Kenilworth Avenue). Commercial resources are largely concentrated along these major streets.¹

The total area of the Town of Bladensburg is approximately one square mile (640 acres). The 2009 *Approved Port Towns Sector Plan* established approximately 67.5 acres in the Town of Bladensburg as the Bladensburg Town Center Character Area,² one of six such areas comprising the Port Towns Development District Overlay Zone. The character area straddles MD 450 (Annapolis Road) east of MD 201 (Kenilworth Avenue) and is bordered to the north by Upshur Street, to the south by Quincy Street, to the west by MD 201 (Kenilworth Avenue) (but includes Historic Site 69-005-07, the Hilleary-Magruder House), and to the east by the Port of Bladensburg Shopping Center.³

The goal of the development district standards regulating the Bladensburg Town Center Character Area is "[t]o promote a mixed-use, pedestrian-friendly boulevard that serves as a vibrant and walkable civic core featuring restored and fully integrated historic resources."⁴ To facilitate this goal, the parcels on either side of MD 450 (Annapolis Road) were rezoned from C-S-C (Commercial Shopping Center) to M-X-T (Mixed-Use Transportation Oriented).⁵ Development along the MD 450 (Annapolis Road) spine of the planned town center currently features strip shopping centers, individual businesses, a public library (under construction), restaurants, and automotive uses. Although some of the commercial buildings abut the roadway, others are set back from it by parking lots, obstructing the goal of a walkable civic core. Despite the superimposition of the 2009 development district overlay zone, redevelopment has yet to occur.

The 2014 *Plan Prince George's 2035 Approved General Plan's* vision for updating the County's development codes was realized in October 2018, when a new Zoning Ordinance and Subdivision Regulations were adopted by the County Council. These were necessary to create regulations that support the County's vision for smart growth, economic development, and improved quality of life. The Countywide Map Amendment placing the new zones was approved in November 2021 and took effect April 1, 2022. Application may be made for permission to utilize the prior Zoning Ordinance for development up to two years from this date.⁶

Map 1. Bladensburg Town Center Character Area



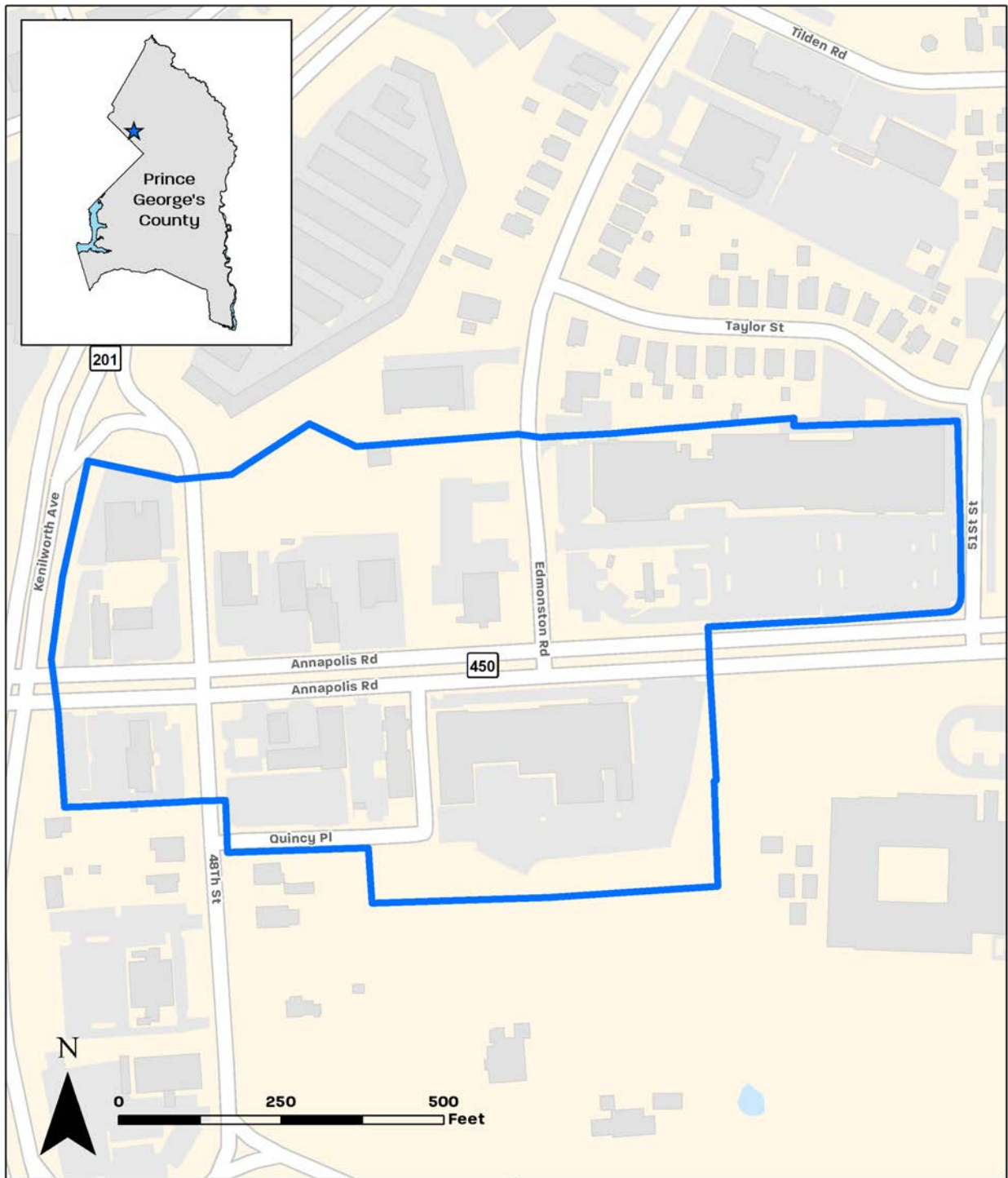
Source: Port Towns Development District Standards *Approved Port Towns Sector Plan and Sectional Map Amendment*, October 2009, Development District Overlay Zone Development Review Checklist, (Upper Marlboro: The Maryland-National Capital Park and Planning Commission, 2011), n.p.

In fall 2019, the Town of Bladensburg applied to the Prince George’s County Planning Department to fund a market feasibility and economic analysis. The purpose of the analysis was to determine the best uses available under the prior zoning and zoning that went into effect April 1, 2022, for the redevelopment of 17.36 acres of commercial and publicly owned property in the Bladensburg Town Center Character Area on both sides of MD 450 (Annapolis Road), from MD 201(Kenilworth Avenue) to 51st Street on the north, and up to, but not including, Bladensburg Elementary School to the south. This is the study area for the purposes of this analysis. Funding for

the project was approved by the Prince George’s County Planning Board on May 28, 2020, through the Community Planning Division’s Planning Assistance to Municipalities and Communities (PAMC) program.

The Prince George’s County Planning Department retained W-ZHA, LLC to conduct the analysis determining whether there is a market for mixed-use development in the study area, then test if redevelopment is financially feasible from a private investor’s perspective. Feasibility was then tested under the County’s prior Zoning Ordinance and the Zoning Ordinance that went into effect April 1, 2022.

Map 2. Bladensburg Town Center Market Feasibility and Economic Analysis Study Area

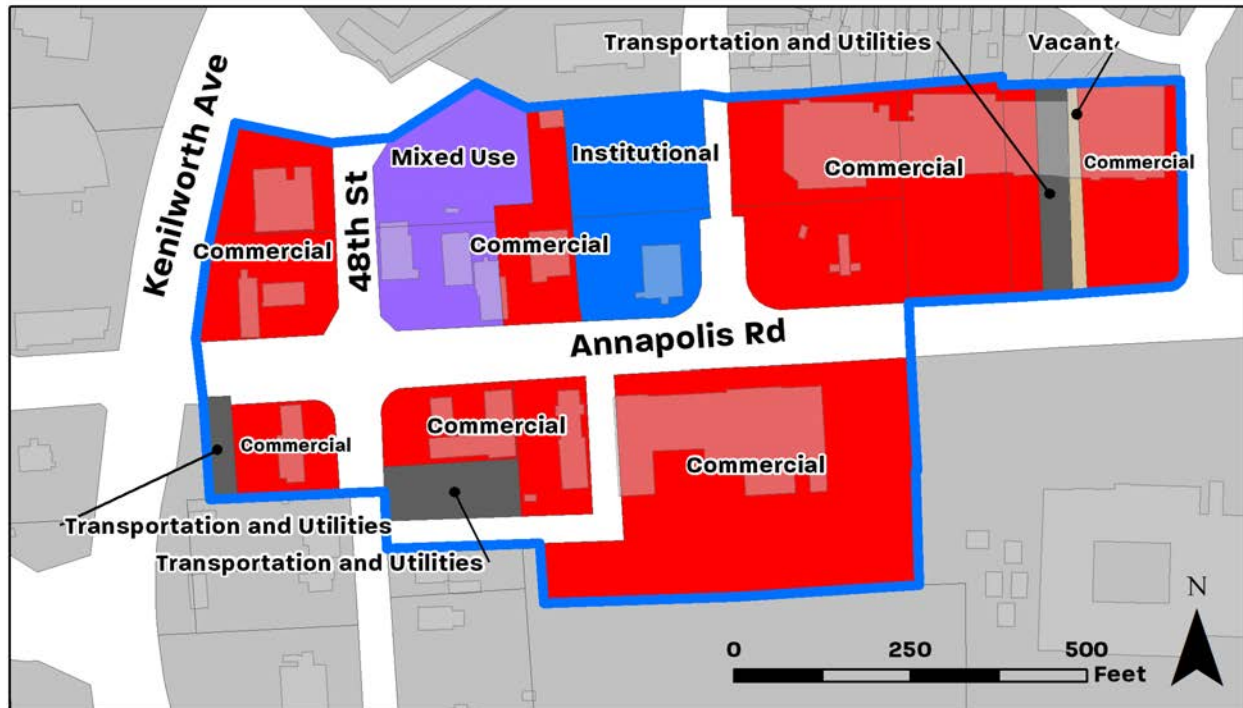


Source: PGAtlas.com; base map courtesy of OpenStreetMap.

Existing Conditions

Map 3. Study Area Land Use

The majority (12) of the 20 parcels composing the study area are Commercial in use, three are Transportation and Utilities, two are Mixed Use, two are Institutional, and one is classified as Vacant.¹⁴



Source: PGAtlas.com

Land Use

With two shopping centers totaling over 130,000 square feet, as well as stand-alone commercial establishments, the study area functions in part as a neighborhood shopping destination. Locally owned businesses with culturally diverse offerings include apparel and home goods, eating and drinking, grocery, banking, automobile, and laundry services.

Access

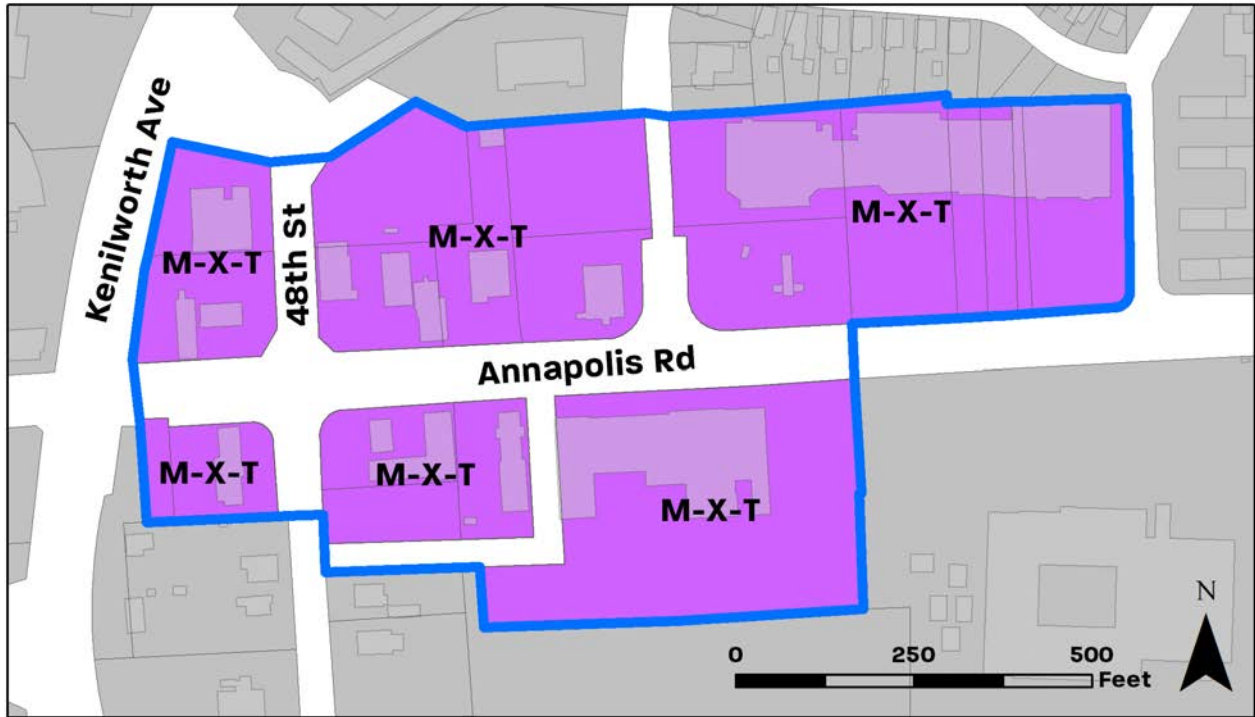
MD 450 (Annapolis Road) bisects the study area east to west and is classified as an arterial⁷ with an average

daily traffic count of 33,100.⁸ Many people commute to and from Washington, D.C. on MD 450 (Annapolis Road).⁹ Within the Town of Bladensburg there is comparatively little truck traffic.¹⁰

Edmonston Road runs south one mile from Hamilton Street to the center of the study area and is classified as a primary road.¹¹ MD 201 (Kenilworth Avenue) constitutes the western boundary of the study area and is classified as an arterial¹² carrying an annual average of more than 33,000 vehicles per day. Forty percent of that is truck traffic.¹³

The study area can also be accessed via Metrobus and Prince George's County's TheBus.

Map 4. Study Area Prior Zoning

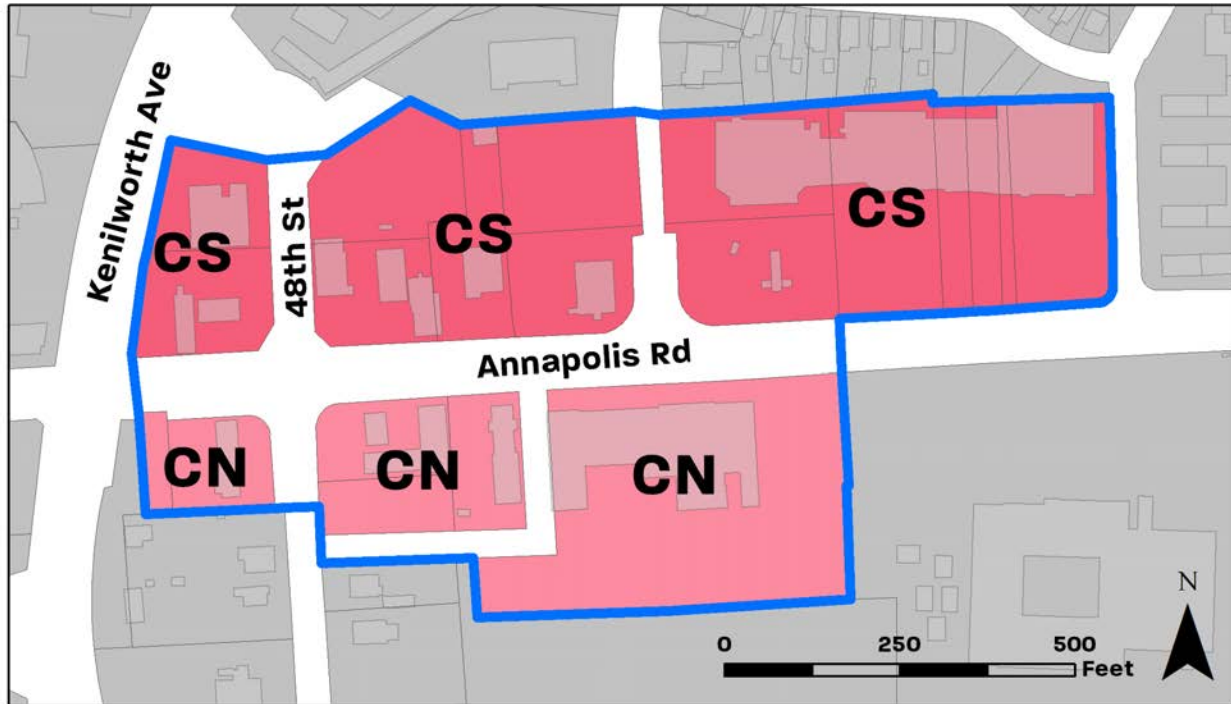


Prior Zoning (2009–2024)

All properties in the study area were zoned M-X-T (Mixed-Use Transportation Oriented) in 2009.¹⁵ M-X-T Zoning provides for a variety of residential, commercial, and employment uses.¹⁶ Redevelopment of these properties must also conform to the Port Towns Development District Overlay Zone standards for the Bladensburg Town Center Character Area.¹⁷ The Development District Overlay Zone standards ensure that aspects such as building height,

streetscape elements, and façade treatments are consistent with the desired town center character. The maximum FAR (floor area ratio) in the M-X-T Zone is 0.4. More development capacity is allowed if amenities are provided. For example, projects with 20 or more residential units are granted a 1.4 FAR (approximately 60 dwelling units per acre). With additional amenities, FAR can increase to a maximum of 8.0.¹⁸ Application may be made for permission to utilize the prior Zoning Ordinance for development up to two years from April 1, 2022.¹⁹

Map 5. Study Area Zoning as of April 1, 2022



Zoning

On October 23, 2018, the Prince George’s County Council adopted a new Zoning Ordinance and Subdivision Regulations. The Countywide Map Amendment implementing the new zones was approved on November 16, 2021 and took effect April 1, 2022. Properties north of MD 450 (Annapolis Road) in the study area were reclassified into the CS (Commercial, Service) Zone. The purposes of the CS Zone are “A) To provide for a concentration of retail sales and services (including auto-oriented commercial uses), office, and eating or drinking establishments, and B) Accommodate medium- to moderately high-density residential development as part of mixed-use development.”²⁰ For mixed-use development, the FAR is 20 units per acre of net lot area. The maximum FAR applies to the residential uses above ground-level commercial uses.

Properties south of MD 450 (Annapolis Road) in the study area were reclassified into the CN (Commercial, Neighborhood) Zone. The purposes of the CN Zone are “(A) To provide lands for a range of small-scale, low intensity retail and service commercial development that provides goods and services primarily serving the daily needs of residents of the immediately surrounding neighborhoods; and (B) To ensure uses, development intensities, and development forms that are consistent with a pedestrian-friendly and neighborhood-scale, traditional main street character, that are well-connected to and compatible with surrounding areas, and that do not attract significant traffic from outside the surrounding neighborhoods.”²¹ The CN Zone allows for single-family, townhouse, and multifamily development. The maximum density is 12 units per acre of net lot area and this density applies to any residential that is above a ground floor commercial use. The maximum height is 50 feet (4–5 stories).

Characteristics

Two important community anchors in, or adjacent to, the study area are the Bladensburg Branch Library and the Bladensburg Elementary School. The library, a resource for many in the community, is currently housed in a temporary location; a new facility is under construction at the corner of Annapolis and Edmonston Roads. The new 22,000-square-foot library will be three times the size of the previous library and have “meeting and study spaces, a computer lab ... makerspace and a small cafe when it opens.”²² The elementary school abuts the study area on the south side of MD 450 (Annapolis Road) at its eastern edge.

The Maryland-National Capital Park and Planning Commission owns and manages the Bladensburg Waterfront Park. With a marina, boat tours, recreational equipment, and events, the park is a major community asset. It is also an access point to the Anacostia River Trail (hard surface) that connects Bladensburg to Washington, D.C., the City of College Park, and other destinations. The park is approximately

700 feet to the southwest of the study area.

The study area is adjacent to five County historic sites that are listed on the National Register of Historic Places:

- The George Washington House (Historic Site 69-005-02)
- The Hilleary-Magruder House (Historic Site 69-005-07)
- The Market Master’s House (Historic Site 69-005-08)
- Bostwick (Historic Site 69-005-09)
- The Peace Cross (Historic Site 69-005-16)

Bostwick’s expansive property, with mature trees and excellent views, abuts the study area to the south. St. Paul’s Baptist Church (Historic Site 69-005-06) is of particular significance to African American history. Although noteworthy, these sites do not currently function as meaningful tourist destinations.

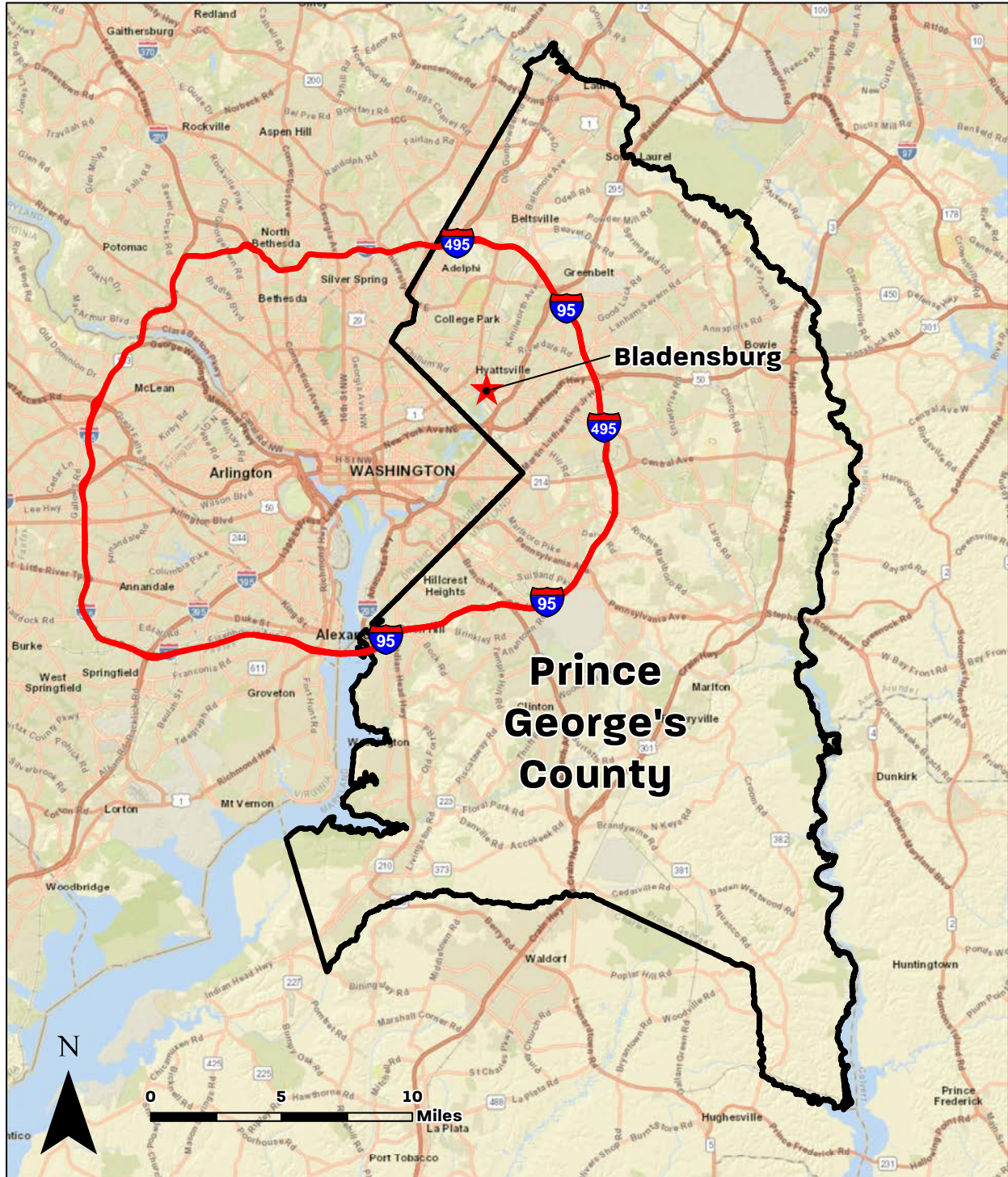


Bladensburg Waterfront Park

PHOTO BY PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT

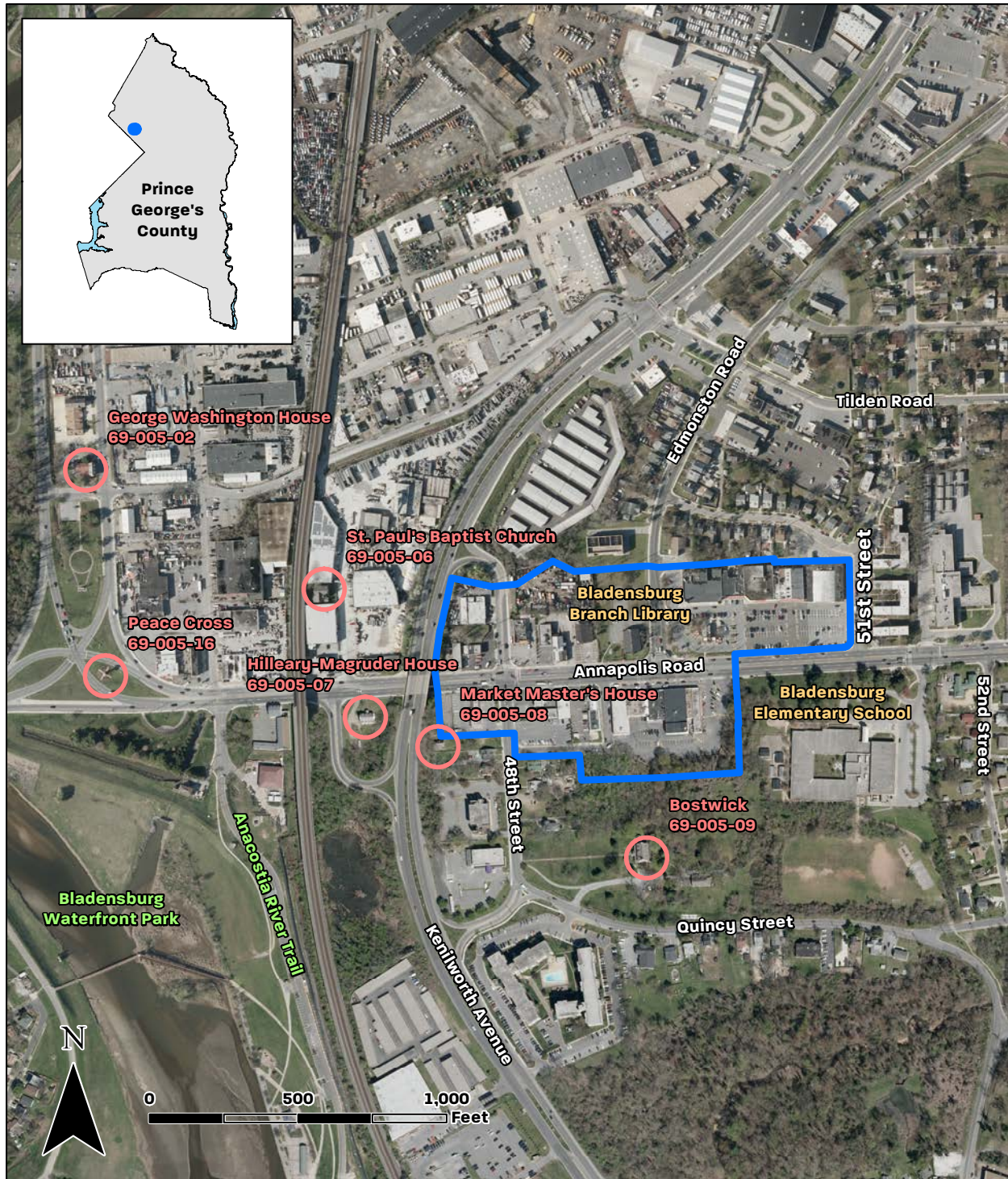
Map 6. Study Area Location Within Inner Beltway

Located on the Anacostia River, the Town of Bladensburg is a 15- to 20-minute drive from the District of Columbia. The Baltimore-Washington Parkway is within a three-minute drive and the Capital Beltway is a 10-minute drive. Although bus transit is available, there is no Metrorail stop within walking distance from the study area; however, there are several Metro stations within an eight-minute drive.



Source: PGAtlas; Roads data courtesy of U.S Census TIGER database.

Map 7. Amenities, Public Facilities and Historic Sites



Source: PGAtlas.

WHO WE ARE



Town of Bladensburg has **9,397** residents in 3,533 households

86% of residents 16+ are employed. Almost half of these are in the service industry.

81% of residents over 25 have at least a high school education

\$46,049 Lower median per capita income than County (\$83,429)

4,436 people per square mile, more than double the County average

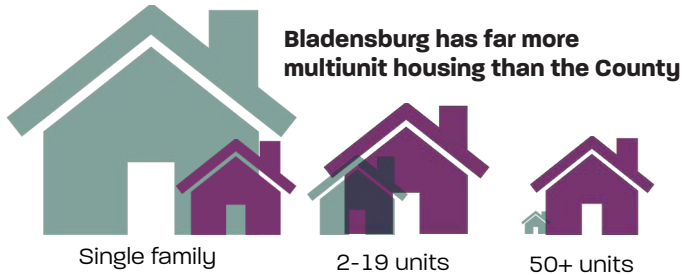
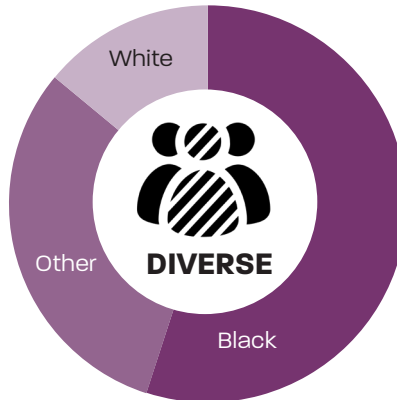
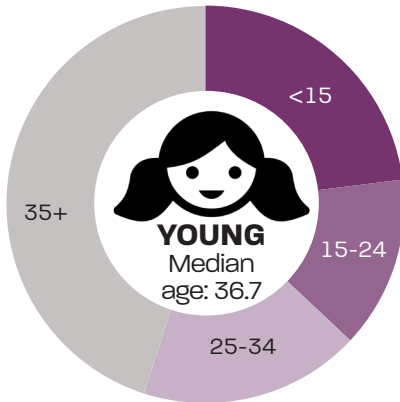


Distance residents travel for job

63% Less than 10 miles

24% 10-24 miles

9% 25-50 miles



42% of residents live alone



SOURCES: American Community Survey, 2018 5-Year Estimates, Esri, and US Census Longitudinal Employer-Household Dynamics (LEHD)

Washington Metropolitan Area Dynamics

Bladensburg’s future prospects are influenced by the dynamics of Washington, D.C.’s metropolitan area (the National Capital Region), which has one of the strongest economies in the nation. In 2018, the area ranked fifth among all United States’ metro areas in terms of gross metropolitan product.²³ While the federal government still plays an important role, the National Capital Region’s economy continues to diversify.

EMPLOYMENT FORECASTS

Employment growth within the National Capital Region over the next 10 years will put greater pressure on the housing market. Much of the job growth will occur in industries that employ highly skilled knowledge workers who prefer living in urban areas near their workplace. The Town of Bladensburg offers such a location.

Public Policy Framework

The 2014 *Plan 2035 Prince George’s County Approved General Plan* (Plan 2035) guides future development within the County. Plan 2035’s Strategic Investment Map identifies where the County intends to spend most of its resources in the near- to mid-term.

The Strategic Investment Map identifies three Downtowns (yellow diamonds), an Innovation Corridor (purple), and six Neighborhood Reinvestment Areas (orange). The three Downtowns are at the Prince George’s Plaza Metro, the New Carrollton Metro, and the Largo Planned Town Center Metro. The Innovation Corridor runs from Brentwood to Beltsville to Greenbelt. The six Neighborhood Reinvestment Areas are all inside the Beltway. Bladensburg is not included on Plan 2035’s Strategic Investment Map. To the extent that redevelopment requires County resources, a Bladensburg project may not be a priority. However, according to interviews with individuals at the Revenue and Redevelopment Authorities of Prince George’s County, Bladensburg’s Inner Beltway location is an advantage.²⁴ In addition, Bladensburg is part of the Port Towns Local Center

Table 1. Employment Forecasts Washington Metropolitan Area 2020-2030

Employment growth within the National Capital Region over the next 10 years will put pressure on the housing market. Much of the job growth will occur in industries that employ highly skilled knowledge workers who prefer living in urban areas near their workplace. The Town of Bladensburg offers such a location.

	2020	2030	Growth rate
Central Jurisdictions	1,173.3	1,303.5	1.1%
District of Columbia	846.3	937.9	1.0%
Inner Suburbs	1,631.4	1,808.2	1.0%
Montgomery County	543.5	604.5	1.1%
Prince George’s County	349.0	375.7	0.7
Fairfax County	701.7	787.2	1.2%
Outer Suburbs	555.9	661.8	1.8%

SOURCE: Metropolitan Washington Council of Governments, “Round 9.1 Growth Trends to 2045,” October 2018.




identified on the Plan 2035 Growth Policy Map. Local Centers are focal points for development and civic activity based on their access to transit or major highways, and the plan contains recommendations for directing medium to medium-high residential development, along with limited commercial uses, to these locations.²⁵





Metro Transit




Investors often see transit-oriented development as an attractive investment opportunity: sites within walking distance to a Metro station have market advantages. As stated previously, knowledge workers prefer urban locations with transit and other mobility options. In Prince George’s County there is still an abundance of development opportunities around Metro stations. Redevelopment in Bladensburg must compete with existing and future transit-oriented projects.

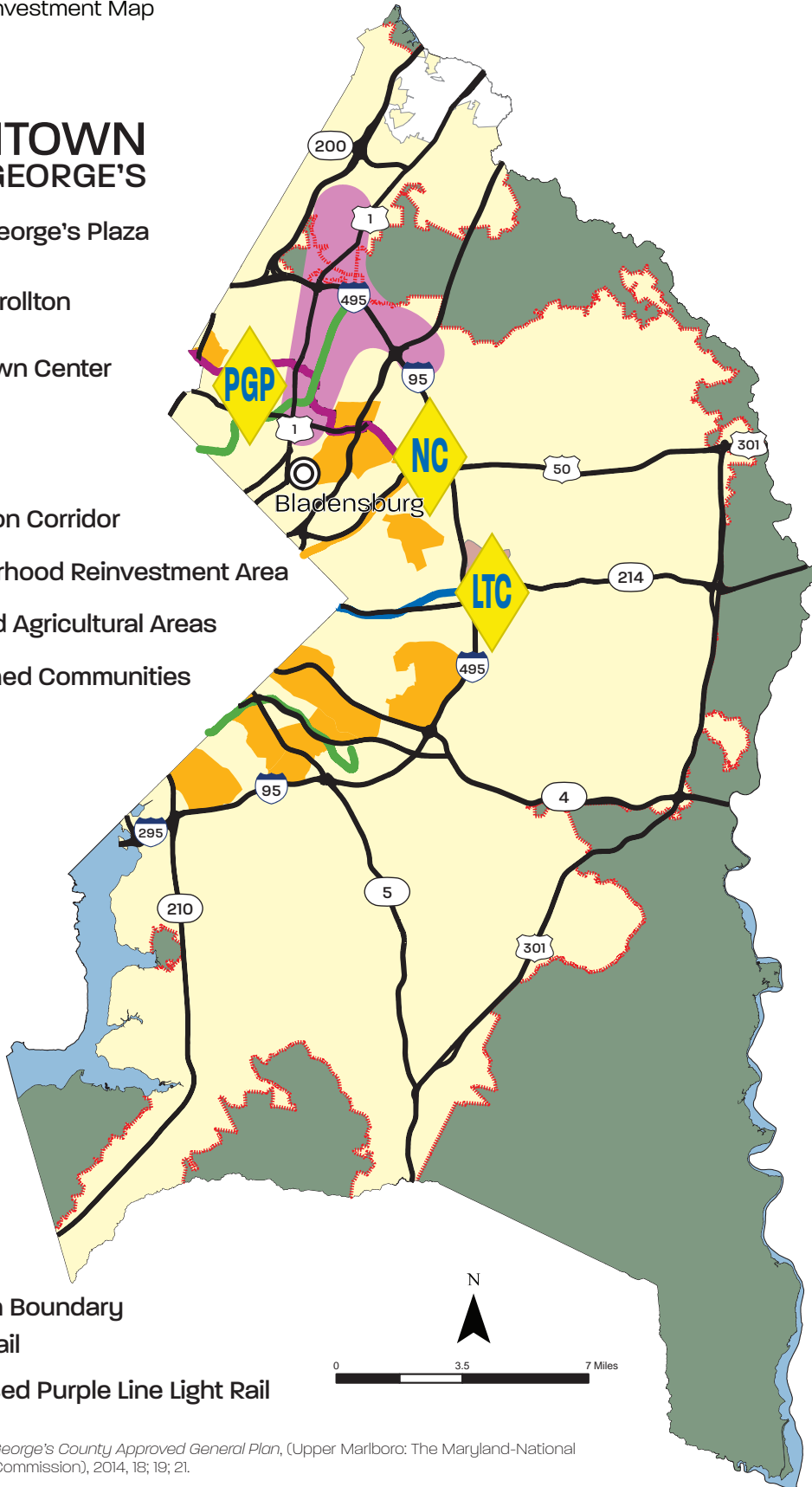
Map 8. Strategic Investment Map

DOWNTOWN PRINCE GEORGE'S

-  Prince George's Plaza
-  New Carrollton
-  Largo Town Center

-  Innovation Corridor
-  Neighborhood Reinvestment Area
-  Rural and Agricultural Areas
-  Established Communities

-  Growth Boundary
-  Metrorail
-  Proposed Purple Line Light Rail



Source: *Plan 2035 Prince George's County Approved General Plan*, (Upper Marlboro: The Maryland-National Capital Park and Planning Commission), 2014, 18; 19; 21.

SWOT Analysis

S STRENGTHS



Vibrancy:

Week-long, 24-hour activity contributes to a shared sense of community. Businesses offer a variety of goods and services, many of which are one-of-a-kind establishments targeting the Latin and African markets.



Diversity:

Bladensburg has a diverse population from a variety of cultures. Diversity is attractive to many markets, particularly millennials.



Community Amenities:

The Waterfront Park, the Bladensburg Branch Library, historic sites, and trails are market assets that could be better leveraged.

W WEAKNESSES



Infrastructure:

The study area looks dated. It does not feel like a place with recognized potential.



Untested Market:

There have not been any recent major commercial or residential projects in Bladensburg.



Property Values:

The high cost of property (\$860,000–\$1 million or more per acre) will challenge a redevelopment project's financial feasibility.



Not Pedestrian Friendly:

Although the traffic volume on MD 450 (Annapolis Road) is attractive to commercial land uses, it is not pedestrian friendly.

O OPPORTUNITIES



MD 450 (Annapolis Road):

With a traffic count of over 30,000 vehicles per day, Annapolis Road is an attractive and valuable location for retail, eating and drinking, and service establishments.



Proximity to Washington, D.C.:

The nation's capital, a center of employment, culture, dining, and shopping, is within a 10-minute drive.



Road and Bus Access:

MD 450 (Annapolis Road) and MD 201 (Kenilworth Avenue) are arterials connecting Bladensburg to the greater Washington Metropolitan economy via the Baltimore-Washington Parkway, US 50 (John Hanson Highway), and the Capital Beltway. The study area can be accessed via Metrobus and Prince George's County's TheBus.

T THREATS



Lack of Transit:

Bladensburg is not within walking distance of a Metro or light rail Purple Line station. Any new residential project would compete with many nearby transit-oriented projects.



Brand:

Bladensburg lacks a brand, other than that of "Port Town," that would help to define and publicize its attributes.



Not a Plan 2035 Designated Strategic Investment Area



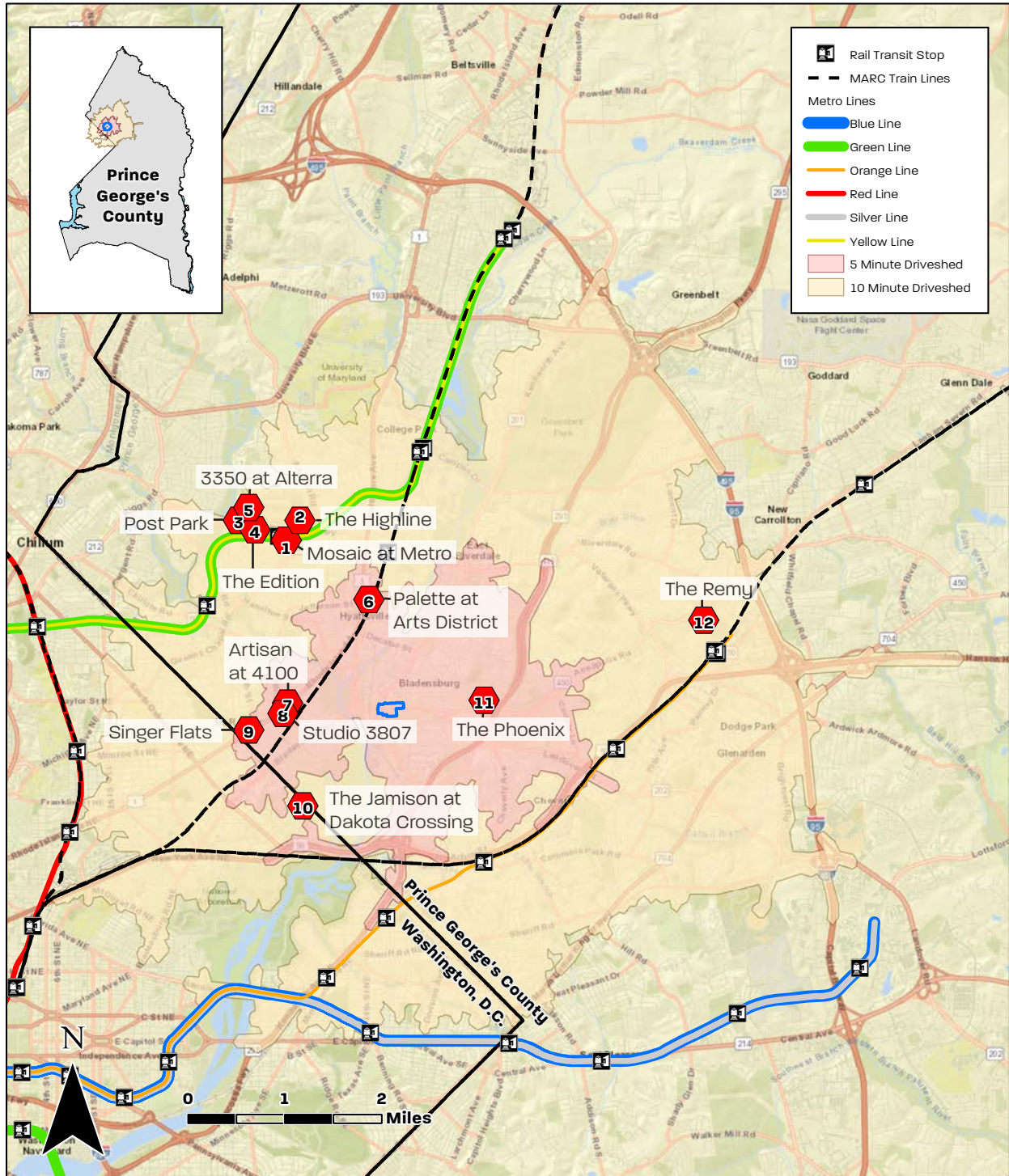
**Market Master's House
(Historic Site 69-005-08)**

**PHOTO BY PRINCE GEORGE'S COUNTY
PLANNING DEPARTMENT**

Residential Market

Renters seeking housing in Bladensburg have similar options with similar amenities and options in a 5- to 10-mile drive—the Residential Primary Trade Area (or Residential Market Area).

Map 9. Bladensburg Residential Primary Trade Area and Competitive Apartment Projects

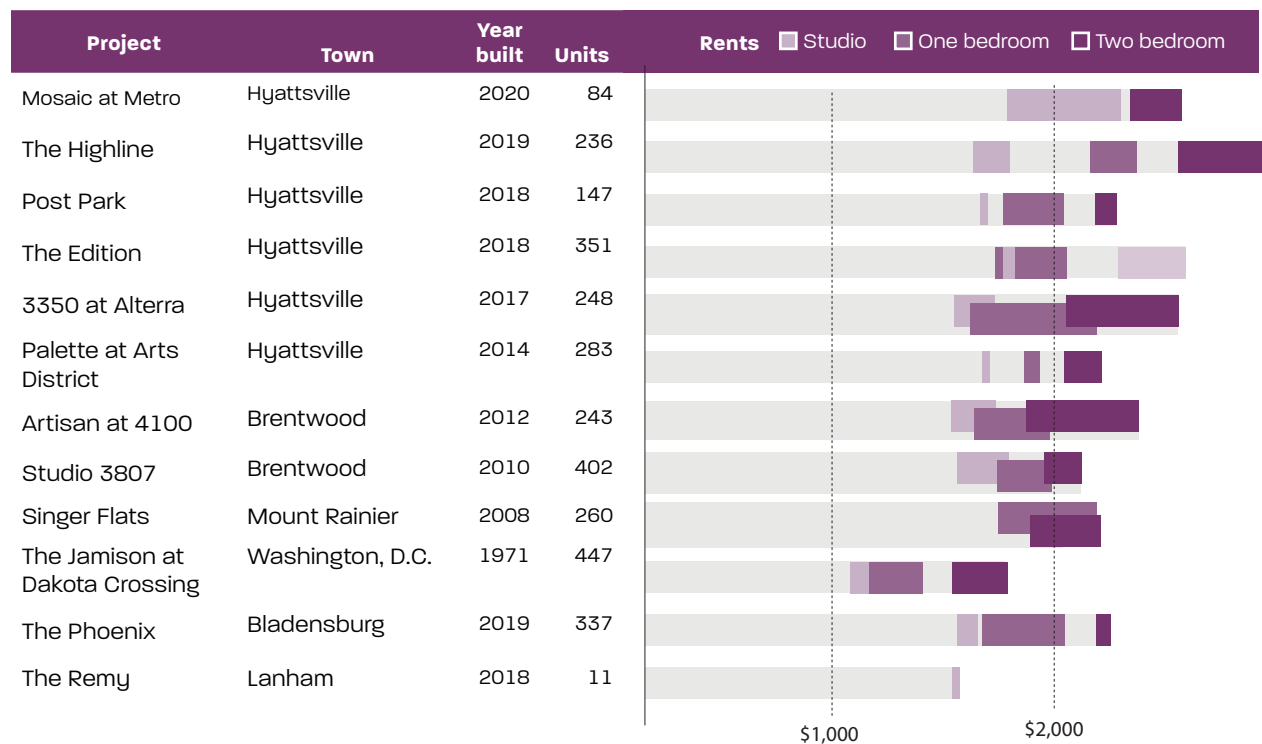


Sources: PGAtlas; Rail data courtesy of D.C. Open Data and Maryland Open Data.

Residential Primary Trade Area

There are 12 competitive projects within Bladensburg’s Residential Primary Trade Area. Most of the newer apartments are found northwest of the study area. There are also new apartments nearby in Fort Lincoln and in Lanham.

Table 2. Existing Competitive Projects and Asking Rents



Sources: Apartments.com and project websites.



PHOTO BY PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT

Existing Conditions and Trends

It is estimated that there were 69,242 households in the Residential Primary Trade Area in 2020 where the median household income is \$65,240. This is below the County average of \$83,430.

The Trade Area lost 3,334 households over the previous 10 years and all these households were homeowners at almost every income level except households earning \$200,000 or more per year. The number of homeowners earning \$200,000 or more per year grew quickly, with a compound average annual growth rate of 5.9 percent.

The decline in home ownership is likely because units are being converted to rental properties. Renter households increased by approximately 5.6 percent over the past decade.

In general, the number of renter households earning less than \$60,000 per year declined. This decline may be because rental rates rose to levels too high for those households.

The number of renter households with incomes over \$60,000 increased by over 30 percent between 2010 and 2020. Households earning \$60,000 or more can generally afford to pay market rents.

Among renters, one- and two-person households accounted for 83 percent of growth over the past decade. Renter household growth was driven by

households with incomes of \$60,000 or more. From 2010–2020, households in this income bracket grew by 31.3 percent.

MARKET POTENTIAL

Residential Primary Trade Area households are projected to increase by 1,933 over the next five years. Growth is projected to occur for both renter and homeowner households.

Given the character of the study area, multifamily rentals are the most appropriate residential product type for the location. Therefore, the following analyses targets the residential rental market.

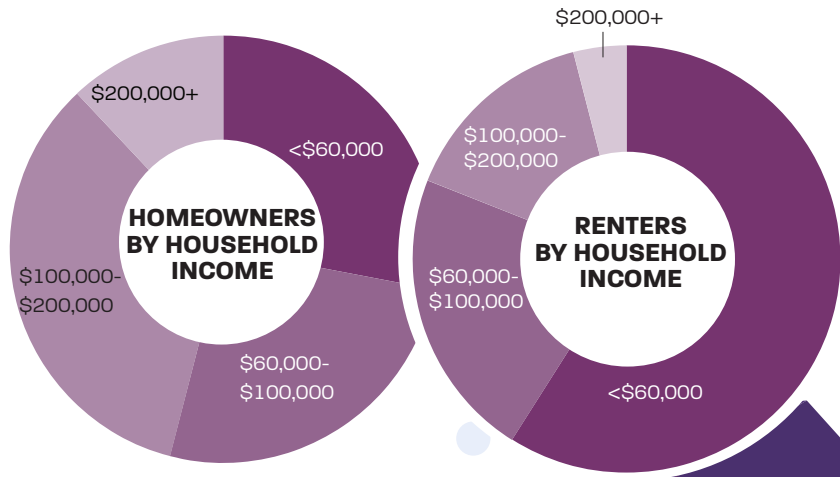
Households with incomes less than \$60,000 are projected to decline, likely because there will be fewer units available that are affordable to those in that bracket. Households with incomes above \$60,000 are projected to increase by over 2,100 over the next 5 years.

The new renter households will be mostly one- and two-person. For the 2,107 households with incomes over \$60,000, approximately 53 percent will be one- or two-person. Approximately 17 percent of the additional households will be three people and 30 percent will be households with four or more people.

The potential market for a new multifamily project in the study area is indicated by household growth among renter households and existing households moving within the Residential Primary Trade Area.

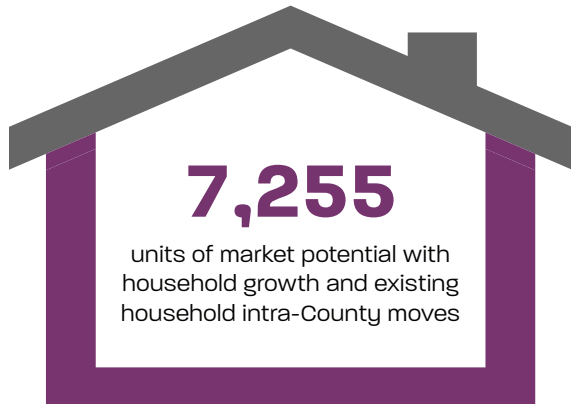
RESIDENTIAL PRIMARY TRADE AREA

NUMBER OF HOUSEHOLDS

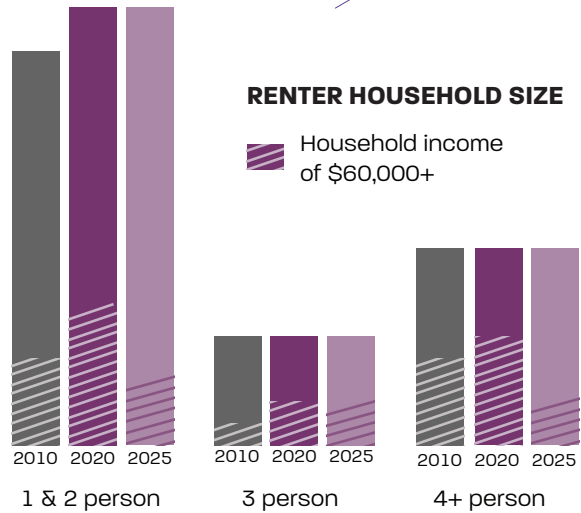


5,148

renter households with an income of \$60,000+ in the Residential Primary Trade Area move to another location within the County in a given year



RENTER HOUSEHOLD SIZE



Source: Ribbon Demographics, US Census, Claritas, Inc.



PHOTO BY PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT

CONSIDERATIONS

Within the Residential Primary Trade Area there are over 1,500 units slated for development within the next five years. This amounts to 75 percent of the residential market created by household growth. Planned projects with development approval include Canvas Apartments in Hyattsville on Baltimore Avenue and two new apartment buildings at Riverdale Park Station, both of which will offer desirable locations and amenities. New apartment buildings are also planned at Belcrest and Toledo Roads near the Prince George's Plaza Metro Station and in the New Carrollton Transit District. There are also projects planned in College Park that, although outside of the Residential Primary Trade Area, may compete for a portion of that market.

Residential rental projects in Bladensburg would have difficulty competing with amenity- and transit-

rich projects in other locations. Bladensburg lacks a clear identity or brand, making it a difficult location to market. To succeed, a developer would need to “bend” the market by offering relatively low rents* and leveraging Bladensburg’s locational assets, such as its proximity to Washington, D.C. In addition, Bladensburg’s quality of life assets (the waterfront, an employment base, bike trails, green spaces, and ethnic food) are all valuable to the residential market.

CONCLUSION

The study area can support a rental residential project of 133–158 units with an average rent of \$1,905 per month or \$2.50 per leasable square foot. To stay affordable, smaller unit sizes have been assumed with an average size of 738 square feet. This assumes a unit mix of 20 percent studios, 60 percent 1 bedrooms, and 20 percent 2-bedrooms.

* When compared to other new construction apartment rents in the County.

Retail Market

The retail market analysis examines the market for general retail, eating and drinking establishments, and neighborhood services. The analysis determines whether there will be market support for the businesses that may be anticipated as part of a mixed-use redevelopment project.

Definitions

Regional Shopping Center: Typically, regional shopping centers are enclosed malls or large outdoor shopping centers anchored by two to three department stores and are 500,000 or more square feet. These centers are dominated by comparison goods stores (see definition below) and draw patronage from up to a 20-minute drive time.

Comparison Goods: Regional shopping centers have stores that offer comparison goods—those goods for which consumers generally travel farther to compare variety, price, and quality. Typically included in this category are general merchandise, apparel and accessories, home furnishings and equipment, and miscellaneous items including sporting goods, stationery, jewelry, toys, games, gifts and novelties, souvenirs, luggage/leather goods, sewing, and optical goods.

Community Shopping Centers: Community shopping centers provide both convenience goods (see definition below) and services as well as a small selection of comparison goods. These centers often include a supermarket as well as discount apparel, some specialty shops, and sometimes entertainment such as movie theaters. Most of the sales generated at these centers come from residents and workers within a 10-minute commute. Because these centers target day-to-day shopping needs, they tend to be located in highly visible locations within easy access of their customer base.

Convenience Goods: Convenience goods are goods purchased in stores convenient to a shopper's dwelling or workplace. Food for home consumption and housekeeping supplies make up the largest portion of convenience goods. The category also includes prescription and over-the-counter drugs, personal care items, and health-and-beauty aids. Tobacco products, newspapers and magazines, flowers, and pet supplies are also considered convenience goods.

Neighborhood Centers: Neighborhood centers provide convenience goods to the immediate neighborhood surrounding them. These centers are typically less than 60,000 square feet. They are often anchored by a food market or drugstore with personal services such as banking, laundry, barbershops, and eating and drinking establishments filling out the remainder of the center. The primary trade area for a neighborhood center is residents and workers within a five-minute travel time. The Port of Bladensburg and Bladensburg Shopping Centers are neighborhood centers.

Eating and Drinking Establishments: Eating and drinking establishments include fast food, fast casual, and full-service restaurants; take-out restaurants; and bars.

In-Line Store/Retail: This term refers to the smaller stores that are located between the anchors in a shopping center.

National Credit Tenants: National credit tenant stores are owned by large, usually publicly traded companies. These companies have investor-grade bond ratings. National credit tenants have an established brand and hundreds or even thousands of outlets. As such, they generally provide cash flow reliability to a project. Examples of national credit tenants include Walgreens, Family Dollar, and Walmart.

Independent Stores: Sometimes referred to as “mom and pop” stores, an independent retailer is one who builds a business without the help of an established brand. These stores are privately owned and operated by entrepreneurs. These tenants can offer unique products but are considered risky from an investor's perspective.



Port of Bladensburg Shopping Center

Nearby Regional and Community Shopping Centers

The Mall at Prince George's (3500 East West Hwy, Hyattsville, MD 20782): The Mall at Prince George's is a 914,000-square-foot enclosed mall anchored by Target and Macy's across from a Metro station. Adjacent to the Mall is University Town Center, a project with a mix of office, retail, and residential uses. There has been considerable transit-oriented residential and retail development around the mall.

The Shops at Dakota Crossing (2438 Market St. NE, Washington, DC 20018): At 430,000 square feet, the Shops at Dakota Crossing is best characterized as a power center anchored by Costco, Lowe's, and Dick's Sporting Goods, and contains other in-line tenants. It is easily accessed via US 50 (John Hanson Highway).

The Shoppes at New Carrollton and others (7710 Riverdale Road, New Carrollton, MD 20784): There are many community shopping centers near the intersection of I-495 and MD 410 (Annapolis Road). The Shops at New Carrollton is a 253,600-square-foot strip center anchored by Lowe's, Staples, and Safeway. Enterprise Plaza is a 190,000-square-foot

center anchored by TJ Maxx and Aldi. Other adjacent shopping centers include Carrollton Shopping Center (51,000 square feet), Defense Shopping Center (74,200 square feet), and the Plaza 30 Shopping Center. Although some of these centers are located near the New Carrollton Metro Station, they are automobile-centric and not transit-oriented.

Capital Plaza (6200 Annapolis Road, Landover Hills, MD 20784): Capital Plaza is five-minute drive from the study area. New outparcel development includes Walmart, a new Royal Farms, a Capital One bank, and a small multitenant retail building.

Other retail and eating/drinking destinations include Hyattsville and the Queens Chapel/Hamilton Road area where a transit station, major streetscape improvements, and a new Aldi have transformed the area. Restaurants and service establishments now occupy older storefronts. Mixed-use redevelopment in Hyattsville has created an attractive, walkable environment along US 1 (Baltimore Avenue). This area contains a Busboys and Poets restaurant/bookstore, a Yes! Organic Market, Franklins (a brewpub), and several fast-casual restaurants such as Chipotle and Elevation Burger.



PHOTO BY PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT

Nearby and Study Area Neighborhood Centers

Save a Lot Shopping Center (5416 Annapolis Road, Bladensburg, MD 20710): Close to the study area, this 44,600-square-foot center contains a grocery store and an Advance Auto Parts store. The shopping center was observed to be 95 percent occupied in September 2020.

The Parkway Shopping Center (5640 Annapolis Road) and Capital Plaza (6200 Annapolis Road) are to the west and east, respectively, of the I-295 (Baltimore-Washington Parkway). These centers are occupied by independent retail and service establishments. There are few national credit tenants in these centers. Just to the south at the MD 202 (Landover Road) and I-295 (Baltimore-Washington Parkway) interchange are a new Aldi supermarket (6524 Landover Road) and Walgreens drugstore (6498 Landover Road).

Port of Bladensburg Shopping Center (4900-4960 Annapolis Road, Bladensburg, MD 20710): Within the study area, the 43,000-square-foot center is anchored by the Village Thrift Store, Americana Grocery, and an AutoZone. A Checker's fast-food restaurant occupies a pad site in the parking lot of the center. Most of the tenants in this center are

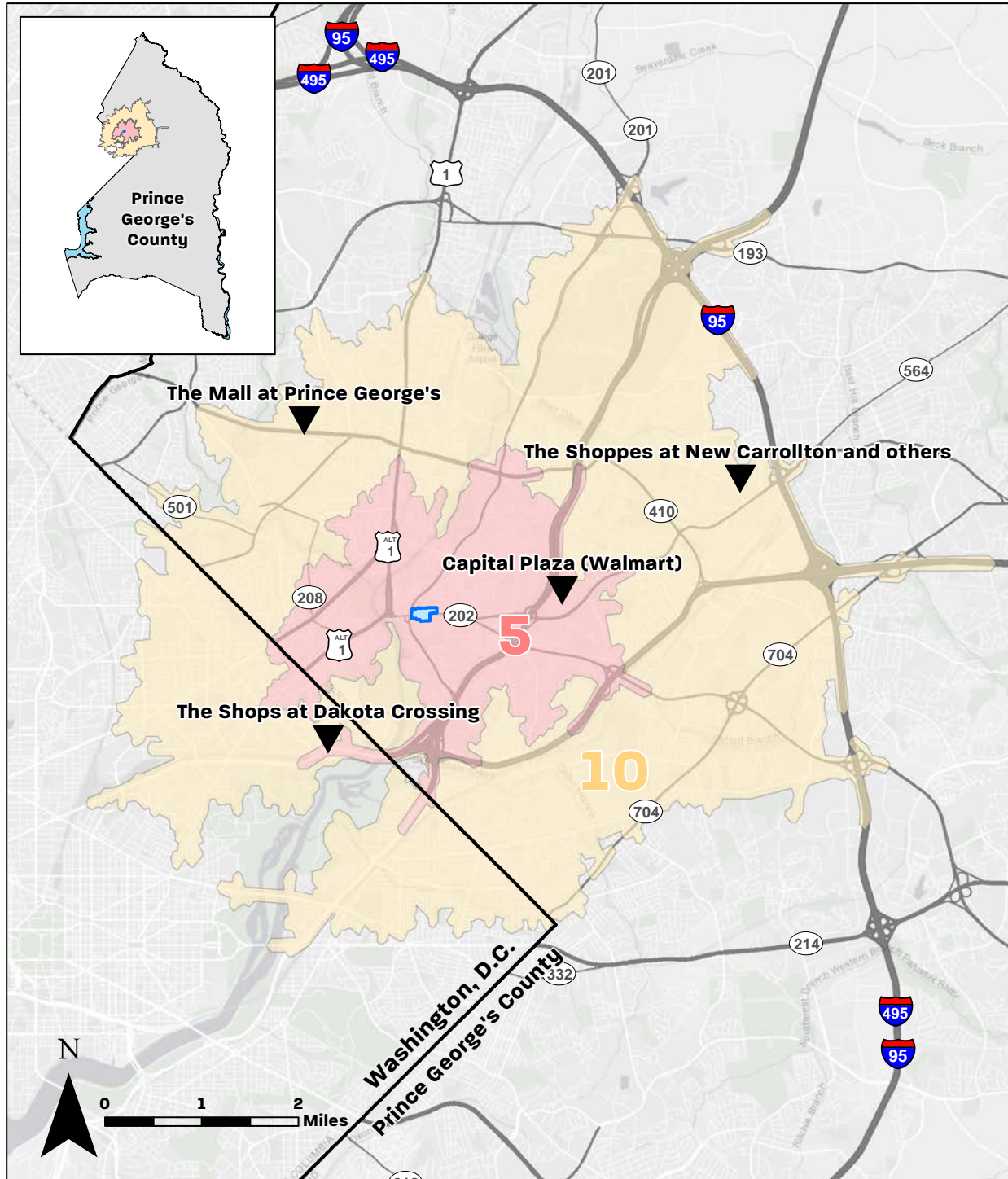
independent retailers, not national credit tenants. In September 2020, two storefronts, one 4,500 square feet and the other approximately 1,700 square feet, were vacant. The center is approximately 85 percent occupied and was observed to be typically quite busy.

Bladensburg Shopping Center (4821 Annapolis Road, Bladensburg, MD 20710): Also in the study area, this center totals 53,581 square feet, which includes rentable space in the basement and second story. There are 33,834 square feet of leasable space on the ground level. This center is anchored by Gussini Fashion-Shoes, Furnish & Beyond, and a 7-Eleven convenience store. As of September 2020, one 2,021-square-foot storefront was vacant in this center. The ground-level retail is over 90 percent occupied and many of the tenants are independent businesses.

Port Towns Shopping Center at Colmar Manor (3601 Bladensburg Road, Brentwood, MD 20722): West of the Peace Cross, this center is anchored by a Compare Foods grocery and a CVS Pharmacy. As of September 2020, none of the storefronts in this 56,000-square-foot center were vacant. Adjacent to this center are McDonald's, KFC, and Burger King fast-food restaurants.

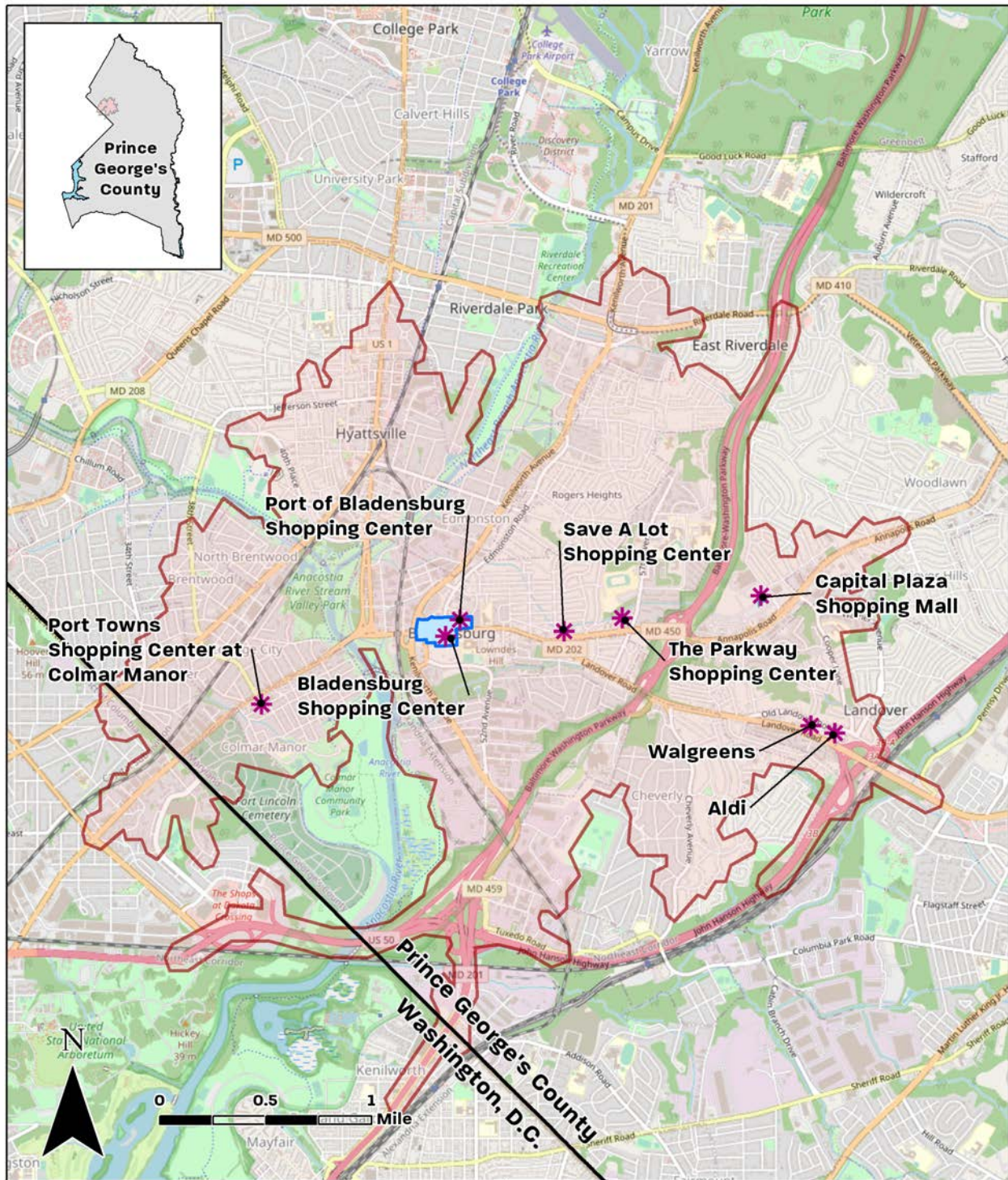
Other retail and services in the study area include a

Map 10. Regional and Community Shopping Centers 5-10 Minute Drive Time from the Study Area



Map 11. Neighborhood Shopping Centers within a 5-Minute Drive of the Study Area

From the Peace Cross east, MD 450 (Annapolis Road) features stand-alone commercial establishments, neighborhood, and community centers. Most of the commercial buildings on Annapolis Road are several decades old and there has been little new construction except at highway interchanges. Notwithstanding, as of September 2020, there were few vacancies observed in the MD 450 (Annapolis Road) commercial buildings between the study area and the Baltimore-Washington Parkway.



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**BLADENSBURG
SHOPPING CENTER**



Laundromat, a SunTrust bank, a gas station, a hair salon, a barber school, a Boost Mobile, a vacant auto service station, a stand-alone restaurant offering African food (Mango Café), and a stand-alone restaurant offering Mexican food (La Cochita).

Retail in the Study Area Today

The study area contains approximately 138,000 square feet of neighborhood-serving commercial space. There are relatively few vacancies. Study area establishments serve residents and local workers. Many of the stores and restaurants target the diverse market that is Bladensburg, and the study area is a busy place during business hours.

The Bladensburg Shopping Center’s storefronts are on the sidewalk off an access lane, but most of the buildings in the study area are automobile-oriented, fronted by parking lots. Generally, access to the study area’s retail establishments is not pedestrian-friendly.

Interviewees did not disclose rental rates for the commercial spaces. However, according to the owner, the Port of Bladensburg Shopping Center (4900-4960 Annapolis Road) charges below-market rents (under \$25 per square foot) to allow independent retailers to be successful. Rents at the Bladensburg Shopping Center (4821 Annapolis Road) are reportedly above \$25 per square foot. The vacant auto store at the corner of 48th Street is advertised at \$19 per square foot. Although the building stock is older, the study area is an attractive location for certain types of retail establishments.

The Study Area’s Retail Positioning as of 2020

Retail in Bladensburg is targeting the neighborhood market and nearby workers. The Retail Primary Trade Area (from which approximately 70 percent of sales are derived) is the five-minute drive time. Bladensburg tenants are oriented toward the international market, the lunchtime crowd, and the discount shopper. The shopping environment is stop-and-go-oriented, a product of the tenant mix as well as a physical environment that is not conducive to a longer stay.

The assessed value of property in the study area is high at approximately \$1 million per acre; the Port of Bladensburg Shopping Center owner indicated that he has had offers to purchase the shopping center for

RETAIL, EATING, DRINKING, AND SERVICES SUPPLY

Center/Establishment	Square Feet
Port of Bladensburg Shopping Center	55,763
Hair Salon Brenje	3,443
Bladensburg Barber School	2,219
A&A Transmission Service	2,870
La Cocita Restaurant	4,324
Vacant auto-oriented	1,710
Mango Cafe	2,971
Shell Gas Station	2,204
SunTrust Bank	4,780
Bladensburg 24-Hour Wash & Dry	4,080
Bladensburg Shopping Center	53,581
Total	137,945

more than its assessed value.* The value of the study area from a market perspective is evident in property sale prices and assessed values. The 4,780-square-foot SunTrust bank property (4805 Annapolis Road) is currently for sale for \$2.8 million. As advertised on LoopNet, SunTrust holds a triple-net (NNN) lease.** The property generates a net operating income of \$182,000. This translates into a rent of \$38 per square foot triple-net, which is impressive.

Characteristics of Neighborhood Market

DEMOGRAPHIC INDICATORS

The Retail Trade Area’s density of population and households is satisfactory to most national tenants. From 2010–2020, the Retail Trade Area’s population grew at a rate slightly higher than that of the County’s Inner Beltway communities. Household growth over this period was slightly slower. The Retail Trade Area is projected to grow more slowly than the Inner Beltway area over the next five years. Incomes and education attainment are relatively low in Bladensburg’s trade area, which may preclude some affluent lifestyle tenants such as Starbucks and table-service restaurants. The Retail Trade Area is well-positioned for fast food and discount retail, however. The census’s Diversity Index is very high in the Retail Trade Area.

* Telephone interview by Sarah Woodworth with José Rodriquez of Lubian, LLC, July 29, 2020.

** A triple net lease is a lease agreement whereby the lessee pays all the expenses of the property, including real estate taxes, building insurance, and maintenance.

RETAIL TRADE AREA



DIVERSITY INDEX

This index shows the probability that two people chosen at random will be from different race and ethnic groups.



COMPOUND AVERAGE ANNUAL GROWTH RATE OF HOUSEHOLDS

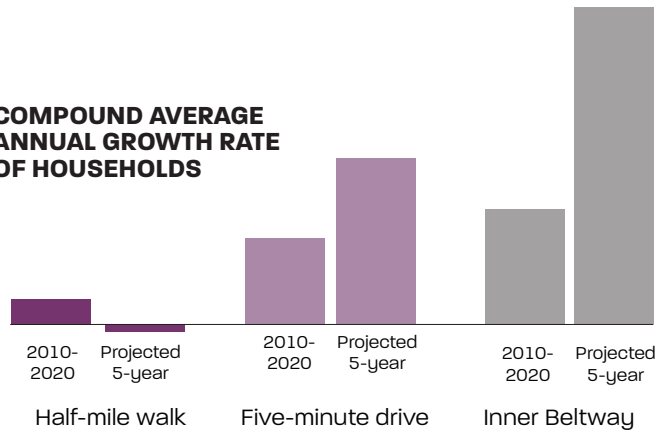


Figure 1. Retail Trade Area Tapestry Segmentation Profile

Esri's Tapestry Segmentation geodemographic system classifies United States households into 14 LifeMode groups and 67 unique lifestyle segments. The segments are based on demographic, socioeconomic, and lifestyle characteristics. Lifestyle characteristics are a function of where people live, how they spend their money, and their household age. The top five lifestyle segments in the Retail Trade Area are NeWest Residents, City Lights, Urban Villages, American Dreamers, and International Marketplace. Households in these segments account for two-thirds of the trade area's households. In general, the Retail Trade Area comprises young households, many of which are foreign-born. Households range from middle-income to low-income. Because of their incomes and the presence of children, most households are price-conscious shoppers. Households are also likely to shop at ethnic-specialized stores and restaurants.

Lifestyle Segment	Share	Characteristics	Spending Potential Index			Shopping Characteristics/ Store-Types
			Food	Apparel	Entertainment/ Recreation	
NeWest Residents	16.8%	Younger households; family-oriented; new immigrants; low income	60	59	50	Discount; Ethnic
City Lights	16.6%	Mix of singles and families; above average incomes; work hard; savvy	105	110	106	Price Savvy; Value Quality Brands; Macy's
Urban Villages	11.7%	Families; multicultural and multi-generational	94	100	95	Trendy, Fashion- and Status-Conscious; Target
American Dreamers	11.3%	Young married couple and grandparents; diverse; below median income	78	79	77	Necessity Shopping; Warehouse Club; Walmart
International Marketplace	9.7%	Young households and families; Hispanic; foreign-born; language barriers; hard working	81	84	74	Price-Conscious; Ethnic

RETAIL POTENTIAL

The study area is not well-positioned for national credit, non-discount comparison goods stores. These types of tenants seek locations where there is higher disposable income and a sufficient number of other stores to allow for comparison shopping. The community shopping nodes within a 10-minute drive of the planned town center are better positioned to attract these store types.

The study area is well-positioned for convenience-oriented retail. The Retail Trade Area's high population density coupled with MD 450 (Annapolis Road) traffic volume makes it a logical location. The retail, however, will likely be discount-oriented given trade area demographics. Because of the high traffic

volume on MD 450 (Annapolis Road) and its visibility to the site, discount national credit tenants in these store categories would likely invest in the study area as part of a mixed-use redevelopment at market-rate rents that the new construction would require.

REDEVELOPMENT CONSIDERATIONS

The paradox of redevelopment for community betterment is that the high cost of new construction virtually requires high rental rates. High rates may preclude independent retailers and restaurants—the very establishments that contribute to the study area's character and serve the local population. The community may want to consider conditioning any redevelopment subsidy upon below-market commercial space rents.

Figure 2. Site Selection Criteria, Select Restaurant Types

Location criteria for certain restaurant types. Rather than full-service restaurants, dining options will likely be take-out or fast-food oriented.

Restaurant-Type	Example	Store Size	Average Daily Traffic	Demographics/Psychographics
Coffee/Casual Food	Starbucks, Panera Bread	1,700 -2,700	20,000	Educated, strong population density and/or job density, \$90,000 income, morning side of street*
Fast Food	McDonald's; Burger King	3,000	25,000	
Casual Restaurant	Zoës Kitchen	2,200 -2,500	20,000	Daytime population 20,000; median income \$70K; 60% college-educated
Full-Service Restaurant	Olive Garden	7,500 -8,500	**	Prime regional location; 100,000 people in trade area (approx. 15 minutes)

* The side of the street used by workers when commuting to work in the morning.

** The Olive Garden does not list a traffic count in their location criteria.

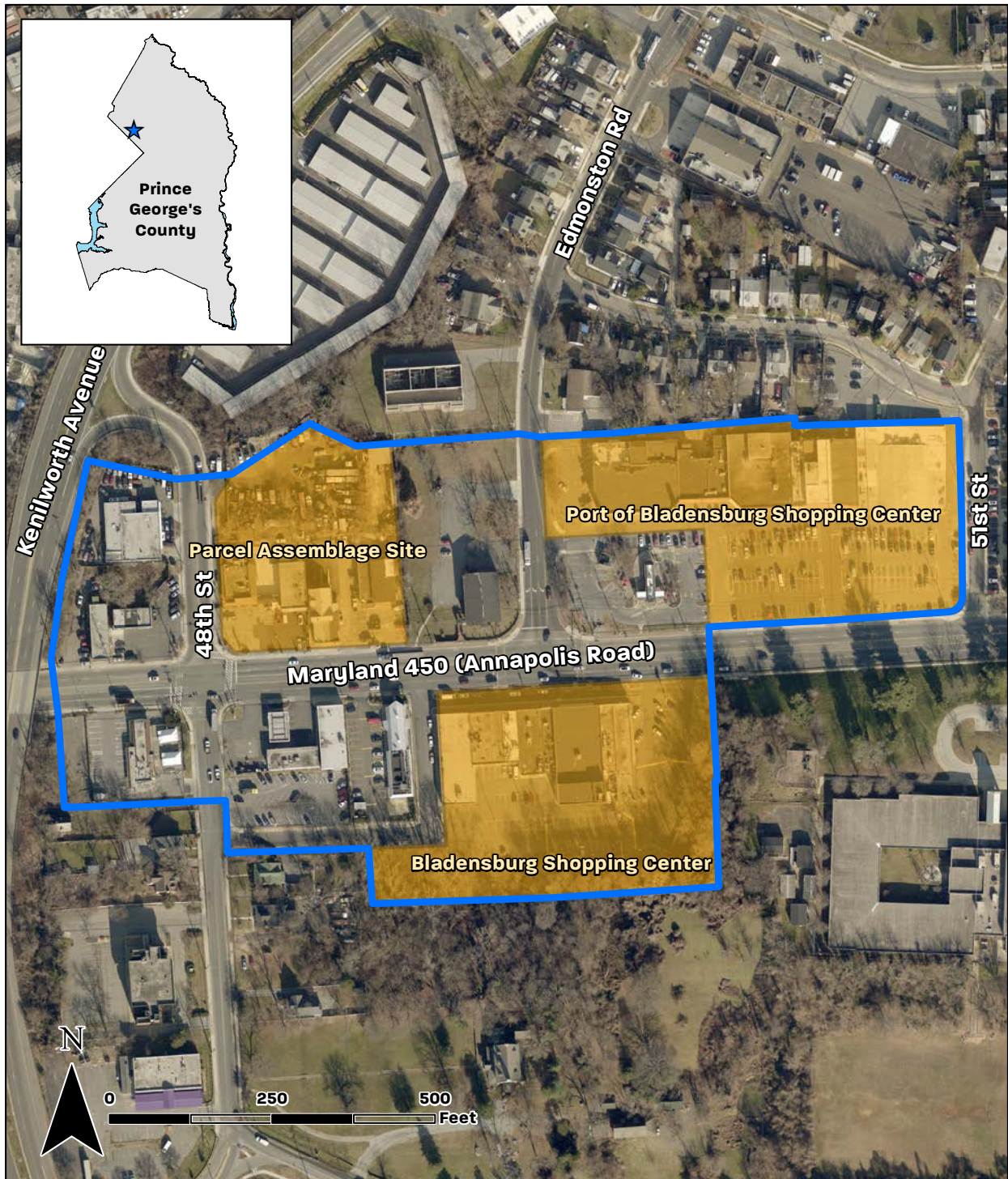
Source: W-ZHA, LLC.

PHOTO BY PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT



Redevelopment Scenarios

Map 12. Study Area Potential Redevelopment Sites





PHOTOS BY PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT

Potential Redevelopment Sites

Redevelopment feasibility was tested on three sites: the Port of Bladensburg Shopping Center site; the parcels between the library site and 48th Street; and the Bladensburg Shopping Center site. Feasibility was tested for all sites under the prior M-X-T (Mixed-Use Transportation Oriented) Zone; the CS (Commercial, Service) Zone for properties north of MD 450 (Annapolis Road) and the CN (Commercial, Neighborhood) Zone for properties south of MD 450 (Annapolis Road).

Development Programs

The development programs were created by estimating net land area and applying a density factor. The maximum density is a function of zoning and how much parking can be accommodated on the site. Surface or tuck-under parking was assumed, rather than structured or below-grade. Market and risk are important determinants of a site's ultimate development program; sites are not always redeveloped to the maximum allowable capacity.

Figure 3. Development Programs for Redevelopment Sites

Site	Zoning	Total Sq Ft	Retail Sq Ft	Residential Sq Ft	Residential Units
Port of Bladensburg Shopping Center*	M-X-T	154,857	19,900	134,957	147
	CS	75,902	19,900	56,002	61
Parcel assemblage off 48th Street	M-X-T	75,819	8,800	70,019	73
	CS	47,359	8,800	38,559	42
Bladensburg Shopping Center	M-X-T	98,781	13,400	85,381	93
	CN	47,369	13,400	33,969	37

* Does not include the Checkers drive-thru restaurant, which has a long-term lease

OPERATING ASSUMPTIONS

In all scenarios, residential market rent is assumed to be \$1,905 per month or \$2.50 per leaseable square foot per month. The average unit was assumed to be 762 net square feet. Retail rent is assumed to be \$25 per square foot, triple net (NNN).

Residential	
Monthly Rent	\$1,905
Stabilized Vacancy	5%
Other Income (-% of Rental Revenue)	3%
Parking Fee Income*	\$75.00
Operating Expenses (of Revenue)	40%
Commercial	
Rent NNN	\$25.00
Vacancy	10%
Other Operating Expenses (-% of Revenue)	5%

*One parking space per bedroom is free. Charge on additional spaces.

Source: W-ZHA

DEVELOPMENT COST

This analysis assumes that the developer is not the landowner but must acquire the property. If shopping center owners were to redevelop their own sites, project feasibility could improve. The properties acquisition price was assumed to be equal to their assessed value—the actual acquisition price could be higher. On the site where property assemblage must occur, a 20 percent land acquisition premium was applied.

Existing long-term leases or leases with options to extend the term of the lease add costs to a project. In some cases, when tenants do not want to cooperate, lease buy-out costs can become prohibitive. On the shopping center sites, the redevelopment cost includes a \$1 million allowance for existing lease buyouts. The real cost could be higher or lower. Because the likelihood of long-term leases is lower for the assembled property scenario, the buy-out allowance is also lower.

* PricewaterhouseCoopers, "PwC Real Estate Investor Survey: Fourth Quarter 2020."

REDEVELOPMENT COST ASSUMPTIONS

Stick-built construction over a concrete podium was assumed for all the scenarios. The hard cost per square foot for this type of construction assumption is derived from Marshall and Swift CoreLogic cost estimating service for Bladensburg's ZIP code (20710) plus \$5.00 per square foot for furniture, fixtures, equipment, and amenities. Parking is a significant cost to all urban redevelopment projects. Different parking solutions have higher or lower cost. The market rent of \$1,905 per month for a residential unit is not high enough to cover the cost of structured parking.

Cost Item	Assumption
Land Acquisition Price	Property's Assessed Value
	Property's Assessed Value plus 20% for 48th St. Assemblage
Lease Buy-Out Allowance	\$1 Million for Shopping Centers; \$250,000 for 48th Street Assemblage
Building Demolition	\$7.00 /Sq Ft
Hard Cost + FF&E*	\$150 /Gross Sq Ft
Soft Cost	20% of Hard Cost
Retail Tenant Fit-Out Allowance	\$75.00 /Sq Ft
Parking Cost	\$2,500 /Surface Space; \$15,000 /Tuck-Under Space
Contingency	5% of Hard Cost and Parking Cost
Financing	3.5% of Development Cost

* Fixtures, Furniture and Equipment

Source: Marshall & Swift CoreLogic; developer interviews.

Financial Feasibility by Site

A project was considered feasible if the capitalized net operating income covers the project's development cost plus a 10 percent developer profit. The capitalization rate was assumed to be 5.73 percent, which is the average for multifamily rental projects in the Mid-Atlantic region.*



PHOTO BY PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT



PORT OF BLADENSBURG SHOPPING CENTER REDEVELOPMENT

The Port of Bladensburg shopping center site is 4.38 acres and slopes down to the northwest. At the corner of 51st Street and MD 450 (Annapolis Road) the site is at a 70-foot elevation. At Edmonston Road the site is at a 42-foot elevation—advantageous for tuck-under parking. Therefore, the redevelopment program assumes a mix of surface parking and parking under the building. Among the three sites, given its size, topography, and parking constraints, the Port of Bladensburg Shopping Center site has the greatest redevelopment capacity. Given market rents and the development cost assumptions, however, redevelopment is infeasible under both the prior M-X-T (Mixed-Use Transportation Oriented) Zone or the CS (Commercial, Service) Zone. Regardless of zoning, public subsidy will be required to attract a third-party developer.



PHOTO BY PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT



PARCELS BETWEEN THE LIBRARY SITE AND 48TH STREET REDEVELOPMENT

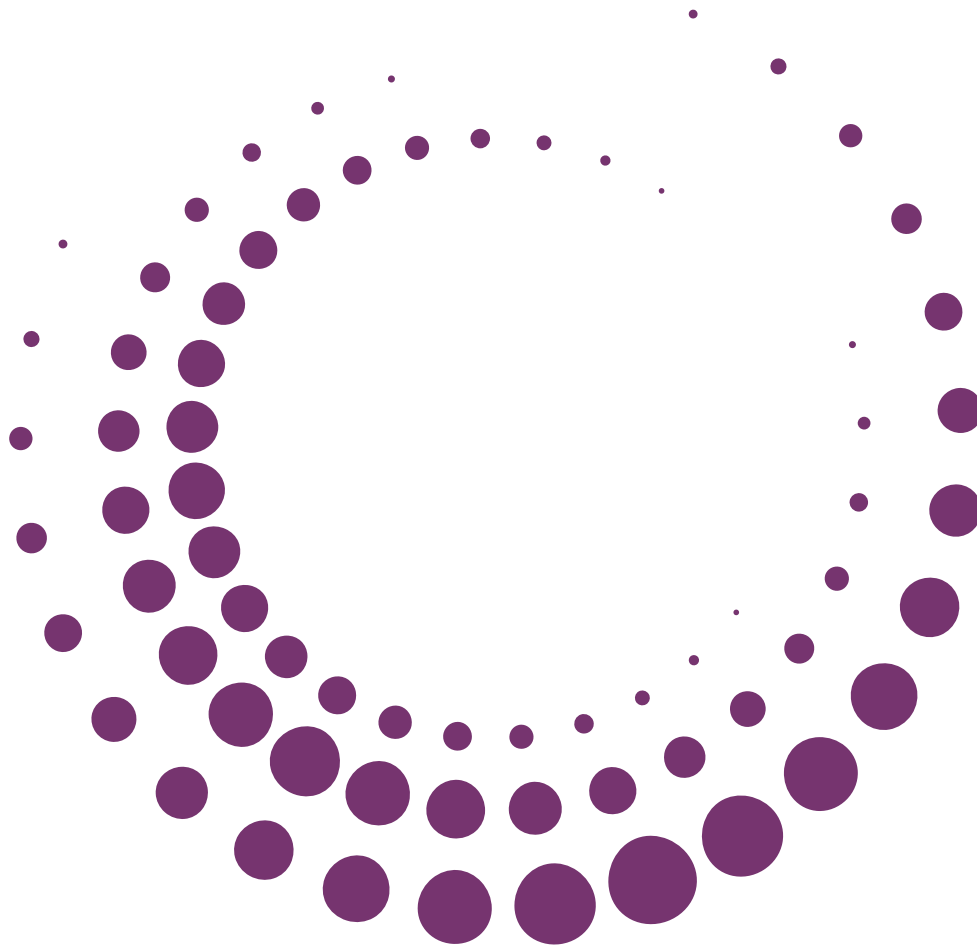
Meaningful redevelopment would require the assemblage of that five independently owned parcels. Together these sites total approximately 2.4 acres and have an assessed value of \$2.34 million. Land assembly typically increases property acquisition cost because the developer needs to negotiate with multiple owners. A land acquisition cost premium of 20 percent was applied to reflect this reality. A \$250,000 allowance for existing lease buyouts was assumed. This lease buyout allowance is lower than the shopping centers because it was assumed that many of the tenants in these older buildings do not have long-term leases. Although property acquisition and lease buyout costs are lower on this site, subsidy is still required to make redevelopment feasible under both the prior M-X-T (Mixed-Use Transportation Oriented) Zone or the CS (Commercial, Service) Zone.



PHOTO BY PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT

BLADENSBURG SHOPPING CENTER SITE REDEVELOPMENT

The southeast, wooded portion of this site has steep slopes, which reduces the area available for redevelopment. Surface parking is assumed. Public subsidy would be necessary to realize redevelopment. The cost of the property and lease buy-out costs make redevelopment challenging on this site under both the prior M-X-T (Mixed-Use Transportation Oriented) Zone or the CN (Commercial, Neighborhood) Zone.



Feasibility Analysis Conclusions

As is the case with many urban redevelopment projects not served by transit, parking drives development programming and economics. Bladensburg is an untested market for new multifamily development. For this reason, the analysis concluded that a project might be successful with relatively low rents. This competitive rent, however, will not support structured parking. Therefore, much of the density allowed by the M-X-T (Mixed-Use Transportation Oriented) Zone cannot be utilized.

Public-sector gap funding will be necessary to incentivize the redevelopment of all three potential sites, and subsidy is required under both the prior and current zones. The Port Towns Sector Plan is scheduled for an update in fiscal year 2024, which will offer an opportunity to revisit the vision and zoning for the study area. Over this period the market could change, clearing a path for new opportunities.

Endnotes

- 1 Adapted from the 2010 *Approved Historic Sites and Districts Plan for Prince George's County, Maryland* (Upper Marlboro: The Maryland-National Capital Park and Planning Commission) 2010, 221-222.
- 2 Each character area has its own set of development district standards. Depending on the area, certain uses are permitted or prohibited by the overlay zone established by the 2009 *Approved Port Towns Sectional Map Amendment*.
- 3 2009 *Approved Port Towns Sector Plan*, (Upper Marlboro: The Maryland-National Capital Park and Planning Commission, 2009), 45.
- 4 2009 *Approved Port Towns Sector Plan*, (Upper Marlboro: The Maryland-National Capital Park and Planning Commission, 2009), 150. "The town center area is also distinguished by a collection of historic properties—the Bostwick House, Market Master's House, Hilleary-Magruder House, and Free Hope Baptist Church." Source: 2009 *Approved Port Towns Sector Plan*, (Upper Marlboro: The Maryland-National Capital Park and Planning Commission, 2009), 45.
- 5 2009 *Approved Port Towns Sectional Map Amendment*, (Upper Marlboro: The Maryland-National Capital Park and Planning Commission, 2009), 136-137.
- 6 "Development proposals for properties in zones other than LCD, LMUTC and LMXC may apply for permission to utilize the prior Zoning Ordinance for development up to two years absent further extension by legislative act of the District Council." Prince George's County Zoning Ordinance, Sections 27-1901; 27-1903.
- 7 2009 *Approved Countywide Master Plan of Transportation*, (Upper Marlboro: The Maryland-National Capital Park and Planning Commission) Map 11, 85.
- 8 Maryland State Highway Administration, Traffic Volume Maps 2019; https://data.imap.maryland.gov/data/sets/3f4b959826c34480be3e4740e4ee025f_1?geometry=-77.012%2C38.931%2C-76.854%2C38.954&selectedAttribute=CUTRUCK_AADT_PCT_TRUCK
- 9 Source: consultant's interviews with community stakeholders, 2019-2020.
- 10 Average annual daily traffic count by Vehicle Type: Car: 23,784; Pickup Truck: 2,789; Motorcycle: 104; Bus: 156; Truck (Single Unit): 724; Truck (Combination Unit): 65. Source: MDOT Annual Average Daily Traffic (AADT) Locator <https://www.arcgis.com/apps/webappviewer/index.html?id=223148a698214294a7b43ed612a4e67d>.
- 11 2009 *Approved Countywide Master Plan of Transportation*, (Upper Marlboro: The Maryland-National Capital Park and Planning Commission) Map 11, 85.
- 12 2009 *Approved Countywide Master Plan of Transportation*, (Upper Marlboro: The Maryland-National Capital Park and Planning Commission) Map 11, 85.
- 13 2020 data indicates between 18,500 and 28,000 vehicles per day travel on MD 201 (Kenilworth Avenue) in the vicinity of the study area according to the Maryland Department of Transportation Annual Average Daily Traffic (AADT) Locator. <https://www.arcgis.com/apps/webappviewer/index.html?id=223148a698214294a7b43ed612a4e67d>.
- 14 Parcel 200, about 21 feet at its widest, is actually occupied by a parking lot and part of a commercial building but carries the Vacant classification.
- 15 2009 *Approved Port Towns Sectional Map Amendment*, (Upper Marlboro: The Maryland-National Capital Park and Planning Commission, 2009), 136-137.
- 16 Sec. 27-542 of the Prince George's County Zoning Ordinance states: The purposes of the M-X-T Zone are: (1) To promote the orderly development and redevelopment of land in the vicinity of major interchanges, major intersections, major transit stops, and designated General Plan Centers so that these areas will enhance the economic status of the County and provide an expanding source of desirable employment

and living opportunities for its citizens; (2) To implement recommendations in the approved General Plan, Master Plans, and Sector Plans, by creating compact, mixed-use, walkable communities enhanced by a mix of residential, commercial, recreational, open space, employment, and institutional uses; (3) To conserve the value of land and buildings by maximizing the public and private development potential inherent in the location of the zone, which might otherwise become scattered throughout and outside the County, to its detriment; (4) To promote the effective and optimum use of transit and reduce automobile use by locating a mix of residential and non-residential uses in proximity to one another and to transit facilities to facilitate walking, bicycle, and transit use; (5) To facilitate and encourage a twenty-four (24) hour environment to ensure continuing functioning of the project after workday hours through a maximum of activity, and the interaction between the uses and those who live, work in, or visit the area; (6) To encourage an appropriate horizontal and vertical mix of land uses which blend together harmoniously; (7) To create dynamic, functional relationships among individual uses within a distinctive visual character and identity; (8) To promote optimum land planning with greater efficiency through the use of economies of scale, savings in energy, innovative stormwater management techniques, and provision of public facilities and infrastructure beyond the scope of single-purpose projects; (9) To permit a flexible response to the market and promote economic vitality and investment; and (10) To allow freedom of architectural design in order to provide an opportunity and incentive to the developer to achieve excellence in physical, social, and economic planning (CB-84-1990; CB-47-1996; CB-78-2006).

- 17 2009 *Approved Port Towns Sector Plan*, (Upper Marlboro: The Maryland-National Capital Park and Planning Commission, 2009), 149-200.
- 18 2009 *Approved Port Towns Sectional Map Amendment*, (Upper Marlboro: The Maryland-National Capital Park and Planning Commission, 2009), 217.
- 19 “Development proposals for properties in zones other than LCD, LMUTC and LMXC may apply for permission to utilize the prior Zoning Ordinance for development up to two years absent further extension by legislative act of the District Council.” Prince George’s County Zoning Ordinance, Sections 27-1901; 27-1903.
- 20 27-4203(c) Commercial, Service (CS) Zone; Zoning Ordinance, 27-4—58.
- 21 27-4203(b) Commercial, Neighborhood (CN) Zone; Zoning Ordinance, 27-4—54.
- 22 Alison Beckwith, “Construction Underway on New Bladensburg Public Library,” *The Hyattsville Wire*, October 5, 2021, <https://www.hyattsvillewire.com/2021/10/05/bladensburg-library/>.
- 23 Source: Statistica.com. Gross metropolitan product (GMP) is a monetary measure of the value of all final goods and services produced within a metropolitan statistical area during a specified period (e.g., a quarter, a year). GMP estimates are commonly used to compare the relative economic performance among such areas.
- 24 Telephone interviews by Sarah Woodworth with Steve Paul, May 5, 2020 and Peter Shapiro, July 31, 2020.
- 25 *Plan 2035 Prince George’s County Approved General Plan*, (Upper Marlboro: The Maryland-National Capital Park and Planning Commission), 2014, 18; 19; 21.

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Andree Green Checkley, Esq.	Planning Director
Derick Berlage, ACIP	Acting Deputy Director of Operations
Suzann King	Deputy Director of Administration
Kipling Reynolds, ACIP	Chief, Community Planning Division

Project Team

Frederick Stachura, JD	Supervisor, Neighborhood Revitalization Section, Community Planning Division
Daniel Sams	Planner III, PAMC Program Manager, Neighborhood Revitalization Section, Community Planning Division
*Wendy Irminger	Planner III, PAMC Program Manager, Neighborhood Revitalization Section, Community Planning Division
Samuel L. White II	Project Manager, Planner II, Neighborhood Revitalization Section, Community Planning Division
Zachary Banham	GIS Specialist, Placemaking Section, Community Planning Division

Technical and Administrative Assistance

Daniel Hartmann	Publications, Web, and Office Services Manager, Management Services Division
Carly Brockinton	Senior Public Affairs and Marketing Specialist, Publications and Graphics Section, Management Services Division
*Robert Getz	Publications Specialist, Publications and Graphics Section, Management Services Division
*Ted Kowaluk	Planner III, Countywide Planning Division, Special Projects Section

Consultants

Sarah Woodworth	W-ZHA, LLC
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Town of Bladensburg:

Mayor Takisha D. James; City Councilmembers, Ward 1: Cris Mendoza, Jocelyn Route; Ward 2: Marilyn Blount, Carletta Lundy; Staff: Cecile K. Cunningham, Robert McGrory, Debi Sandlin, Vito Tinelli

Redevelopment Advisory Group:

Maria K. Day-Marshall, David Harrington, Stephen Paul, Brendan Quinn, Barry Stanton, Peter A. Shapiro, Ebony Stocks

* Former employee



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
Prince George's County Planning Department

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