



MARLBORO PIKE MARKET SUMMARY

Partners for Economic
Solutions
April 18, 2024



AGENDA

Demographic Trends

Real Estate Conditions

Residential

Office

Retail



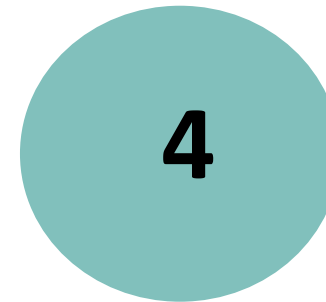
Market Assessment Process

**Kick-Off
Meeting / Tour**



**Market
Summary**

**Stakeholder
Input**

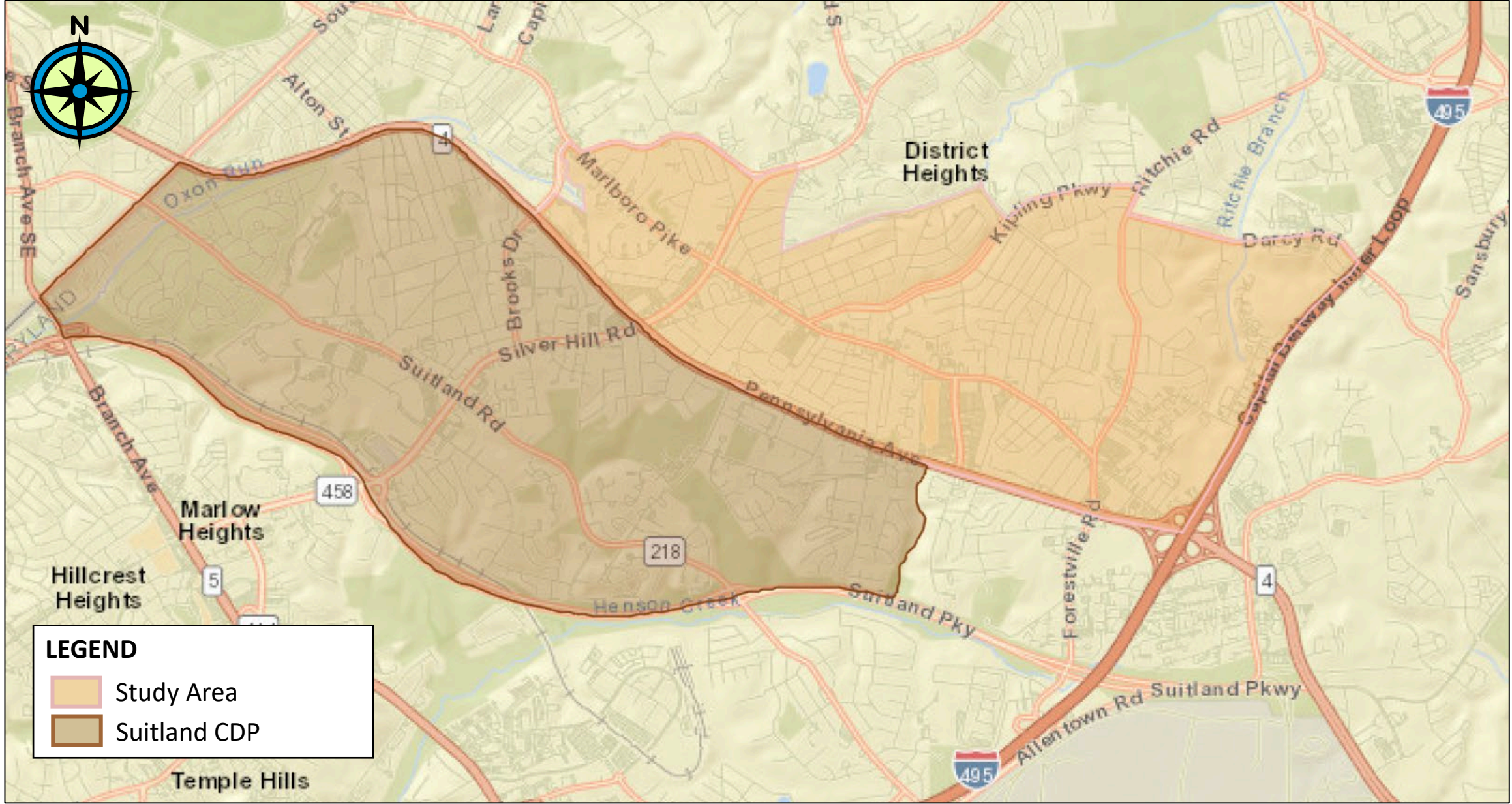


**Market
Assessment**

Report



Demographic Comparison Area





Baseline Demographics

Population



M.P. Study Area	15,220
Suitland CDP	25,956

Households



M.P. Study Area	6,037	Avg. Size	2.50
Suitland CDP	10,846		2.39

Median Household Income



M.P. Study Area	\$69,433
Suitland CDP	\$63,434

Median Age



M.P. Study Area	40.8
Suitland CDP	33.1

Economic Conditions

Total Businesses



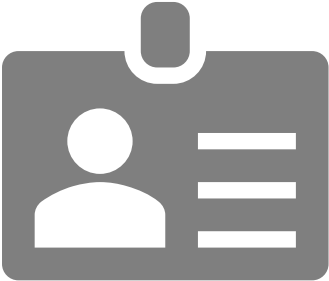
M.P. Study Area 737
Suitland CDP 326

Daytime Population



M.P Study Area 3,674
Suitland CDP 19,879

Total Employment



M.P. Study Area 5,826
Suitland CDP 2,922

Advanced Degree



M.P. Study Area 25.7%
Suitland CDP 21.2%

Residential Evaluation

EXISTING STOCK



OWNERSHIP



COMPETITION

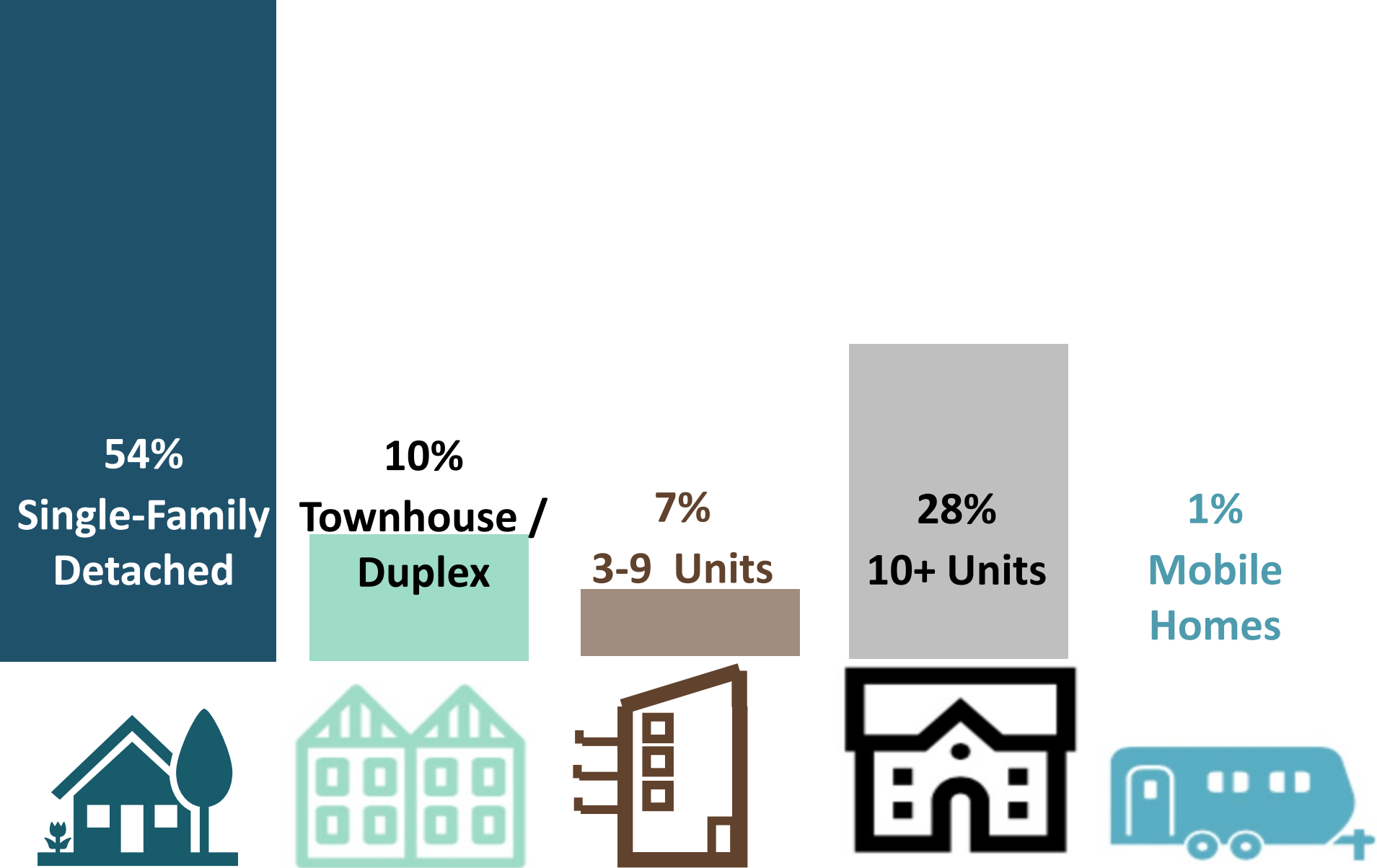


RENTAL



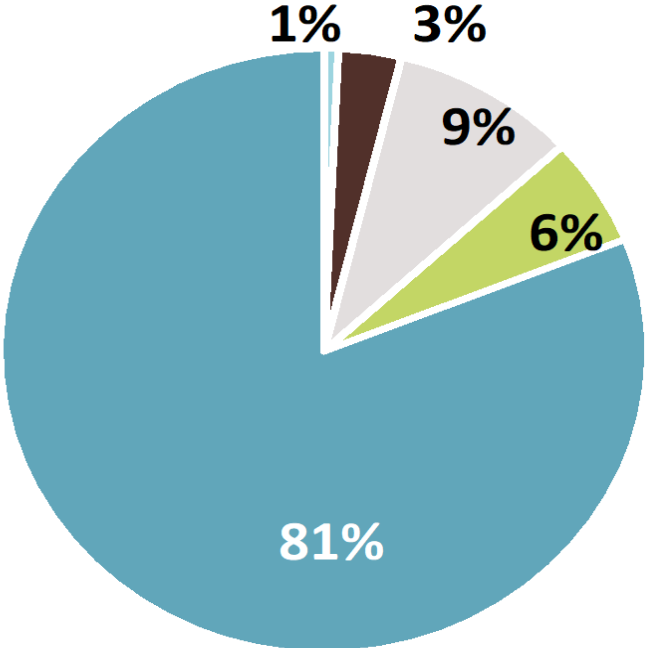


Residential Stock By Type



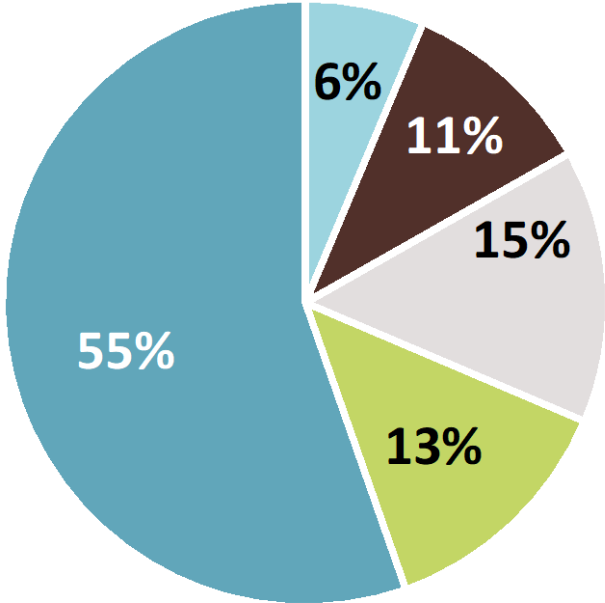
Residential Stock By Year Built

Marlboro Pike Study Area



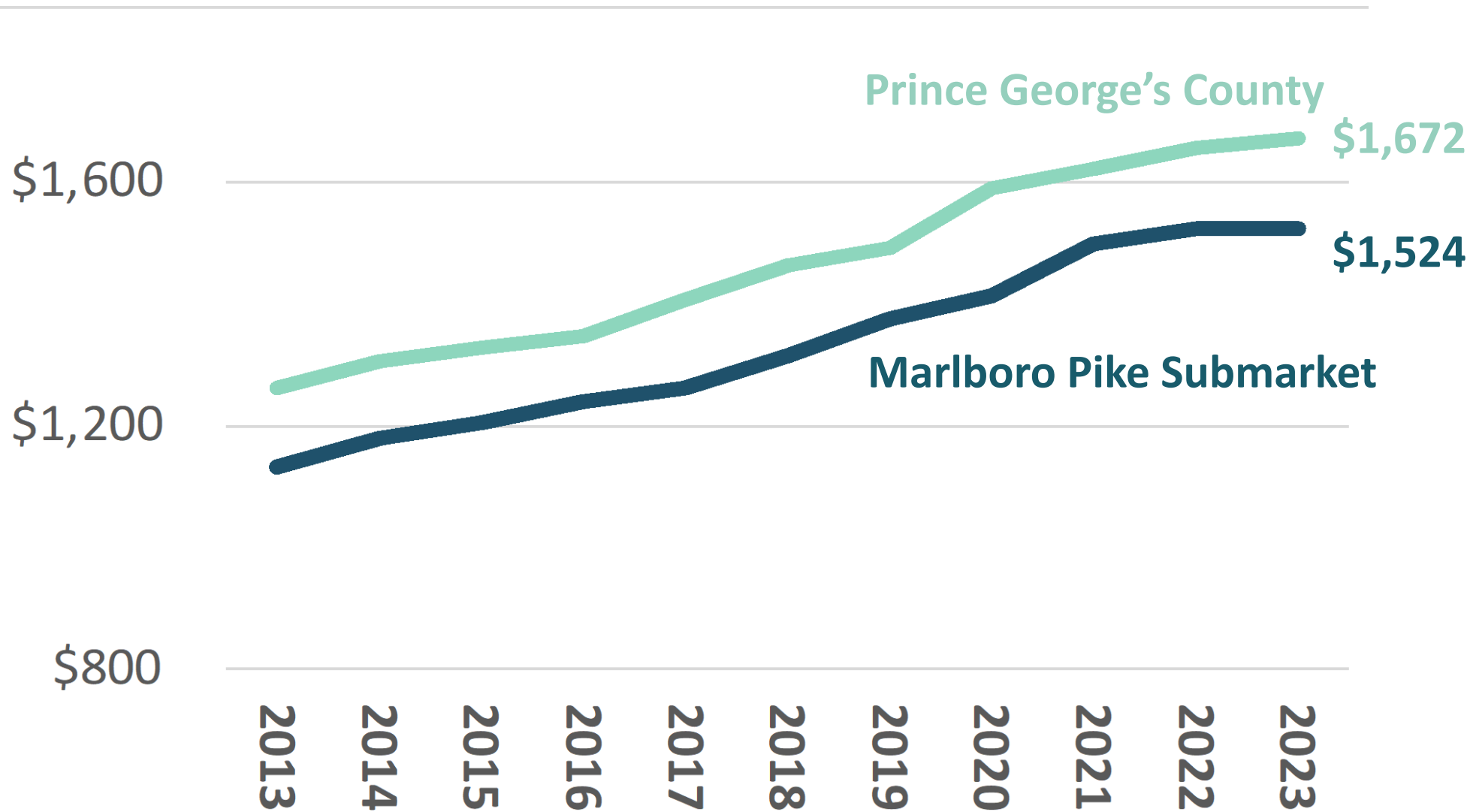
- 2010 to 2019
- 2000 to 2009
- 1990 to 1999
- 1980 to 1989
- Prior to 1980

Prince George's County





Residential Rent Growth

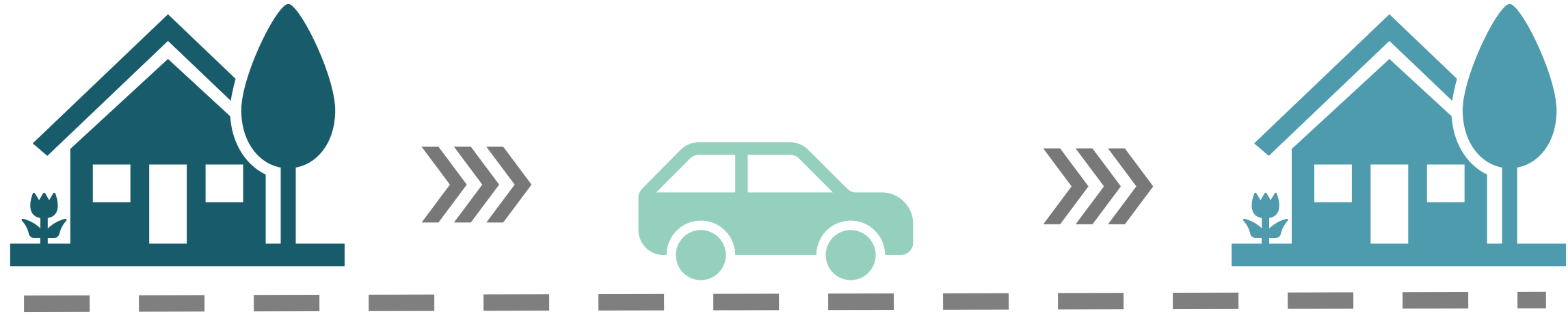




Housing + Transportation Costs

Commuting impacts housing affordability

Ideally, less than 45 percent of income



Retail Evaluation

SURVEY & RESEARCH



*IDENTIFY
TRADE AREAS*



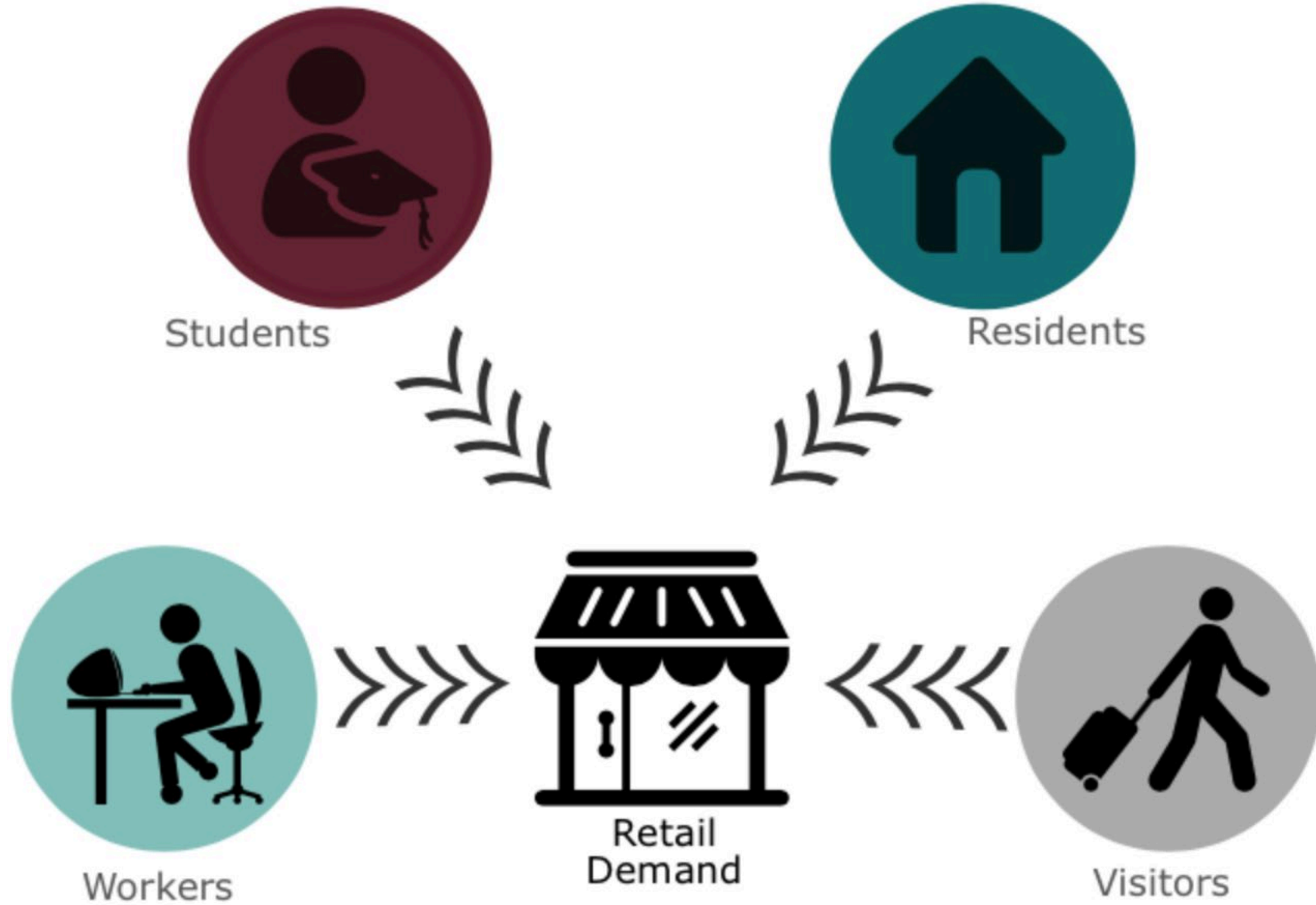
*CONSIDER
COMPETITION*



*TRACK
EXPENDITURES*



Retail Demand



Keys To Success



Clean / Safe



Active (10am -10pm)



Appropriate Mix



Retail Clusters



Walkable



Anchored by
Generators



Programmed

Retail Clusters



DONNELL



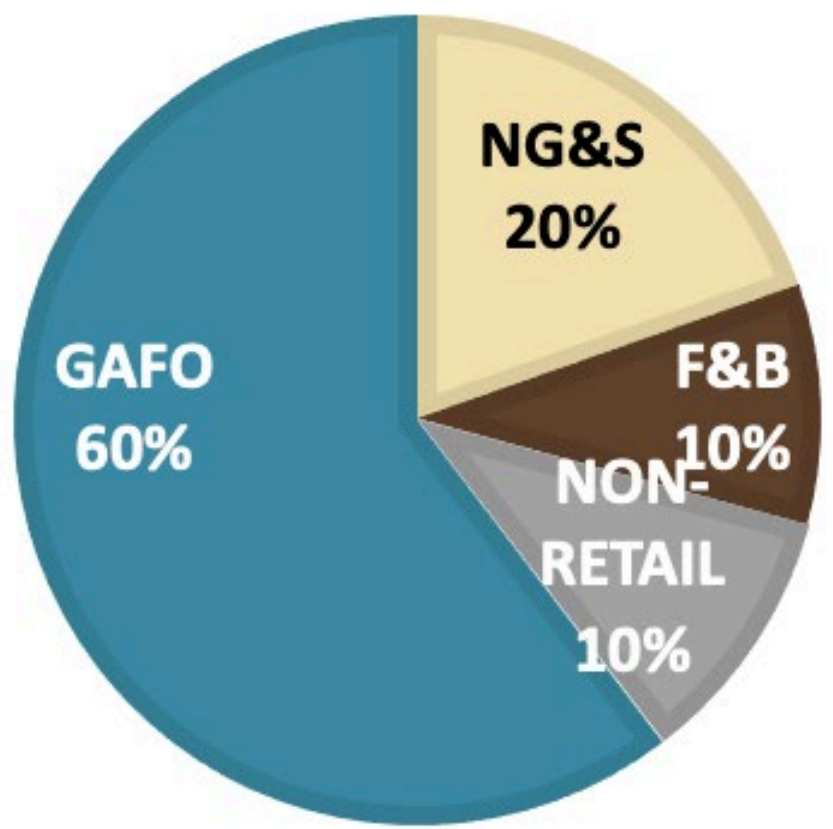
SILVER HILL



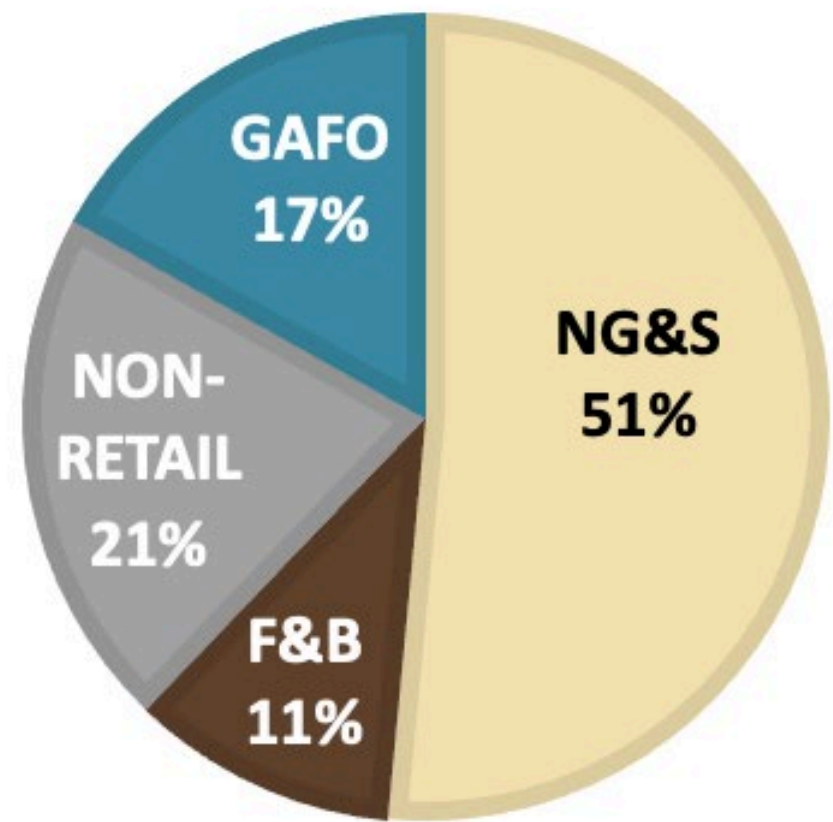


Shopping Center Districts

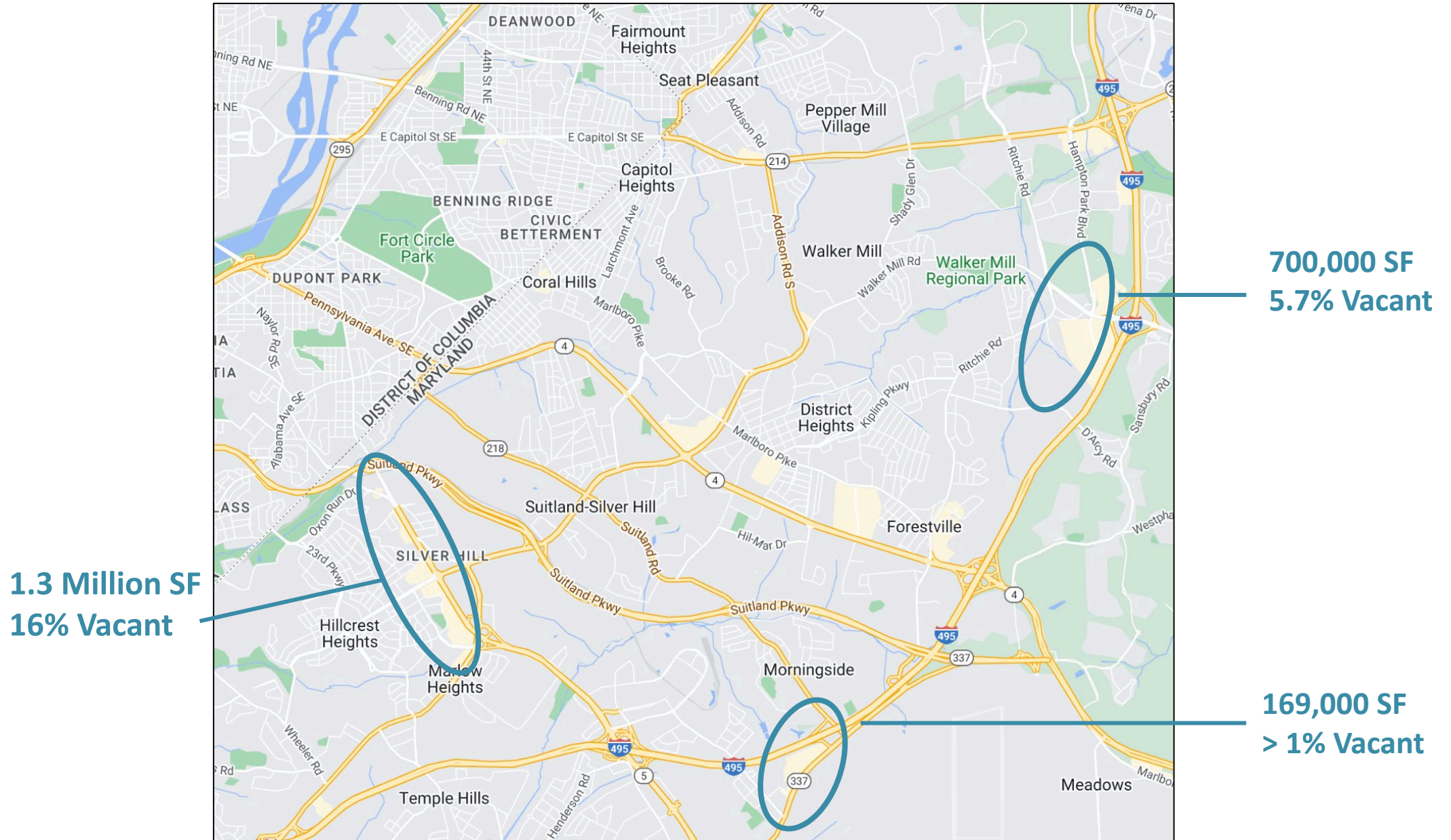
DONNELL NODE



SILVER HILL NODE



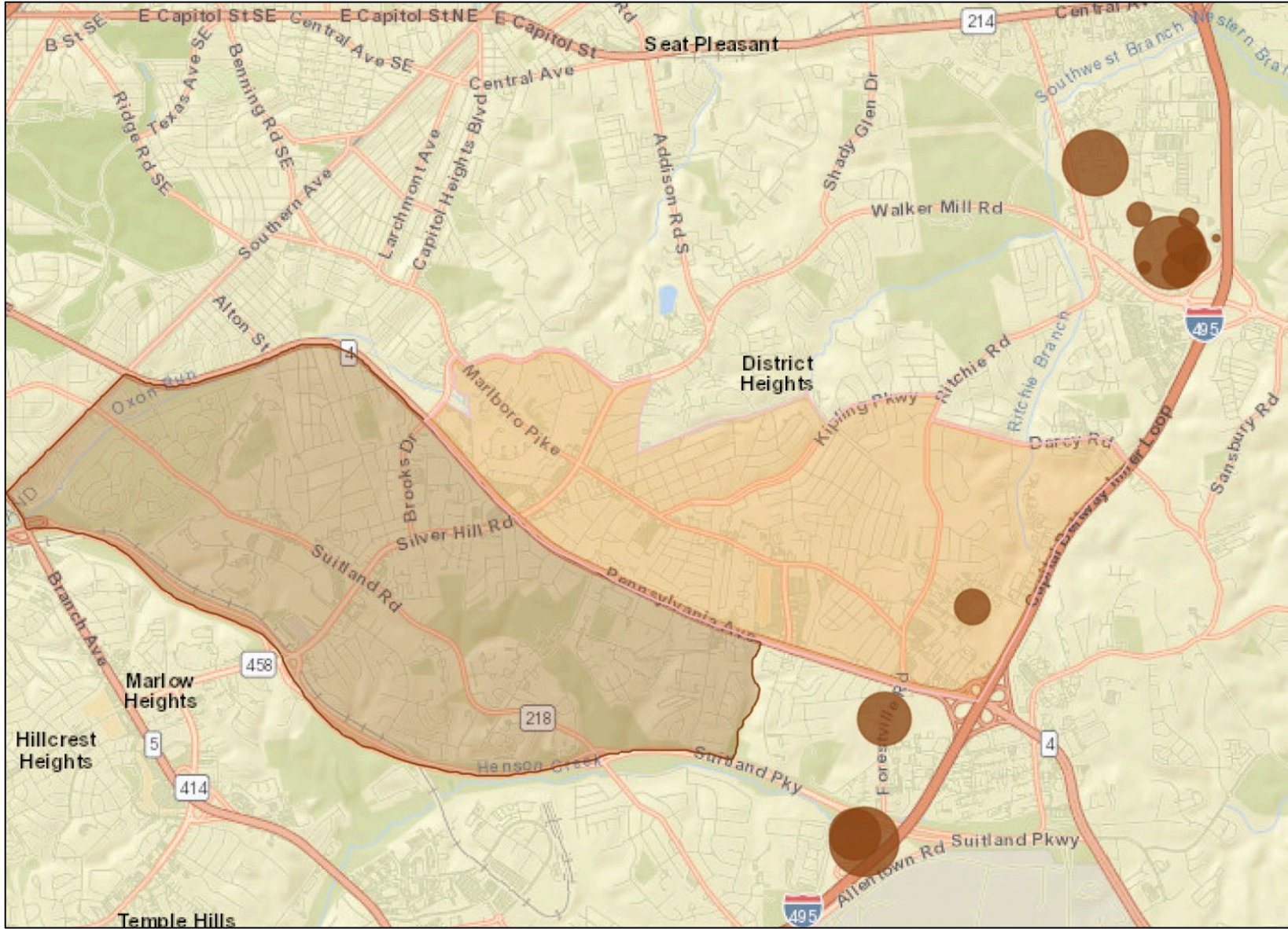
Competitive Environment





Industrial / Flex Conditions

- 8.2 Million Industrial / Flex Inventory
- Under construction- Penn Belt Logistics (87,600 SF)



Service/Industrial Continues to Thrive

- Away from the beltway industrial demand population drive
- Dominated by auto-repair and self-storage operations

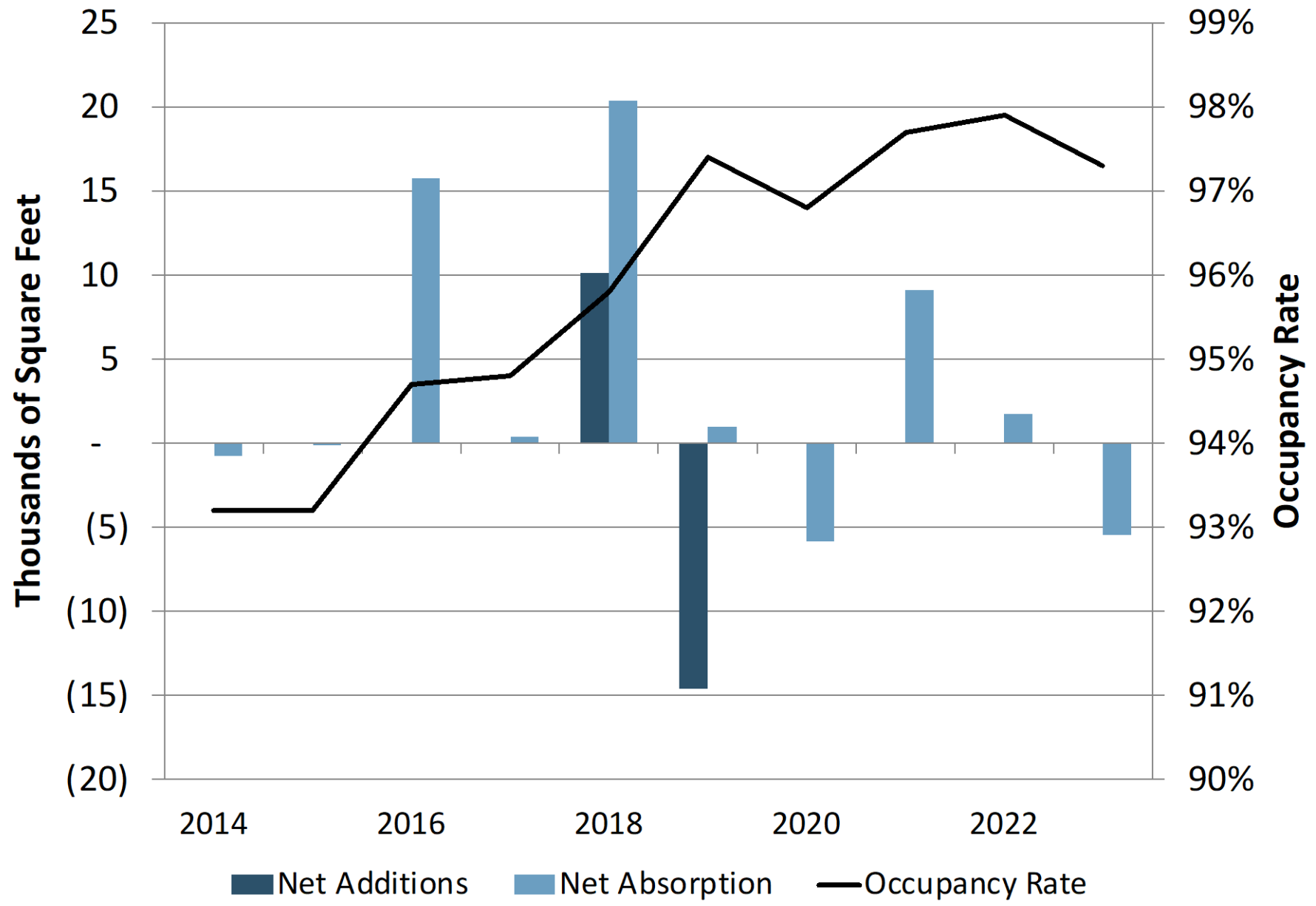


Office





Office Inventory History





Office Conditions

- Neighborhood-serving spaces, nearby population
- Medical office spaces

