



**Final Project Report**  
**College Park Metro Station TOD Market**  
**Analysis**

**Prepared for**  
**The City of College Park**  
**College Park, Maryland**

**National Capital Region Transportation**  
**Planning Board**  
**Washington, DC**

**Submitted by**  
**AECOM**  
**April 8, 2013**  
**Project No. 60281519**

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## GENERAL LIMITING CONDITIONS

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This study is qualified in its entirety by, and should be considered in light of, these limitations, conditions and considerations.

## I. Summary of Findings

The City of College Park engaged AECOM through the National Capital Region Transportation Planning Board Transportation/Land-Use Connections (TLC) Program to update development scenarios created by an Urban Land Institute Technical Assistance Panel (ULI study) in 2008 for a series of parcels located near the College Park Metro station.

The following report details AECOM's analysis and recommendations. This summary is an overview of key discoveries and recommendations.

### Site and Location

- The study area includes 14.2 acres off Paint Branch Parkway, in close proximity to the College Park-University of Maryland Metro station and the College Park Airport.
- In addition to the study area's proximity to Metro, it also is anticipated to have few remediation needs. The relatively small number of different land owners is also a positive for land assembly. However, there are building height restrictions and floodplain issues to consider that could impact development. Also, the study area currently has limited pedestrian amenities, making walking to notable activity centers difficult.
- The county-owned parking lot in the study area is a key parcel for anchoring redevelopment of the study area. Its relatively large size (1.9 acres), close proximity to M Square and the Metro, frontage along Paint Branch Parkway, and low site preparation costs make it a valuable resource that the public sector could leverage in spurring private development.

### Demographics and Employment

- While the City of College Park accounts for 3.4 percent of population in Prince George's County, it represented 7.8 percent of the county's growth from 2000 to 2011, based on data from ESRI. The city grew from 24,661 residents in 2000 to 29,631 residents in 2011.
- There has been strong growth in population aged 15 to 24, corresponding with growth of the University of Maryland.
- At a median household income of \$83,080 in 2011, the Washington–Arlington–Alexandria, DC–VA–MD–WV Metropolitan Statistical Area (MSA) exceeds the national average of \$50,227.
- Median household income in Prince George's County was \$71,971 in 2011, 13.4 percent lower than the MSA as a whole. ESRI forecasts strong growth in median household income for College Park at 3.7 percent per year from 2011 to 2016, greater than the MSA and county.

- In College Park, 11.5 percent of households earn less than \$15,000 per year, primarily due to the large student presence, while 28.8 percent earn more than \$100,000 per year.
- In the County, the Professional and Business Services sector, a major source of demand for office space, has declined by 5,833 employees since the start of the recession. In contrast, the Education and Health Services sector has grown consistently since 2005, adding an average of 579 jobs per year.
- The Federal Government accounted for 9.2 percent of total jobs in the county in 2011, up from 8.4 percent in 2005
- In addition to being a major employment presence, the Federal Government also provides higher average wages in the county than other fields. The average wage for the sector was \$93,143 in 2011, surpassing Information (\$65,741) and Professional and Business Services (\$63,314).

## **Residential Market**

- Throughout the MSA, there are 32,612 rental apartment units under construction or scheduled for delivery before March 2015, according Delta Associates' June 2012 report. This significant projected supply of units is likely to limit new projects in the near-term.
- In College Park, the for-sale market of multifamily residential is largely unproven. There are two nearby projects in other Prince George's County jurisdictions whose performance suggests caution with scale, phasing, and pricing of new projects:
  - Moderate pace of sales of Hyattsville Arts District townhomes (2-3 per month)
  - Slow sales of condos at University Town Center, particularly higher priced units in Plaza Lofts 22 (Original asking prices of \$572,635)
- Overall, the rental market near downtown College Park has been driven by student housing developments with less precedent for market-rate housing. The Domain at College Park, set to deliver in 2013, will be important to watch as a gauge of support for market-rate rentals in this immediate area.

## **Office Market**

- There is likely to be minimal demand for new speculative space in the near-term due to high vacancy rates of existing Class A properties (19.8 percent) in Prince George's County, including a number of buildings near Metro stations.

- According to local real estate professionals, rents of approximately \$30.00 per square foot (full-service) are required to support new construction. Currently, Class A asking rents are \$21.34 per square foot in Prince George's County.
- Driven by development at M Square, College Park is a bright spot in the county office market with higher rents and absorption than average.

## **Retail Market**

- Retail vacancies in College Park are relatively low at 4.3 percent; operators report reasonable rents especially for well-known national chains.
- M Square and on-site employees are likely to drive demand for retail, restaurants, and neighborhood services in the study area. However, in-building cafeterias in several nearby facilities may limit capture of dining expenditures.
- Subsidies may be required in the near-term to establish adequate retail mass at the study area, as reportedly was the case at the Hyattsville Arts District. Retail amenities are an important driver of residential absorption.

## **Development Program**

- The study area presents near-term opportunities for residential development with retail and limited office space.
- Early-stage planning and positioning of the site will be critical for the success of the overall development. This is most likely to be achieved through a master developer and coordinated planning efforts.
- Between 2013 and 2023, AECOM recommends the following potential development program:
  - Residential: 314 units
  - Office: 125,000 square feet
  - Retail: 32,000 square feet.
- A retail presence at the beginning of the project is likely to be important to creating an amenity to help drive residential sales and create a sense of place. This critical mass is not always easily achieved since it may be difficult to attract retailers to an unproven location.
- AECOM recommends a cluster of restaurants as initial retail tenants for the study area.
- Appropriate additional placemaking elements such as streetscape improvements, street furniture, and signage are also important to maximizing value at the site.

- Because of site constraints such as floodplain and height restrictions, it is likely that a comprehensive mixed use development would be most capable of spreading these costs over the full buildout. The scale of office space in the study area represents the greatest difference between the ULI study and the current study; the ULI study recommended greater than two times more office space.
- The ULI study also found additional demand for residential units, though not all development scenarios incorporated the full supportable amount of units.

## II. Background and Site Context

The City of College Park engaged AECOM through the National Capital Region Transportation Planning Board Transportation/Land-Use Connections (TLC) Program to update development scenarios created by an Urban Land Institute Technical Assistance Panel (ULI study) in 2008 for a series of parcels located near the College Park Metro station.

The ULI study defined the market supportable development as:

- Up to 600 residential units
- Up to 300,000 square feet of office space
- A 140 to 180-room limited-service, extended-stay hotel
- 40,000 square feet of retail and dining space

Based on market supportable demand, the ULI panel generated three additional development programs of varying densities and use types, shown in Figure 1.

**Figure 1: Urban Land Institute Technical Assistance Panel Recommendations, 2008**

	<b>Market Supportable</b>	<b>Development Program 1</b>	<b>Development Program 2</b>	<b>Development Program 3</b>
Residential (units)	600 or More	600 or More	200	370
Office (sf)	Up to 300,000	300,000	368,000	280,000
Hotel (rooms)	140-180	140-180	120	120
Retail (sf)	40,000	40,000	24,000	24,000

Source: "College Park Metrorail Station Area," Urban Land Institute Technical Assistance Panel Report, ULI Washington, May 14-15, 2008.

Though the Washington area fared better than many parts of the country through the recession, development conditions have changed substantially since the ULI study was issued. Accordingly, AECOM tested the findings from the study based on recent trends, existing conditions, and updated projections.

### Local Context

The study area is located within the City of College Park, a jurisdiction in the Developed Tier of Prince George's County, Maryland. College Park is accessible by a number of highly trafficked roads, including Interstate 495, Baltimore Avenue (US-1) and University Boulevard (MD-193). Transit systems available in the city include Metrorail, Metrobus, MARC, and Shuttle-UM. As home to the University of Maryland – College Park, the city is a major activity center and economic driver at local and regional levels. According to University of Maryland Institutional Research, Planning &



### Study Area Characteristics and Constraints

The study area is comprised of parcels totaling 14.2 acres and is bounded by Paint Branch Parkway to the south and west, College Park Airport to the north, and the College Park Tennis Center to the east. It is within walking distance of the College Park-University of Maryland Metro station. The study area boundary is shown in Figure 3.

**Figure 3: Study Area Boundary**



Source: ESRI; AECOM, 2013.

Land ownership is currently divided between the Washington Metropolitan Area Transit Authority (WMATA), Prince George’s County, the University of Maryland, and five private owners, with two owners holding the majority of the land. Flex industrial uses, such as automotive repair shops, comprise the majority of the study area with the exception of lab/office space owned by the University of Maryland. Uses adjacent to the study area include the M Square research park, an indoor tennis center, Prince George’s County park land, the College Park Airport, and the College Park Aviation Museum.

Constraints to development in the study area include floodplain coverage, building height restrictions, and the existing pedestrian environment. According to interviews with staff from the Maryland-National Capital Parks and Planning Commission (M-NCPPC), a significant share of the study area falls within the 100-year floodplain. Development within this area may require raising buildings, replacing stormwater management capacity, and other mitigation techniques. The study area also falls within Aviation Policy Area APA-6 due to proximity to College Park Airport flight paths. This designation generally limits building heights to 50 feet.

Pedestrian accessibility to the study area is limited by the state of existing transportation infrastructure. Pedestrian connections to the University are restricted by the lack of sidewalks along Paint Branch Parkway on the same side of the road as the study area as well as the imposing underpass below train tracks on the other side of the road. Also, despite being less than one-tenth of one mile away, walking to the Metro station from the study area requires crossing six lanes of traffic. The signalized intersection at the crosswalk is helpful for pedestrians; however, the situation remains less than ideal.

### III. Demographic and Employment Overview

Population, households, and employment form the backbone of demand for residential, retail, and office land uses. Demographic and employment trends are indicators of the general health of the economy and also provide key inputs for analysis of market demand. This study began with analysis of demographic trends for the Washington-Arlington-Alexandria Metropolitan Statistical Area (MSA), Prince George’s County, and the City of College Park. ESRI Business Analyst was the primary source of demographic information; this dataset draws on U.S. Census Bureau figures from 1990, 2000, and 2010 as well as in-house demographic forecasts through 2016. Employment trends were evaluated for the MSA and Prince George’s County. The U.S. Bureau of Labor Statistics was a source of labor force and unemployment data for this analysis while Maryland’s Quarterly Census of Employment Wages Program data was used for analysis of employment and wages by industry sector.

#### Population and Household Trends

According to data from ESRI, the population of the MSA has grown at a strong rate since 2000, adding 842,124 residents. While Loudoun, Fairfax, and Montgomery County experienced particularly strong growth during this period, Prince George’s County grew more slowly than the MSA average, accounting for 7.6 percent of population growth in the MSA over this period. However, while the City of College Park accounts for 3.4 percent of population in Prince George’s County, it represented 7.8 percent of the county’s growth. The city grew from 24,661 residents in 2000 to 29,631 residents in 2011. Within these results, the population of residents under 15 years old declined marginally in College Park over this period while strong growth was seen in population aged 15 to 24, corresponding with growth of the University of Maryland.

**Figure 4: Population Trends and Estimates, 2000 to 2016**

Geography	Population			Change, 2000 to 2011			Change, 2011 to 2016		
	2000	2011	2016	Number	Percent	CAGR	Number	Percent	CAGR
MSA	4,796,183	5,638,307	5,955,343	842,124	17.6%	1.5%	317,036	5.6%	1.1%
Prince George's Co.	801,523	865,486	885,462	63,963	8.0%	0.7%	19,976	2.3%	0.5%
<i>Share of MSA</i>	16.7%	15.4%	14.9%						
College Park	24,661	29,631	29,812	4,970	20.2%	1.7%	181	0.6%	0.1%
<i>Share of County</i>	3.1%	3.4%	3.4%						

Source: ESRI; AECOM, 2012.

Households grew more slowly than population in the MSA from 2000 to 2011, increasing at a rate of 1.4 percent per year. The MSA added 295,626 households during this period of which 6.1 percent of net growth occurred in Prince George’s County. College Park accounts for 2.2 percent of county households in 2011, an increase of 0.1 percent after adding 639 households since 2000. College Park and Prince George’s County each have higher average household size than the MSA as a

whole, at 2.75 persons per household and 2.78 persons per household, respectively; ESRI forecasts a small increase in household size for geographies analyzed in this study.

**Figure 5: Household Trends and Estimates, 2000 to 2016**

Geography	Households			Change, 2000 to 2011			Change, 2011 to 2016		
	2000	2011	2016	Number	Percent	CAGR	Number	Percent	CAGR
MSA	1,800,263	2,095,889	2,208,824	295,626	16.4%	1.4%	112,935	5.4%	1.1%
Prince George's Co.	286,613	304,786	310,837	18,173	6.3%	0.6%	6,051	2.0%	0.4%
<i>Share of MSA</i>	15.9%	14.5%	14.1%						
College Park	6,032	6,671	6,665	639	10.6%	0.9%	(6)	-0.1%	0.0%
<i>Share of County</i>	2.1%	2.2%	2.1%						

Source: ESRI; AECOM, 2012.

The MSA has among the greatest median household incomes in the nation at \$83,080 in 2011; this compares favorably to the national average of \$50,227. Median income in the MSA grew at a rate of 2.6 percent per year since 2000, outpacing Prince George's County and College Park where incomes grew at rates of 2.4 percent and 2.1 percent, respectively. Median income in Prince George's County was \$71,971 in 2011, 13.4 percent lower than the MSA as a whole. ESRI forecasts strong growth in median household income for College Park at 3.7 percent per year from 2011 to 2016, greater than the MSA and Prince George's County.

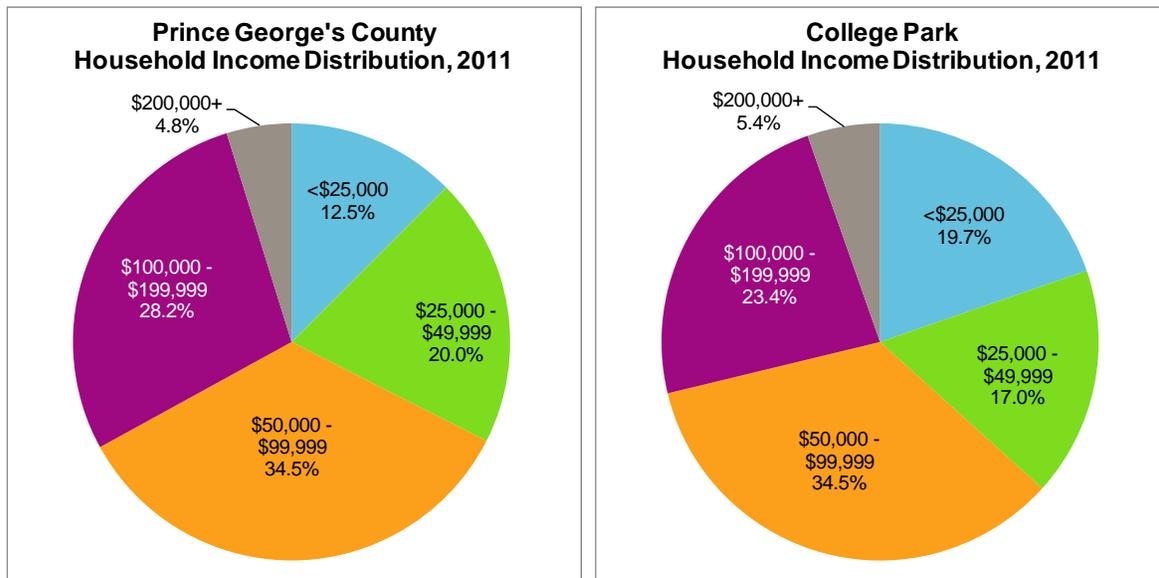
**Figure 6: Median Household Income Trends and Estimates, 2000 to 2016**

Geography	Median HH Income			Change, 2000 to 2011			Change, 2011 to 2016		
	2000	2011	2016	Number	Percent	CAGR	Number	Percent	CAGR
MSA	\$62,971	\$83,080	\$93,127	\$20,109	31.9%	2.6%	\$10,047	12.1%	2.3%
Prince George's Co.	\$55,223	\$71,971	\$82,777	\$16,748	30.3%	2.4%	\$10,806	15.0%	2.8%
College Park	\$51,684	\$64,701	\$77,451	\$13,017	25.2%	2.1%	\$12,750	19.7%	3.7%

Source: ESRI; AECOM, 2012.

Prince George's County's concentrations of households by income are geographically varied. County-wide, 33.0 percent of households earn more than \$100,000 per year; this accounts for 11.6 percent of such households in the MSA. In College Park, 11.5 percent of households earn less than \$15,000 per year, primarily due to the large student presence, while 28.8 percent earn more than \$100,000 per year.

**Figure 7: Income Distribution, Prince George's County and College Park, 2011**



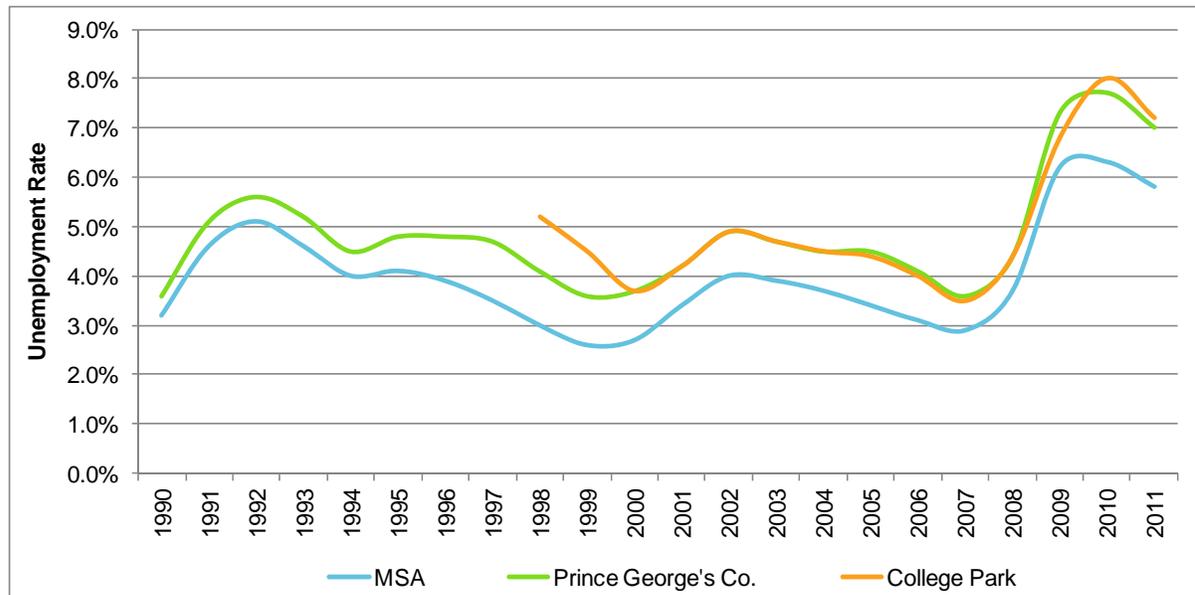
Source: ESRI; AECOM, 2013

### Employment Trends

The MSA features one of the stronger regional economies in the nation due to the presence of the federal government and availability of a highly-educated workforce. Since 2000, the labor force in the MSA has grown to 3.17 million persons, an increase of over 500,000 during this period.

Unemployment rates tend to be relatively low, peaking at 6.3 percent during the recent recession in comparison with the national peak of 9.6 percent. Unemployment rates for the MSA have declined slightly since 2010 to average 5.8 percent in 2011. Residents of Prince George's County and College Park tend to have a higher incidence of unemployment than the MSA as a whole, with an average rate approximately one percent higher since 2000. For 2011, College Park had unemployment of 7.2 percent while Prince George's County had unemployment of 7.0 percent.

**Figure 8: Unemployment Trends, 1990 to 2011**



Source: U.S. Bureau of Labor Statistics; AECOM, 2013

Employment in Prince George’s County declined from 2005 to 2011 with the largest job losses occurring in 2009 and 2010. Between 2005 and 2007, employment in the county grew by 2,057 jobs, primarily in Local Government, Construction, and Education and Health Services sectors. The onset of the recession resulted in losses of employment in the Construction and Trade, Transportation, and Utilities sectors; since 2007, these sectors have declined by a combined 13,683 jobs in the county. The Professional and Business Services sector, a major source of demand for office space, has also declined by 5,833 employees since the start of the recession. The Education and Health Services sector has grown consistently since 2005, adding an average of 579 jobs per year. The Leisure and Hospitality sector also grew, largely as a result of development at National Harbor which launched in 2008. The Federal Government accounted for 9.2 percent of total jobs in the county in 2011, up from 8.4 percent in 2005. Federal and State Government sectors have consistently added employees in Prince George’s County despite the recession. Local Government employment has declined to 39,974 after reaching a peak of 43,189 jobs in 2008.

**Figure 9: Employment by Industry Sector, Prince George's County, 2005 to 2011**

Sector	Employment							Change, 2005 to 2011		
	2005	2006	2007	2008	2009	2010	2011	Number	Percent	CAGR
Federal Government	26,193	25,881	25,254	25,439	26,032	27,392	27,527	1,334	5.1%	0.83%
State Government	16,742	17,161	16,914	16,801	17,474	18,357	19,115	2,373	14.2%	2.23%
Local Government	37,842	39,460	41,315	43,189	42,621	41,042	39,974	2,132	5.6%	0.92%
Natural Resources and Mining	238	257	251	230	195	140	174	(64)	-26.9%	-5.09%
Construction	31,682	32,123	33,201	31,795	27,796	25,365	24,842	(6,840)	-21.6%	-3.97%
Manufacturing	11,045	10,461	10,188	9,834	9,858	9,114	7,987	(3,058)	-27.7%	-5.26%
Trade, Transportation, and Util.	62,598	61,636	62,308	60,273	57,373	57,386	56,984	(5,614)	-9.0%	-1.55%
Information	6,435	7,247	5,393	4,922	3,304	3,197	5,530	(905)	-14.1%	-2.49%
Financial Activities	13,766	13,839	13,659	12,994	12,270	11,816	11,881	(1,885)	-13.7%	-2.42%
Professional and Business Svcs.	44,249	43,117	44,036	42,596	41,116	39,549	38,203	(6,046)	-13.7%	-2.42%
Education and Health Services	25,979	26,969	27,718	28,054	29,080	29,159	29,603	3,624	13.9%	2.20%
Leisure and Hospitality	25,548	24,857	25,220	27,353	27,261	27,188	27,721	2,173	8.5%	1.37%
Other Services	10,137	9,933	10,225	9,913	9,579	9,522	9,392	(745)	-7.3%	-1.26%
Unclassified	185	2	14	3	7	0	1	(184)	-99%	-58%
<b>Total: All Sectors</b>	<b>312,639</b>	<b>312,943</b>	<b>315,696</b>	<b>313,396</b>	<b>303,966</b>	<b>299,227</b>	<b>298,934</b>	<b>(13,705)</b>	<b>-4.4%</b>	<b>-0.74%</b>

Source: Maryland Department of Labor, Licensing and Regulation; AECOM, 2012.

Average annual wages in Prince George's County have increased by 3.2 percent per year across industry sectors between 2005 and 2011. High growth sectors include Leisure and Hospitality (4.3 percent per year), Construction (3.5 percent per year), and Federal Government (3.4 percent per year) while Information and Trade, Transportation, and Utilities experienced little growth. By a large margin, the Federal Government sector has the highest average wage in the county at \$93,143 in 2011, surpassing Information (\$65,741) and Professional and Business Services (\$63,314).

**Figure 10: Average Annual Wage by Industry Sector, Prince George's County, 2005 to 2011**

Sector	Average Annual Wage							Change, 2005 to 2011		
	2005	2006	2007	2008	2009	2010	2011	Number	Percent	CAGR
Federal Government	\$76,410	\$79,140	\$82,459	\$86,257	\$88,032	\$90,385	\$93,143	\$16,733	21.9%	3.36%
State Government	\$40,422	\$42,640	\$44,724	\$45,198	\$47,078	\$45,803	\$46,409	\$5,987	14.8%	2.33%
Local Government	\$45,378	\$48,269	\$50,974	\$52,635	\$53,129	\$53,388	\$55,125	\$9,747	21.5%	3.30%
Natural Resources and Mining	\$40,827	\$45,807	\$48,325	\$46,507	\$43,573	\$37,691	\$40,734	(\$93)	-0.2%	-0.04%
Construction	\$48,379	\$50,867	\$53,447	\$55,786	\$57,785	\$57,990	\$59,382	\$11,003	22.7%	3.47%
Manufacturing	\$54,796	\$58,172	\$61,068	\$61,607	\$63,359	\$62,778	\$58,820	\$4,024	7.3%	1.19%
Trade, Transportation, and Util.	\$34,940	\$35,320	\$36,471	\$36,720	\$36,343	\$36,801	\$36,633	\$1,693	4.8%	0.79%
Information	\$63,458	\$60,345	\$66,749	\$74,617	\$71,262	\$77,739	\$65,741	\$2,283	3.6%	0.59%
Financial Activities	\$45,983	\$47,623	\$48,273	\$47,350	\$49,412	\$48,392	\$49,245	\$3,262	7.1%	1.15%
Professional and Business Svcs.	\$52,149	\$53,797	\$55,327	\$58,450	\$60,923	\$61,632	\$63,314	\$11,164	21.4%	3.29%
Education and Health Services	\$38,349	\$39,552	\$40,905	\$42,809	\$43,923	\$44,292	\$44,791	\$6,441	16.8%	2.62%
Leisure and Hospitality	\$14,951	\$15,701	\$16,105	\$17,837	\$18,032	\$18,699	\$19,248	\$4,297	28.7%	4.30%
Other Services	\$32,474	\$33,540	\$35,068	\$34,832	\$35,318	\$36,207	\$104,039	\$71,565	220.4%	21.42%
Unclassified	\$29,879	\$6,583	\$35,024	\$19,448	\$40,507	N/A	\$27,493	(\$2,386)	-8%	-1.38%
<b>Total: All Sectors</b>	<b>\$44,115</b>	<b>\$45,766</b>	<b>\$47,453</b>	<b>\$48,938</b>	<b>\$49,865</b>	<b>\$50,365</b>	<b>\$53,183</b>	<b>\$9,068</b>	<b>20.6%</b>	<b>3.16%</b>

Source: Maryland Department of Labor, Licensing and Regulation; AECOM, 2012.

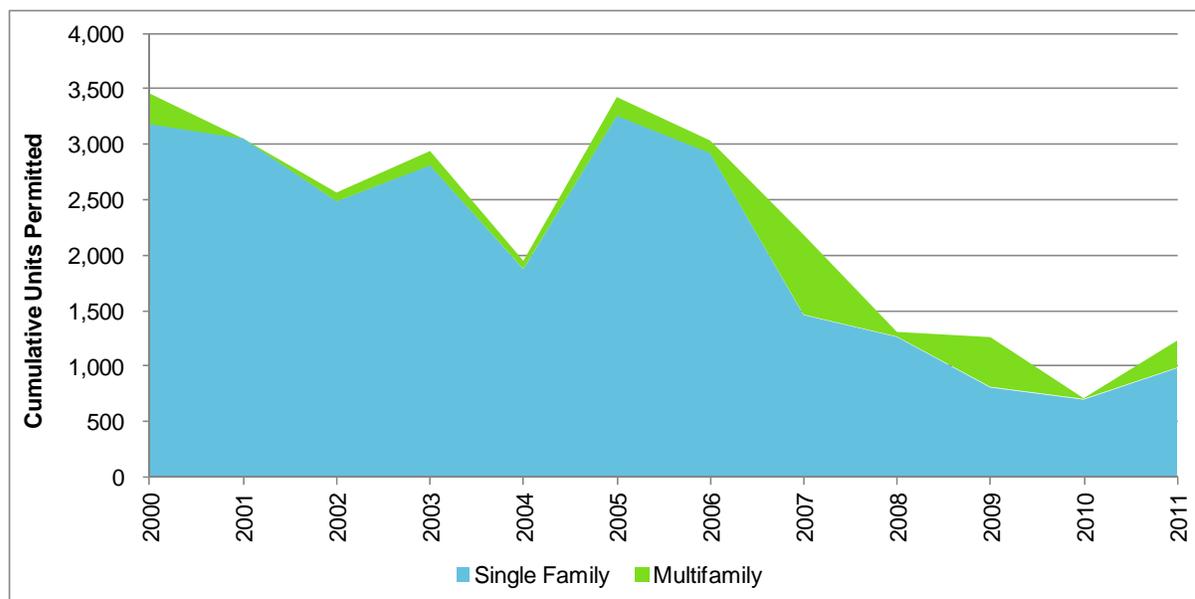
## IV. Real Estate Market Overview

Real estate trends were analyzed for residential, office, and retail markets at local and regional levels. Past results are a factor in future performance and are valuable indicators to be used in forecasting demand and absorption. Market trends are evaluated in light of College Park’s specific context, featuring a major public university with strong academic and research missions.

### Residential Market

To evaluate for-sale and rental residential market trends for Prince George’s County and selected submarkets, AECOM consulted a range of data sources to examine permitted units, new and existing home sales, and rental absorption and vacancy rates. Residential building permit activity in Prince George’s County, as tracked by the U.S. Census Bureau, has fluctuated over the last decade, peaking in 2005 and declining through 2010 as a result of the recession. Overall, the county permitted an annual average of 2,258 units from 2000 to 2011. The number of permits issued in the county declined from 3,425 in 2005 to 707 in 2010, a drop of 79 percent. An increase was seen in 2011 with 1,227 units permitted; however, this figure remains significantly below pre-recession levels. Single-family units accounted for 92 percent of permits issued from 2000 to 2011. However, multifamily units have become a progressively more popular choice; their share of all units increased to 22 percent starting in 2007.

**Figure 11: Housing Permits Issued, Prince George’s County, 2000 to 2011**

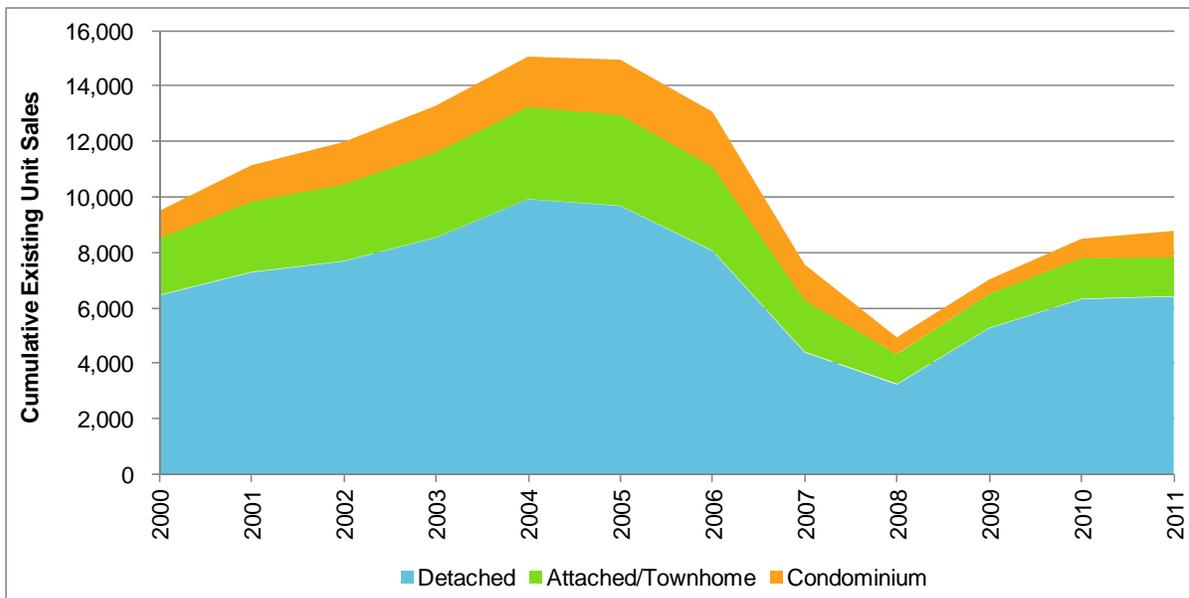


Source: U.S. Census Bureau; AECOM, 2013.

Sales of existing homes in Prince George’s County are tracked by Real Estate Business Intelligence, a subsidiary of Metropolitan Regional Information Systems (MRIS), the metropolitan area’s multiple

listing service (MLS). Sales of existing units increased steadily from 2000 to 2004, reaching a peak of 15,077 annual sales in 2004. Sales volumes remained relatively strong through 2006 before declining substantially due to the recession, hitting a low of 4,921 sales in 2008. Sales have increased moderately since reaching 8,778 units sold in 2011. From 2000 to 2011, sales of single-family detached units accounted for 66 percent of sales, followed by 22 percent attached/townhome units, and 12 percent multifamily condominiums. During this period, median sales prices for attached/townhome units ranged from \$150,000 to \$200,000 while median sales prices for condos ranged from \$100,000 to \$150,000.

**Figure 12: Existing Home Sales, Prince George's County, 2000 to 2011**

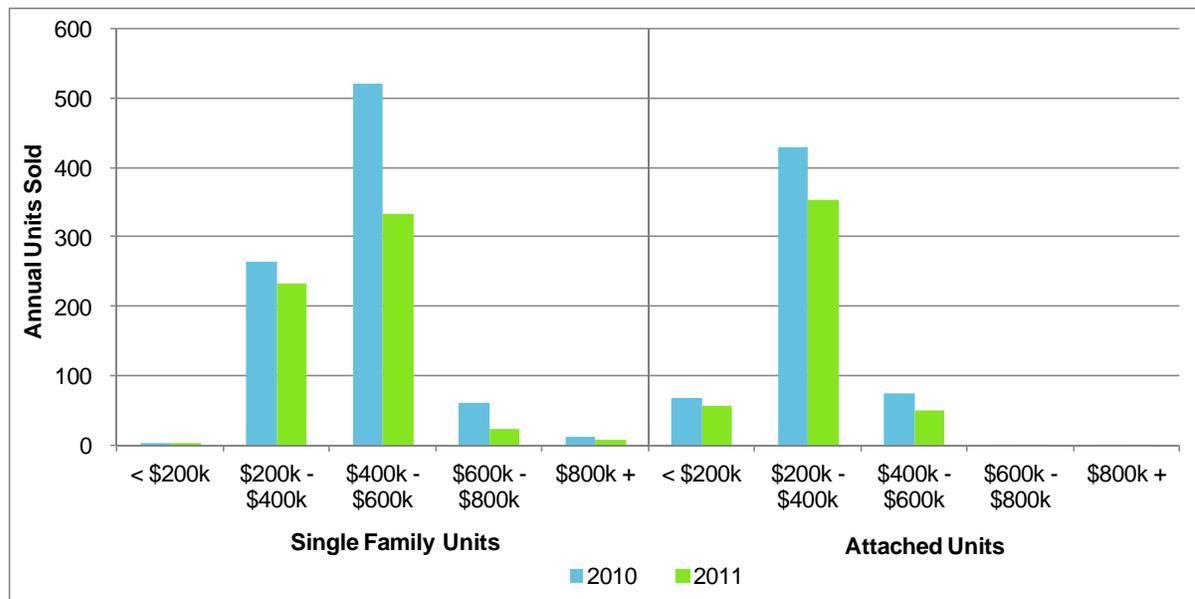


Source: MRIS; AECOM, 2013

Hanley Wood Market Intelligence provided data regarding sales of new homes in 2010 and 2011 in Prince George's County. During 2010, a total of 1,436 new home sales occurred in the county, including 575 attached units (including multifamily units) and 861 single family units. New home sales declined to 1,047 units in 2011, including 466 attached units and 601 single-family units. Units priced between \$400,000 and \$600,000 accounted for 58 percent of single-family sales during this two-year period with the majority of remaining single-family units priced from \$200,000 to \$400,000. The large majority of new single-family units sold occurred outside the Beltway, including 235 units sold in Upper Marlboro (ZIP Code 20774) and 251 units sold in Brandywine (ZIP Code 20613). Units priced from \$200,000 to \$400,000 accounted for 75 percent of attached unit sales in 2010 and 2011. Again, areas outside the Beltway accounted for the majority of attached units sold with 151 units sold in Upper Marlboro (ZIP Code 20774), 102 units sold in Brandywine (ZIP Code 20613), and 70 units sold

in Bowie (ZIP Code 20720). Areas within the Beltway seeing significant sales of new attached units in 2010 and 2011 include Capitol Heights (ZIP Code 20743) with 74 units sold and Hyattsville (ZIP Code 20781) with 46 units sold.

**Figure 13: New Home Sales, Prince George's County, 2010 and 2011**



Source: Hanley Wood Market Intelligence; AECOM, 2013

With a limited supply of new for-sale product in the immediate study area, AECOM acquired statistics for a number of recent, nearby townhome and condominium projects. Arts District Hyattsville, located along Route 1 approximately three miles from the site, includes two townhome projects, the first developed by EYA and the second by Pulte Homes. The two developments account for 312 planned units, each with average living area of 1,600 square feet per unit. The EYA community sold out over a five year period equating to 2.7 units sold per month. The Pulte project is currently selling at a rate of 1.9 units per month with 153 units remaining for sale. The two nearest condominium projects to the site are located in the University Town Center project, within walking distance of the Prince George's Plaza Metro station. Coming to market in 2007 as the recession took hold, unit sales were slow and ultimately led to foreclosure of these buildings. Seventy-five units in One Independence Plaza sold over a five year period at an average price of \$292,777 per unit. None of the high-end units in Plaza Lofts 22 sold prior to bank auctions, suggesting initial list prices were significantly higher than prevailing market rates.

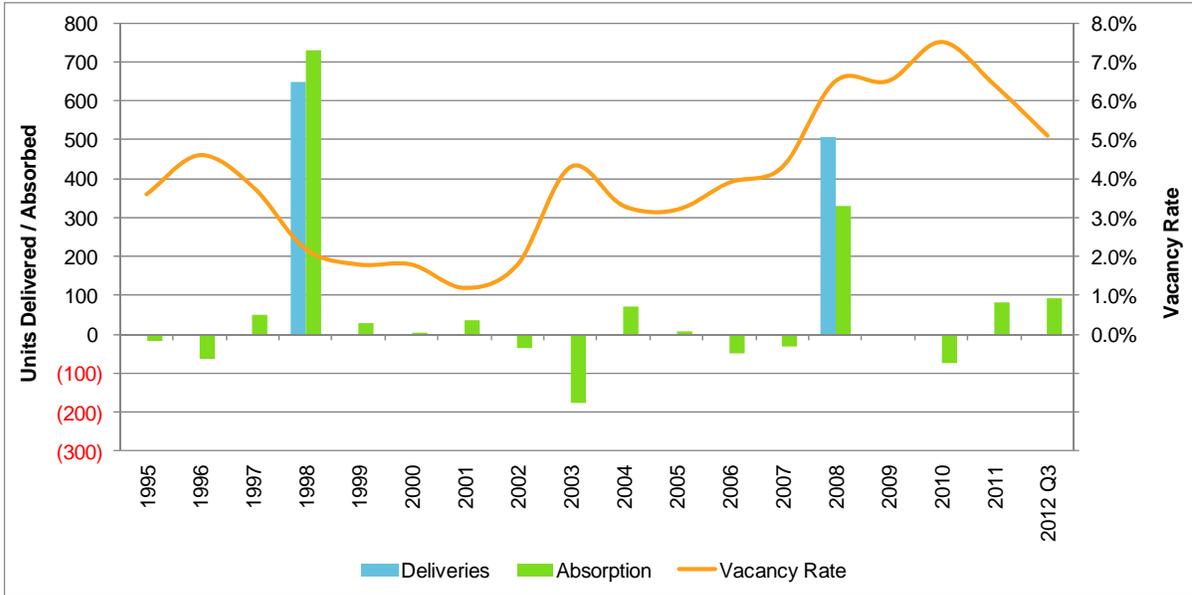
**Figure 14: Statistics for Selected For-Sale Projects**

Address	Key Dates		Unit Sales			Average Sales Price		
	Open	Close	Total Units	Units Sold	Sales Rate	Per Unit	Per Sq. Ft.	
<b>Townhome</b>								
Arts District Hyattsville/ EYA	4541 Longfellow Street, Hyattsville, MD 20781	5/2006	7/2011	140	140	2.7	\$451,701	\$285
Arts District Hyattsville/ Pulte Homes	4501 Longfellow Street, Hyattsville, MD 20781	6/2011	Selling	172	19	1.9	\$350,144	\$219
<b>Condominium</b>								
One Independence Plaza	6506 America Blvd, Hyattsville, MD 20782	1/2007	Selling	112	75	1.2	\$292,777	\$333
Plaza Lofts 22	6500 America Blvd, Hyattsville, MD 20782	6/2007	Selling	22	0	N/A	\$572,635 (List Price)	N/A

Source: Hanley Wood; AECOM, 2012.

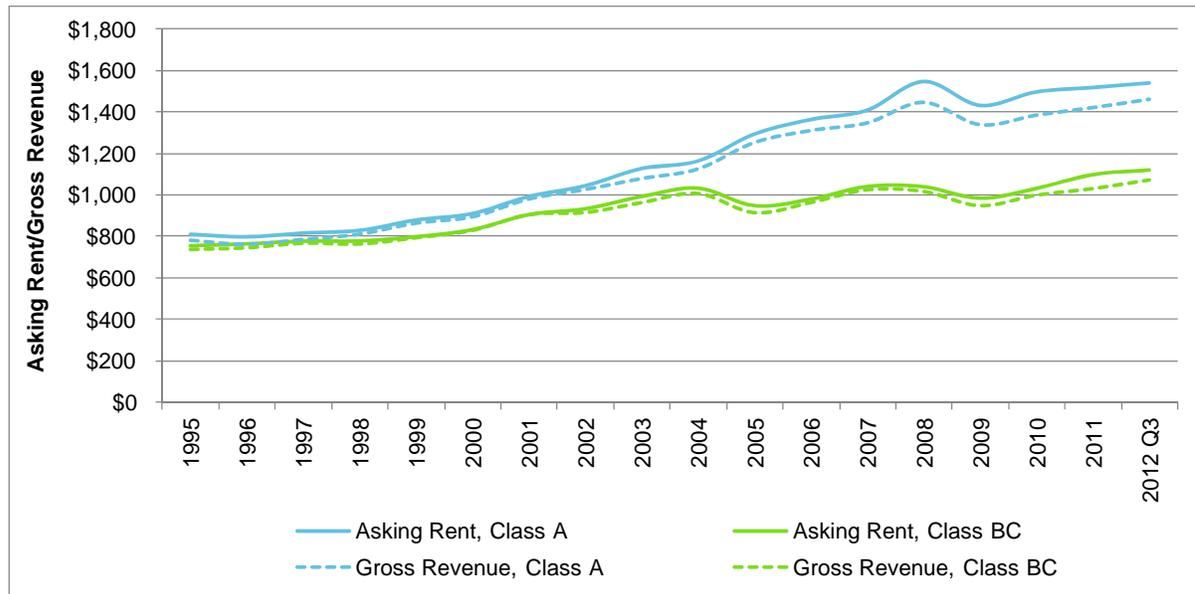
The rental residential market analysis evaluates trends based on REIS data covering the period from 1995 to the third quarter of 2012. Data reflects the REIS “College Park/Greenbelt” submarket which includes College Park, Greenbelt, Berwyn Heights, and Beltsville. REIS segments apartment data by class with Class A properties being recently built or distinguished by high rents, size, or amenities. The College Park/Greenbelt submarket contains a total of 12,439 market-rate rental units, of which 59 percent are categorized as Class A. The stock of Class A units has risen modestly since 1995 while Class B/C inventory has remained stable. Key deliveries to the submarket include Wynfield Park in 1998 (300 units) and Camden College Park in 2008 (508 units). Net absorption of Class A units has averaged 55 units per year since 1995 with peaks in 1998 and 2008 due to significant completions. Vacancy rates have ranged from a minimum of 1.2 percent in 2001 to a high of 7.5 percent in 2010. Asking rents for Class A apartments in College Park/Greenbelt have grown significantly since 1995, increasing at an average annual rate of 3.8 percent before adjusting for inflation. Asking rents dipped slightly during the recession but have recovered to 2008 levels. Class B/C asking rents have grown at an average rate of 2.3 percent since 1995. Current rent concessions for Class A units are equivalent to 5.1 percent of asking rents.

**Figure 15: Deliveries, Absorption, and Vacancy Rate Trends, Class A Apartments, College Park/Greenbelt Submarket, 1995 to 2012**



Source: REIS; AECOM, 2013.

**Figure 16: Apartment Asking Rents and Gross Revenue, College Park/Greenbelt Submarket, 1995 to 2012**



Source: REIS; AECOM, 2013.

## Office Market

AECOM evaluated office market trends for the MSA, Prince George's County, and the City of College Park. CoStar was the primary source of office market data, providing key metrics including rentable building area (RBA), vacancy rates, and asking rents. Data was available for the period from 1993 through the third quarter of 2012. The MSA contains 475 million square feet of office RBA, including 250 million square feet of Class A space. The supply of office space in the MSA has grown by 91 million square feet since 2000, with the greatest increases seen from 2000 to 2002 and 2006 to 2008. Prince George's County accounts for 5.6 percent of office space in the MSA, down from 6.5 percent in 1995. The county has added 2.96 million square feet of leasable office space since 2000 with significant additions in Bowie, Lanham, and Largo. The City of College Park comprises 5.7 percent of the county office supply with 1.53 million square feet of RBA. Four office buildings totaling 592,439 square feet have been developed in College Park since 2000, all within the M Square research park.

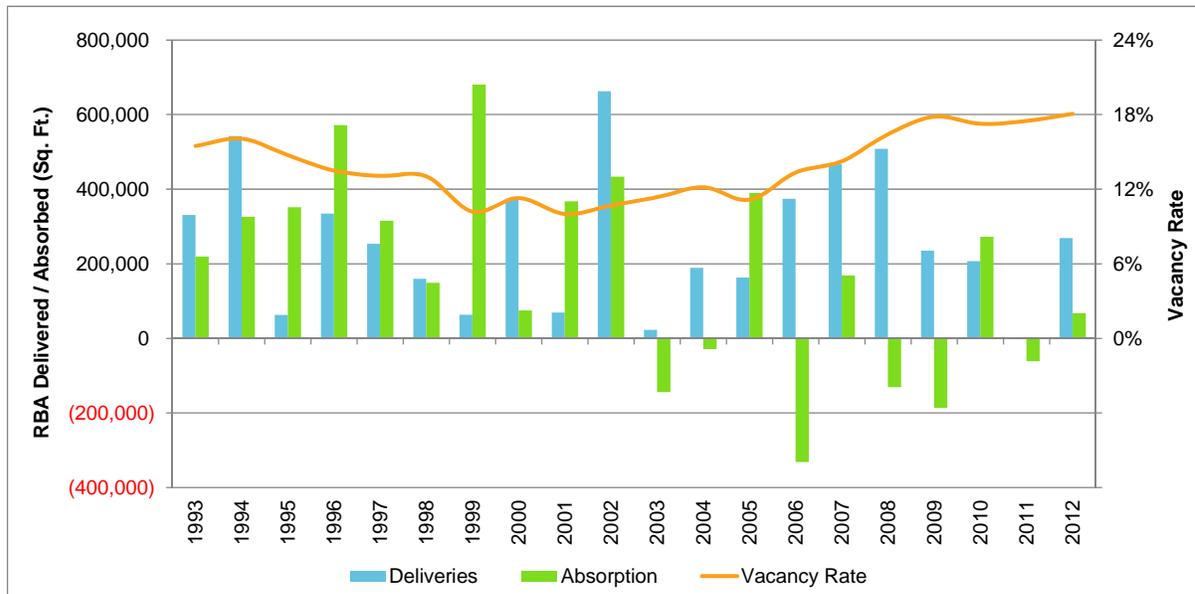
**Figure 17: Office Rentable Building Area, 1995 to 2012**

Geography	Rentable Building Area					Change, 1995 to 2012		
	1995	2000	2005	2010	2012	Number	Percent	CAGR
MSA	350,495,059	384,632,732	430,137,634	472,732,781	475,360,502	124,865,443	35.6%	1.8%
Prince George's Co.	22,608,357	23,749,594	24,853,631	26,441,525	26,709,027	4,100,670	18.1%	1.0%
<i>Share of MSA</i>	6.5%	6.2%	5.8%	5.6%	5.6%			
College Park	931,483	942,283	1,022,960	1,265,960	1,534,722	603,239	64.8%	3.0%
<i>Share of County</i>	4.1%	4.0%	4.1%	4.8%	5.7%			

Source: CoStar; AECOM, 2012.

Since 2000, a total of 84 million square feet of new Class A office space has been delivered within the MSA. An annual average of 272,458 square feet has been delivered in Prince George's County since 2000 versus average absorption of 68,721 square feet. The discrepancy between deliveries and absorption has led to rising vacancy rates in the county, from ten percent in 2001 to 18 percent as of the third quarter of 2012. Prince George's County has 1.74 million square feet of vacant Class A space, equating to a vacancy rate of 20 percent. Areas with substantial Class A vacancies include Greenbelt, Upper Marlboro, and Landover. Vacancies proximate to Metro can be found near Prince George's Plaza, Largo Town Center, and New Carrollton stations. College Park has experienced stronger than average office market performance, largely driven by development activity at M Square; College Park has seen net absorption of 570,830 square feet of Class A space since 2000. With large office vacancies at the county level, development of new space is likely to be constrained in the near-term.

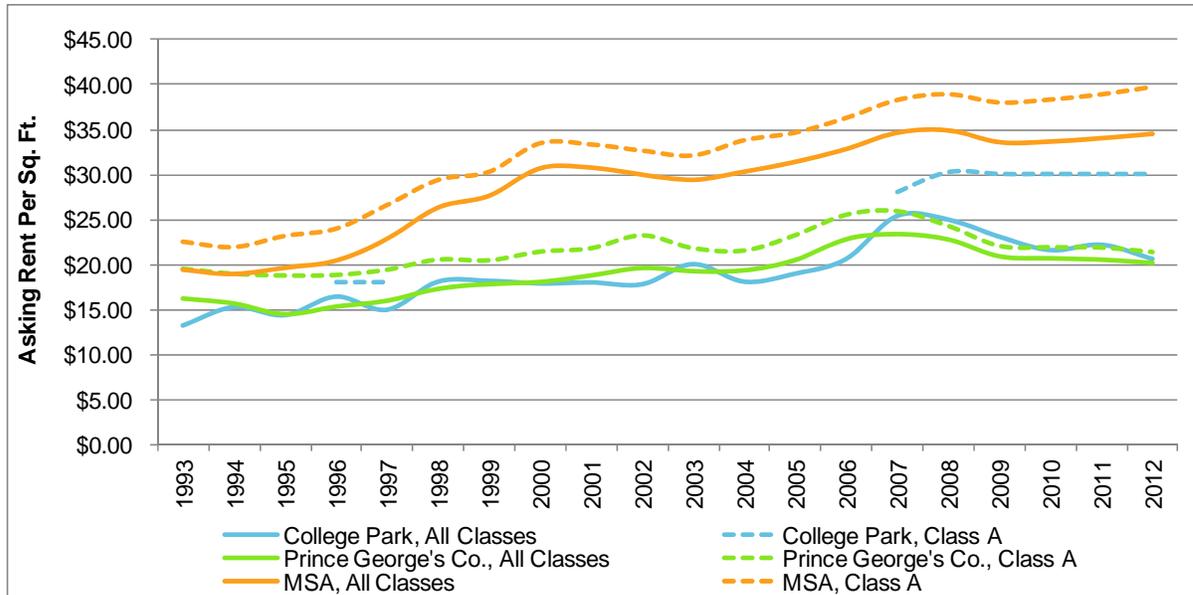
**Figure 18: Office Deliveries, Absorption, and Vacancy Rate, Prince George's Co., 1993 to 2011**



Source: CoStar Property; AECOM, 2013

Office asking rents in the MSA have grown at an annual rate of 1.0 percent since 2000, reaching \$34.47 per square foot in the third quarter of 2012. Class A rents are 15 percent higher than average at \$39.66 per square foot. In Prince George's County, rapid rent growth from 2000 to 2007 was followed by a significant decline in the face of the recession; overall, asking rents in the county have grown more slowly than the MSA at an annual average of 0.9 percent. Overbuilding of Class A space is a prime cause of this dynamic with high vacancy rates post-2007 corresponding with a spread of just 5.7 percent between Class A asking rents and average rents across all classes.

**Figure 19: Weighted Average Asking Rent (Full-Service), 1993 to 2012**



Source: CoStar Property; AECOM, 2013

The federal government has a significant footprint in Prince George's County with 36 buildings with over 4.4 million square feet of floor area owned by the General Services Administration (GSA). The largest concentration of owned buildings is located at the Suitland Federal Complex with over 2.4 million square feet of building area; this location contains the headquarters of the U.S. Census Bureau and the National Archives Washington Records Center. The Food and Drug Administration (FDA) Center for Food Safety and Applied Nutrition is listed as the sole GSA-owned facility located in College Park.

**Figure 20: Major GSA-Owned Properties in Prince George's County**

Tenant Agency	Address	City	Bldg. Type	Yr. Built	Square Feet
IRS	5000 Ellin Rd	Lanham	Office	1997	1,111,470
National Archives	4205 Suitland Rd	Suitland	Warehouse	1967	798,139
U.S. Census Bureau	4600 Silver Hill Rd.	Suitland	Office	2006	728,085
U.S. Census Bureau	4600A Silver Hill Road	Suitland	Office	2006	682,903
FDA	5100 Paint Branch Pky	College Park	Office	2001	371,667
Department of Justice	6500 Cherrywood Lane	Greenbelt	Courthouse	1994	223,378
NOAA	4231 Suitland Rd	Suitland	Office	2006	219,253
U.S. Census Bureau	17101 Melford Blvd	Bowie	Office	1997	122,114

Source: GSA; AECOM, 2012.

## Retail Market

Retail market trends were evaluated for the MSA, Prince George's County, and the City of College Park. CoStar was the primary source of retail market data, providing key metrics including gross

leasable area (GLA), vacancy rates, and asking rents. Data were available for the period from 2006 through the third quarter of 2012. The MSA has 256 million square feet of retail GLA, representing growth of 16 million square feet since 2006. Prince George's County accounts for 15.9 percent of retail space in the MSA with 40 million square feet of GLA. The county has added 2.2 million square feet of leasable space since 2006 with major projects such as Vista Gardens Marketplace, Woodmoore Towne Centre, and Target stores in Bowie and Brandywine. The City of College Park accounts for 4.1 percent of county retail space with 1.65 million square feet of GLA.

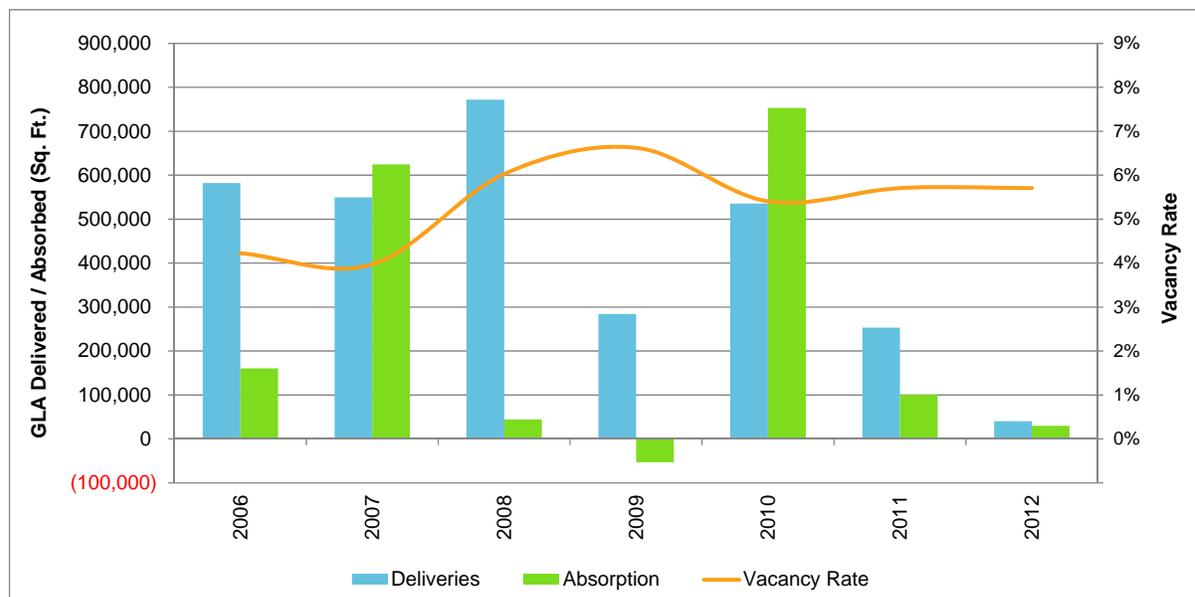
**Figure 21: Retail Gross Leasable Area, 2008 to 2012**

Geography	Gross Leasable Area					Change, 2008 to 2012		
	2008	2009	2010	2011	2012	Number	Percent	CAGR
MSA	251,704,217	253,983,717	255,188,765	255,868,770	256,151,409	4,447,192	1.8%	0.4%
Prince George's Co.	40,025,875	40,224,633	40,502,428	40,738,899	40,770,339	744,464	1.9%	0.5%
Share of MSA	15.9%	15.8%	15.9%	15.9%	15.9%			
College Park	1,654,338	1,653,866	1,642,510	1,651,486	1,651,486	(2,852)	-0.2%	0.0%
Share of County	4.1%	4.1%	4.1%	4.1%	4.1%			

Source: CoStar; AECOM, 2012.

Retail deliveries in Prince George's County have averaged 430,944 square feet annually since 2006 compared to average absorption of 237,041 square feet; accordingly, retail vacancy rates have increased from 4.2 percent in 2006 to 5.7 percent in 2012. Absorption and vacancy rates in College Park have fluctuated substantially from year to year with significant losses in 2008 and 2009 balanced by a moderate recovery over the next three years; vacancy rates in the city currently sit at 4.3 percent.

**Figure 22: Retail Deliveries, Absorption, and Vacancy Rate, Prince George's Co., 2006 to 2012**



Source: CoStar Property; AECOM, 2013

Seven retail nodes exist within the retail market area for the site, defined as a 7-minute drive time. Data regarding retail tenants was derived from the “Route One Communities Retail Market Study” (April 2012) along with fieldwork conducted by AECOM from December 2012 to January 2013. The retail nodes vary widely in terms of age, quality, range of retail categories offered, and access to transit and transportation networks. Generally, major big box retailers are well-represented in the surrounding market, with multiple Target and Staples stores as well as Best Buy and Home Depot. Shopping centers in the area tend to feature national chains plus a significant share of independent retailers. Brief descriptions of each retail node follow:

- **Downtown College Park:** Located one mile from the site, Downtown College Park contains a concentration of restaurants, including fast food (Subway), fast casual (Chipotle, Five Guys, Potbelly), and sit-down restaurants (Applebee’s, Ledo Restaurant). National chains and local retailers are both well-represented, but significant turnover tends to be seen among less-established restaurants. Currently, Downtown College Park is likely to be a primary location for restaurant expenditures from employees near the site.
- **Campus Village/The Varsity:** This retail concentration includes the Campus Village shopping center, developed in 1986, as well as more recently developed retail on the ground floor of The Varsity student housing project. Campus Village is largely focused on food service establishments with a total of seven restaurants, including fast food and sit-down options; vacancies are significant with five available spaces. The Varsity includes more than 20,000 square feet of retail space primarily oriented towards dining and convenience options well-suited for nearby student populations.
- **Riverdale Plaza Shopping Center:** Situated near the intersection of Kenilworth Avenue and East West Highway, 1.8 miles from the site, Riverdale Plaza is an aging shopping center largely tenanted by independent retailers and Latino groceries. Five spaces are currently vacant.
- **Prince George's Plaza/University Town Center:** Located within walking distance of the Prince George’s Plaza Metro station, three retail concentrations existing within close proximity: The Mall at Prince George’s; Metro Shops; and University Town Center. The Mall at Prince George’s is anchored by Target, Macy’s, and JCPenney as well as discount retailers Ross and Marshalls; independent local retailers occupy the majority of inline spaces. The Metro Shops center, which includes Bob’s Discount Furniture and Staples, is located immediately adjacent to the Metro station as well as more than 200 recently developed

residential units. University Town Center is a mixed-use project featuring 134 market-rate residential units, 910 student housing beds, more than 1.2 million square feet of office space, and more than 100,000 square feet of retail and entertainment space. While a number of fast casual (Qdoba, Five Guys) and sit-down restaurants (Hank's Tavern and Eats, Carolina Kitchen) remain, the retail space in this development has seen substantial turnover since opening in 2007 and currently has eight vacant storefronts.

- **Hyattsville Arts District:** A new mixed-use development, the Arts District is located along Baltimore Avenue in Hyattsville, 2.4 miles from the site. Retail available in the Arts District serves as an amenity for nearby residential development which includes over 300 townhomes and 200 rental apartments. Retail is anchored by Yes! Organic Market and a Busboys and Poets restaurant and also features chain restaurants, including Chipotle, Elevation Burger, and Tara Thai. Rent discounts were reportedly provided to primary tenants to ensure a sufficient retail amenity base for newly developed residential product.
- **Beltway Plaza:** Developed in 1980, Beltway Plaza is a shopping mall anchored by Giant Food, Target, and Burlington Coat Factory located 2.7 miles from the site. The interior of the mall is primarily occupied by independent retailers while pad sites along Greenbelt Road feature national restaurant and bank tenants. The departures of Sears Home Appliance, Quiznos, and Jeepers have created a moderate level of vacancy.
- **College Park Marketplace:** Located at the interchange between Route One and Interstate 495, College Park Marketplace features major big box tenants Home Depot and Best Buy along with one of the nearest major grocery stores to the site, Shoppers. There is currently one vacant space, the former Capital One Bank, and area brokers report rents as high as \$50 per square foot.

**Figure 23: Key Retail Nodes in Retail Market Area**

<b>Name</b>	<b>Distance from Site</b>	<b>Year Built</b>	<b>Anchors</b>	<b>Categories Available</b>
Downtown College Park	1.0 miles	1918-2011	CVS; Ledo Restaurant; Rugged Warehouse	Full- and Limited-Service Restaurants; General Merchandise; Services
Campus Village/The Varsity	1.4 miles	1986-2011	Looney's Pub; Royal Farms	Full- and Limited-Service Restaurants; General Merchandise
Riverdale Plaza Shopping Center	1.8 miles	1966	CVS; IHOP; Megamart	Grocery; Limited-Service Restaurants; Services
Prince George's Plaza/University Town Center	2.3 miles	1957-2007	Target; Macy's; Regal Cinema	General Merchandise; Entertainment; Full- and Limited-Service Restaurants; Services
Hyattsville Arts District	2.4 miles	2007-2011	Yes! Organic Market; Busboys and Poets	Grocery; Full- and Limited-Service Restaurants; General Merchandise; Services
Beltway Plaza	2.7 miles	1980	Target; Giant; Academy Stadium Theaters	Grocery; General Merchandise; Entertainment; Full- and Limited-Service Restaurants; Services
College Park Marketplace	3.1 miles	1998-1999	Home Depot; Best Buy; Shoppers	Grocery; Electronics; Home Improvement; Full- and Limited-Service Restaurants

Source: Route One Communities Retail Market Study; AECOM, 2012.

## V. Market Demand Analysis

AECOM analyzed potential demand for residential, office, and retail development in the study area over a period from 2013 to 2023. This analysis synthesizes demographic and economic trends, real estate market conditions, and study area context to estimate absorption during the next ten years.

### Residential Demand

AECOM analyzed demand for new market-rate residential units in Prince George’s County from 2013 to 2023 based on key metrics such as in-migration of new households, population growth, and turnover of existing households within the county. These metrics were generated using data from IRS Migration Profiles and the U.S. Census Bureau American Community Survey. Households moving to and within Prince George’s County were segmented using ESRI Tapestry psychographic data to determine preferred housing type, tenure (i.e., renter or owner), and average household income. Further analysis of the competitive environment and strengths and weaknesses of the study area resulted in estimates of the likely capture of residential absorption.

In-migrating households to Prince George’s County are a potential source of residential demand for the study area. IRS Tax Returns data from the Missouri Census Data Center indicates that an average of 24,465 households migrated into Prince George’s County each year from 1999 to 2010. Households migrating into Prince George’s County represent 66 percent of demand for new for-sale residential units and 30 percent of demand for rentals. Out-migration from the county has been strong, however, resulting in negative net household migration from 1999 to 2010; this trend results in vacancies of existing homes. The District of Columbia and Montgomery County are the primary sources of in-migrating households and also the destinations of the most out-migrating households. These trends have resulted in net inflows of households from the District and Montgomery County to Prince George’s County.

**Figure 24: Top Household In-Migration Sources, 1999 to 2010**

Rank	Name	Avg. Ann'l. In-Migration
1	District Of Columbia, DC	5,475
2	Montgomery, MD	4,243
3	Anne Arundel, MD	1,343
4	Fairfax, VA	1,010
5	Charles, MD	864
6	Howard, MD	758
7	Baltimore, MD	449
8	Alexandria, VA	356
9	Arlington, VA	356
10	Baltimore City, MD	227

Source: IRS; AECOM, 2012.

**Figure 25: Top Household Out-Migration Destinations, 1999 to 2010**

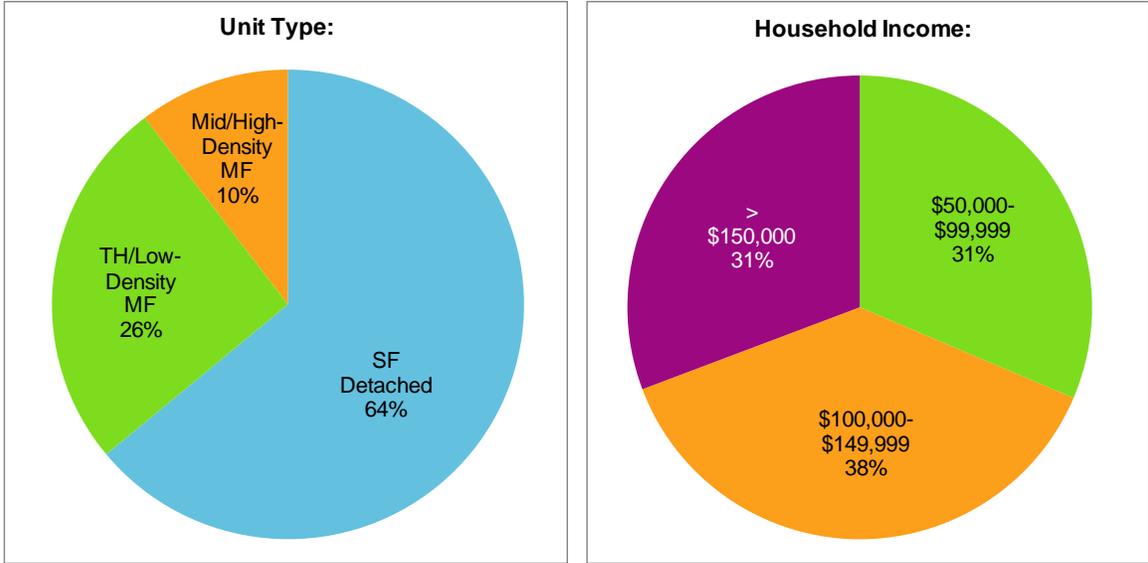
<b>Rank</b>	<b>Name</b>	<b>Avg. Ann'l. Out-Migration</b>
1	Montgomery, MD	4,210
2	District Of Columbia, DC	3,603
3	Anne Arundel, MD	2,423
4	Charles, MD	1,812
5	Howard, MD	1,342
6	Fairfax, VA	999
7	Baltimore, MD	609
8	Calvert, MD	485
9	Baltimore City, MD	328
10	Arlington, VA	282

Source: IRS; AECOM, 2012.

Current residents who are looking to move to another unit within Prince George’s County represent another potential source of residential demand. Data from the 2010 American Community Survey for Prince George’s County indicates that seven percent of households living in owner-occupied housing moved within the last year compared to 28 percent of renters. Out of moving households, 52 percent of owners and 63 percent of renters moved to another residential unit within the same county. Churn of current resident households represents 34 percent of demand for new for-sale residential units and 70 percent of demand for rentals.

Annual demand for new housing in Prince George’s County is forecast at 2,067 units in 2013 with demand for a total of 21,720 new units projected through 2023. Average demand for ownership units is estimated at 1,554 units per year with single-family detached units, a development type not compatible for the study area, accounting for 64 percent of ownership demand. Annual demand for for-sale townhomes and low-density multifamily units averages 398 units on the county level while mid- to high-density multifamily demand averages 162 units. Households earning between \$50,000 and \$100,000 account for 48 percent of demand for ownership townhomes and multifamily units while the remaining demand is from households earning more than \$100,000 per year; these income ranges suggest strong potential demand for units priced from \$250,000 to \$400,000.

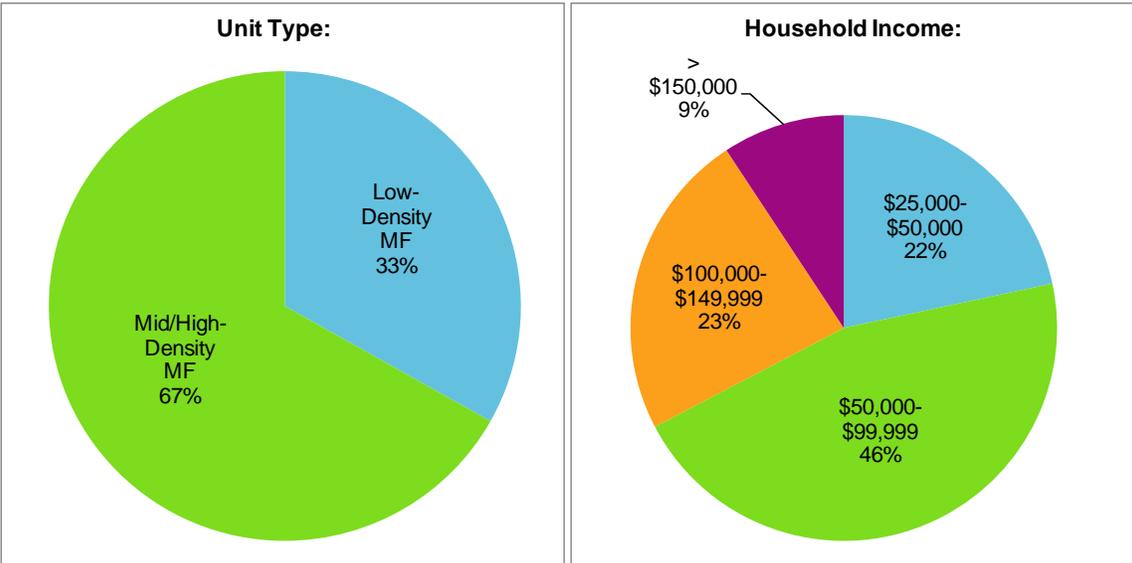
**Figure 26: Annual Demand for Ownership Units by Unit Type and Household Income, Prince George’s County**



Source: AECOM, 2013

Average demand for rental multifamily units is estimated at 618 units per year at the county level. Low-density multifamily units account for 33 percent of annual rental demand at 205 units and mid-to-high-density multifamily units account for the remaining 67 percent at 413 units. Households earning between \$50,000 and \$100,000 account for 46 percent of demand for rental units, equating to monthly rent of approximately \$1,250 to \$1,750.

**Figure 27: Annual Demand for Rental Units by Unit Type and Household Income, Prince George’s County**



Source: AECOM, 2013

**Figure 28: Demand for Ownership and Rental Units by Type, Prince George’s County, 2013 to 2023**

Tenure	Type	Units		Summary	
		2013-2018	2018-2023	Total	Annual
For-Sale	TH/Low-Density MF	1,978	1,997	3,975	398
	<u>Mid/High-Density MF</u>	<u>807</u>	<u>815</u>	<u>1,622</u>	<u>162</u>
	Total	2,785	2,812	5,597	560
Rental	Low-Density MF	1,018	1,033	2,052	205
	<u>Mid/High-Density MF</u>	<u>2,050</u>	<u>2,080</u>	<u>4,130</u>	<u>413</u>
	Total	3,068	3,114	6,182	618

Source: AECOM, 2012.

Existing housing stock, development patterns, and planned developments in College Park and the surrounding area were analyzed to estimate potential capture of county-wide demand for residential units. Trends in College Park and six nearby places (Hyattsville, University Park, Beltsville, Greenbelt, Berwyn Heights, and Riverdale Park) were reviewed; these jurisdictions are located in close proximity and share common transportation connections, including the Green Line, US-1, MD-410, MD-193, and MD-201. This submarket, largely comprised of established communities, accounts for nine percent of ownership units and 14 percent of rental units in the county. College Park accounts for 21 percent of units within the submarket.

College Park and the surrounding submarket have had a number of new residential developments in recent years, establishing the submarket as a target for growth within the developed tier of the county. Since 2000, the submarket accounted for 25 percent of market-rate apartment deliveries in the county according to data from CoStar. Notable rental projects delivered in the submarket during this period include Camden College Park, Mosaic at Metro, and Post Park. The share of market-rate rentals is likely to increase with the deliveries of The Domain at College Park and Palette at Arts District during 2013. For-sale product has seen mixed results in the submarket due to macroeconomic and project-specific causes, as described in the Real Estate Market Overview. Nonetheless, the submarket accounted for more than eight percent of sales of new attached units during 2010 and 2011. Major planned and proposed projects in the submarket, such as the Cafritz Property and College Park and Greenbelt Metro station developments, may further enhance the image of the submarket as well as provide additional amenities to potential residents.

Estimates of residential demand for the submarket and City of College Park were developed under the assumption that these geographies will be able to achieve growth in capture rates over historic averages on the basis of proximity to major activity centers, transit access, and eventual completion of the Purple Line. Currently, construction of the Purple Line is set to begin in 2015 with completion in

2020. By establishing strong transit connections from College Park to key population and employment centers in Montgomery County, including Bethesda and Silver Spring, the Purple Line is likely to make commuting to these places a significantly easier and more viable option. Capture of residential demand in College Park is assumed to increase during the 2018 to 2023 period due to the Purple Line.

The submarket is estimated to capture 10 percent of townhome and multifamily sales in the county from 2013 to 2018 with capture growing to 15 percent from 2018 to 2023. College Park is estimated to capture 30 percent of submarket ownership demand, equating to absorption of 210 units from 2013 to 2023. Townhomes are forecast to account for 71 percent of sales with mid- to high-density multifamily units accounting for the remaining 29 percent. The submarket is estimated to capture 25 percent of rental demand from 2013 to 2018, comparable to the last decade, with an increase to 35 percent from 2018 to 2023. College Park is estimated to capture 35 percent of submarket rental demand, equating to absorption of 650 units from 2013 to 2023.

**Figure 29: Capture of Ownership and Rental Units, College Park, 2013 to 2023**

Tenure	Type	Total CP Demand	Less: Planned Units /1	Remaining CP Demand
For Sale	TH/Low-Density MF	149	0	149
	<u>Mid/High-Density MF</u>	<u>61</u>	<u>0</u>	<u>61</u>
	Subtotal	210	0	210
Rental	Multifamily	650	546	104
<b>Total</b>		<b>860</b>	<b>546</b>	<b>314</b>

1/ Planned market-rate developments include The Domain (256 units) and Fairfield/Manekin (290 units)

Source: AECOM, 2012.

The study area faces competition from several upcoming projects in College Park, including The Domain (256 units) and the Fairfield/Manekin project adjacent to the Metro station (290 units, estimated). Assuming these projects come online as planned, demand for 314 additional units exists over the study timeframe. For-sale townhomes and condominiums would account for 67 percent of potential demand on site with the remaining 33 percent allocated to rental multifamily.

Upside for additional residential units in the study area may result from demand from University of Maryland students and faculty. While the study focuses on market-rate housing, student housing is a major driver of development with University View, The Varsity, The Enclave, Mazza Grandmarc, and the Towers at University Town Center, significantly expanding the supply of off-campus housing in recent years. A number of additional student housing projects are planned in College Park, including

the Maryland Book Exchange redevelopment, University View Village, and East Campus. Due to its further distance from campus and limited walkability, the study area does not provide the most ideal location for student housing in comparison with planned projects. Potential demand for student housing in the study area should be evaluated in context of near-term projected growth in University of Maryland enrollment as well as the performance of upcoming developments.

Demand may also exist for faculty housing in the College Park area since only approximately 20 percent of the University's 13,683 full-time and part-time faculty live in College Park or adjacent places. University-sponsored programs, such as rental housing, loan programs, or ground-lease arrangements, would likely need to be implemented in order to drive demand to the study area. Draft findings from the faculty housing market analysis conducted by Anderson Strickler, LLC indicate a faculty preference for single-family detached units.

### **Office Demand**

Demand for new office space was analyzed on the basis of employment growth in industry sectors with a high proportion of office-using employees, such as Financial Activities, Professional and Business Services, and the Federal Government. To determine the potential level of demand for office space in the study area, AECOM analyzed employment projections from Woods & Poole for Prince George's County. Total employment growth rates were adjusted to reflect the Maryland Department of Labor, Licensing and Regulation's "Job Outlook 2008-2018" for the county. Average ratios of office users to total employment by sector were developed through analysis of BLS employment data at the subsector level. These ratios, which range from 85 percent for Financial Activities to 25 percent for Education and Health Services, were applied to determine how many new employees would typically occupy office space; a factor of 250 square feet per office-using employee was used to determine space required.

**Figure 30: Full-Time Employment Growth Forecast by Sector, Prince George’s County, 2013 to 2023**

Sector	Number			Change		
	2013	2018	2023	Number	Percent	CAGR
Federal Government	27,544	27,535	27,475	(69)	-0.3%	-0.03%
State and Local Government	61,334	65,110	69,111	7,777	12.7%	1.20%
Natural Resources and Mining	171	165	160	(11)	-6.3%	-0.64%
Construction	25,562	26,764	27,990	2,427	9.5%	0.91%
Manufacturing	8,014	8,035	8,019	5	0.1%	0.01%
Trade, Transportation, and Utilities	57,818	59,156	60,368	2,550	4.4%	0.43%
Information	5,543	5,557	5,556	13	0.2%	0.02%
Financial Activities	12,060	12,336	12,587	527	4.4%	0.43%
Professional and Business Services	39,856	42,701	45,814	5,958	14.9%	1.40%
Education and Health Services	31,342	34,344	37,647	6,306	20.1%	1.85%
Leisure and Hospitality	28,474	29,703	30,947	2,472	8.7%	0.84%
<u>Other Services</u>	<u>9,911</u>	<u>10,798</u>	<u>11,760</u>	<u>1,848</u>	<u>18.6%</u>	<u>1.72%</u>
Total: All Sectors	307,630	322,205	337,433	29,803	9.7%	0.93%

1/ Employment growth forecasts adjusted by 65% percent factor to reflect DLLR near-term Job Outlook report.  
 Source: Woods & Poole; Maryland Department of Labor, Licensing and Regulation; AECOM, 2012.

Historic office absorption rates from CoStar were compared against employment-based demand estimates from 1995 to 2011 to benchmark findings. Historic net absorption averaged 170,282 square feet per year compared with employment-based demand of 160,459 square feet per year, a difference of six percent. This factor was applied to market-wide demand forecasts to adjust findings for the office configurations typical of Prince George’s County.

**Figure 31: Employment-Based Demand for Office Space, Prince George’s County, 2013 to 2023**

Sector	Percent Office Users	Number /1 /2		Growth	
		2013-2018	2018-2023	Total	Annual
Federal Government	85%	(2,015)	(13,604)	(15,619)	(1,562)
State and Local Government	40%	400,741	424,532	825,273	82,527
Information	80%	2,888	(201)	2,686	269
Financial Activities	85%	62,089	56,759	118,848	11,885
Professional and Business Services	60%	452,938	495,405	948,343	94,834
Education and Health Services	25%	199,138	219,087	418,225	41,822
<u>Other Services</u>	<u>25%</u>	<u>58,833</u>	<u>63,764</u>	<u>122,597</u>	<u>12,260</u>
Total: Demand from Employment Growth		1,174,613	1,245,741	2,420,354	242,035
Plus: Vacancy Adjustment /3		<u>117,461</u>	<u>124,574</u>	<u>242,035</u>	<u>24,204</u>
Total: Demand for Office Space		1,292,074	1,370,315	2,662,389	266,239

1/ Average square feet per office using employee = 250  
 2/ Adjustment factor relating historical absorption to employment-based demand = 6%  
 3/ Frictional vacancy rate for new space = 10%  
 Source: Bureau of Labor Statistics; Woods & Poole; AECOM, 2013.

A substantial supply of vacant office space currently exists in Prince George’s County, including 1.7 million square feet of Class A space and 2.7 million square feet of Class B space. This vacant space, which may be offered at a discounted rent level, is likely to limit demand for new space over the near-term. AECOM estimates that up to 1.1 million square feet of existing space will be absorbed from

2013 to 2023, with leasing of remaining vacant space likely restricted by location and building configuration issues.

**Figure 32: Existing Office Supply, Prince George's County, 4Q 2012**

Class	Absorption of Vacant Space /1			Replacement of Total Space /2		
	Vacant RBA	Allocation	Total Allocation	Total RBA	Allocation	Total Allocation
Class A	1,740,934	49%	860,896	8,800,384	0.0%	0
Class B	2,716,389	52%	1,421,748	12,946,406	0.0%	0
Class C	<u>367,657</u>	<u>0%</u>	<u>0</u>	<u>4,950,315</u>	<u>10.0%</u>	<u>495,032</u>
Total: All Classes	4,824,980	47%	2,282,644	26,697,105	1.9%	495,032

1/ Percentage of existing vacant space to be absorbed based on demand from new employment

2/ Percentage of existing space which may potentially be replaced during study timeframe

Source: CoStar; AECOM, 2013.

Additional demand for new space is likely to result as older, Class C buildings are replaced; there are currently five-million square feet of Class C space in the county. Assuming an annual replacement rate of one percent, 495,032 square feet of Class C space would be replaced from 2013 to 2023. Forecast absorption of new office space in Prince George's County is estimated at 201,610 square feet per year on the basis of employment-based demand plus adjustments for absorption of existing space and replacement of aging buildings. This equates to total demand for two-million square feet of new space in the county between 2013 and 2023.

**Figure 33: Demand for New Office Space, Prince George's County, 2013 to 2023**

	Number		Growth	
	2013-2018	2018-2023	Total	Annual
Demand from Employment Growth	1,292,074	1,370,315	2,662,389	266,239
Plus: Replacement of Existing	<u>247,516</u>	<u>247,516</u>	<u>495,032</u>	<u>49,503</u>
Total: Demand for Office Space	1,539,590	1,617,831	3,157,421	315,742
Less: Absorption of Existing	<u>570,661</u>	<u>570,661</u>	<u>1,141,322</u>	<u>114,132</u>
Net: Demand for New Office Space	968,929	1,047,170	2,016,099	201,610

Source: AECOM, 2013.

The City of College Park operates under a unique situation in the county, bolstered by research and business opportunities generated by the University of Maryland. The area surrounding the College Park Metro station is the primary node of office development within the city, including 1.8 million square feet of space between M Square and adjacent federally-owned buildings. The city currently accounts for 8.2 percent of leasable Class A space in Prince George's County, up from 1.9 percent in 2000 behind a strong set of new building deliveries. Using historical performance as a benchmark, it is estimated that College Park may capture between 10 and 15 percent of county-wide demand for new commercial office space. This capture rate equates to 201,610 square feet to 302,415 square feet of new space.

**Figure 34: Capture of Demand for New Office Space, College Park, 2013 to 2023**

Category	Rate	Time Period Total		Cumulative Total	
		2013-2018	2018-2023	2013-2018	2013-2023
Total Demand for New Space		968,929	1,047,170	968,929	2,016,099
Low-End Capture	10.0%	96,893	104,717	96,893	201,610
High-End Capture	15.0%	145,339	157,076	145,339	302,415

Source: AECOM, 2013.

Going forward, it is likely that the College Park Metro station area will remain the primary focus of office development in the city given its accessibility and land availability. Recently approved site plans for M Square allow for three new office buildings with 150,000 square feet of rentable space each; these buildings will be developed contingent upon a sufficient share of preleased space. Several features of M Square suggest that potential office development in the study area may target a complementary, rather than competitive, tenant base. Potential tenants for the study area, such as physicians, realtors, lawyers, and smaller professional services firms, are likely to prefer office space in a mixed-use setting versus a research park and also are unlikely to have a research affiliation with the University, a requirement of tenancy at M Square. M Square is likely to capture the majority of demand from larger, professional services tenants in the city while the study area may capture between 75,000 to 125,000 square feet of space aimed at smaller service sector tenants or start-ups related to University programs.

## Retail Demand

AECOM estimated demand for retail space in the study area based on household and employee spending patterns, competition, and site characteristics. Retail and dining demand is a function of capturing household spending, and new households and new income create demand for new space. Retailers and restaurants demand accessibility and visibility to their customers when looking for a location. The power of retail to draw customers can lie with its location (for example, an ice cream shop on a boardwalk at the beach) or intrinsically due to its appeal (for example, a restaurant with a famous chef that people may come to despite its remote location).

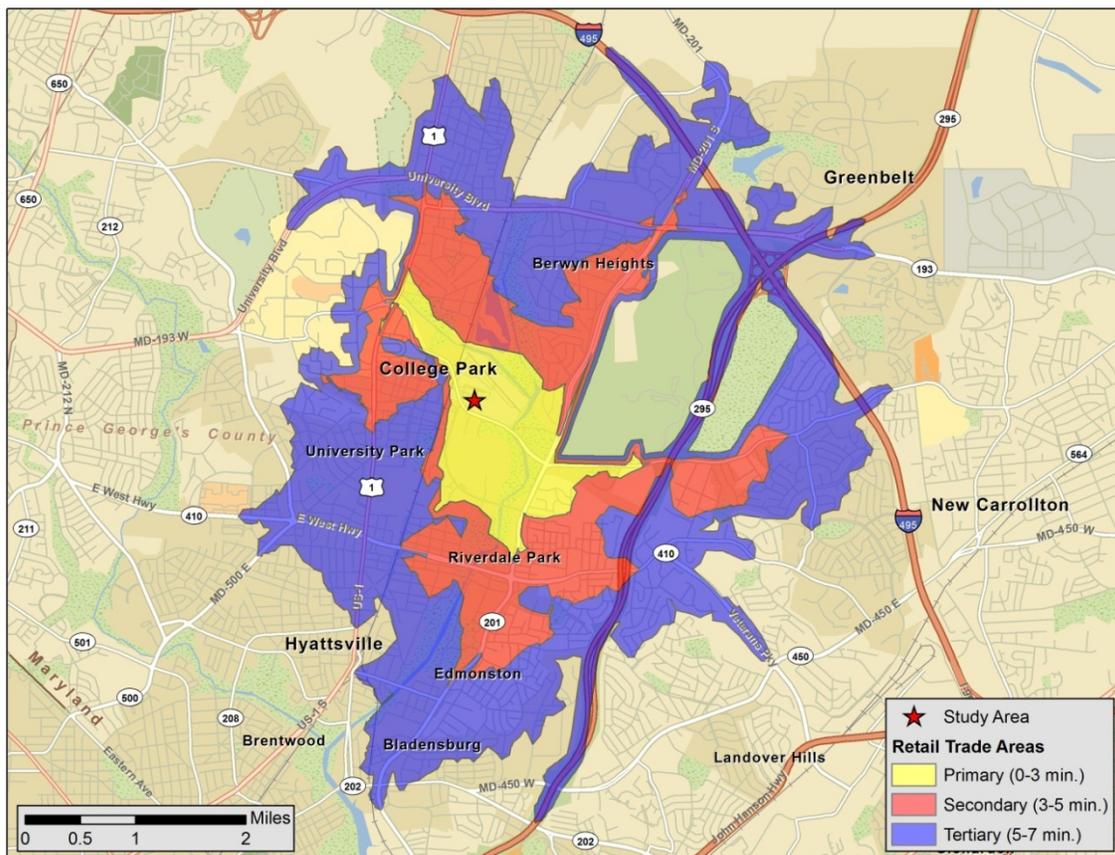
For the study area, AECOM determined the likely trade areas for potential retail and restaurants by reviewing the data from the demographic overview and the real estate market analysis. Currently, in this area of College Park, retail is unproven. According to real estate brokers, the most desirable location is along Route 1 and it is difficult—at market rents—to attract national credit tenants or highly successful local retailers to sites that are not on this important commuter route.

Since existing land uses in the study area are not particularly complementary to retail, a “place” with customers would need to be created in order to draw retailers to the study area. Primary customers

are likely to be residents and employees in the study area, and employees from M Square. Unique, high-quality retail tenants could potentially draw from a larger pool of customers, particularly those who commute via Metro and pass by the study area on a daily basis.

For the wider residential market, AECOM segmented households into drive time trade areas, on the theory that the relative amount of time customers are willing to travel to a retail location varies based on store type. It is most likely that the types of retailers attracted to the study area will be convenience-oriented, to serve on-site customers, as well as restaurants. It is unlikely that the study area could become a shopping “destination.” A large shopping center with a retailer such as Target or Wal-Mart or a regional mall with department stores and affiliated in line stores can draw from larger trade areas. Aside from the on-site population, retail at the study area is likely to draw from residents within a seven-minute drive; frequency of shopping trips to the study area is likely to decline with distance. In addition to employees in the immediate area, University of Maryland faculty and staff provide an additional—though less significant—opportunity for retail sales, primarily for restaurants.

**Figure 35: College Park TOD Retail Trade Areas**



Source: ESRI; AECOM, 2013.

**Figure 36: Source Market Household and Employment Forecasts, 2013 to 2022**

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
	1	2	3	4	5	6	7	8	9	10
<b>On-Site Households</b>										
Households from New Developments					160	104	50			
Total Households	0	0	0	0	160	264	314	314	314	314
<b>Primary Trade Area - 0-3 Minutes</b>										
Households	192									
Growth Rate		-0.3%	-0.3%	-0.3%	-0.3%	-0.3%	-0.3%	-0.3%	-0.3%	-0.3%
Household Forecast	192	191	191	190	190	189	188	188	187	187
Households from New Developments			140	100	50					
Total Households	192	191	331	430	480	479	478	478	477	477
<b>Secondary Trade Area - 3-5 Minutes</b>										
Households	5,312									
Growth Rate		-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%
Household Forecast	5,312	5,299	5,286	5,274	5,261	5,248	5,235	5,223	5,210	5,198
Households from New Developments										
Total Households	5,312	5,299	5,286	5,274	5,261	5,248	5,235	5,223	5,210	5,198
<b>Tertiary Trade Area - 5-7 Minutes</b>										
Households	11,981									
Growth Rate		0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Household Forecast	11,981	12,039	12,098	12,157	12,216	12,275	12,335	12,395	12,455	12,516
Households from New Developments										
Total Households	11,981	12,039	12,098	12,157	12,216	12,275	12,335	12,395	12,455	12,516
<b>UMD Full-Time Faculty</b>										
Employees	8,370									
Employees from New Developments										
Percentage Trade Area Residents /1	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%
Total Employees	7,935	7,935	7,935	7,935	7,935	7,935	7,935	7,935	7,935	7,935
<b>On-Site &amp; Research Park Employees</b>										
Employees	4,290									
Employees from New Developments			300	200	300	133	67			
Percentage Trade Area Residents /1	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%	5.2%
Total Employees	4,067	4,067	4,351	4,541	4,825	4,952	5,015	5,015	5,015	5,015

1/ Estimated from U.S. Census Bureau data based on percentage of total College Park employees living in College Park, University Park, Riverdale Park, and Berwyn Heights in 2010.

Source: ESRI Business Analyst; U.S. Census Bureau; University of Maryland; AECOM, 2013.

Residential demand estimates in the previous section project 314 households from new residential development in the study area. An additional 290 households are projected within a three-minute drive based on preliminary plans development surrounding the Metro station. ESRI has projected that populations within a five-minute drive will actually decrease slightly. Because of this, the tertiary area creates the largest opportunity for net new spending in the area. Residential market support for on-site retail will stem from shifts in households (from new residential on-site), a capture of existing spending that is currently spent elsewhere, and new household spending.

Figure 37 shows average per household and per employee retail and restaurant spending by store type. The household spending amounts are based on household spending by product category data from ESRI and category sales by store type data from the Economic Census. The employee

spending data is from a survey by the International Council of Shopping Centers on office worker spending habits as well as professional judgment.

To be conservative, AECOM removed “general merchandise stores” spending from consideration for this study. General merchandise stores include department stores and supercenters such as Walmart and Target, as well as smaller “dollar” stores and general stores. The area has an ample supply of general merchandise stores, and this is not a likely use in the study area. The type of shoppers goods most likely to be attracted to the site are smaller independent clothing, specialty shops, florists, and/or card/gift stores.

The on-site households on average will have the greatest per household spending power, followed by the primary trade area. The secondary trade area, with its higher student population, has a slightly lower average amount of annual spending on retail. After determining average household spending, these values are multiplied by the number of households to estimate total potential retail spending.

**Figure 37: Average Annual Spending by Source Market and Establishment Type, 2011**

Establishment Type	On-Site Households /1	Primary Trade Area (0-3 Minutes)	Secondary Trade Area (3-5 Minutes)	Tertiary Trade Area (5-7 Minutes)	UMD Full-Time Faculty /2	On-Site & Research Park Employees /3
<b>Food and Beverage Stores</b>	\$5,713	\$4,894	\$4,346	\$4,635	\$1,302	\$1,302
<b>Health and Personal Care Stores</b>	\$939	\$805	\$700	\$777	\$1,302	\$1,302
<b>Shoppers Goods Stores /4</b>						
Furniture and Home Furnishings Stores	\$829	\$710	\$592	\$669	\$191	\$191
Electronics and Appliance Stores	\$662	\$567	\$490	\$537	\$191	\$191
Clothing and Clothing Accessories Stores	\$1,237	\$1,060	\$937	\$1,007	\$1,148	\$1,148
Sporting Goods, Hobby, Book, Music Stores	\$459	\$393	\$358	\$375	\$383	\$383
Miscellaneous Store Retailers	\$535	\$458	\$389	\$436	\$383	\$383
Subtotal: Shoppers Goods Stores	\$3,721	\$3,188	\$2,765	\$3,024	\$2,295	\$2,295
<b>Food Service Establishments</b>						
Full-Service Restaurants	\$2,277	\$1,951	\$1,753	\$1,867	\$629	\$629
Limited-Service Eating Places	\$2,345	\$2,009	\$1,800	\$1,920	\$898	\$898
Drinking Places	\$133	\$114	\$105	\$110	\$65	\$65
Subtotal: Food Service Establishments	\$4,755	\$4,074	\$3,658	\$3,897	\$1,593	\$1,593
<b>Total: Selected Establishment Types</b>	<b>\$15,129</b>	<b>\$12,961</b>	<b>\$11,469</b>	<b>\$12,333</b>	<b>\$6,492</b>	<b>\$6,492</b>

1/ Spending by On-Site Households estimated to be 17% greater than Primary Trade Area based on comparison of projected median incomes.

2/ UMD faculty spending by establishment type assumed to be equivalent to spending by Research Park Employees.

3/ Research Park Employee spending at Full-Service and Limited-Service restaurants reduced by 20% due to cafeterias in M Square and nearby federal buildings.

4/ General Merchandise spending has been removed

Source: Economic Census 2007; ESRI Business Analyst; ICSC Office Worker Retail Spending Patterns; AECOM, 2013.

To determine potential on-site retail sales, the analysis relies on determining the share of retail spending that the site will “capture.” In theory, if every retailer in a given market were equally competitive, each would capture the same share of retail sales. Of course, the real world is more

complicated, and many factors play into a retailer’s trade area and spending capture. Because of the planning nature of the analysis, the capture rates are based on averages as experienced in similar retail situations. Figure 38 shows the capture rates used in this study. For example, in Food and Beverage stores, such as supermarkets and convenience stores, AECOM has estimated that the site can capture approximately 12.5 percent of all spending of on-site households. In other words, of every 100 dollars spent by a household, \$12.50 is spent on site. In addition to capturing sales from the listed market groups, there is always the potential to gain sales from outside of the defined trade areas. This is referred to as inflow and is expressed as a percentage of all sales from the trade areas. So, if \$1 million in sales comes from the trade area markets, and the inflow rate is five percent, another \$50,000 could potentially come from other patrons outside of these areas.

**Figure 38: Retail Capture Rates by Source Market**

Establishment Type	On-Site Households	Primary Trade Area	Secondary Trade Area	Tertiary Trade Area	UMD Full-Time Faculty	On-Site & Research Park Employees	Inflow /1
		(0-3 Minutes)	(3-5 Minutes)	(5-7 Minutes)			
Food and Beverage Stores	12.5%	7.5%	2.5%	1.0%	0.0%	12.5%	2.5%
Health and Personal Care Stores	17.5%	10.0%	2.5%	1.0%	0.0%	17.5%	2.5%
Shoppers Goods Stores	10.0%	7.5%	5.0%	1.0%	0.0%	10.0%	2.5%
Full-Service Restaurants	17.5%	12.5%	7.5%	5.0%	7.5%	25.0%	10.0%
Limited-Service Eating Places	15.0%	10.0%	5.0%	2.5%	0.0%	25.0%	10.0%

1/ Inflow is estimated as a share of captured spending from resident and employee markets. Inflow accounts for capture of spending from households outside selected trade areas, including visitors, Metro riders, and passersby.  
Source: AECOM, 2013.

The capture rates are applied to the total available retail spending by market to arrive at estimated on-site retail sales. The resulting capture of retail sales for each store type is divided by the average sales per square foot to arrive at estimated supportable retail square footage.

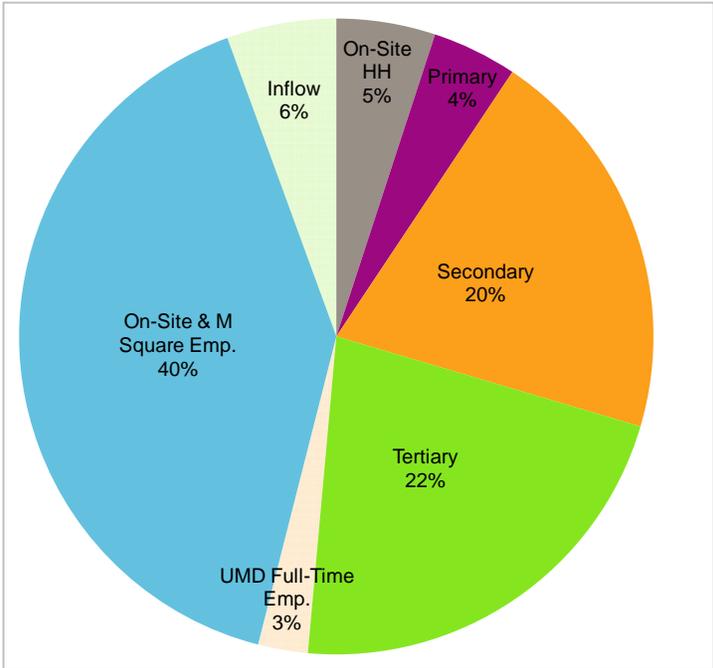
**Figure 39: Supportable Retail Space by Establishment Type, 2017 & 2022**

	<i>Productivity</i>	<b>2017</b>	<b>2022</b>
Food and Beverage Stores	\$375.00	6,100	6,500
Health and Personal Care Stores	\$400.00	3,500	3,600
Shoppers Goods Stores	\$350.00	7,000	7,300
Full-Service Restaurants	\$450.00	6,900	7,100
Limited-Service Eating Places	\$350.00	7,200	7,500
<b>Total: All Categories</b>		<b>30,700</b>	<b>32,000</b>

Note: Rounded to nearest hundred.

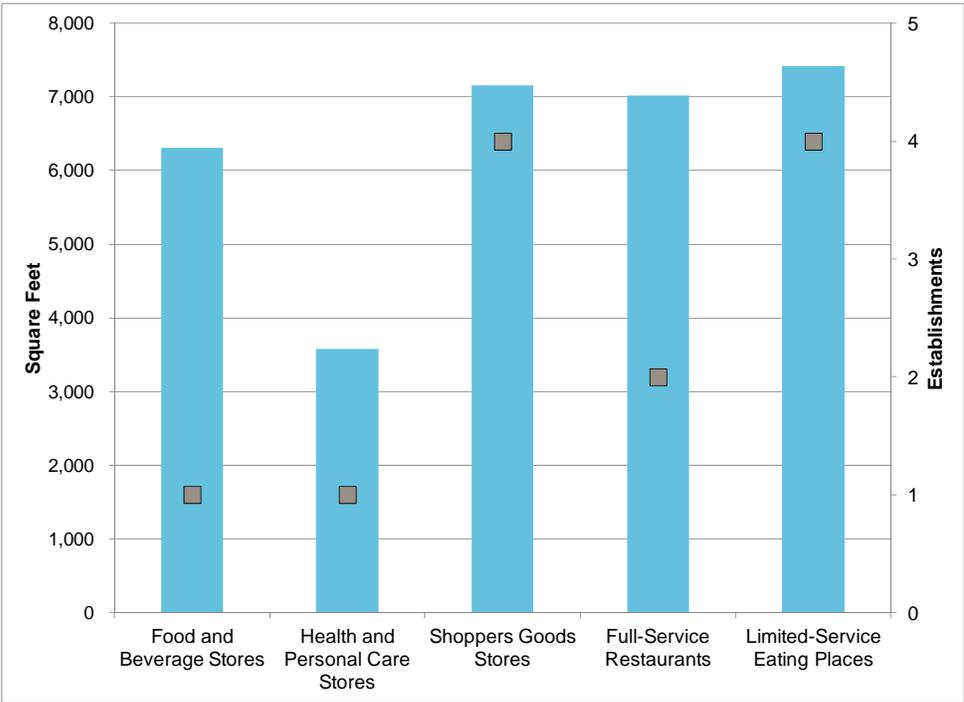
Source: Economic Census 2007; ESRI Business Analyst; U.S. Census Bureau; University of Maryland; ICSC Office Worker Retail Spending Patterns; ULI Dollars and Cents of Shopping Centers 2008; AECOM, 2013.

Figure 40: Share of Supportable Space by Market



Source: AECOM, 2013.

Figure 41: Estimated Supportable Square Feet and Approximate Establishments by Type, 2018



Source: AECOM, 2013.

In the next five years, the site could have the potential to support up to approximately 31,500 square feet of space, with slightly more potential in the ten-year timeframe. Nearly half of the space is for restaurants. The supportable square feet would fit between one and three full-service restaurants, depending on size, and up to six limited service restaurants. The rest of the space is split between Food and Beverage (potential for one small “gourmet”-type store), Health and Personal Care (one small pharmacy, cosmetics, or vitamin shop), and shoppers goods (between one and four stores— one large clothing store or several small boutique-size shops).

## VI. Development Program and Phasing Considerations

Based on the preceding analysis, AECOM recommends the following program in the next ten years:

**Figure 42: Total Supportable Development Program, 2013-2023**

	<b>2013-2023</b>
<b>Residential</b>	
For-Sale Single Family Attached	150
For-Sale Multifamily	60
<u>For-Rent Multifamily</u>	<u>104</u>
<b>Total</b>	<b>314</b>
<b>Office</b>	<b>125,000</b>
<b>Retail</b>	
Food & Beverage	6,500
Health and Personal Care	3,600
Shoppers Goods	7,200
Full-Service Restaurant	7,100
<u>Limited-Service Restaurant</u>	<u>7,600</u>
<b>Total</b>	<b>32,000</b>

Source: AECOM, 2013.

The study area presents near-term opportunities for residential development with retail and limited office space. Early-stage planning and positioning of the site will be critical for the success of the overall development. Developing the site under a master developer presents the greatest opportunity for thoughtful, well-timed phasing and a cohesive image to the market. The Hyattsville Arts District was positioned effectively, creating a unique “place” and a buzz about the retail and residential offerings. One of the key place-making components is providing a retail mass at the front end of the project to establish activity and drive residential sales. This critical mass is not always easily achieved since it may be difficult to attract retailers to an unproven location. Generally, retail is a following use, in that retailers follow customers and also follow complementary retailers. Since Route 1 has historically been a primary location for retail space in the market, the developer of the study area must treat retail as an amenity for its residential and office users, which can mean subsidizing rents (particularly for key anchors) and actively recruiting appropriate tenants. The right tenants are effective and experienced business owners who can manage fluctuations in customer traffic and have the capacity to attract customers. At the Hyattsville Arts District, Busboys and Poets is one such example.

### Phasing Considerations

AECOM recommends a cluster of restaurants as initial retail tenants for the study area. Visibility to Paint Branch Parkway and the Metro will be very important along with appropriate design treatments

that indicate the study area is a place to stop and congregate; such treatments may include streetscape improvements, street furniture, and signage. This initial mass can be accompanied by service retail to appeal to potential residents and existing tenants at M Square.

The following table represents a suggested phasing of the total recommended development.

**Figure 43: Suggested Phasing of Development, College Park Transit Oriented Development**

	0-5 years	5-10 years	Total
<b>Residential</b>			
For-Sale Single Family Attached	90	60	150
For-Sale Multifamily		60	60
<u>For-Rent Multifamily</u>	<u>60</u>	<u>44</u>	<u>104</u>
<b>Total</b>	<b>150</b>	<b>164</b>	<b>314</b>
<b>Office</b>	<b>15,000</b>	<b>110,000</b>	<b>125,000</b>
<b>Retail</b>			
Food & Beverage	6,500	0	6,500
Health and Personal Care	3,600	0	3,600
Shoppers Goods	2,000	5,200	7,200
Full-Service Restaurant	3,500	3,600	7,100
<u>Limited-Service Restaurant</u>	<u>3,500</u>	<u>4,100</u>	<u>7,600</u>
<b>Total</b>	<b>19,100</b>	<b>12,900</b>	<b>32,000</b>
<b>Total Residential Units</b>	<b>150</b>	<b>164</b>	<b>314</b>
<b>Total Commercial SF</b>	<b>34,100</b>	<b>122,900</b>	<b>157,000</b>

Source: AECOM, 2013.

Though not in AECOM's scope, the financial feasibility of the development will impact phasing and integration of uses. Because of the aforementioned constraints on the site in terms of floodplain and height restrictions, it is likely that a comprehensive mixed use development would be most capable of spreading these costs over the full buildout. Nonstandard site preparation and construction costs negatively impact financial performance of developments, typically requiring increased sales prices or greater densities. Since densities cannot be increased due to the height limitations in the study area, pricing is likely to be a key variable. These pressures must be matched with market realities to ensure sufficient absorption for effective place-making.

### Comparison to Previous Study

The scale of office space in the study area represents the greatest difference between the ULI study and the current study; the ULI study recommended greater than two times more office space. It also found additional demand for residential units, though not all development scenarios incorporated the full supportable amount of units. Also, AECOM did not evaluate the site for hotel demand. There have been several hotels planned and developed along Route 1 since the 2008 ULI study and there are

hotels proposed at the Metro site development. It is AECOM's opinion that in light of these developments, residential, office, and retail space present greater synergies with nearby land uses than additional hotel development.

**Figure 44: Comparison of Current Recommendation to ULI Study**

	<b>Current</b>	<b>ULI Technical Assistance Panel Recommendations (2008)</b>			
		Market Supportable	Development Program 1	Development Program 2	Development Program 3
Residential	314	600 or More	600 or More	200	370
Office	125,000	Up to 300,000	300,000	368,000	280,000
Hotel	0	140-180 rooms	140-180 rooms	120 rooms	120 rooms
Retail	32,000	40,000	40,000	24,000	24,000

Source: "College Park Metrorail Station Area," Urban Land Institute Technical Assistance Panel Report, ULI Washington, May 14-15, 2008; AECOM, 2013.