



Redevelopment Authority
of Prince George's County

A VISION FOR SUITLAND

4809 Suitland Road Redevelopment Project

March 12th, 2014

WHY ARE WE MEETING?

Meeting Objectives:

- Fulfill County Council Requirement
- Provide Status Update on 4809 Suitland Rd
- Review Suitland Market Analysis
- Discuss Potential Uses for the Site
- Share Project Timeline
- To Hear Your Feedback

4809 SUITLAND ROAD

Background

- Previous Owner: *Mt. Ararat Baptist Church*
- Foreclosed Property 2013
- 1 Acre Property
- 10,000 sq.ft. Building
- M-U-T-C Zone
- Half-Mile from Suitland Metro Station
- 41,000 – 46,000 Annual Avg Daily Traffic (2011)
- Suitland Metro – 5,924 Avg Daily Riders (2013)

4809 SUITLAND ROAD ARIAL





4809 SUTTLAND ROAD

4809 SUITLAND ROAD

Current Status

- RDA acquired of November 2013
- \$600,000 for Acquisition (TNI Blight Eradication Fund)
- Estimate \$125,000 for Demolition & Asbestos Treatment
- Demolition set for Spring 2014

SOUTHERN GREEN LINE MARKET STUDY (NOV. 2012)

SOUTHERN, NAYLOR ROAD, SUTTLAND, BRANCH AVE. STATIONS

Area Demographics

- 90% African American
- Median Household Age 35.7
- Median Household income \$54,091
- 20% College Degree or Higher
- 37.6% Only High School Degree
- 6.0% Unemployment Rate
- 45.7% work in "Services"

Residential Real Estate Overview

- 11,069 Housing Units
 - 51.2% Renter-occupied
 - 36.1% Owner-occupied
 - 12.7% Unoccupied (1,407)
- 59.1% of housing units constructed prior to 1969

SOUTHERN GREEN LINE MARKET STUDY (NOV. 2012)

SOUTHERN, NAYLOR ROAD, SUITLAND, BRANCH AVE. STATIONS

Office Real Estate

- 37 Private Office Bldgs.
- 30/37 were constructed before 1980 (outdated)
- 1 Class B License & 0 Class A Buildings
- Current \$25/SF rents do not cover the costs for New Construction
- Private Office Occupants seek out agglomeration of Class A Office Space

Retail Real Estate

- 1.55 Million SF Retail (Nearly All located outside of Half Mile of Metro Station)
- All have been constructed after 1980 (outdated)
- Current rents at \$15/SF but market requires \$25/SF for new construction

SOUTHERN GREEN LINE MARKET STUDY (NOV. 2012)

SOUTHERN GREEN LINE MARKET STUDY NOV. 2012

Economic Development Strategy

- Analysis reveals strong opportunity to harness regional growth
- Access and travel time is becoming more important than historically perceived barriers (Blight, class, poverty or race)
- The market demands opportunities for investment of high quality development near TOD
- With proper investment the market could support higher – value commercial development

SOUTHERN GREEN LINE MARKET STUDY (NOV. 2012)

SOUTHERN, NAYLOR ROAD, SUITLAND, BRANCH AVE. STATIONS

Economic Development Strategy

- Improve Housing options, Create a Greater Diversity of Housing Product Types
- The Market supports additional Housing with Higher Rents closer to Metro Station
- Take advantage of proximity near Suitland Metro Station
- Relieve current homeowners of tax burden by diversifying the County tax base
- Market Supports 3-5 Stories of additional Market Rate Multi-Family Residential Housing

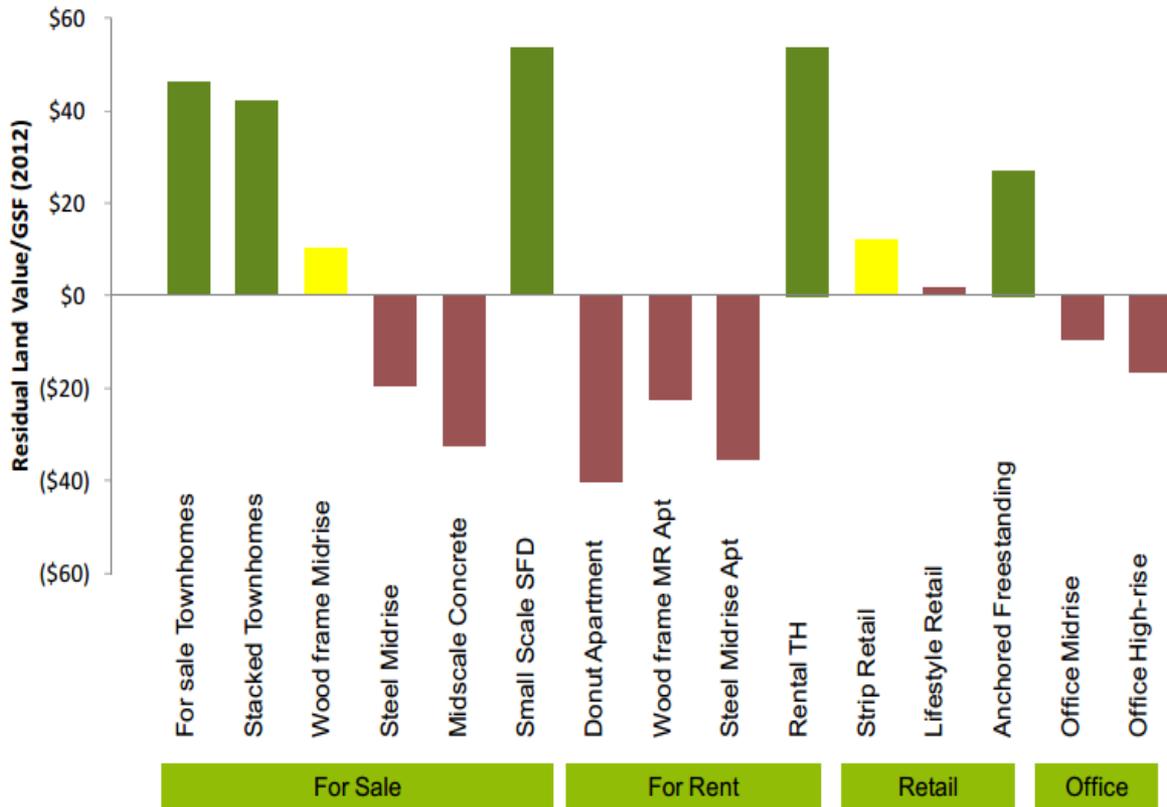
SOUTHERN GREEN LINE MARKET

STUDY (Nov. 2012)

SOUTHERN, NAYLOR ROAD, SUITLAND, BRANCH AVE. STATIONS

Figure 8:

Residual Land Value 2011



SUITLAND MIXED-USE TOWN CENTER REQUIREMENTS (MNCPPC)

Located in the Commercial District envisioned as a dynamic mixed-use transit-oriented development

Key Requirements:

- Building closer and oriented to the street – 22 feet maximum setback
- Eight feet minimum sidewalk separated from the street by 6 feet landscape strip
- Utility lines shall be placed underground or relocated to the rear
- Building should be a minimum of two stories

SUITLAND MIXED-USE TOWN CENTER REQUIREMENTS (MNCPPC)

Key Requirements:

- Façade material shall be high quality durable and attractive
- Street furniture shall be provided for pedestrians
- Maximum parking spaces – 80 percent of minimum allowed by the Zoning Ordinance
- Parking shall be located at the rear of the site
- Parking lots shall be landscaped and screened from public view
- New development and major additions are subject to review by the Suitland Design Review Committee

AVAILABLE FINANCIAL INCENTIVES (EDC) ECONOMIC DEVELOPMENT INCENTIVE FUND (EDI FUND)

- County Executive Rushern Baker's unprecedented \$50 million multi-year commitment to economic development in Prince George's County.
- \$7-\$11 million available for lending annually.
- Flexible new source of capital that is used for attraction, expansion and retention of businesses
- Purpose: create new jobs and retain existing jobs, broaden the commercial tax base, and promote economic growth in key industries and targeted communities

ECONOMIC DEVELOPMENT INCENTIVE FUND

PROJECT REQUIREMENT & PRIORITIES

- Project significant job creation or retention in 3 years
- Broadens the commercial tax base through investment in real property
- In a targeted industry sector
- Promotes economic development
- Leverage funding from other sources of financing including owner's equity
- Located in a Strategic Area
- International resources and trade
- Projects that maximize LMBE

AVAILABLE FINANCIAL INCENTIVES (EDC)

THE PRINCE GEORGE'S COUNTY ENTERPRISE ZONE PROGRAM

Enterprise Zone Benefits

- State Income Tax Credit*
 - Disadvantaged Employee: \$6,000/employee
 - Non-disadvantaged Employee: \$1,000 employee
 - *(over a three year period)
- Prince George's County Real Property Tax Credit
 - 10 year Real Property Tax Credit for increases to real property assessment resulting from qualified new construction or improvement to real property. 80% tax credit in the first 5 years and 70% to 30% tax credit in the next 5 years.

AVAILABLE FINANCIAL INCENTIVES (EDC)

Focus Area Benefits

- State Income Tax Credit*

Disadvantaged Employee:\$9,000/employee

Non-disadvantaged Employee: \$1,500/employee

*(over a three year period)

- Prince George's County Real Property Tax Credit

10 year 80% Real Property Tax Credit for increases to real property assessment resulting from qualified new construction or improvements.

- Business Personal Property Tax Credit

10 year Business Personal Property Tax Credit for 80% of the amount of tax otherwise due on new (or transferred from out-of-state) qualified business personal property.

RDA OBJECTIVES FOR REDEVELOPMENT

- Environmentally Friendly & Sustainable Features
- Responsive to Current Market Conditions
- Improves Future Market Conditions
- Catalyst for Future Development
- Generate Jobs
- Walkable & Pedestrian Friendly

REDEVELOPING 4809 SUITLAND RD.

The Challenges

- Parking
- Size of the Site
- Market Conditions
- Attracting Private Financing
- Perceived Risks

WHAT CAN FIT ON THE SITE?

- Small to medium sized retail store
- Small office building
- Small to medium sized free standing restaurant
- Small apartment building

PROJECT TIMELINE

- March 2014 - Demolish the building
- April 2014 - Issue RFP
- June 2014 - Responses to RFP Due
- July 2014 PAG Reviews RFP
- July/August 2014 - Community Mtg. Presentation by Finalist
- September 2014 - RDA Selects Developer
- To Be Determined - Ground Breaking

WE WANT TO HEAR FROM YOU!

Questions & Comments

301-883-5300

ATWashington@co.pg.md.us