



Community Meeting of the Camp Springs Civic Association (CSCA) on **this Wednesday evening, March 8, 2017 @ 7 pm** at Thurgood Marshall School,



PRINCE GEORGE'S COUNTY  
**ECONOMIC  
DEVELOPMENT  
CORPORATION**  
PRIMED *for* BUSINESS



# Median Household Income Breaking News

Location	FY- 2017 Median Household Income	Increase vs. FY-2016
Prince George's County	\$76,741	\$4,451
State of Maryland	\$75,847	\$1,876
United States	\$56,516	\$2,939



# Tipping Points For A Hyper Growth Economy

- Instilled integrity and confidence by implementing ethics reform.
- Streamlined and Automating our permitting process, and established DPIE.
- Launched our Transforming Neighborhood Initiative.
- Established our \$50 Million Economic Development Incentive Fund.
- Improved our schools by increasing student enrollment by 2,000 and driving double digit improvements on SAT test scores.



County Executive Rushern L. Baker, III





# **“Everything That Should Be Up is Up and Everything That Should Be Down is Down”**

- Job Creation
- New Businesses
- Private Investment
- Construction Projects
- Housing Prices
- SAT Test Scores
- Private Sector Payroll
- Confidence
- Improved Image

- Office Vacancies
- Unemployment
- Crime
- Foreclosures
- Regulatory Red Tape

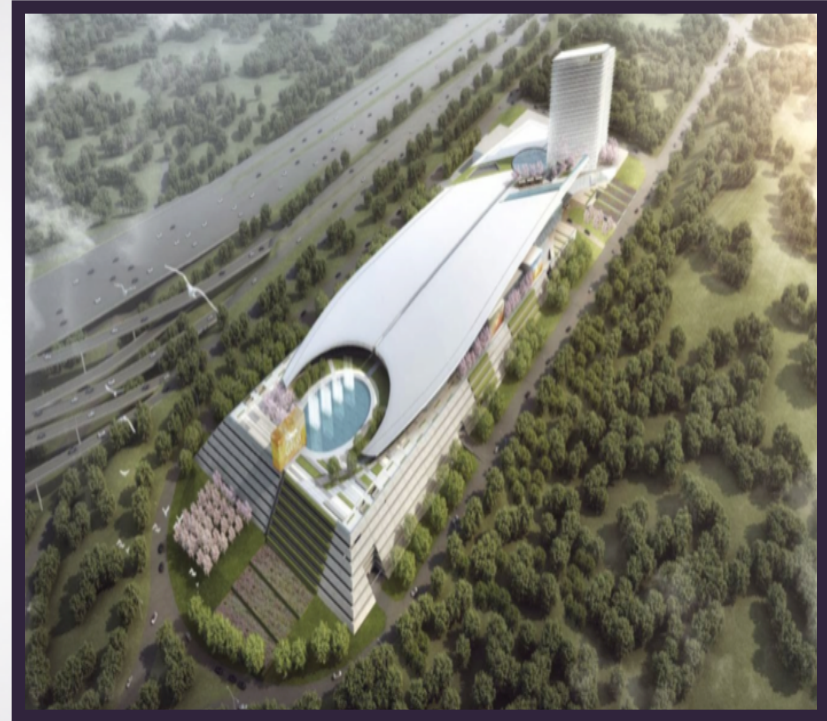




# MGM Casino & Resort

National Harbor, Maryland

- **\$1.4 Billion project in National Harbor**
- **Approximately 10 miles from the center of Washington, D.C.**
- **The MGM National Harbor will include:**
  - **308 room hotel tower**
  - **135,000 square foot casino**
  - **High end retail and spa**
  - **11 restaurants**
  - **3,000 seat theater**
  - **45,000 square feet of meeting space**
  - **Approximately 4,600 parking spots**





# Regional Medical Center

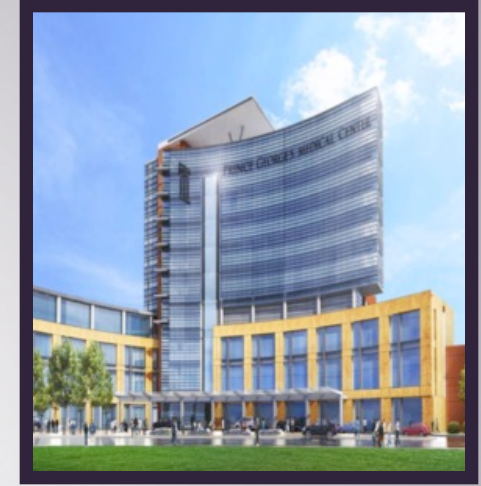
Largo, Maryland

- \$543 million regional hospital.
- Collaboration between private developers, the County and the University of Maryland Medical System.
- World-class teaching hospital; Cardiac and Cancer Care, Level One Trauma Center, with over 200 beds.



# Largo Town Center

- 4,912 passengers per day.
- 800 acres of land.
- Health focused mixed use downtown center.
- Anchored by a \$543 Million **Maryland Regional Medical Center.**
- **500,000 sq. ft. of County government offices.**
- Metro station provides access to Washington, DC and Reagan National Airport.
- Accessibility to I-95, MD 202 and Central Avenue (MD 214).
- **Plan for 4,350 residential units.**
- **5 million sq. ft. of commercial / institutional space.**
- **400,000 sq. ft. of retail space.**





# New Prince George's County Regional Hospital

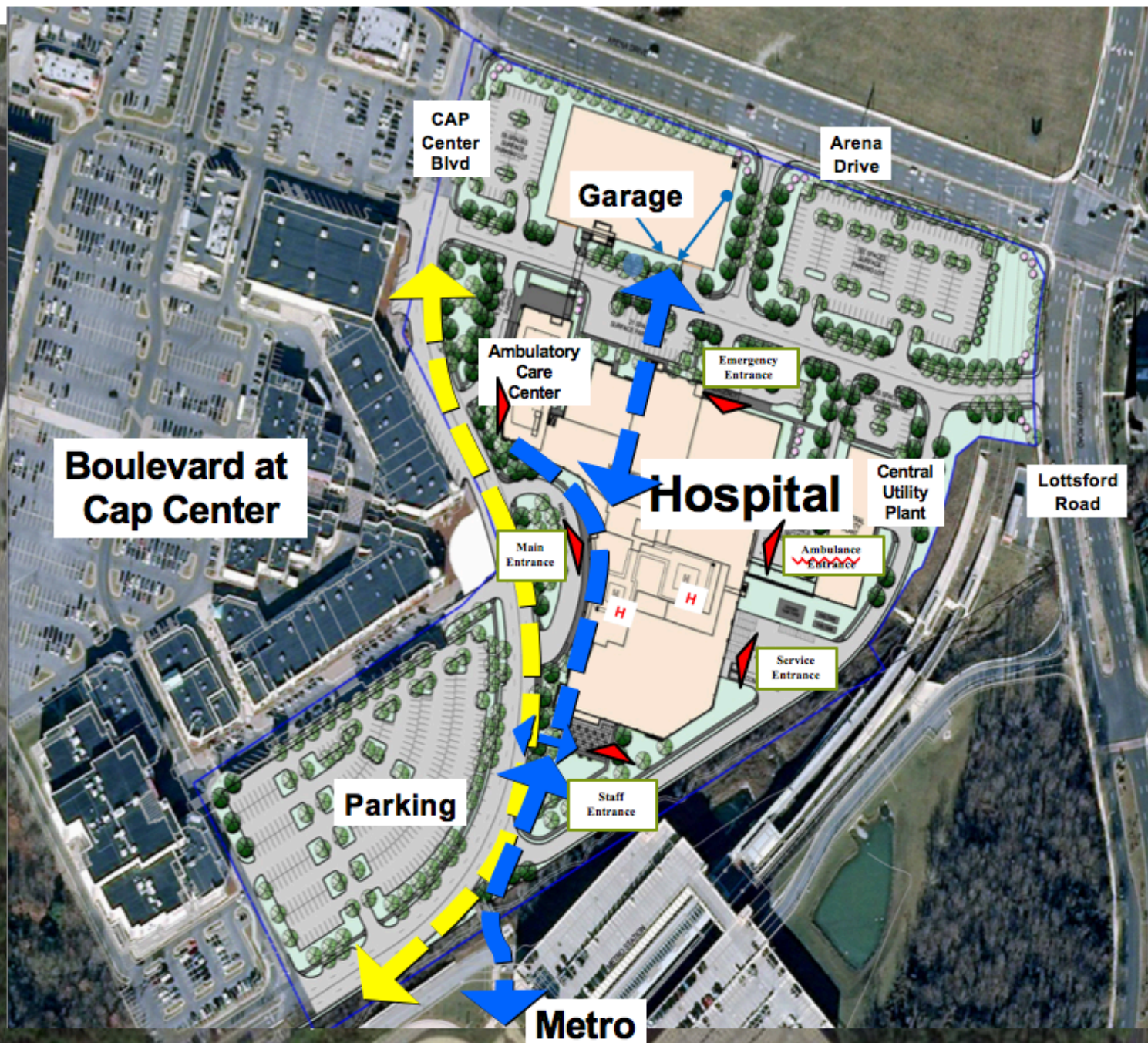


**Figure 1 - Project Site Location**



# SITE PLAN

I-495





# New Prince George's County Regional Hospital



# **Regional Medical Center**

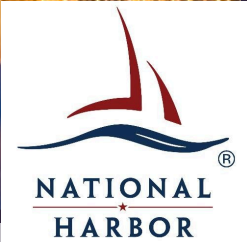


# Federal Bureau of Investigation

- Prince George's County is one of the finalists to be the future headquarters of the Federal Bureau of Investigation.
- Two of three final sites are in the County.
- The site would include several buildings, private office space, apartments and retail.
- Projected 11,000 jobs.



# Our County's Assets Are Plentiful and Compelling





# Prince George's County Profile

- Stable, business friendly county government
- **498** Square miles, 320,000 acres
- 27 Local municipalities
- **881,130** Residents, expected to increase by 109,000 by 2035
- 203,520 Households
- Median household income: **\$76,741, vs. US at \$56,516**
- Workforce of 300,000 workers
- **30.1% of residents** have a bachelor's degree



# Maximum Brain Power

## Seven Colleges & Universities

- University of Maryland, Bowie State University and Prince George's Community College annually enroll more than **60,000 students**, including **12,000 graduate students**.
- Provide a ready supply of skilled workers.
- Cutting edge academic, continuing education and apprenticeship programs supporting research, development and engineering, computer services and bioscience industry clusters.





# Home to 14 U.S. Federal Government Agencies



# **Economic Development Corporation**

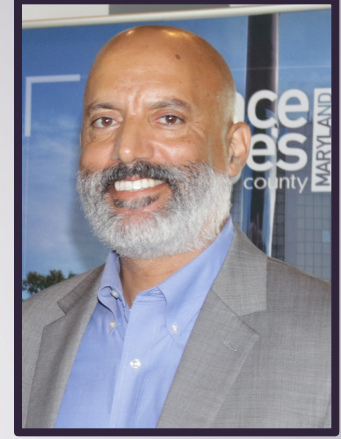
## **Business Development Team**



**Jim Coleman**  
**President & CEO**



**Dr. Pradeep Ganguly**  
**Executive Vice President**



**Paul Rowe**  
**Chief Operating Officer**



**John Mason**  
**Director of Business Development**  
**Warehouse Distribution**  
**Professional Services**  
**Federal Contractors**



**David Lewis**  
**Director of Business Development**  
**Federal Contractors**  
**Professional Services**



**Larry Hentz**  
**Director of Business Development**  
**Mixed Use Development**  
**Transit Oriented Development**  
**Retail**

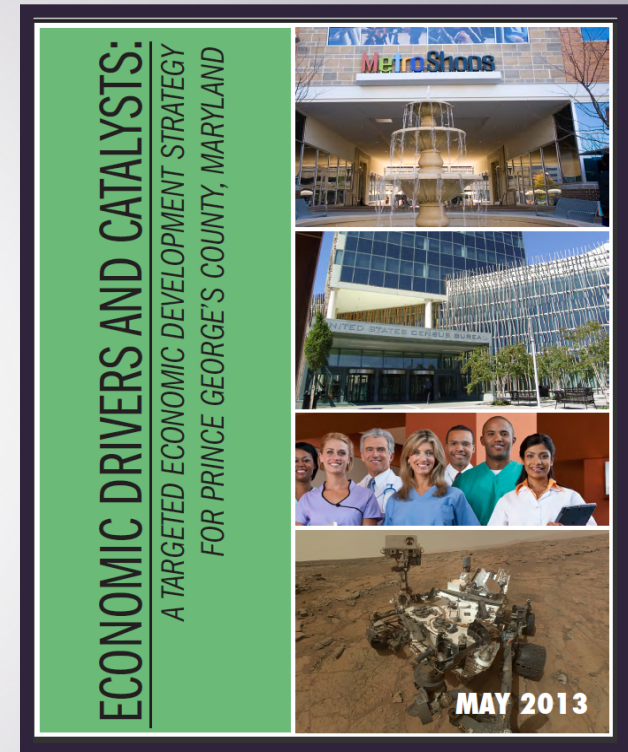


**Mayank Kapur**  
**Director of Business Development**  
**IT**  
**Telecommunication**  
**Federal Contractors**



# EDC's Economic Development Priorities

- Retain and Grow Our Existing 16,000 Employers.
- Execute a Tailored Acquisition Strategy Targeting Four Industry Clusters.
- Sectors Include:
  - IT, Communications and Electronics
  - Healthcare and Life Sciences
  - Business Services
  - Federal Government Agencies
- Target Economic Development Resources To Support Targeted Clusters.
- Promote Entrepreneurship and Innovation.
- Launch A Proactive Outreach Marketing Campaign.
- Establish Competitive Places for Development.



# Retain and Grow Our Existing 16,000 Employers

- Retain and grow our 16,000 existing employers.
- Launch our “We Care Retention Campaign” with our 500 largest employers.
  - **Confirm existing employer’s long-term presence** in Prince George's County.
  - Identify **job creation and facility expansion opportunities**.
  - Provide lucrative financial **support** to incentivize **job creation and facility expansion**.
  - **Assigned Business Development Directors** to solidify company relationships with the County.



Prince George's County Economic Development Corporation

**“We Care Top 100 Employer Retention Blitz”**  
July 13-July 17, 2015



If you are a business in Prince George's County,  
look for us to see you soon, because “We Care”

Visiting the 100 top producing companies in Prince George's County  
Assisting companies with expansion and workforce development  
Bringing the “customer service” the business community has come to expect

For additional information, please contact our offices at 301-583-4650



# YTD “We Care” Retention Results

Total Employers Visited	552
Total Jobs at Employer Sites	76,402
Total Employers <b>Staying in County</b>	548/99%
Total Number of Employers Creating <b>New Jobs</b>	186
Percentage of Employers Creating New Jobs	34%
Total Number of New Jobs Created *	5,408
Employers Seeking Workforce Services	141
Employers Seeking Financing / EDIF /Tax Incentives	48
Employers Seeking Permit Assistance	12
Employers Seeking County & Federal Contract Opportunities	24

# Execute a Tailored Acquisition Strategy Targeting Four Industry Clusters

- **March into DC and NVA to meet with 535 High Wage Sector Employers whose leases are expiring within the next 48 months.**
- **Sectors Include:**
  - IT, Communications and Electronics
  - Healthcare and Life Sciences
  - Business Services
  - Federal Government Agencies
- **Our Value Proposition:**
  - Access to a highly trained and educated workforce
  - Quality of Life
  - World Class Academic and Research Institutions
  - Vast Transportation Network
  - **Over \$50 Billion in Federal Contracting Opportunities**
  - Improved Economics / Value Added Leasing
  - Lucrative Financial Incentives and Financing





# Rolling 12 Big New Acquisition Wins

*Over 30 new businesses have decided to relocate and / or expand in Prince George's County*



**NORDSTROM rack**

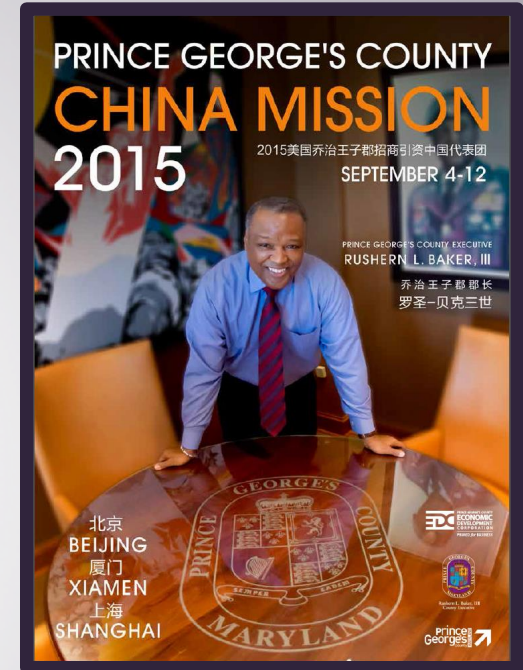
- 2U
- FlexEl
- Nordstrom Rack
- Krispy Kreme (5 individual locations)
- Beltsville Land
- Harris Teeter
- Dave and Buster's
- Well Dunn Catering
- Bazillio Cobb & Associates
- Core Logix Consulting
- Allied Deccan Services
- AlSCO
- Blossman Propane Gas & Appliance
- Bowhead Systems
- Somat Engineering
- Lidl Grocery
- Solid Gold and 10 other Washington DC based Union Market Wholesalers and Retailers
- Washington Cash & Carry

# County Executive Baker's International Business Development Long-term Plan

- Execute 12 Prince George's County Locally Hosted International Mutual Briefings.
- Partner with the Governor's Office of Commerce to plan and execute 6 high impact U.S. Department of Commerce Certified Trade Missions (CTM) – Greater Impact at Lower Costs.

South Africa	China	Cuba
Canada	Mexico	
Nigeria	South Korea	

- **Rapidly prepare and enable our local businesses to export their goods and services to the world.**
- Attract Foreign Direct Investments (FDI).





# Financing & Incentives

## \$50 MILLION Fund Means Business for Prince George's County!



Prince George's County has signaled to the business community that the County is serious about attracting and retaining businesses and growing our commercial tax base.

That signal is the groundbreaking 2011 collaborative policy act between County Executive Rushern Baker and the County Council that created the \$50 Million Economic Development Incentive Fund.

For more than four years, the EDI Fund has been delivering the "Wow Factor" by creating and retaining jobs, stimulating economic activity and attracting and retaining businesses. The EDI Fund has proven to be the fuel that has Prince George's County revving the economic engine of the State of Maryland.



With more than \$20 million in approved projects and over \$25 million in loans applications in the pipeline, the EDI Fund is generating the type of interest it was designed to produce across business sectors. It is creating the economic impact that the County envisioned when the concept was signed into law.

Are you ready to expand your business by opening a new location or making capital investments? If so, the EDI Fund might be the tool to help you reach your business goals.



### THE EDI WOW FACTOR

- 22 Total Projects
- \$17.7M - Total EDI Loans
- \$307M - Total Project Cost
- 1338 Jobs Retained
- 1506 Jobs Created

Percentage of EDI Fund Business by Economic Development Strategic Sectors

To learn more, contact the Prince George's County Economic Development Corporation at 301-583-4650 or visit [edifund.pgcdc.com](http://edifund.pgcdc.com).



**Prince George's County**  
EXPAND Your Business in Prince George's County!

A Message from the Prince George's County Economic Development Corporation

## ATTENTION EMPLOYERS

HIRE PRINCE GEORGE'S COUNTY

Cut your training costs in half when you hire local workers

Get help with screening, recruiting and training employees when you hire Prince George's County residents

Contact us TODAY

Prince George's County Economic Development Corporation  
Workforce Services Division

1801 McCormick Drive, Suite 400

Largo, MD 20774

(301) 618-8400 or [jswilley@pgcdc.com](mailto:jswilley@pgcdc.com)



# State Financing and Incentives

- **Maryland Economic Development Assistance Fund**

Flexible, broad-based program, that provides grants, loans, and investments to major projects

- **Job Creation Tax Credit**

Tax credit provided for new employees over 25; range from \$1,000 - \$1,500 per employee

- **Enterprise Zone Tax Credit**

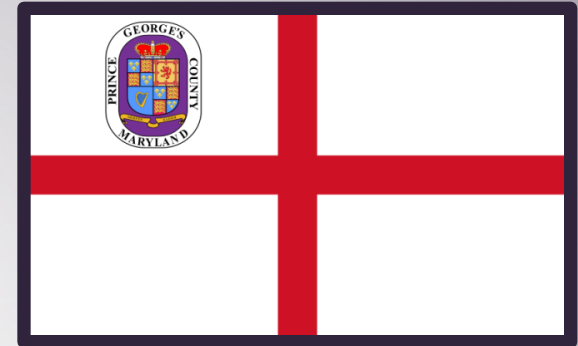
Provides real property and state income tax credits for businesses located in the Enterprise Zone





# County Financing and Incentives

- **Economic Development Incentive Fund (EDI Fund)**  
\$50 million County program that offers low cost traditional and conditional loans
- **Tax Increment Financing (TIF)**  
Funds public improvements related to economic development such as parking facilities, roadways and other public infrastructure
- **Payment in Lieu of Taxes (PILOT)**  
An agreement from the county to abate property taxes and instead charge an amount equal to a negotiated PILOT
- **New Jobs Tax Credit (NJTC) and Enhanced New Jobs Tax Credit**  
Provides tax credit to reduce property tax liability
- **Revitalization Area Tax Credits**  
Reduces taxes on any incremental value resulting from property improvements
- **New Carrollton Incentives**  
\$ 1 million fund to attract development projects to New Carrollton



# Hire Prince George's County

- On-The-Job Training agreements with area employers
- Up to 90% reimbursement of the training cost to the employer
  - Minimum hourly wage of \$14/hour
  - Maximum of \$12,000 per participant
  - Maximum training period of 6 months
- Targeted Industries:
  - Healthcare
  - Information Technology
  - Transportation
  - Construction
  - Manufacturing

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Workforce Services Division  
1801 McCormick Drive, Suite 400  
Largo, MD 20774  
(301) 618-8400 or [jswilley@pgcedc.com](mailto:jswilley@pgcedc.com)

Prince Georges | MARYLAND JOBS NOW | MJN |  |  | 





# What is the EDI Fund?

- County Executive Rushern Baker's unprecedented **\$50 million multi-year commitment** to economic development in Prince George's County.
- Assist in the **retention and attraction of businesses**
- **Create new jobs and retain existing jobs** for County residents
- Broaden the commercial tax base
- Special focus: Gateway and TNI Communities, Transit Oriented Development (TOD), and Enterprise Zone (EZ)
- **Promote local, minority, and small businesses**
- Special Assistance for Local Entrepreneurship (51% ownership - County residency)



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**Prince Georges County**  
EXPAND Your Business In Prince George's County!

# YTD Economic Development Incentive Fund Performance

EDI Loan Summary	
EDI Fund Commitments	\$29,021,000
Capital Investment	\$696,293,186
Total Projects	38
Job Retained	4946
Job Created	3491
Current EDI Pipeline	
EDI Fund Request	\$14,525,664
Capital Investment	\$296,770,664
Total Projects	9
Job Retained	1129
Job Created	6244



# Transit Rich



# We Are Transit Rich

- 15 Metro Stations - Primed for mixed use development
- 8 Maryland Area Regional Commuter Stations
- 1 Amtrak Rail Station
- Proposed 2020 Transit Plan includes:
  - Up to \$10 billion in development
  - 5 new high density downtowns
  - 14,000 units of new housing
  - 11 million sq. ft. of new office space
  - 2 million sq. ft. in new retail space



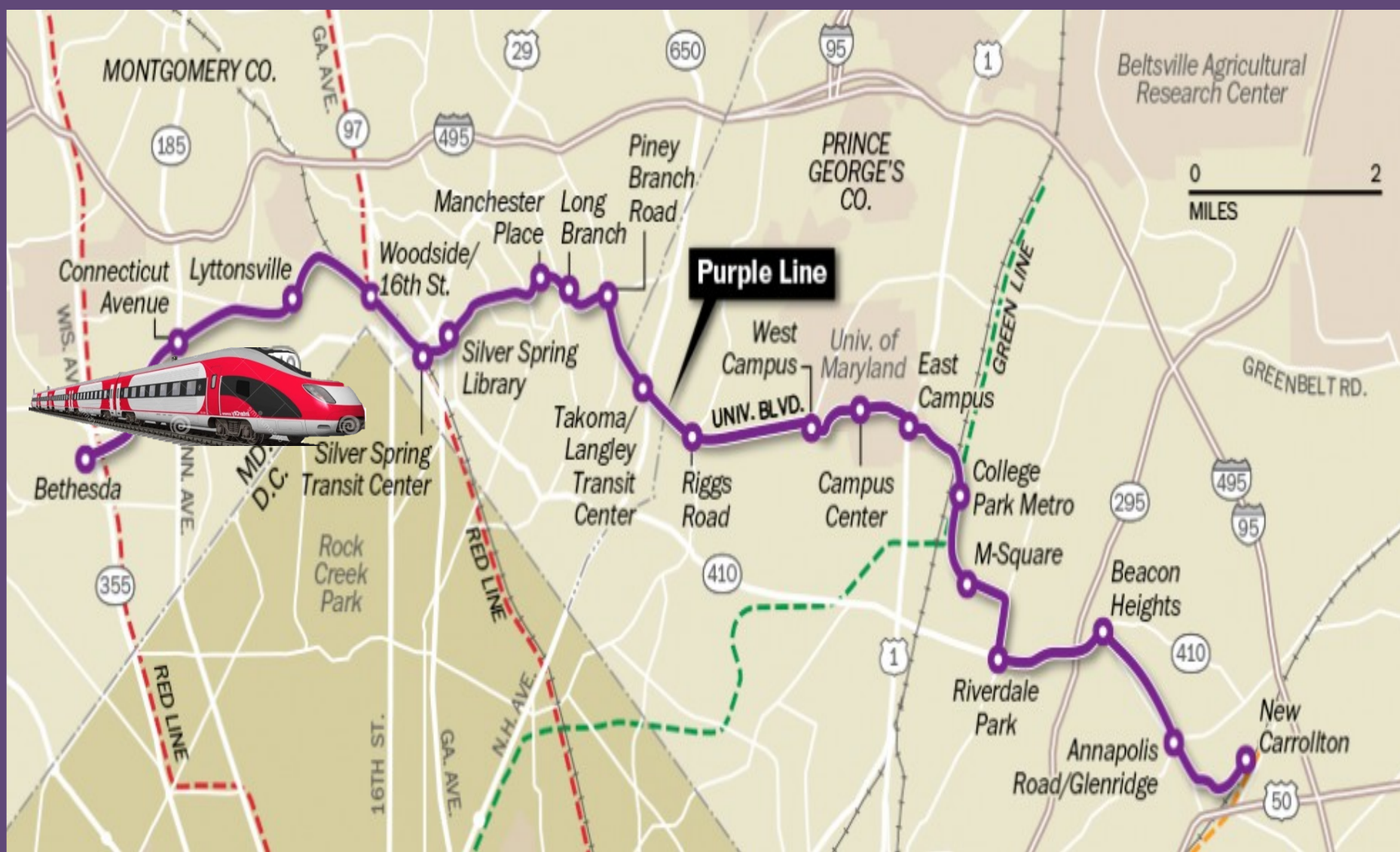


# Purple Line Project Overview

- 16 miles, from Bethesda to New Carrollton
- Reliable & Rapid East-West Travel in 63 minutes
- Connects METRO Green, Orange, Red Lines, three MARC lines & AMTRAK
- Connects People to Jobs
- To be Completed by 2021



# Rolling Out the Purple Carpet

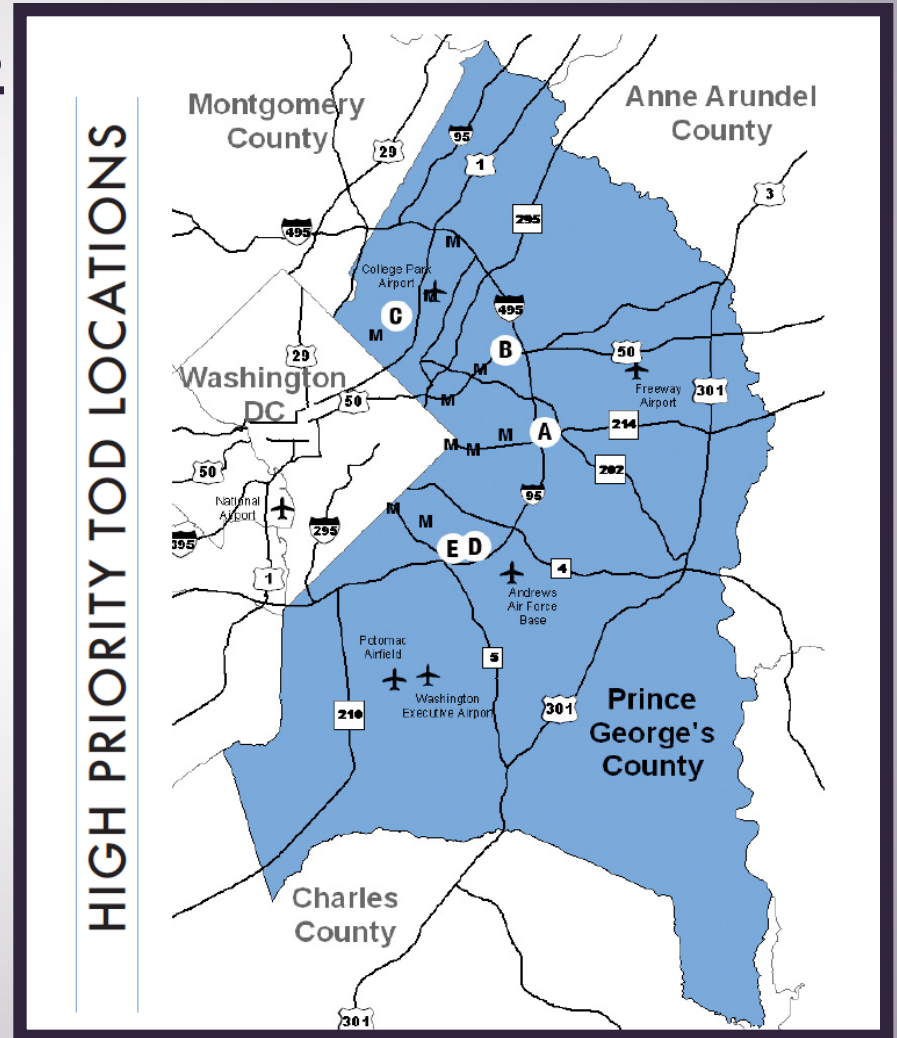




# Jump Starting Transit Oriented Development

## Highest Priority Stations

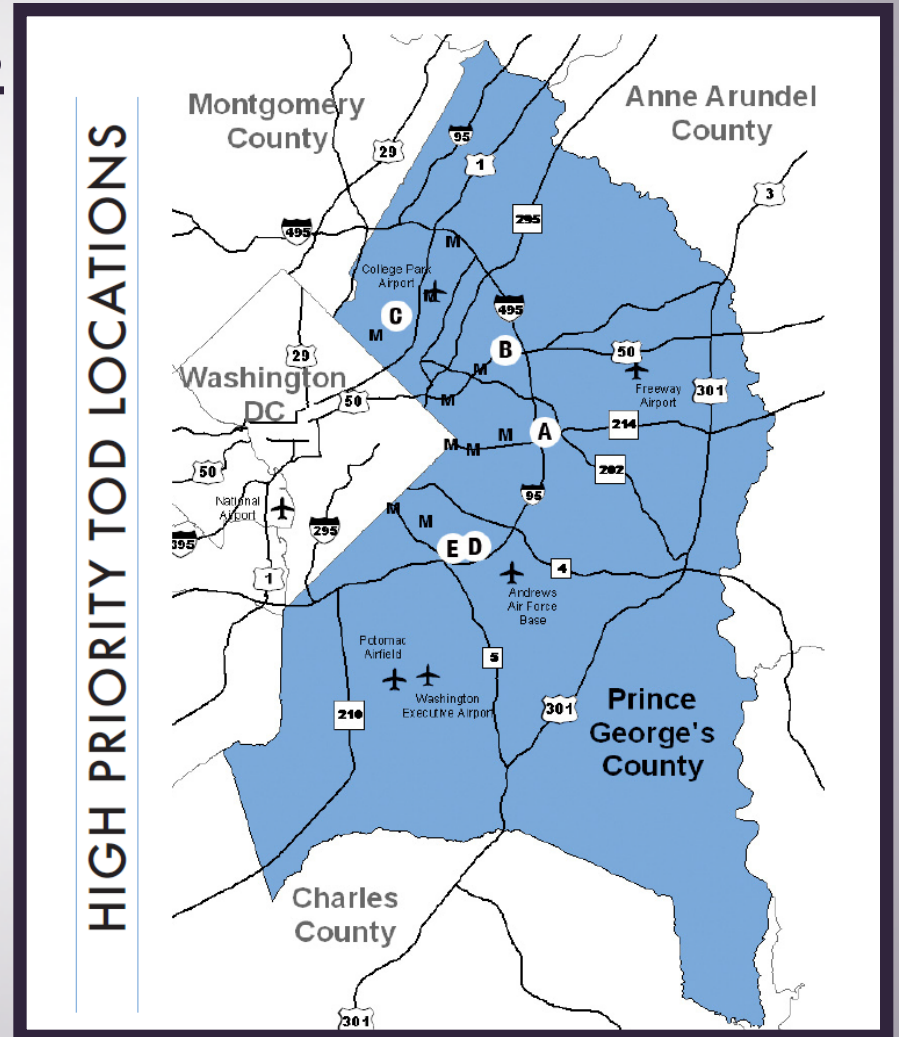
- New Carrollton
- Largo Town Center
- Branch Avenue
- Prince George's Plaza
- Suitland



# Jump Starting Transit Oriented Development

## Highest Priority Stations

- New Carrollton
- Largo Town Center
- **Branch Avenue**
- Prince George's Plaza
- **Suitland**





# Competitive Places for Development

## Jump Starting Transit Oriented Development

- **Focus:** Develop a short list of 5 Metro Stations.
- **Infrastructure:** Develop a list of needed public infrastructure that will be built at each station including source of funds and timetable.
- **Fast Track Approval Process:** Move projects through regulatory approval process with unprecedented speed.
- **Financial Incentives:** Tax credits, grants low cost loans bond financing and fee reductions to reduce private development costs.
- **Vision & Marketing:** Each Metro Station will build a unique “brand” suited to its particular market strengths.
- **Leadership & Collaboration:** The County will take a leading role in working with local, state, regional and federal partners.



# Branch Avenue

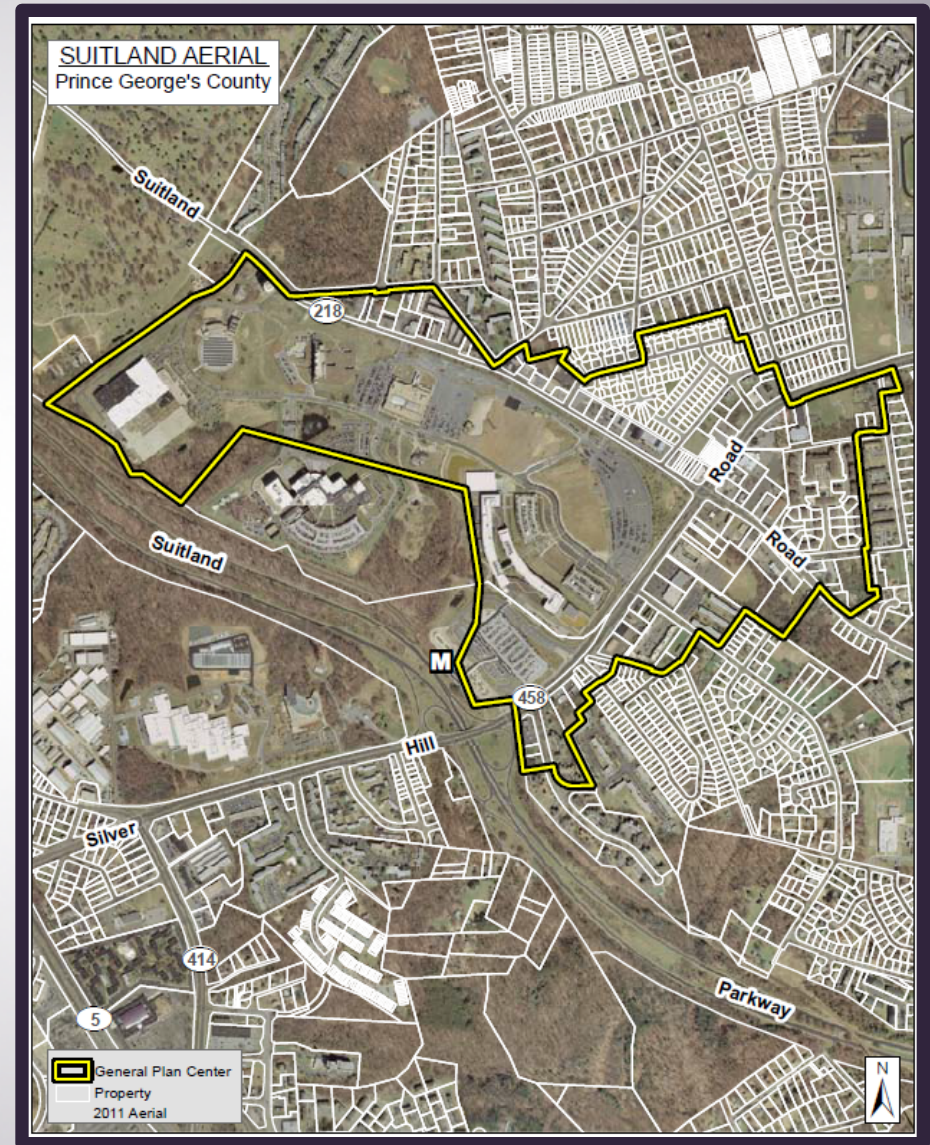
- 6,457 passengers per day
- 75 acres of land
- Destined to be the 2nd “Southern Prince George's County Downtown”
- 30 acres of transit parking.
- **1,400 units of new upscale rental and ownership units have been built since 2001**
- New infrastructure will include the planned Woods Way Metro access road project , to provide a new four lane road and greater traffic capacity

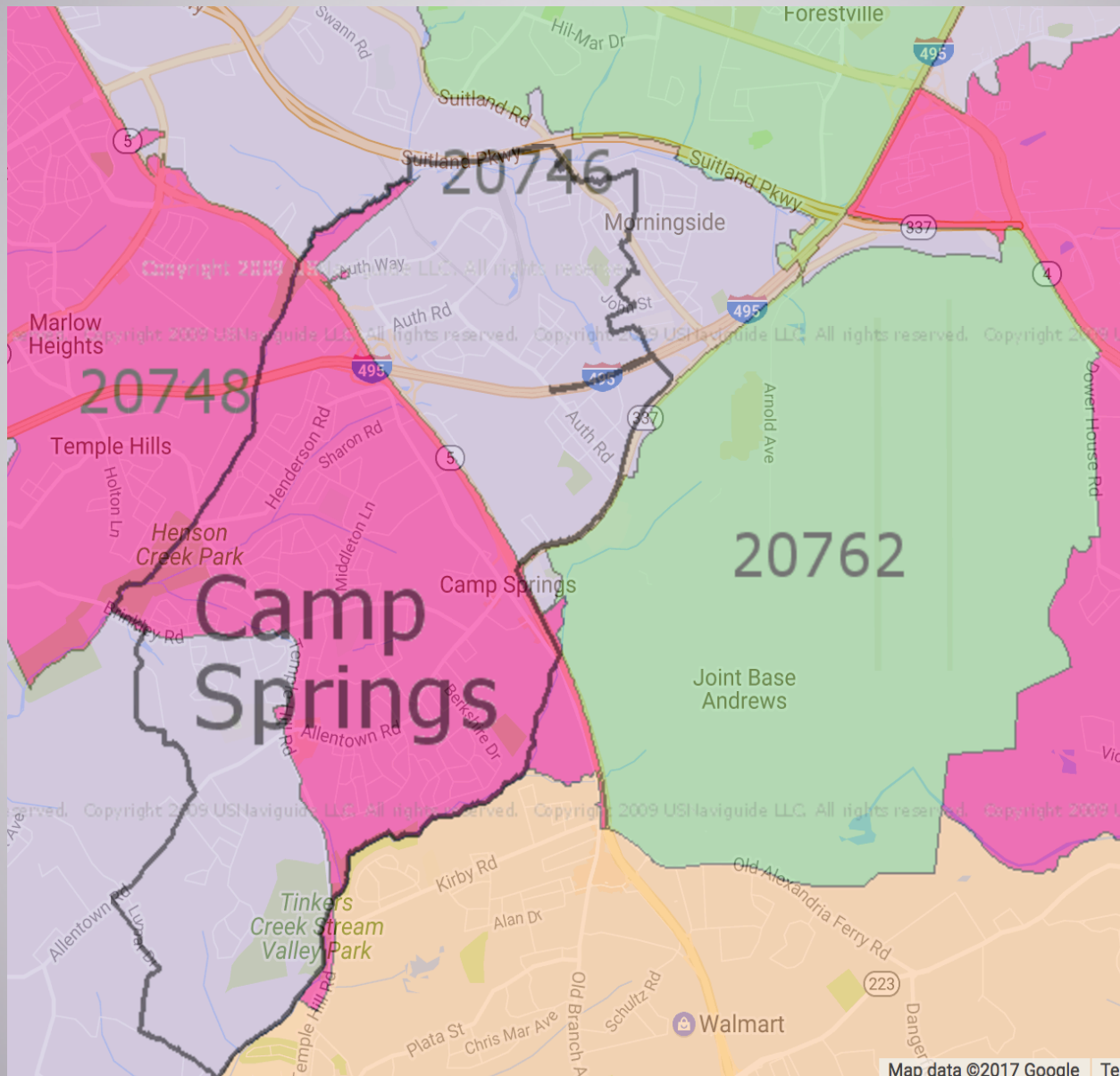




# Suitland

- 5,677 passengers per day.
- 10,000 federal employees.
- Access to Suitland Parkway, Pennsylvania Avenue, and Branch Avenue.
- **900 units of new multifamily housing**
- **90,000 sq. ft. of new retail space**









Town Square at Suitland Federal Center, Suitland, Maryland (pictured above)



Rushern L. Baker, III  
County Executive

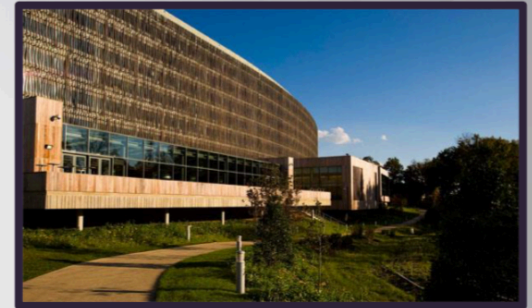
# **Emerging Corridor Prince George's County: "Pathway To The Nation's Capitol"**

# Emerging Corridor Profile

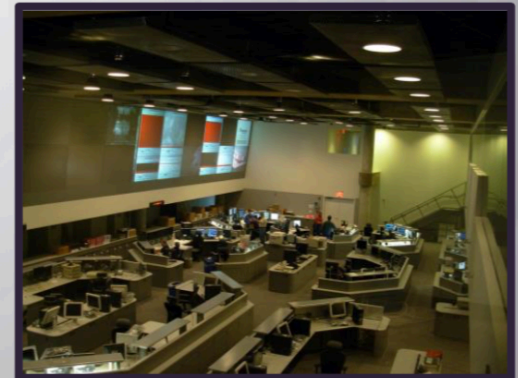
- 2015 Population is 97,531, estimated to grow to 100,194 by 2020.
- Median household income is \$56,476, vs. US at \$51,914.
- 32% of households earn more than \$75,000.
- 38,617 Households, 23,888 are family households.
- Workforce of 49,777 workers, 58% are high wage, white collar workers.
- 47% of households own 1 car, 34% own 2 or more cars.
- 30.8% of residents have some college education and or up to a Bachelors Degree.



Andrews Air Force Base



US Census Bureau Headquarters



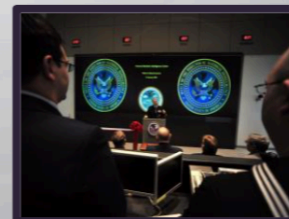
National Oceanic and Atmospheric Administration Headquarters





# Emerging Corridor Is Home To:

- Air Force One, America's Airfield – Joint Base Andrews
- U.S. Census Bureau
- National Oceanic and Atmospheric Administration Satellite Operations Facility
- GSA
- Office of Naval Intelligence
- And several Smithsonian Institution facilities



# Economic Impact of Emerging Corridor Federal Government Employers

Emerging Corridor Federal Employers	Estimated Employees	Average Salary	Aggregate Income
Joint Base Andrews Naval Air Facility	17,000	\$52,941	\$900,000,000
Census Bureau	4,414	\$90,846	\$400,994,244
NOAA	2,913	\$115,340	\$335,985,420
National Archives	882	\$88,733	\$78,262,506
GSA	29	\$88,549	\$2,567,921
Office of Naval Intelligence	260	\$110,782	\$28,803,320
Total	25,498	\$68,500	\$1,746,613,411

**US Census information does not reflect the economic impact of Federal Employers**



Population in 2010: 19,096. Population change since 2000: +6.3%

Males: 9,047 (47.4%)

Females: 10,049 (52.6%)

Median resident age: 38.6 years

Maryland median age: 38.3 years

Zip codes: 20744, 20748.

Camp Springs Zip Code Map

Estimated median household income in 2015: \$85,436 (it was \$69,371 in 2000)

Camp Springs: \$85,436

MD: \$75,847

Estimated per capita income in 2015: \$35,796 (it was \$27,474 in 2000)

Camp Springs CDP income, earnings, and wages data

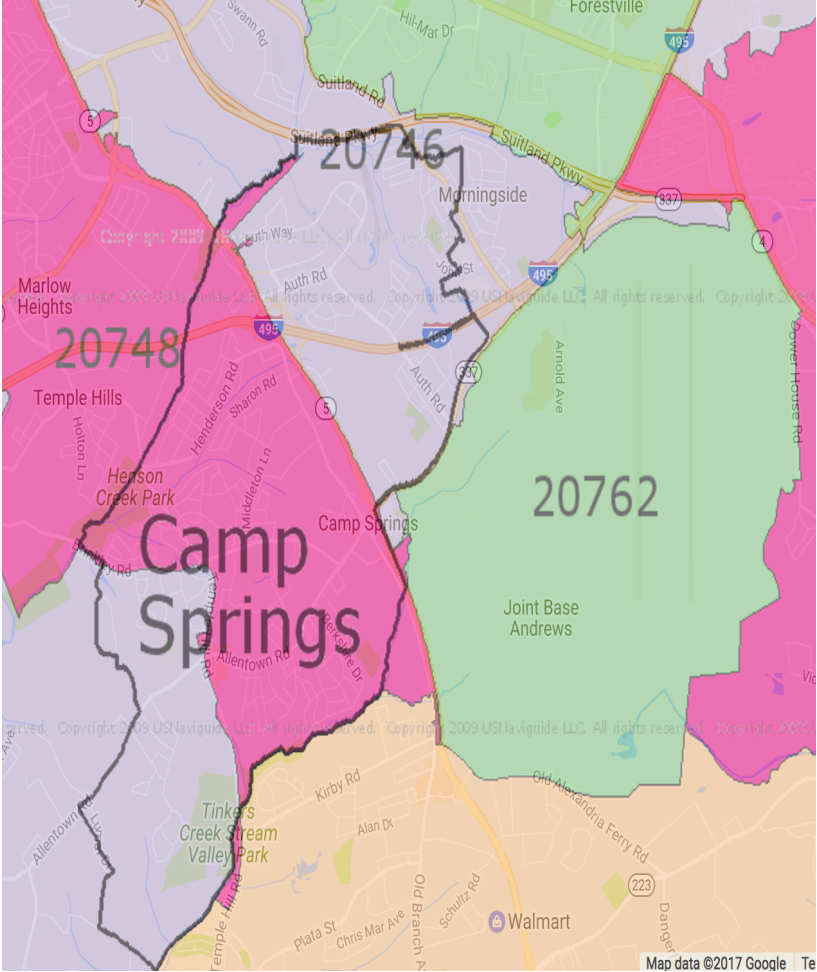
Estimated median house or condo value in 2015: \$270,383 (it was \$157,000 in 2000)

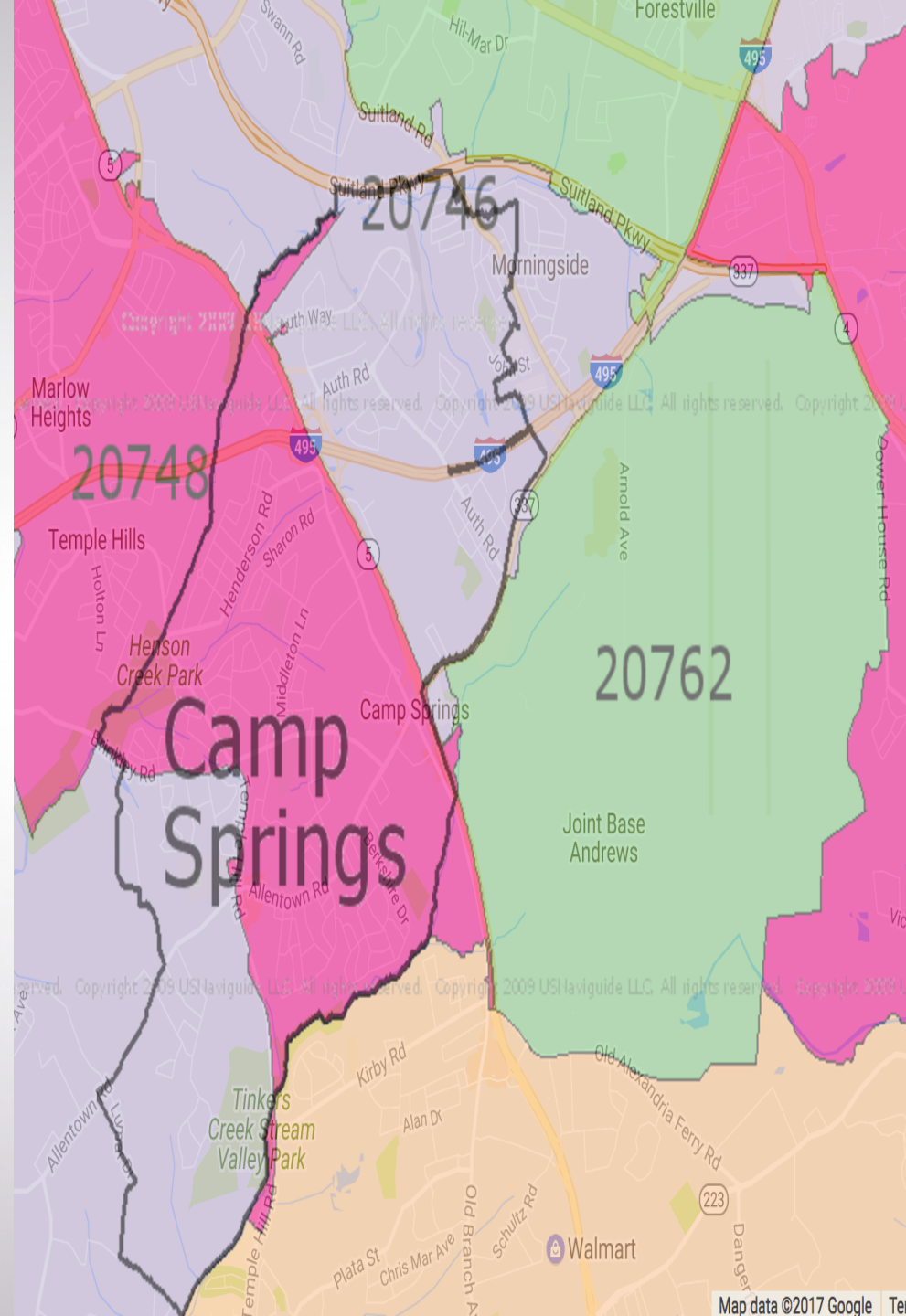
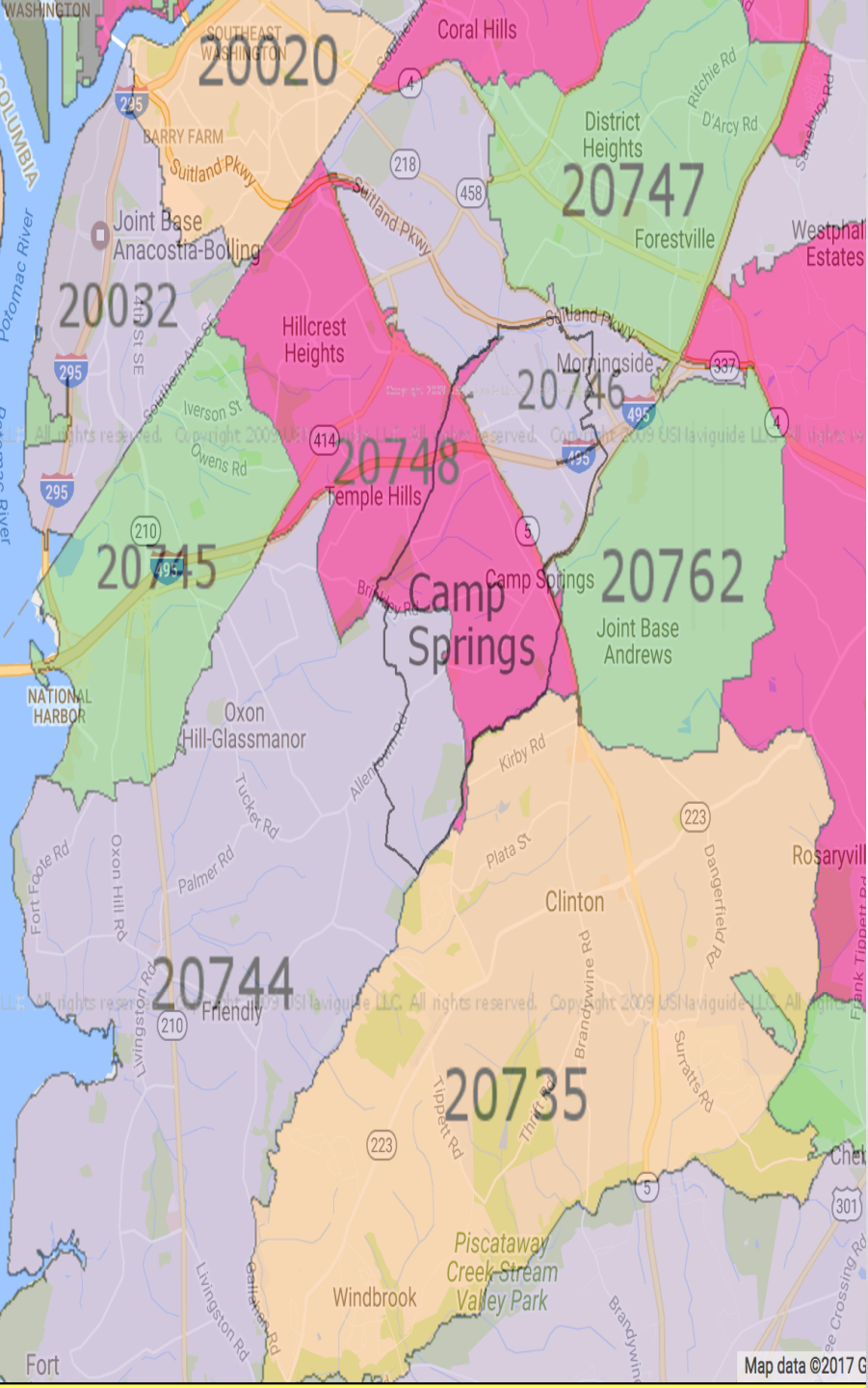
Camp Springs: \$270,383

MD: \$299,800

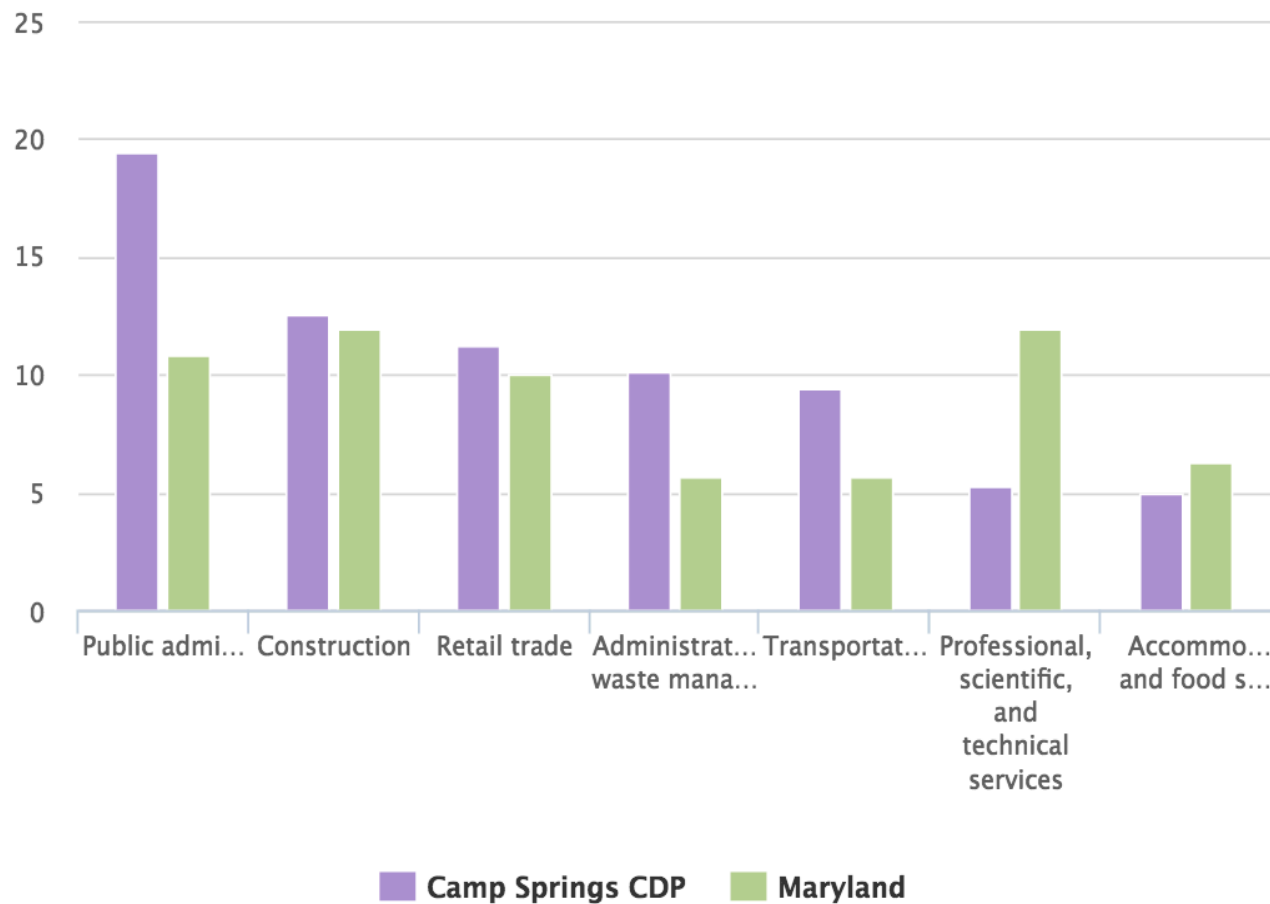
Mean prices in 2015: All housing units: \$280,774; Detached houses: \$305,281; Townhouses or other attached units: \$221,197; In 2-unit structures: \$254,281; In 3-to-4-unit structures: \$199,040; In 5-or-more-unit structures: \$144,704; Mobile homes: \$85,959; Occupied boats, RVs, vans, etc.: \$17,359

Median gross rent in 2015: \$1,747.

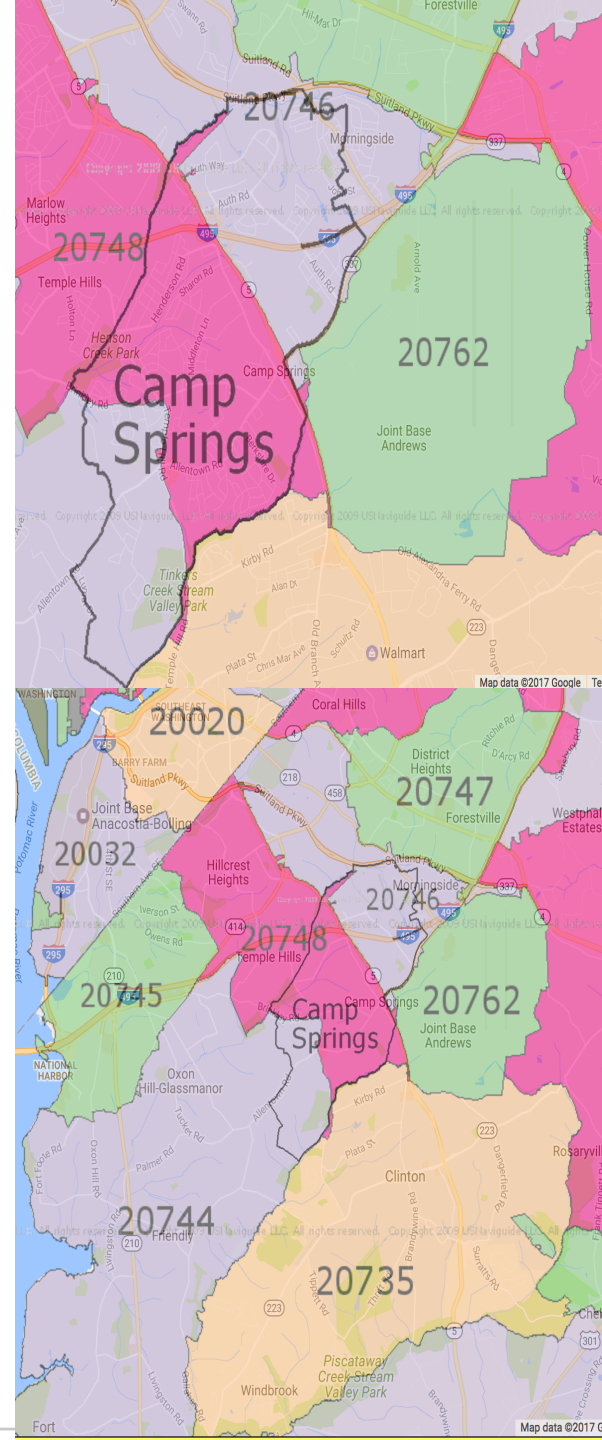








- Public administration (19%)
- Construction (13%)
- Retail trade (11%)
- Administrative and support and waste management services (10%)
- Transportation and warehousing (9%)
- Professional, scientific, and technical services (5%)
- Accommodation and food services (5%)



URBAN  
INDUSTRIAL

## Available

up to 292,000 Square Feet

## 80

Master Planned Acres  
Lanham, Maryland

## 292,000

Square Feet of Urban Industrial

## 2

Buildings with immediate access  
to Joint Base Andrews

Andrews Federal Campus is an 80 acre business campus located at the intersection of Suitland Parkway and the The Capital Beltway (I-95/I-495). Andrews Federal Campus is immediately outside the entrance of Joint Base Andrews, one of the "Gateways" to Washington DC. Exceptional access to major highways link the site to downtown Washington DC, Northern VA, and the new Homeland Security Headquarters.







### Allentown Gateway Project

Allentown Road in Camp Springs in the vacant lot across from the Dunkin Donut and Social Security Admin.

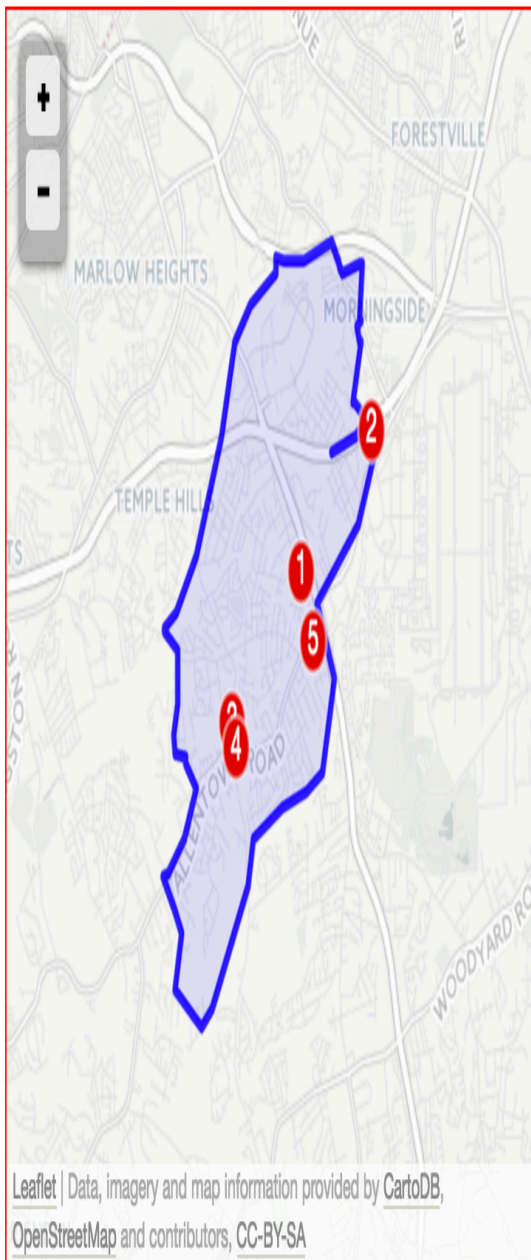
Proposed development includes a 59 unit townhouses, Lidl grocery and other retailers, and Wawa gas station.











[Click to draw/clear place borders](#)

Notable locations in Camp Springs: Capital Gateway Business Park (A), Branch Avenue Metro Station (B), Maryland National Capital Park Police Southern District Station (C).

[Display/hide their locations on the map](#)

Shopping Centers: Branch Avenue Plaza Shopping Center (1), Andrews Manor Shopping Center (2), Woodberry Square Shopping Center (3), Pagetts Corner Shopping Center (4), Allentown Way Shopping Center (5). [Display/hide their locations on the map](#)

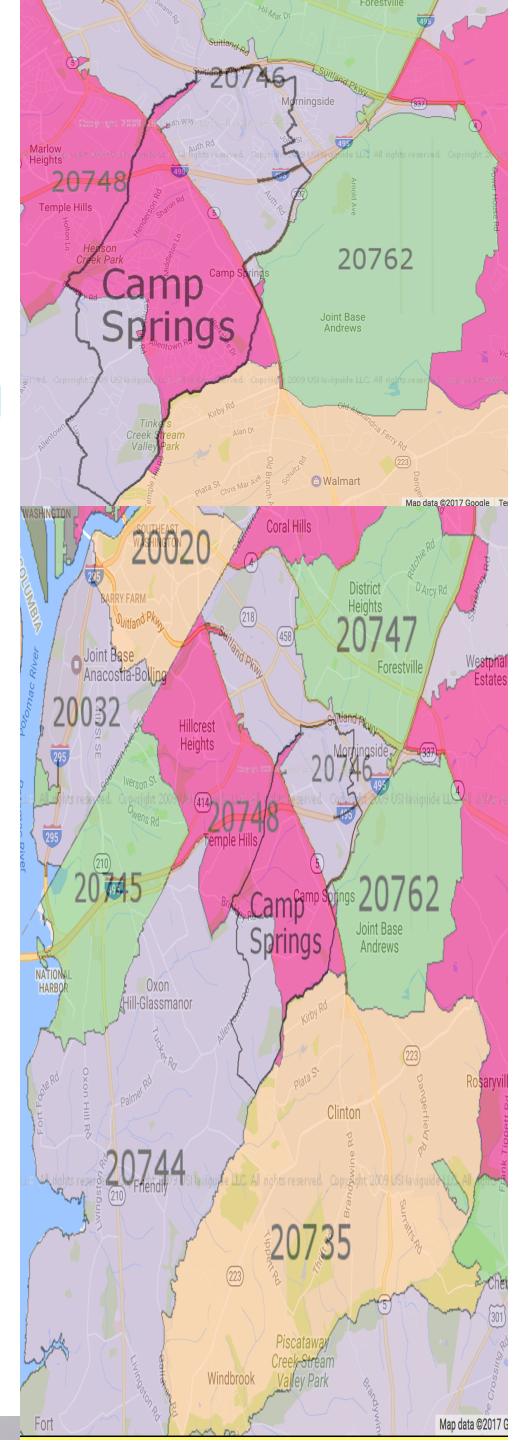
Churches in Camp Springs include: Bethany Christian Church (A), Broadview Baptist Church (B), Camp Springs United Methodist Church (C), Church of the Nativity (D), Davies Memorial Unitarian Church (E), Metropolitan Church of God (F), Oxon Hill Church of Christ (G), Evangelical Assembly of God (H), Progressive Church (I).

[Display/hide their locations on the map](#)

Cemetery: Mount Hope Cemetery (1). [Display/hide its location on the map](#)

Parks in Camp Springs include: Allentown Road Recreation Center (1), Woodberry Forest Recreation Center (2), Michael J Polley Neighborhood Park (3), Camp Springs Recreation Center (4). [Display/hide their locations on the map](#)

Hotel: Days Inn Camp Springs/Andrews AFB (5001 Mercedes Boulevard).





## **Intersection of Location and Demographics**

- Median Income
- Education Levels
- Population Density
- Employment Proximity
- Traffic Patterns (Both Pedestrian and Vehicular)
- Surrounding Land Uses
- Co-tenants

# ICSC 2016 Wins and Highlights

- 507 Visits to the Prince George's County / EDC
- 57 Walk-up meetings at booth
- 19 Pre-scheduled appointments at the booth

## Nordstrom Rack Department Store

- 1<sup>st</sup> in County: Woodmore Towne Centre
- 30,000 SF
- 60 full time jobs
- CapEx \$8 million

## Krispy Kreme Doughnut Shop

- 1<sup>st</sup> location in County: Capital Heights
- 30,000 SF
- Negotiating 5 additional locations in County
- 20 full time jobs / location
- \$2.6 million CapEX / \$2 million, revenue / location

## Beltsville Land LLC

- Sorting and storing facility, direct to consumer retail store,  
and an operations office
- \$1.8 million CapEx and 30 full-time jobs









# ANDREWS MANOR

4801-4749 Allentown Road  
Camp Springs, MD 20746

## SNAPSHOT

**Property Type:** Community Shopping Center directly across from Joint Base Andrews (formerly Andrews Air Force Base), home to Air Force One.

**Total Square Feet (gross leasable):** 300,207.

**Leasing profile:** 93 percent leased.

**Availability:** 37,793 total square feet in six spaces ranging from 1,679 to 19,500 square feet.

**Anchors:** Value Village and Shop Smart Outlet.

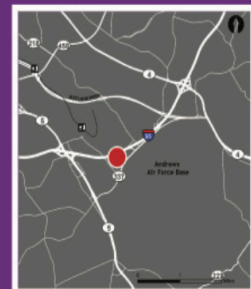
**Junior Anchors:** Family Dollar and Edible Arrangements.

### Market Features:

Directly across from Joint Base Andrews with over 17,000 on-base Department of Defense personnel; home to Air Force One. Conveniently located at I-95/495 Exit 9.

### Zoning:

Commercial Shopping Center (C-S-C).



**Built:** 1960.  
**Renovated:** 1995.

**Accessibility:** I-95/495, MD 5, Branch Avenue Metro Station (terminus station).

**Restaurants:** Checkers, Eastern Carryout, and Popeyes.

**Parking:** 1,842 spaces.



### H&R RETAIL, INC.

7201 Wisconsin Avenue, Suite 600  
Bethesda, MD 20814  
301-656-3030

## ANDREWS MANOR MARKET PROFILE

	1-MILE	3-MILE	5-MILE
population & education	Population	7,303	70,839
	Daytime Employment*	20,161	50,311
	2015-2020 Projected Population Growth	6.26%	4.19%
	High School Graduate	90.1%	90.3%
	Bachelor's Degree	16.2%	13.4%
	Graduate/Professional Degree	7.7%	7.5%
household	Households	2,749	26,675
	Average Size	2.64	2.64
	Owner-Occupied	43.8%	57.5%
	Renter-Occupied	56.2%	42.5%
income	Owner-Occupied Median Home Value	\$232,434	\$248,910
	Average Household	\$81,224	\$80,315
	Median Household	\$70,117	\$67,370
	Household Income < \$49,999	33.4%	35.7%
	Household Income \$50,000-\$74,999	20.7%	20.6%
age	Household Income \$75,000+	46.0%	43.7%
	Age 1-20	29.5%	27.1%
	Age 21-34	23.5%	20.8%
	Age 35-64	37.6%	39.8%
	Age 65+	9.4%	12.2%
consumer spending (\$ thousands)	Median Age (years)	33.3	36.6
	Apparel & Services	\$3,758	\$44,006
	Entertainment	\$4,486	\$51,295
	Food At Home	\$8,215	\$94,937
	Food Away From Home	\$6,055	\$67,850
	Alcoholic Beverages	\$792	\$8,784
	Furniture and Appliances	\$3,414	\$39,705
	Transportation and Maintenance	\$18,863	\$211,599
	Health Care	\$2,299	\$27,398
traffic counts	Education and Day Care	\$3,693	\$42,620

Collection Street	Cross Street	Traffic Volume	Count Year	Miles from Site
Suitland Rd	I-95	21,880	2012	0.19
Allentown Rd	State Hwy 337	24,121	2012	0.59
Auth Rd	Brown Ave	8,807	2012	0.63
Allentown Rd	Forestville Rd	8,361	2012	0.79
Forestville Rd	Allentown Rd	2,771	2012	0.79
Allentown Rd	Auth Rd	31,644	2011	0.84
Forestville Rd	Rena Rd	12,355	2012	0.93

\* Includes Joint Base Andrews personnel.

Source: 2014 Costar estimates; 2015 The Nielsen Company Claritas estimates—educational attainment, average household size, median age, and age cohorts; compilation and conversion M-NCHPC. Percentages may not equal 100 percent due to rounding.

Source: DataMetric® Products.



# SHOPS AT IVERSON

3701-3737 Branch Avenue  
Hillcrest Heights, MD 20748  
www.shopiverson.com

## SNAPSHOT

**Property Type:** Regional mall/medium-density, mixed-use development opportunity.

**Total Square Feet (gross leasable):** 526,731.

**Leasing profile:** 86.4 percent leased.

**Availability:** 71,727 total square feet in seven spaces ranging from 400 to 60,000 square feet.

**Parking:** 3,880 surface spaces, 300 covered.

**Anchors:** Burlington Coat Factory, Forman Mills, and Rose's Department Store (area coterminants include Macy's and Giant).

**Restaurants & Entertainment:** Bojangles', Pan Asian Grill, Mamma Lucia's Pizza, and Chipotle.

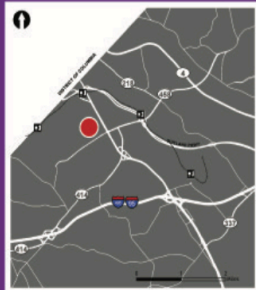
**Built:** 1967. **Renovated:** 1985.

**Accessibility:** MD 5, I-95/495, and I-295. Within one mile of Naylor Road and Suitland Metro Stations.

**Market Features:** Minutes from Washington, D.C. Within two miles of 9,100+ employees at the 226-acre Suitland Federal Center campus (home to the U.S. Census Bureau, National Oceanic and Atmospheric Administration Satellite Operations Facility, National Records Center, National Maritime Intelligence Center), Joint

Base Andrews, and several Smithsonian Institution facilities. Within one mile of Naylor Road Metro Station, a state priority area for transit-oriented development and development assistance.

**Zoning:** Mixed Use Transportation (M-X-T) (Maximum FAR 8.0).



**John Mitchell & Chris Wilkinson**

4445 Willard Avenue, Suite  
400 Chevy Chase, MD 20815  
301-657-7336  
www.jbg.com

## SHOPS AT IVERSON MARKET PROFILE

	1-MILE	3-MILE	5-MILE
population & education	Population	19,173	191,509
	Daytime Employment	5,721	36,140
	2015-2020 Projected Population Growth	2.1%	4.3%
	High School Graduate	89.0%	85.5%
	Bachelor's Degree	10.5%	10.7%
household	Graduate/Professional Degree	4.8%	6.0%
	Households	8,049	76,971
	Average Size	2.37	2.46
	Owner-Occupied	44.3%	39.2%
	Renter-Occupied	55.7%	60.8%
income	Owner-Occupied Median Home Value	\$219,773	\$248,380
	Average Household	\$66,750	\$63,571
	Median Household	\$55,943	\$49,920
	Household Income < \$49,999	43.7%	50.0%
	Household Income \$50,000-\$74,999	26.3%	19.8%
age	Household Income \$75,000+	30.0%	30.2%
	Age 1-20	24.8%	29.3%
	Age 21-34	21.1%	21.2%
	Age 35-64	40.0%	38.0%
	Age 65+	14.1%	11.5%
consumer spending (\$ thousands)	Median Age (years)	38	34.7
	Apparel & Services	\$12,467	\$112,907
	Entertainment	\$14,408	\$123,477
	Food At Home	\$27,142	\$240,334
	Food Away From Home	\$18,653	\$158,012
	Alcoholic Beverages	\$2,299	\$19,437
	Furniture and Appliances	\$10,790	\$92,387
	Transportation and Maintenance	\$55,850	\$472,663
	Health Care	\$7,192	\$59,623
	Education and Day Care	\$11,051	\$95,304

Collection Street	Cross Street	Traffic Volume	Count Year	Miles from Site
Iverson St	Branch Ave	15,440	2012	0.07
Iverson St	28th Ave	14,584	2011	0.18
Old Silver Hill Rd	Colebrook Dr	10,422	2012	0.27
Old Silver Hill Rd	Cedar Dr	10,422	2012	0.29
Branch Ave	St Barnabas Rd	50,932	2012	0.35
St Barnabas Rd	Wilkinson Dr	31,112	2012	0.35
Silver Hill Rd	St Barnabas Rd	37,990	2012	0.44
Olson St	Norcross St	2,720	2012	0.49
St Barnabas Rd	Branch Ave	2,082	2012	0.50
24th Ave	Iverson St	852	2012	0.51

Source: 2014 Costar estimates; 2015 The Nielsen Company Claritas estimates—educational attainment, average household size, median age, and age cohorts; compilation and conversion M-NCP. Percentages may not equal 100 percent due to rounding.

Source: DualMetric Probiotics.



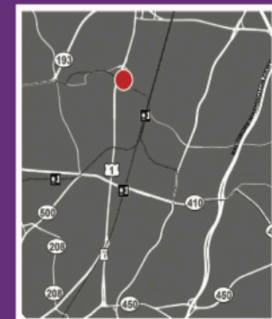
# TOWN SQUARE AT SUITLAND FEDERAL CENTER

Northeast corner of  
Suitland Road and Silver Hill Road  
Suitland, MD 20746  
suitlandtowncenter.com

## SNAPSHOT

**Project Description:** Town Square at Suitland Federal Center is a vibrant community development that will reenergize and redefine the historic Suitland Federal Center. The proposed gathering place includes beautiful town homes, energy-efficient multifamily homes, a wealth of dining options and plentiful retail space. This government hub in the Washington area, Suitland is poised to welcome a lively community of families and local businesses.

Just steps away from the Suitland Metro Station, the new development will be a sustainable EcoDistrict project that transforms the current site by adding inviting green spaces, entertainment and amenities. EcoDistrict communities focus on sustainability and strive to excel in a number of areas, including: equitable development, health and well-being, community identity, access and mobility, energy efficiency, habitat and ecosystem protection, water conservation, and smart materials management. To meet these standards, the Town Square includes eco-friendly features such as bio-retention planters and net-zero multifamily homes.



The Prince George's Redevelopment Authority plans to bring new life to the area by adding a walkable promenade, public art displays and a community performing arts facility for events. When complete, the pedestrian-friendly community will reflect the energetic and active lifestyles of future residents.



## HREG

7500 Greenway Center, Suite 910  
Greenbelt, MD 20770  
301-486-3737

## MARKET PROFILE

	1-MILE	3-MILE	5-MILE
population & education	Population	7,303	70,839
	Daytime Employment	2,615	32,765
	2015–2020 Projected Population Growth	6.26%	4.19%
	High School Graduate	90.1%	90.3%
	Bachelor's Degree	16.2%	13.4%
household	Graduate/Professional Degree	7.7%	7.5%
	Households	2,749	26,675
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Source: DataMetric® Products.

Source: 2014 Costar estimates; 2015 The Neilsen Company Claritas estimates—educational attainment, average household size, median age, and age cohorts; compilation and conversion M-NCHPC. Percentages may not equal 100 percent due to rounding.



# ***Activate Prosperity!***

## **The Prince George's County Economic Development Corporation**

1801 McCormick Drive, Suite 350  
Largo, MD 20774

**Contact us today:  
301-583-4650**

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