

# MARLBORO PIKE

Market Feasibility Assessment



AUGUST 2025

Prepared for Marlboro Pike Community Development Corporation



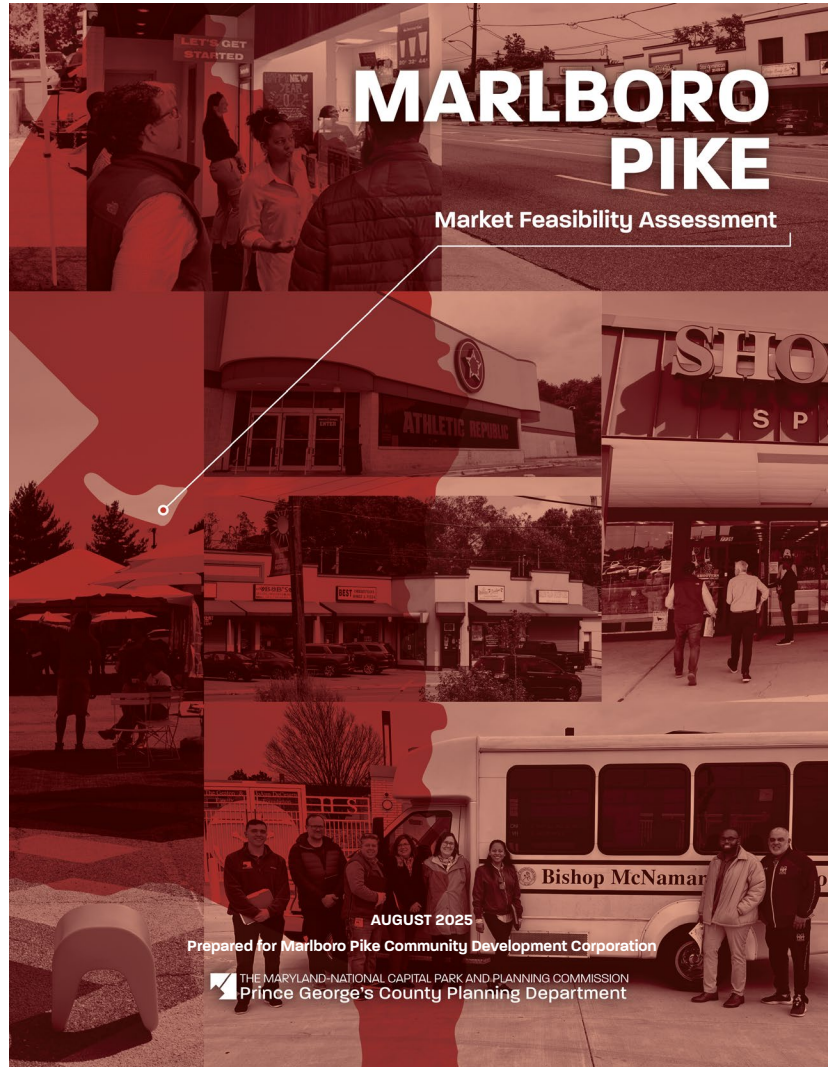
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION  
Prince George's County Planning Department

# Abstract

<b>Date</b>	August 2025
<b>Title</b>	Marlboro Pike Market Feasibility Assessment
<b>Author</b>	The Maryland-National Capital Park and Planning Commission
<b>Subject</b>	Analysis of the Current Market and Economic Conditions Along a Portion of Marlboro Pike
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This document is a Market Feasibility Assessment for a portion of Marlboro Pike (Subregion 4, Planning Area 75A, Councilmanic Districts 6 and 7) bound to the west by Brooks Drive, east by the Capital Beltway, south by Pennsylvania Avenue (MD 4), and to the north by Darcy Road, Kipling Parkway, District Heights Parkway and Walker Mill Road approximately three miles. In July 2023, the Marlboro Pike Partnership Community Development Corporation applied to the Prince George's County Planning Department via the Department's Planning Assistance to Municipalities and Communities Program (PAMC) to fund a market feasibility assessment. Funding for the project was approved by the Prince George's County Planning Board on December 14, 2023, the kickoff was held in February 2024, and the project was completed in February 2025. The purpose of the project was to analyze, interpret, and understand the current market and economic conditions of the study area; develop a report that details the capacity of the study area for economic growth; and provide recommendations to improve upon and advance the interests of the Marlboro Pike community based on an assessment of feasibility. The assessment builds on policies and strategies in the 2014 *Plan 2035 Approved General Plan*, the 2009 *Approved Marlboro Pike Sector Plan* and the 2010 *Approved Subregion 4 Master Plan*.





August 2025

**The Maryland-National Capital Park and Planning Commission**  
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# Executive Summary

This report includes data representing a series of economic indicators, including supply and demand of housing, potential consumer expenditures, competitive commercial environment, and insights gleaned from listening sessions with study area stakeholders for a portion of Marlboro Pike.

Located in western Prince George's County, the Marlboro Pike Corridor is approximately three miles long and one-half-mile wide, bounded to the west by Brooks Drive, east by the Capital Beltway, south by Pennsylvania Avenue (MD 4), and to the north by Darcy Road, Kipling Parkway, District Heights Parkway and Walker Mill Road. The northern boundary of the study area extends roughly one-quarter mile from Marlboro Pike, incorporating the southernmost portion of the City of District Heights. See Map 1.

The market assessment showed limited potential for new commercial development until underlying conditions change, such as low residential density and demand for office space. Two retail nodes with potential for improvement were identified in the corridor, focused on two key north-south connectors—Donnell Drive and Silver Hill Road. Those nodes should be the primary focus of retail activity and development going forward. The supply of retail space in the corridor likely exceeds the amount that can be supported by the existing nearby population. New and expanding competitive retail centers along the Capital Beltway are cutting into the market served by Donnell Drive retailers. Independent retailers operating along Marlboro Pike reported increasing competition

and fewer sales, which are creating financial strains. Some would be better served by relocating to stronger retail clusters elsewhere and allowing their sites to be redeveloped for other uses.

Though office vacancies in the corridor are few, prevailing rents are unable to support new development given construction costs and persistent structural and market forces that keep rent low.<sup>1</sup> Significant office development would require an institutional or government user as no independent market demand exists beyond neighborhood-serving office demand.

Although infill lots are limited, there is continued demand for single-family houses at prices from \$375,000 to \$475,000.<sup>2</sup> Because it would provide a greater density of residents and consumers in a mixed-use environment, multifamily housing would be more appropriate for corridor sites and provide more customers to support corridor businesses. As envisioned by the *Approved 2009 Marlboro Pike Sector Plan*, mid-rise development (four to six stories) including senior housing<sup>3</sup> would make good use of three-acre-plus sites and spread the cost of land over many units, reducing the average cost per unit. Residential development should include a mix of various types of townhouses and apartments. The eastern end of the corridor provides good access to the Capital Beltway, allowing it to compete for industrial and flex uses in the region. The buildings on Parston Drive, Cryden Way and Ferham Lane offer attractive opportunities for smaller flex space users.

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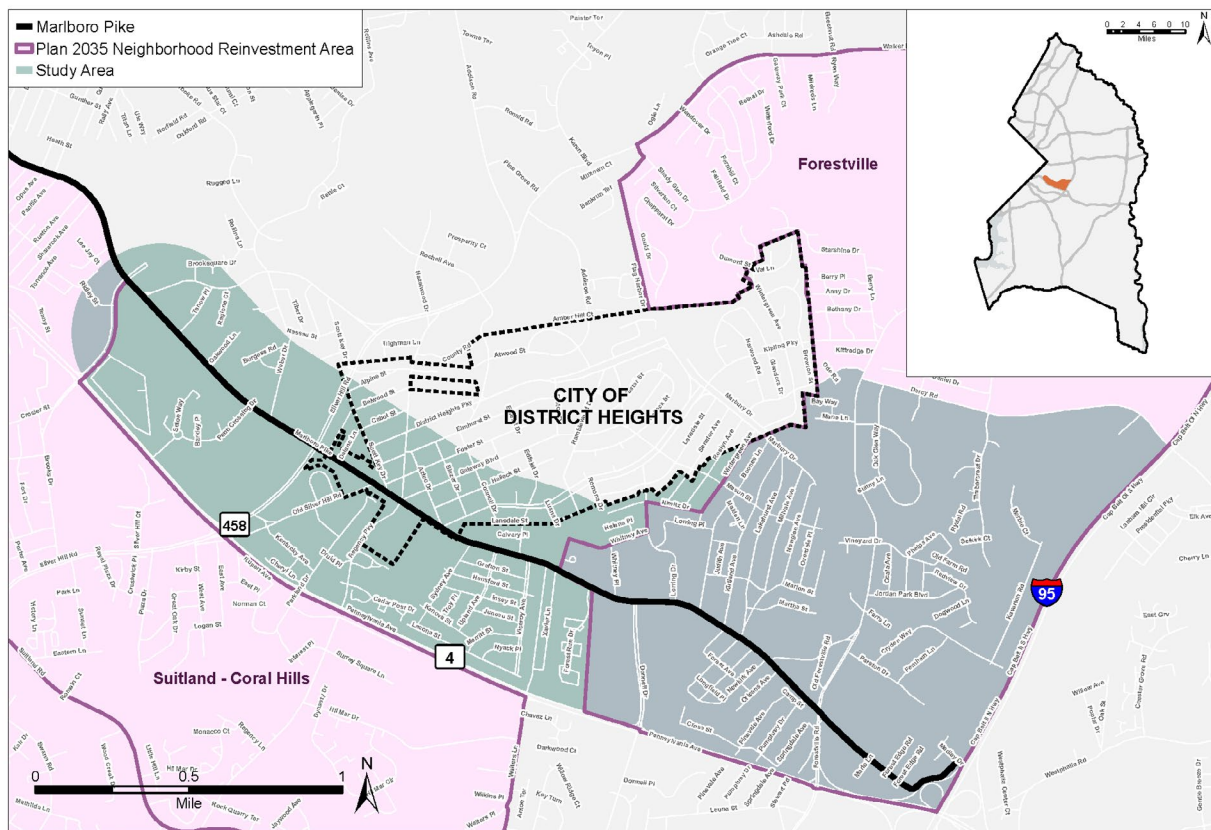
<sup>1</sup> Source: Multiple Listing Service, accessed April 2025

<sup>2</sup> Source: Multiple Listing Service, accessed April 2025

<sup>3</sup> Source: *Approved 2009 Marlboro Pike Sector Plan*, p. 36.



**Map 1. Study Area and Suitland Census Designated Place.**



## Marlboro Pike Market Feasibility Assessment Study Area

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Job #4222

SOURCE FOR SUITLAND CDP: 2020 U.S. CENSUS. OTHER: M-NCPPC GIS.

# Recommendations

To set the foundation for achieving the Marlboro Pike Partnership's vision of revitalization and renewal, the Partnership should:

- **Invest in placemaking** to create a new image for the corridor. Distinctive character streetscape elements should be developed and promulgated for each of the two retail nodes at Donnell Drive and Silver Hill Road.
- **Champion infrastructure improvements** to create a pedestrian-friendly environment that supports walking and biking.
- **Distinguish retail clusters with unique brands for marketing purposes** consistent within the overall corridor.
- **Encourage residential infill and redevelopment along the corridor**, focusing on redevelopment of under-performing retail infrastructure.
- **Expand the corridor's daytime population** during typical normal business hours, using non-commercial anchors such as a new state-of-the-art public library (currently located at 5811 Old Silver Hill Road) and community centers to attract patrons to businesses in the area.

Community members value unique, long-term retailers and destination businesses that serve the area's residents but also attract customers from a wider market area, so much of the revitalization efforts should focus on existing local businesses.<sup>4</sup>

- **Preserve a portion of the stock of older retail space** that will continue to be available at the lower rents that independent businesses need. Support businesses to purchase buildings for long-term stability.
- **Target technical hands-on assistance** to the corridor's small businesses<sup>5</sup> to help them take full advantage of social media and the internet for online sales and access Prince George's County incentive programs.
- **Partner with Prince George's County** to promote use of existing loan and grant programs to help businesses finance capital needs such as building renovations and façade improvements.

- **Communicate and work with corridor businesses** to ensure their participation in increased safety and beautification efforts.<sup>6</sup>

## Short-Term Priorities

Transforming Marlboro Pike into competitive retail clusters will take time, particularly given the long length of the corridor. Effective implementation will require leadership and resources. The efforts should be targeted sequentially, focusing on the identified areas rather than spreading activities thinly across the entire corridor.


Over the next one to three years, prioritize the following actions:

- Under the leadership of the Marlboro Pike Partnership CDC, develop a near-term implementation strategy with County agency partners that sets clear lines of responsibility, timelines, and the necessary staff and financial resources.
- Analyze properties along the corridor and identify buildings for reuse and parcels for assembly. Larger, assembled parcels may be conducive to certain types of desired development, such as mixed-use and multifamily housing.
- Develop a manual/directory of business assistance programs, translate it into multiple languages and market the assistance through the Marlboro Pike Partnership and other networks, being sure to provide appropriate outreach to legacy and ethnic businesses.
- Reach out to businesses, particularly those in standalone retail space with limited re-investment by the property owner and offer an assistance package to help them relocate.
- Develop a marketing plan to support locally owned businesses.
- Leverage partnerships, such as arts and community groups, to develop interim uses for underutilized parking lots on two or three sites.

<sup>4</sup> Source: Discussions with public stakeholders at various events including the September 14, 2024 event at Great Eastern Plaza and the Marlboro Pike Partnership semi-monthly meetings.

<sup>5</sup> The US Small Business Administration defines most non-manufacturing business with average annual receipts under \$7.5 million as Small Businesses; (Source: [sba.gov](https://www.sba.gov)). Most Marlboro Pike Small Businesses are likely smaller than that, such as Bistro 64 (6494 Marlboro Pike); Heaven Tender Touch Day Care (6464 Marlboro Pike); Her Flex Fitness (7794 Marlboro Pike) and Paul's Barber Shop, (6425 Marlboro Pike).

<sup>6</sup> As of this writing, an M-NCPPC Prince George's County Planning Department branding, wayfinding and street beautification study for the Pike is underway.



Transforming Marlboro Pike into competitive retail clusters will take time... Effective implementation will require leadership and resources.

# Introduction

Marlboro Pike originated as the Washington-Marlboro Turnpike linking the County Seat of Upper Marlboro with the District of Columbia and grew significantly from the 1930s through to the 1950s. Automobiles allowed residents to move farther from Washington, D.C. without having to rely on street cars and trolleys, and demand for houses provided a market for suburban growth. In 1939, the area's first shopping center was built at Coral Hills. Nearby major federal institutions, including the Census Bureau complex and Joint Base Andrews, further increased market demand for housing. The number of residents grew by 150 percent in the 1940s and doubled again in the 1950s. In the 1960s Pennsylvania Avenue was extended from central Washington, D.C. to Upper Marlboro and beyond, effectively creating a bypass of the communities along Marlboro Pike. This was the start of a fundamental change in the character of the Pike, as it was no longer a main thoroughfare. Most traffic was rerouted, and the Pike lost the economic benefits of thru-traffic. The continuing availability of vacant land and construction of the Capital Beltway contributed to the decline. Lack of investment and redevelopment opportunities have contributed to the current conditions of the area.

The Marlboro Pike Partnership CDC was formed in 2020 and seeks revitalization strategies to spur investment and to expand economic opportunity and safety for all residents and businesses along the Pike, as well as façade improvement and rebranding ideas to make it an attractive destination. Previous and current revitalization efforts include a successful application for ULI/COG TAP<sup>7</sup> was held in April 2025, with ongoing meetings with County agencies and partners to address quality-of-life issues in this area. In addition, a Marlboro Pike, Branding, Wayfinding and Street Beautification Study funded and managed by the Prince George's County Planning Department is underway as of this writing. In July 2023, the Marlboro Pike Partnership Community Development Corporation applied to the Prince George's County Planning Department via the Department's Planning Assistance to Municipalities and Communities Program (PAMC) to fund this market feasibility assessment. Funding for the project was approved by the Prince George's County

Planning Board on December 14, 2023. Torti+Gallas and Partners, Inc. and Partners for Economic Solutions, Inc., (PES) were selected as consultants. The project kicked off in February 2024 and was completed in February 2025.

The PAMC program is offered by The Maryland-National Capital Park and Planning Commission (M-NCPPC), Prince George's County Planning Department, Community Planning Division, Neighborhood Revitalization Section. The program's purpose is to assist in protecting and implementing the County's approved plans, recommendations made in Planning Department studies, and strategies and action items in approved Maryland Sustainable Communities action plans. The program provides technical planning services at no cost to municipalities or community organizations using Prince George's County Planning Department expertise, and/or funds consultant services approved by the Planning Board. PAMC projects benefit municipalities and communities that may have limited planning resources but are committed to revitalization and enhancement of their communities.

The purpose of the Market Feasibility Assessment was to analyze, interpret, and understand the current market and economic conditions of the Marlboro Pike study area; develop a report that details the capacity of the study area for economic growth; and provide recommendations to improve upon and advance the interests of the Marlboro Pike community based on an assessment of feasibility. The assessment builds on policies and strategies in the 2014 *Plan 2035 Approved General Plan* and active community plans: the 2009 *Approved Marlboro Pike Sector Plan* and the 2010 *Approved Subregion 4 Master Plan*.

*Plan 2035* designated six neighborhoods as Reinvestment Areas and noted, "over time, some County neighborhoods have experienced a marked decline in property values, critical services, and neighborhood amenities and an increase in crime. These issues are due, in large part, to a lack of public investment. In 2011, Prince George's County established the Transforming Neighborhoods Initiative (TNI)

<sup>7</sup> Source: Urban Land Institute/Metropolitan Washington Council of Governments Technical Assistance Panel

<sup>8</sup> The original six TNIs were East Riverdale/Bladensburg; Glassmanor/Oxon Hill; Hillcrest Heights/Marlow Heights; Kentland/Palmer Park; Langley Park/Suitland; and Coral Hills/Suitland (source: *Plan 2035*, p. 23). The six were later revised to comprise Woodlawn/West Lanham Hills; Hillcrest Heights/ Marlow Heights; Silver Hill; Forestville; Kentland/Palmer Park; and Suitland/Coral Hills (source: "The Transforming Neighborhoods Initiative Inventory Catalogue," available at [https://www.princegeorgescountymd.gov/sites/default/files/media-document/dcv21381\\_\\_the-transforming-neighborhoods-initiativepdf.pdf](https://www.princegeorgescountymd.gov/sites/default/files/media-document/dcv21381__the-transforming-neighborhoods-initiativepdf.pdf)).





**Figure 1.** Field tour participants, March 2024.

SOURCE: M-NOPPC PLANNING DEPARTMENT

to revitalize six neighborhoods...” two portions of which (Forestville and Suitland-Coral Hills) overlap the study area of the Market Feasibility Assessment.<sup>8</sup> “Plan 2035 supports these revitalization efforts and designates the TNI neighborhoods as Neighborhood Reinvestment Areas,” (p. 23). Neighborhood Reinvestment Areas, Policy 3 states, “adequately fund neighborhood revitalization programs and coordinate resources to revitalize targeted neighborhoods,” (p. 258). Strategy NA3.1 states, “develop implementation plans for designated Neighborhood Reinvestment Areas with specific goals and action items to ensure recommendations are enacted,” (p. 258).

A 2010 *Approved Subregion 4 Master Plan’s Vision* guiding principle, “Build Upon Shared Needs and Improve Connections” states, “in order to implement the vision of this plan, residents, business owners, the County, state, municipalities, and private developers must work together. A newly created community development corporation (CDC) brings stakeholders together to work toward a shared vision and meet the housing, community, and economic development needs of the area,” (p. xviii). A “Land Use and Community Design Recommendation” states, “focus redevelopment and economic development resources and initiatives in the underutilized areas of Subregion 4,” (p. xviii). Further, “Opportunity Site 8 (Zone 3) Donnell Drive Mixed-Use Village Center” is located in the project area (p. 320, 322).

This Market Feasibility Assessment updates the 2009 *Approved Marlboro Pike Sector Plan*, which contains comprehensive recommendations for revitalization of the Pike based on a market analysis, stakeholder

input, project area inventories, and a SWOT analysis (p. 4). A sector plan scorecard analysis from February 2022, however, determined that only six percent or nine (9) of the 154 actionable recommendations had been completed.

## Engagement

A tour of the study area was conducted on March 1, 2024, and included M-NCPPC staff, Dr. John Barnhardt of Bishop McNamara Highschool and Ashley Sharp of the Marlboro Pike Partnership.

PES (Partners for Economic Solutions) staff interviewed more than 35 business and property owners during Spring 2024. These interviews included outreach with property managers, in some instances, when owners were out-of-area. The site visits included interceptions with businesses during normal operating hours on both weekdays and weekends. These visits included observations about commercial activity, the number of customers, access to open parking opportunities and potential for cross-shopping with other nearby businesses.

In general, both the business owners and property owners/managers reported issues related to public safety, pedestrian, and vehicular traffic, trash, and public realm improvements as well as client decline and growth of carry-out food and beverage services.

PES presented the initial findings to the Marlboro Pike Partnership at their Government Partners Meeting on April 18, 2024, at the District Heights Recreation Center. A final presentation of the draft study was presented virtually August 29, 2024.

# Demographics

Area demographics are the foundation of market insights. Population and household characteristics and trends are provided for the Marlboro Pike study area and Prince George's County. The study area includes eight Metropolitan Washington Council of Government Transportation Analysis Zones (MWCOTAZ) that are located proximally to Marlboro Pike.<sup>9</sup> For comparison purposes, data also are provided for the Suitland Census Defined Place (CDP) and the City of District Heights.

Map 2 shows the Marlboro Pike study area and Suitland CDP boundaries. Additional demographic data sets appear in the Appendix Tables A-1 through A-11.

## Demographic Profile

The study area's 15,220 residents live in roughly 6,100 households; 28 percent represent married couples. One- or two-person households comprise 71 percent of those in the study area, and 44 percent are single-person households. In comparison, single-person households represent only 36 percent of Suitland CDP households and 30 percent of Prince George's County households. The study area's average household size of 2.5 persons exceeds Suitland CDP's average of 2.39 persons but is less than Prince George's County's 2.75 persons per household. The study area has a median age of 40.8 years, higher than the county's average of 37.4 years and Suitland CDP's 33.1 years.

In all three geographies: the study area, Suitland CDP, and Prince George's County, ethnic diversity has increased with the growing

number of individuals identifying as Hispanic. In the study area from 2010 to 2023, Hispanic residents more than doubled to 1,786, representing nearly 12 percent of residents, as estimated by Esri. In Prince George's County, 22 percent of residents identify as Hispanic and 61 percent as Black.



The study area median household income was \$69,433 in 2023, 36 percent lower than the County median household income of \$92,437 and higher than Suitland CDP's \$63,434. More than one in five households or 22 percent make less than \$35,000 in the study area, and only 16 percent earn \$150,000 or more. This compares to 25.7 percent of Prince George's County households earning more than \$150,000.

Although the study area is near the Suitland Metro station and good bus service is available, residents overwhelmingly commute by private vehicles with 77 percent of employed study area residents driving alone or carpooling, slightly more than the 75 percent in Prince George's County, which compares to only 68 percent in Suitland CDP.<sup>10</sup>

**77% OF EMPLOYED RESIDENTS COMMUTE BY PRIVATE VEHICLE**



A small cluster of neighborhood-serving businesses serving the local population includes roughly 738 businesses and 6,826 employees. Esri<sup>11</sup>, a national data provider, estimates the daytime population reached 14,778 people daily in the study area prior to the pandemic in 2019 and has returned to nearly the same level as of 2023 estimates. In Suitland CDP, the daytime population estimates reached 17,570, which reflects in part the larger residential base (70 percent more residents).



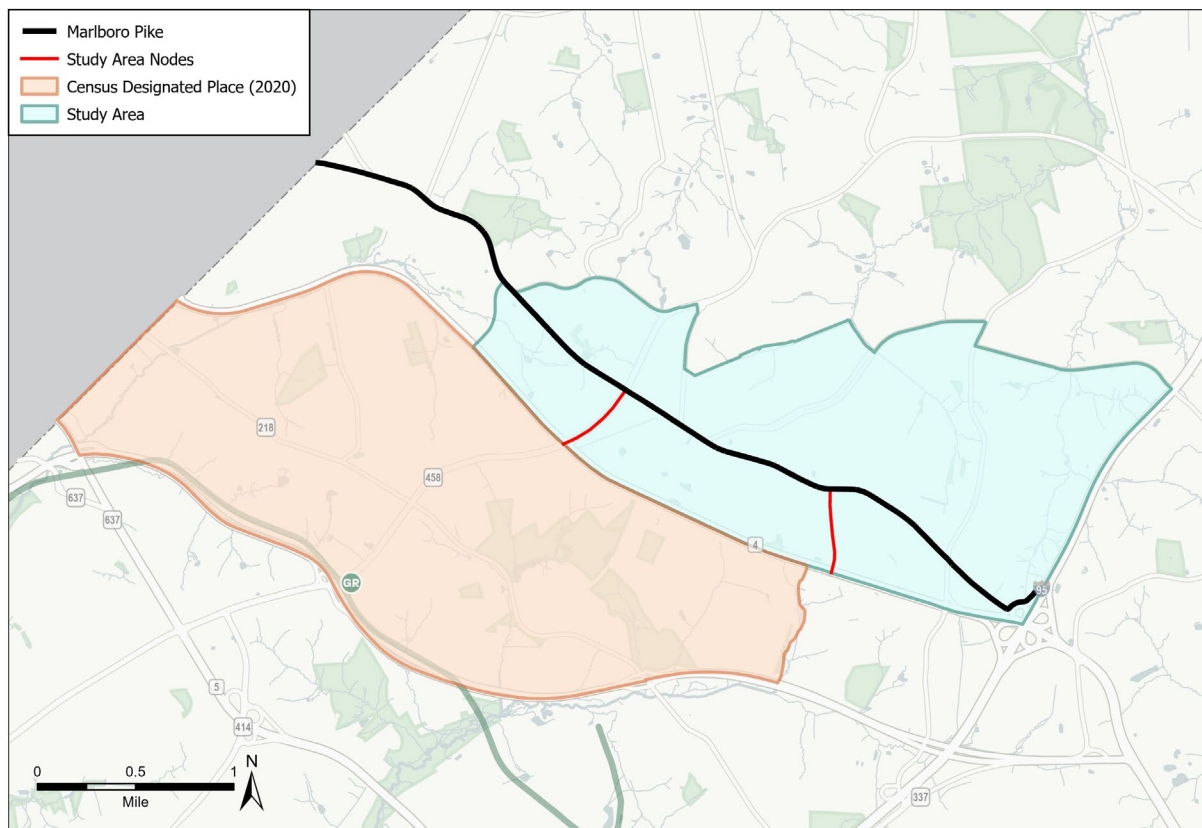
<sup>9</sup> Metropolitan Washington Council of Governments (MWCOTAZ): 1071, 1072, 1076, 1077, 1078, 1080, 1081, and 1082.

<sup>10</sup> Source: U.S. Census Bureau 2017-2021 American Community Survey (ACS) provided by Esri, 2024; Partners for Economic Solutions, 2024. See Table A-5, Means of Transportation to Work, 2017-2021.

<sup>11</sup> Esri provides forecasted estimates based blended public datasets including US Census Bureau, Bureau of Labor Statistics, Experian and Zonda to create a model for data projection.



**Map 2.** Study Area and Suitland Census Designated Place.



### Marlboro Pike Market Feasibility Assessment Suitland CDP

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SOURCE FOR SUITLAND CDP: 2020 U.S. CENSUS. OTHER: M-NCPPC GIS.

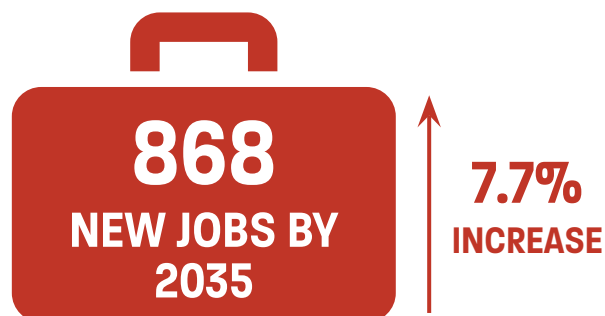
The study area has construction, health care, and retail businesses as its largest industry clusters each at roughly 12 percent of employment. Public administration employs 18 percent of residents. In Prince George's County trade, transportation, and utilities together represent the largest industry cluster with roughly 66,000 jobs. Countywide, the construction industry and, to a lesser extent, professional and business services continue to gain in total employment.

Employment by place of work is projected to increase from 5,460 jobs in 2025 to 6,328 jobs in 2035, resulting in a 7.7-percent increase in employment. Overall, Prince George's County is expected to add an estimated 32,200 new residents with a nine-percent increase in households and roughly the same amount of employment growth as the study area with 25,300 new jobs representing a 7.1-percent increase in employment during the same period.

## Household and Employment Growth

The Metropolitan Washington Council of Governments projects population, household, and employment growth for the Washington DC region by transportation analysis zones (TAZ).

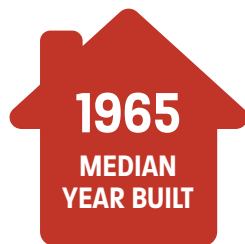
As provided by Metropolitan Washington Council of Governments data provided in 2022, the current projections for the study area incorporate roughly 3.5-percent growth in households from 2025 to 2035 with the expected addition of 213 new households.



## Residential

Data on existing housing stock by number of units in structure indicate that the majority (54 percent) of the study area housing stock consists of detached single-family dwellings.<sup>12</sup> This compares to only 21 percent of the Suitland CDP housing stock and 51 percent countywide. Twenty-eight percent of the housing units are in buildings with 10 or more units in the structure; of these, 13 percent are in buildings with less than 20 units. In Suitland CDP nearly one-third (32 percent) of units are located in buildings with 10 to 19 units.

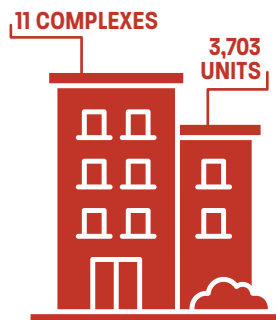
The housing stock in the study area has a median year built of 1965, compared to Prince George's County's median of 1976. In the study area, two-thirds of the housing stock was built prior to 1970, which compares to 45.8 percent in the Suitland CDP and 40.7 percent in Prince George's County.



Only 4.3 percent of housing units were vacant in the study area compared to five percent in Prince George's County, as estimated by Esri in 2023.

### MULTIFAMILY RENTAL HOUSING CONDITIONS

A review of the study area's existing apartment complexes indicates there are 11 complexes with a total of 3,703 units. These range from smaller properties such as the rent-subsidized Cheval Court with only 26 units to larger complexes such as Oakcrest Towers with more than 1,544 units. (See Appendix, Table A-12.)



As renters seek housing options, very few would limit their search to the 11 properties in the study area.<sup>13</sup> It is more reasonable to assume that the study area's multifamily options compete within a larger rental housing market, represented by the Marlboro Pike Residential Market Area, shown in Map 3.<sup>14</sup>

The broader Marlboro Pike Residential Market Area includes 72 apartment buildings with more than 17,770 rental units, as of 2024, as shown in Appendix Table A-13.

Most of the rental complexes have occupancy rates of approximately 95 percent or better. Rents ranged from \$779 to \$1,275 for one-bedroom units to \$1,050 to \$1,500 for larger three-bedroom units. Most rented from \$1.05 to \$1.35 per square foot for one-bedroom units and \$1.02 to \$1.36 per square foot for three-bedroom apartments. One-bedroom apartments ranged in size from 620 to 864 square feet primarily with three-bedroom units ranging from 977 to 1,313 square feet.<sup>15</sup>

### FOR-SALE HOUSING CONDITIONS

Current residential listings provide a sense of the market for single-family homes. The most recent transactions in the study area in the past year were two single-family houses built 2010-2011.

From April 2023 through March 2024, single-family homes show significant increases of roughly 25 percent in median prices. In the study area the majority of these sales (roughly 89 dwellings) consisted of single-family four-bedroom houses selling for a median price of \$360,000. Making up a smaller sample of the housing stock, townhouse sales reflected a median price of \$310,000 for a three-bedroom house with an average of 1,356 square feet (29 sales). Condominiums represent a small share of the market, with only a few multifamily such as the Avenue at Forest Run (built 2006) or Holly Hill (built 1964). In general, condominiums sales were small units averaging 880 square feet for a median sales price of \$130,000.<sup>16</sup>

<sup>12</sup> Source: Esri, 2024; Partners for Economic Solutions, 2024. See Table A-9, Housing Units by Number of Units in Structure, 2021.

<sup>13</sup> Source: Renter Intercept Surveys; Partners for Economic Solutions, 2024.

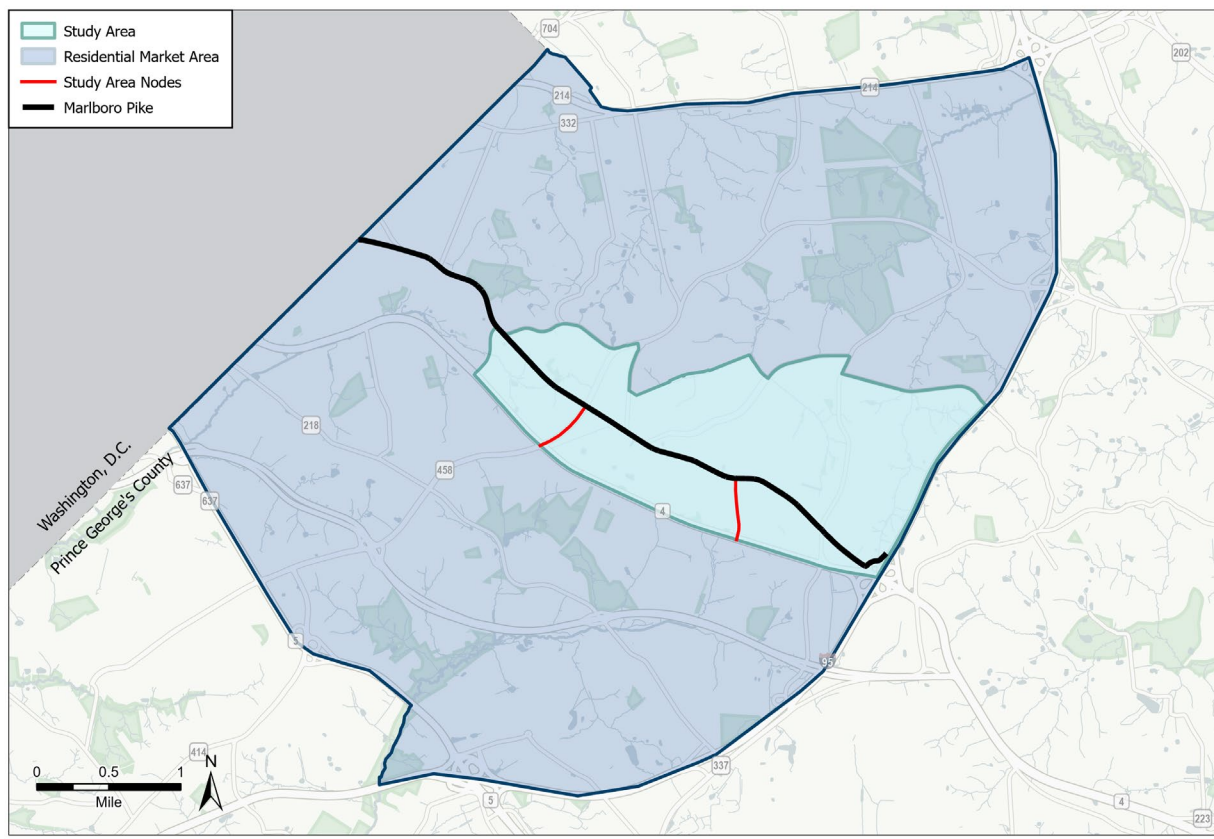
<sup>14</sup> The share of residential development that can be drawn to each area depends on how well the study area compares with alternative locations on key residential location criteria such as access and quality of the surrounding environment. Prospective homebuyers will consider a large range of factors when selecting the appropriate housing unit for their needs. Although monetary considerations are typically primary, physical, and social factors also play a determining role. Neighborhood conditions, schools, proximity to retail and services, community amenities, religious institutions, public transit options and highway access are among the most influential factors. PES (Partners for Economic Solutions) evaluated the existing demographic market, reviewed competitive residential development activity, and determined the best residential market area based on relevant data.

<sup>15</sup> Source: CoStar, Inc., accessed March, April, and May 2024

<sup>16</sup> Source: Multiple Listing Service, accessed April 2025



### Map 3. Marlboro Pike Residential Market Area



#### Marlboro Pike Market Feasibility Assessment Residential Market Area

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SOURCE: M-NCPPC GIS.

### RESIDENTIAL CONCLUSIONS

Residential development should include a mix of townhouses, condominiums, and apartments. New residential development should include both for-sale and rental housing.

Though infill lots are limited, there is continued demand for single-family houses at prices from \$375,000 to \$475,000. Multifamily housing would be more appropriate for corridor sites, helping to bring

more customers to support corridor businesses. Mid-rise development at four to six stories would make good use of the land and spread the cost of land over many units, reducing the average land cost per unit.



## Office

Nationwide, weak demand growth for office space has yet to catch up with new construction.<sup>17</sup> In Prince George's County the office inventory reached 28.9 million square feet at the end of first quarter of 2024 with a total vacancy rate of 12.4 percent. The study area's office space represents 193,274 square feet with a total of 35 buildings and a low vacancy rate of 2.3 percent. These well-occupied neighborhood office buildings represent single-tenant user space and businesses with ties to the local community. Much of the space is occupied by tenants serving the local area population, such as real estate and insurance agents, physical therapists, urgent care, and dialysis centers. Many of the area brokers report office users' willingness to locate in commercial strip space.

One-quarter of the study area office inventory is in structures built prior to 1960. Another 35 percent of the total office space is in structures built between 1960 and 1979. Since 2000, only two new buildings have been constructed in the study area. Roughly 46 percent of office buildings in the study area have less than 2,500 square feet of space, calculated in terms of rentable building area (RBA)<sup>18</sup> by CoStar. Only six buildings or 17 percent of the study area's office supply is in buildings with more than 10,000 square feet with only two buildings in excess of 25,000 square feet. The smaller nature of the office buildings supports single-use tenant buildings for neighborhood-serving office space.

## HEALTH CARE SERVICES

Access to medical facilities does have broader implications on health outcomes, however the economic viability of the Marlboro Pike area is not dependent on medical services, which are present but limited in the study area. One urgent care facility located along Silver Hill offers daily services to residents from 10 a.m. until 10 p.m. Healthy Choice Family Clinic & Urgent Care in Landover along Central Avenue offers another option outside of hospitals and regional medical centers. Other medical service providers include local dentists or doctor's offices, dialysis centers, and medical supply stores. There are seven pharmacies which offer prescriptions and medical supplies. Within the study area, there are no short-term recovery and/or rehabilitation services and no long-term skilled nursing facilities.<sup>19</sup>

## OFFICE CONCLUSIONS

Though office vacancies in the corridor are few, prevailing rents are unable to support new development given construction costs and persistent structural and market forces that keep rent low. Significant office development would require an institutional or government user as no independent market demand exists beyond neighborhood-serving office demand.

## Retail

Retail requires constant evolution and repositioning to maintain market share. Formats, merchandising, and supply channels shift in response to changes in market demand and competition. The retail industry is particularly susceptible to economic downturns, and the COVID-19 pandemic revealed other shifts and vulnerabilities.

Retail analysis breaks retailers into three main categories:

- Neighborhood goods and services, which include grocery stores and drugstores;
- Shoppers goods (also known as GAFO<sup>20</sup>) includes the type of merchandise typically sold in a department store—general merchandise, apparel, accessories, furniture and furnishings, electronics, sporting goods, books, and other miscellaneous items; and
- Eating and drinking, which includes the full range of fast food, carry-outs, sit-down restaurants, and bars.

Customers choose retail opportunities based on convenience not only as it relates to their place of residence but also where they work. Typically, neighborhood shopping areas are anchored by grocery stores and emphasize convenience with limited GAFO offerings. Customers will travel to locations with multiple shopping alternatives and a cluster of stores to meet their shoppers-goods needs. These are goods for which most consumers like to comparison shop, considering choices from several clothing stores, for example. This desire for convenient comparison shopping was the driving force in the creation of downtown business districts and then shopping malls.

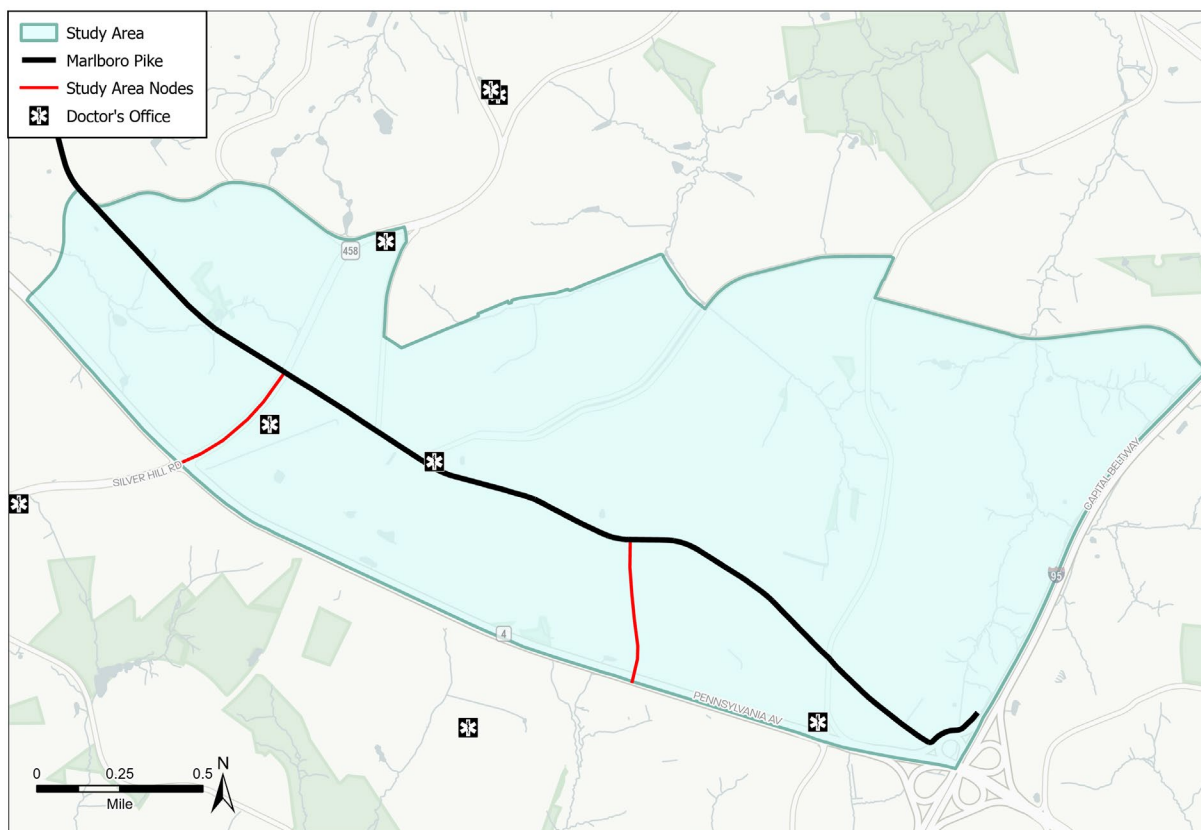
<sup>17</sup> Source: Office Space Demand Forecast, Fourth Quarter 2024, NAIP Commercial Real Estate Development Association <https://www.naiop.org/research-and-publications/research-reports/reports/office-space-demand-forecast>

<sup>18</sup> All square footage of a building able to be occupied by a tenant.

<sup>19</sup> Doctor's offices in the Study Area shown in Map 3 comprise Obstetrics & Gynecology, Doctors Community Practices at Riverdale and Luminis Health Primary Care at 6400 Marlboro Pike; Family Medicine, Geriatric Medicine at 7610 Pennsylvania Avenue; Internal Medicine, Nephrology at 6301 Walker Mill Road and Pediatrics at 5805 Silver Hill Road.

<sup>20</sup> General Merchandise, Apparel, Furniture, and Other Retail

## Map 4. Doctors' Office Locations in and Around the Study Area



### Marlboro Pike Market Feasibility Assessment Doctors' Office Locations

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Job #4222

SOURCE: M-NCPPC GIS.

Few neighborhood business districts can support the number and variety of stores required to offer comparison-shopping.

The study area's retail conditions combine older traditional storefronts with newer spaces in shopping centers or nodes. Developed over decades as a collection of auto-oriented shopping centers, freestanding retail, and service businesses, the older storefronts provide affordable spaces that accommodate new less-proven retailers or those operating businesses targeting area residents that need lower-cost space. To recoup the cost of new development, the rents charged for newly developed space are significantly higher and tend to represent space for national chain affiliated businesses. The largest clusters of retail space center line two north/south spine roadways Silver Hill Road (Silver Hill Plaza and Penn Station) and Donnell Drive (Penn-Mar Shopping Center and Centre at Forestville). The mall and regional retail centers both lease to tenants able to pay the required rents and with good operating records

to satisfy their lenders and investors. Their blend of national, regional, and local stores, restaurants, and service providers attract customers from near and far to these two retail nodes.

Each of these nodes has its own character and mix of businesses. For the Donnell Drive retail node, space consists largely of GAFO stores with another 20 percent of retail offering neighborhood goods and services. The remainder of the retail space is divided equally between food and beverage establishments and non-retail users with both occupying 10 percent of retail space.

In the Silver Hill node, just over half of the existing retail space represents neighborhood goods and services including five grocery stores. GAFO entities occupy 17 percent, and food and beverage operations fill the remaining 11 percent of retail space in the node. Twenty-one percent of the retail space within the Silver Hill node is occupied by non-retail uses, including real estate and health care businesses.

Along the entire Marlboro Pike corridor, self-storage and auto repair operations (which are commercial uses) support the auto-oriented nature of the surrounding community. Automobile repair, tire sales, and body shops represent an estimated 50 businesses along the Marlboro Pike corridor.

Nationally, several major chains have closed or significantly reduced their bricks-and-mortar presence over the last few years. Some took on too much debt and find it difficult, if not impossible, to generate sufficient sales to repay that debt. Decades of rapid retail expansion have left the nation over-retailed. In Maryland, CoreSight estimates that store closures increased 24 percent over the last year (2023) with an estimated 3,200 stores closing in the state. These range from department stores like Macy's to bankrupt retailers such as Rue21 (closing nine stores in Maryland including the District Heights store).

As retailers work to find new ways to adapt to e-commerce while still attracting customers to their physical stores, vacancies are developing in even well-located shopping centers. Less well-located retail facilities will need to transition to other uses and/or undergo redevelopment.

An area's healthy, competitive retail environment requires either a strong market (critical mass of customers) or destination retail capable of drawing customers from other markets nearby or even nationally or internationally. Therefore, increasing housing along the Pike where multifamily and or townhouses uses are permitted would support the retail climate.<sup>21</sup> Marlboro Pike's retail climate will be best served by the addition of more housing and residents as well as careful maintenance of existing infrastructure. Retail can be served by maintaining walkability and a clean and safe environment and by promoting activity (10 am to 10 pm). This requires a champion—a public, nonprofit or quasi-public organization—to keep anchor institutions and programming that generate additional activity, while marketing the corridor to both customers and businesses.

## ENTERTAINMENT

Entertainment opportunities are constrained by the size of the market required to support movie theaters, concert venues, and other commercial entertainment establishments and the nearby competitive entertainment offerings. Such ventures prefer locations

that can draw from a wider market area, typically co-locating with major retail facilities such as a regional shopping center. The scale of market offered by Marlboro Pike locations would tend to support only small-scale ventures, such as restaurants with live music.

It should be noted that there are more targeted types of retail and service businesses related to arts and fitness that offer a niche opportunity for retail space use. Along the corridor today there are two stand-out examples of these opportunities: Her Flex Fitness and NEEMA Dance Collective.

## RETAIL AND ENTERTAINMENT CONCLUSIONS

The supply of retail space in the corridor likely exceeds the amount that can be supported by the existing nearby population. New and expanding competitive retail centers along the Capital Beltway are cutting into the market served by Donnell Drive retailers. Independent retailers operating along Marlboro Pike itself reported increasing competition and fewer sales, which are creating financial strains. Some independent retailers could capture more customers by relocating to the retail nodes along Donnell Drive and Silver Hill Road.

## Industrial/Flex

Industrial space users choose business sites based on accessibility (both truck and rail access), adequate utilities, zoning, acceptance of industrial operating conditions (impact of noise, odors, and outdoor storage), and the ability to get workers and customers to their business. These types of businesses consider the trucking efficiencies provided by the proximity of the Capital Beltway.

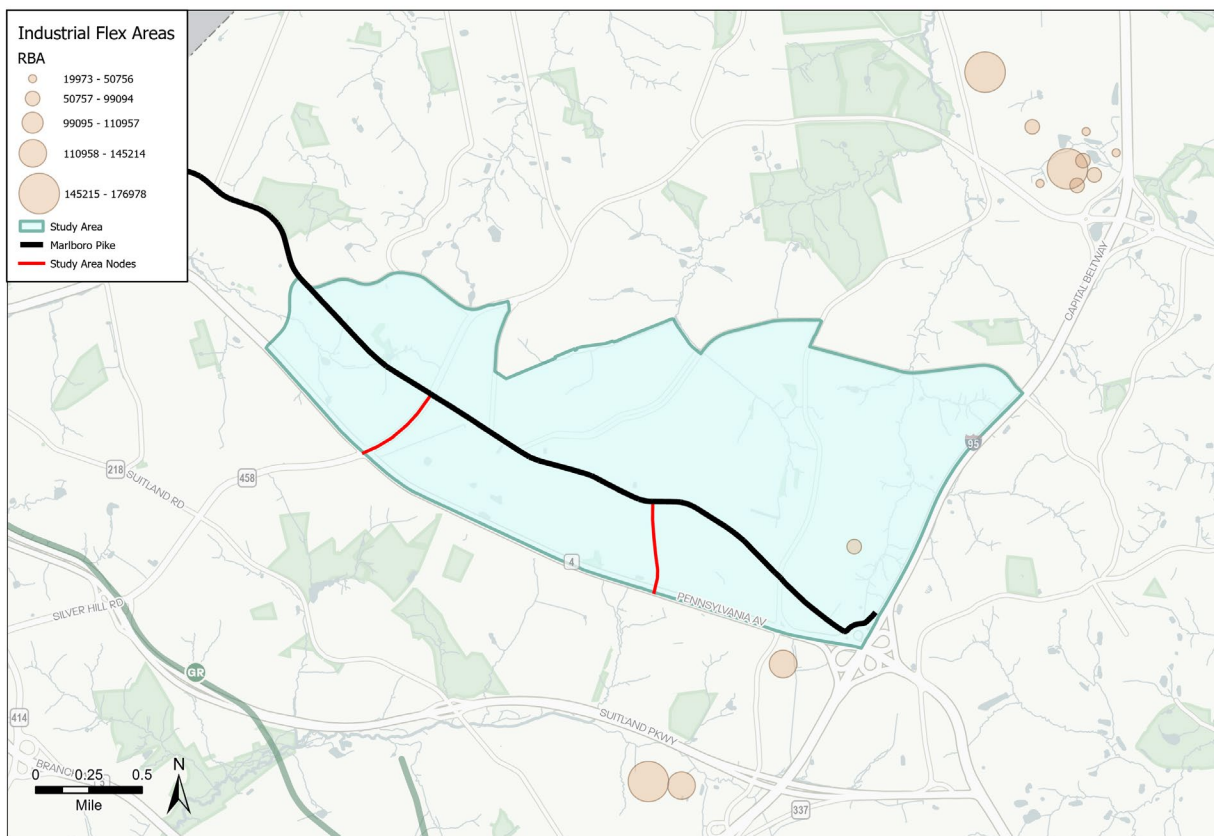
Flex space, a particular type of industrial or office space, serves a distinctly different market from other types of industrial space and can be a more affordable office alternative. Flex space is a (frequently) single-story structure with a combination of office, warehouse, and/or showroom space designed for flexibility to meet the tenants' needs. Flex space is typically equipped with truck docks to facilitate loading. Parking is typically provided in a surface lot, often at the front door. In older retail strip corridors, large format or former big box stores may shift to more flex space users. There are three storage operators in the study area, with another three located just outside its boundary.

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<sup>21</sup> This assessment does not identify specific locations or desirable densities where that could be developed; that could be the subject of a future study.



**Map 5. Marlboro Pike Area Newly Built Industrial/Flex Space shown by rentable building area (RBA).**



### Marlboro Pike Market Feasibility Assessment Industrial Flex Areas (Recently Built)

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Job #4222

SOURCE: COSTAR, INC.; M-NCPPC GIS.

For the study area, proximity to the Capital Beltway offers the most promising locations for industrial development. In fact, the broader industrial/flex market from Central Avenue to Suitland Parkway along I-495 constitutes 8.2 million square feet of industrial/flex space with a vacancy rate of 6.0 percent. Since 2010, 1.2 million square feet of new industrial/flex space with zero vacancies have been constructed along the Beltway, as shown in Map 4. Most parcels within a .40 mile of the Capital Beltway are zoned IE (Industrial, Employment).<sup>22</sup>

### INDUSTRIAL/FLEX CONCLUSIONS

The eastern end of the corridor provides good access to the Capital Beltway, allowing it to compete for

industrial and flex uses in the region. The buildings on Parston Drive, Cryden Way and Ferham Lane in particular offer attractive opportunities for smaller flex space users.

<sup>22</sup> The potential for industrial / flex development must be considered within the regional context of the existing marketplace. Industrial development rarely consists of one type of manufacturing facility but includes warehouse and distribution as well as light manufacturing users. The distinct users create space needs which vary in character and construction type. PES (Partners for Economic Solutions) evaluated the existing industrial landscape, access to infrastructure and the transportation network to determine the location and size of competitive clusters. All original business specific locational information reflects data from CoStar, inc.

# Summary and Recommendations

Suburban communities on the edge of major employment centers such as Washington, DC, with good transportation routes offer locations for growth with readily accessible transportation networks, infrastructure, and designs that allow for thriving businesses and high-quality residential communities. However, several factors complicate and impede the success of both the business environment and residential neighborhoods. Public intervention is often required to overcome those barriers. Suburban corridor revitalization typically requires long-term focused efforts with committed leadership and resources. This report provides a valuable baseline for the existing conditions and corridor's market feasibility, but a strategy is needed to achieve the Partnership's vision of improving the commercial retail shopping and dining experience along Marlboro Pike.

The primary constraint on study area development has been the area's built-up nature driven by the automobile, lack of cohesive nodes without specific branding, and cleanliness and safety concerns. The economics of redevelopment require property prices that allow the new development to generate an adequate return on investment. Redevelopment can be significantly delayed when the potential returns do not justify the costs and risks of new development.

When existing retail properties are achieving good rents with low vacancies, they typically have property values that are too high to justify demolition and redevelopment. Acquiring such buildings for demolition and redevelopment is feasible only when the:

- buildings are obsolete due to age, condition, or configuration,
- existing development uses a fraction of the density allowed by zoning,
- replacement uses could achieve high rents or prices,
- property owners are willing to sell, and/or
- the parcel is a piece of a larger assembly of land that meets one or more of the first four criteria.

Those redevelopment decisions are influenced by the:

- status of existing leases,
- conditions in the retail, office, and residential markets,

- the amount and type of new development allowed by zoning,
- availability and cost of capital, and
- perceived development approval risks.

The following section of the report outlines the three elements key to maintaining and improving economic conditions along the Marlboro Pike corridor and supporting successful transformation with focused activation targeted at two key nodes and the gateway to the corridor from the Capital Beltway. The three key components critical to the long-term success of the Marlboro Pike corridor:

## 1. PHYSICAL RECONFIGURATION

Acquisition/Assemblage of sites, space reuse, and streetscape improvements;

## 2. ACTIVATION/PLACEMAKING

Tactical urbanism and permanent placemaking supported by marketing and branding; and

## 3. BUSINESS ASSISTANCE

Technical assistance to help existing businesses access resources and improve their performance.

## Lessons Learned

The history of commercial revitalization efforts across the country shows that:

- Major public investments are essential to change the physical environment and support private redevelopment efforts.
- Enhancing the pedestrian experience and placemaking are key to shifting from an auto-dominated strip to a more urban environment that attracts new residents and businesses.
- Corridor transformation takes time for public improvements and private investment to change conditions.
- Supportive zoning can offer the densities required to encourage private redevelopment investments.
- Successful implementation depends on forceful leadership by organizations with a clear mandate, dedicated staffing, and resources.

**TACTICAL URBANISM DESCRIBES A VARIETY OF LOW-COST, INCREMENTAL PUBLIC REALM DESIGN INTERVENTIONS.**

SOURCE: [HTTPS://WWW.PLANETIZEN.COM/DEFINITION/TACTICAL-URBANISM](https://www.planetizen.com/definition/tactical-urbanism)





**Figure 2.** Marlboro Pike Partnership, along with M-NCPPC and Partners for Economic Solutions, hosted a corridor placemaking event. Similar events, focused on community-building and cleanup, should be considered to promote community cohesion and neighborhood support.

SOURCE: M-NCPPC PLANNING DEPARTMENT

## Physical Reconfiguration

### CLEANING UP THE NEIGHBORHOOD

Residents' efforts to clean up the neighborhood have improved conditions; however, there is more to be done. Beyond the continuous process of cleaning up day-to-day litter, trash that has been dumped on vacant lots must be removed, and vacant lots need to be cleaned and maintained. It should be the property owners taking care of their yards and picking up trash, but with the prevalence of abandoned properties, the community has no choice but to step in.

Marlboro Pike Partnership should lead community-wide clean-up days or weekends to attract a strong core group of residents, students, and church members to volunteer. This should be accompanied by a community celebration with food and music to publicize the neighborhood's efforts. Corporate sponsors could be attracted to support the effort along with The Maryland-National Capital Park and Planning Commission.

Neighbors should continue to report and discourage dumping and coordinate with Prince George's Department of Permitting Inspection and Enforcement (DPPE).

### CRIME PREVENTION

Personal security is one of the most important criteria people consider in choosing where to live. The study area's relatively high crime rates<sup>23</sup> are impacting its ability to attract new homebuyers and renters, setting up a cycle of vacant buildings that harbor anti-social activities, which suppress market demand that could return those vacant units to full occupancy. The community's efforts to ensure that vacant houses are secure are helping to break that cycle, but improving public safety must receive highest priority in the near term.

Increased community policing programs in the Prince George's County Police Department in collaboration with the Prince George's County Office of the Sheriff could help to improve the effectiveness of the community's efforts. Community policing allows police officers to get to know the neighborhood and the residents, opening lines of communication, learning about the bad actors, and intervening to protect law-abiding residents. This geographic focus provides better knowledge of the community and continuity in prosecution of offenders active in the study area.

### CODE ENFORCEMENT

Poorly maintained buildings have historically had a blighting effect on communities. The focused efforts

<sup>23</sup> To understand the actual risk of personal and property crimes related to the perception of criminal activity comparisons to national averages based on the crime type are most useful. Esri, a national data provider, offers a crime index, relative to the overall risk of crime at a national level. For the Crime Index, any value above 100 indicates the area reports a higher-than-average risk of crime. In Prince George's County 2024 Esri report a total crime index of 116 compared to 115 for the Study Area, both above the national average. This Crime Index offers a breakdown of risk assessment based on crime type. The Murder Index reaches 397 for the Marlboro Pike Study Area compared to 237 for Prince George's County. Source: Esri.

by the Marlboro Pike Partnership in cooperation with Department of Permitting Inspection and Enforcement (DPPE) have reduced the number of non-compliant properties and critical vacancies. The Marlboro Pike Partnership should continue its emphasis on acting to have the buildings secured and either rehabilitated and re-occupied or demolished as quickly as possible. Recognizing the impact of vacant and abandoned housing, the Partnership convenes bi-monthly meetings of representatives from the police, code enforcement, sheriff's office, and other departments to share information and coordinate responses to hot spots and other problems.

Minor adjustments to the code enforcement process might help improve outcomes. The Marlboro Pike Partnership might be able to establish bi-annual code enforcement sweeps by neighborhood, targeting the properties causing the most harm to neighbors and communities.

## **PUBLIC REALM ENHANCEMENTS**

Successful transformation efforts rely on physical improvements to create a pedestrian-friendly environment that supports walking and biking as well as driving. National examples combine a series of elements—streetscaping with sidewalk and street lighting, medians and turn lanes, bike lanes or trails, wider sidewalks, enhanced bus stops, narrower lanes to slow traffic, improved connections to adjoining neighborhoods and regional bike networks, and signage/banners—to improve the roadway corridor and its functionality for all users. The improvements then help to shift perceptions so that the corridor becomes more than just a traffic route to pass through as quickly as possible.

The study area does not have a unified public realm appearance. In parts, the area looks indistinguishable from other commercial strip corridors across the country. The corridor's existing urban design character offers little to distinguish nodes within the continuous strip. There are limited pedestrian and bikeway connections into the neighborhoods, requiring even residents who live nearby to drive to neighborhood commercial destinations.

Transitioning to a pedestrian scale will be important to create pedestrian-friendly settings for redevelopment that depend on quality environments to compete for

residential and commercial tenants. Opportunities should be explored to modify and adapt or redevelop shopping centers to accommodate multifamily development in an integrated environment while moving away from the dominance of parking lots along the corridor frontage.

The ROWArt project within the City of District Heights offers an immediate impact on the community with an art project in the right-of-way. ROWArt incorporates art into public spaces, particularly roadways and sidewalks, with the goal of beautifying neighborhoods, calming traffic, and increasing pedestrian safety. These types of community projects suggest an investment and a way to bring more community members together for events that celebrate or announce the new art investment.

## **ASSEMBLAGE**

Several properties along Marlboro Pike have obsolete structures on narrow lots unable to meet the needs of modern commercial users. Some of the former residences converted to commercial use are also problematic. These commercial properties are low-quality retail spaces; their limited storefront windows make it difficult for passing drivers to understand the nature of the commercial offerings. Customers prefer interesting, active, and attractive public environments. These areas may be ripe for assemblage or transition to other uses over time.

As improvements along Marlboro Pike shift development activity with more infill development, such properties should be considered primary targets for mid- to long-term redevelopment.

## **Focus Acquisition and Rehabilitation**

Evidence from around the country has demonstrated that redevelopment efforts need to be focused on a small area of two to six blocks.<sup>24</sup> In that small geography, rehab becomes very evident and effective at changing the image and the reality of the people's day-to-day lives.

Within both Donnell Drive and Silver Hill Road areas, the efforts should extend to all properties for rehabilitation to be comprehensive and successful. Typically, governments and nonprofits focus on foreclosed properties in the hands of banks and other lending institutions that could be acquired with community development funds.<sup>25</sup> Efforts to acquire these foreclosed

<sup>24</sup> U.S. Environmental Protection Agency, *Restructuring the Commercial Strip: A Practical Guide for Planning the Revitalization of Deteriorating Strip Corridors*. Washington, DC: U.S. EPA, 2010, <https://www.smartgrowthamerica.org>.

<sup>25</sup> REO & Vacant Properties: Strategies for Neighborhood Stabilization. A joint publication by the Federal Reserve Bank of Boston: [www.bos.frb.org](http://www.bos.frb.org), Federal Reserve Bank of Cleveland: [www.clevelandfed.org](http://www.clevelandfed.org), Federal Reserve Board of Governors: [www.federalreserve.gov](http://www.federalreserve.gov) (Federal Reserve Banks of Boston and Cleveland and the Federal Reserve Board, 2010); *Transforming Foreclosed Properties into Community Assets*. New York University Furman Center for Real Estate and Urban Policy, (New York: Furman Center for Real Estate and Urban Policy, 2009) <https://furmancenter.org/files/publications/furman.ford.whitepaper.pdf>; National Neighborhood Indicators Partnership: <https://www.neighborhoodindicators.org/>.





**Figure 3.** Artistic transformation of neighborhood intersections enhance the importance of pedestrian activity, promote safety at street crossings, and contribute to neighborhood identity and branding in Hyattsville, Maryland.

SOURCE: M-NCPPC PLANNING DEPARTMENT

**Figure 4.** Example of public art projects in the right-of-way, Hyattsville, Maryland.



SOURCE: M-NCPPC PLANNING DEPARTMENT



**Figure 5.** Context-appropriate infill can provide affordable housing opportunities that contribute to the necessary population density adjacent to commercial uses.

3800 38th Avenue,  
Cottage City, Maryland

SOURCE: M-NCPPC PLANNING DEPARTMENT





**Figure 6.** Activating an underutilized parking lot with community-supportive events. Placemaking in Suitland, Maryland.

SOURCE: M-NOPPC PLANNING DEPARTMENT

properties should be expanded to include all vacant structures and occupied structures that are deteriorating. Different tools on tax-delinquent properties should be explored to renovate, demolish or transfer the properties to someone who will renovate them.

In support of public safety, offering discounts to police officers, emergency medical technicians, schoolteachers, and other public employees who may be interested in purchasing a house in the Marlboro Pike study area. Since 2007, Prince George's County Deputy Sheriffs are eligible for elimination or reduction of the County's 1.4-percent transfer taxes.<sup>26</sup> For first time homebuyers, there is no County transfer tax. The County transfer tax is lowered from 1.4 percent to 1.0 percent for County Police, Deputy Sheriffs, and Municipal Police who currently own homes and wish to purchase a new residence. These discounts for firefighters, emergency medical technicians, schoolteachers, and other public employees can provide the community with role models and mentors for the neighborhood's youth.

## Activation/Placemaking

Public plazas and open spaces provide gathering places and opportunities for community activities that encourage people to linger, frequent businesses, and interact with their neighbors. In some locations, the addition of a street grid helps to break up the shopping center clusters into multiple blocks with a finer scale that supports new development on a more dense or even urban scale.

The opportunity to focus pedestrian activity and new development in nodes along the corridor with tactical

urbanism or full-scale streetscape investments will create vibrant attractive places. Placemaking will be critical in creating a new image for the corridor and distinctive character elements for each of the two nodes (Donnell Drive and Silver Hill Road). Quality public spaces can play an important role in supporting local businesses. Public art, community gardens, and activities help to build community ties and loyalty, particularly when they emerge from an ethnic community's identity and history.

Activation is a hallmark of successful commercial districts. Shoppers and other community members seek out opportunities for interaction with their neighbors and others. Activations help communities reimagine the potential of underutilized spaces, transforming how people see and use them. The best business districts and neighborhood centers offer a series of programs and activities to draw in customers and patrons. These activities range from outdoor concerts/movies to farmers markets to major festivals. Such activities help residents become part of the community, connecting them with their neighbors and deepening their ties to the area. The study area could benefit from a more robust set of community activities.

## HIGHLY VISIBLE IMPROVEMENTS

Key projects, particularly in high-visibility locations, can make a major difference in how people perceive the neighborhood and its future prospects. Most effective might be building a state-of-the-art public library branch directly located on the Pike to draw traffic of all ages, provide a marquee cultural destination/attraction, and generate more traffic for cross-shopping across businesses.<sup>27</sup>

<sup>26</sup> Subtitle 10, Division 7, Subdivision 1 Sec. 10-187(b)(4)(A)(i) of the County Code states, "The transfer tax authorized under Subsection (a) of this Section does not apply to the police officer's or deputy sheriff's first purchase of residential real property in Maryland that is located in Prince George's County." Sec. 10-187(b)(4)(A)(ii) states, "The rate of the transfer tax authorized under Subsection (a) of this Section may not exceed 1.0% for the police officer's or deputy sheriff's second or subsequent purchase in Prince George's County."

<sup>27</sup> The c. 1980s library serving the area is currently located at 5811 Old Silver Hill Road.

<sup>28</sup> The Transforming Neighborhood Initiative (TNI) became a regional program and is now available countywide. TNIs are now designated as NRAs (Neighborhood Reinvestment Areas) in *Plan 2035*, the County's General Plan.



The Redevelopment Authority of Prince George's County (RDA), through the Prince George's County Executive's Transforming Neighborhood Initiative,<sup>28</sup> used façade improvement grant programs as technical and financial assistance to homeowners seeking to renovate or restore the interior and exterior of their residential properties. This program established the target for the Coral Hills community at the western end of Marlboro Pike and had a maximum amount of up to \$10,000 per property available to improve facades and increase energy efficiency. Though this program is no longer active, another program of this type targeted to residential infill that faces Marlboro Pike within the study area could help improve the entire corridor.

### BRANDING AND MARKETING

To address issues as related to branding and marketing, the M-NCPPC Prince George's County Planning Department launched a Branding, Wayfinding, and Street Beautification Study for Marlboro Pike. The project kickoff was in November 2024. The goal will be to reposition Marlboro Pike as a market-competitive, regional destination and mixed-use investment opportunity and create a new image of the area in the minds of residents, visitors, property owners, and developers that is appropriate for a regional

destination. The project has three major tasks: the first is to develop a brand for this section of the Pike that will identify the Pike as a unique and special place by including logos and signage concepts that will be used for wayfinding. Second, the project team will then develop a strategic wayfinding system to be deployed along the study area of the Pike that will use the brand consistently in design, terminology, and placement to connect destinations and integrate transportation options. The project shall include the development of directional signs and identification of their potential locations; and third, develop street beautification concepts with renderings to enhance the streetscape's visual appearance and how users will experience it.

Due to the size and scale of Marlboro Pike, it is recommended that a single brand should be reconsidered. An overarching message of a cohesive corridor able to access many of the programs available via Prince George's County Economic Development Corporation and federal funding remains valuable. For marketing and branding purposes, it would be best to allow each node/cluster to distinguish itself with a unique brand consistent with that of the overall corridor.

**Figure 7.** Highly visible improvements in Hyattsville, Maryland

SOURCE: TORTI-GALLAS



In marketing its section of the larger New Hampshire Avenue corridor, Takoma Park in nearby Montgomery County, created the brand “New Ave” and a vibrant logo. The brand was then propagated with a website, a newsletter, mailings to area residents, and signage.<sup>29</sup>

In Austin, Texas, the Austin Independent Business Alliance (AIBA), a local nonprofit, has established independent business zones. Businesses located in these zones choose to become members and benefit from access to staff resources that assist in organizing the management of the zone, particularly focusing on signage and a separate budget for area-wide marketing efforts. AIBA promotes “buy local” campaigns, membership directories, and cross-marketing events and activities. The MPP could consider creating a Business Improvement District for the Pike. Business Improvement Districts (BIDs) are public-private partnerships organized as special tax assessment districts in which property owners vote to initiate, manage, and finance supplemental services or enhancements beyond the baseline of services already provided by their local government. There are no BIDs in the County as of this writing; however, The M-NCPPC Planning Department has a publication, the 2020 *Prince George’s County Business Improvement District Toolkit*, which could assist with a BID formation.<sup>30</sup>

### **DAYTIME POPULATION AND NON-TRADITIONAL ANCHORS**

An area’s daytime population of workers can form an important component of a retail district’s sales, particularly in a downtown or other major office center. This “daytime population” provides valuable patronage as workers pick up breakfast, break for lunch, or stop for dinner on the way home. Customers shopping during the day while residents are away at work allow local restaurants and retailers to boost sales and make better use of their facilities. The daytime population everywhere recently grew with work-at-home trends, but not as much in the study area. As many as 63% of those employed and living in the Study Area are unlikely to telecommute. See Table A-8, “Employment Population Age 16 and Over by Industry.”

Other commercial corridors take advantage of institutions such as hospitals and satellite college campuses as activity anchors. On a smaller scale, public libraries and community centers can serve the role of attracting people to the corridor who may then also shop in local stores or patronize local eateries.

## **Business Assistance**

Small businesses and businesses that serve ethnic markets are an important element of Marlboro Pike’s retail offerings, providing unique shopping opportunities not available from shopping centers dominated by national and regional chains. Some are facing struggles and could benefit from direct assistance programs.<sup>31</sup>

### **TECHNICAL ASSISTANCE**

Per the Small Business Administration, most small business owners work long hours in the store or restaurant, waiting on customers, cooking, managing employees, maintaining the books, ordering, and the hundreds of daily tasks essential to successful retailing. Many business owners, particularly immigrant owners, may lack the skills, knowledge, and contacts to negotiate a favorable lease, access financing, successfully navigate County processes or take their businesses online. Hands-on technical assistance provided by trained professionals can be very effective in helping such businesses survive and thrive. Low-cost legal assistance could be invaluable to business owners in negotiating fair space leases consistent with best leasing practices. Individuals or groups that can provide such services in a culturally appropriate manner can be particularly effective. Local governments often contract with nonprofit organizations, such as the Latino Economic Development Center, to provide targeted services to small businesses.

Other communities hire neighborhood equity coordinators to provide similar services to entrepreneurs active in lower-income communities. Outreach is particularly important in reaching individual business owners and gaining their trust.

The COVID-19 pandemic has highlighted the importance of doing business online. Hands-on technical assistance to help local businesses take full advantage of social media and the internet for online sales can be invaluable.

### **FINANCIAL ASSISTANCE**

Access to capital is a major issue for many small and ethnic businesses. They often lack access to bank financing and may not have the ability to borrow from family and friends to cover start-up and other costs. The U. S. Small Business Administration (sba.gov)

<sup>29</sup> <https://takomaparkmd.gov/initiatives/new-hampshire-avenue-initiative/>

<sup>30</sup> [https://pgplanning.org/resource\\_library/prince-georges-county-business-improvement-district-toolkit](https://pgplanning.org/resource_library/prince-georges-county-business-improvement-district-toolkit)

<sup>31</sup> Partners for Economic Solutions business intercept interviews conducted in February to May 2024.



# Small businesses and businesses that serve ethnic markets are an important element of Marlboro Pike's retail offerings, providing unique shopping opportunities...

provides small business loans for fixed assets; technical assistance can help local businesses to apply and qualify. Over the long-term, a revolving loan fund available to businesses not otherwise eligible for private financing could be effective, particularly if provided in conjunction with local lending institutions.

Façade improvement grants/loans have long been an important tool in supporting retail businesses to upgrade their buildings and improve their image and customer appeal. Leveraging private investment with public dollars creates an ideal partnership and the ability to do more with fewer resources. Façade improvement programs operated by local jurisdictions provide funding to local businesses for improvements to the exterior of commercial properties, ranging from exterior painting to new signage. Often one store owner's investment becomes "contagious" and encourages other property owners to follow suit.

The structure of façade improvement programs should always be underwritten with minimal requirements: personal guarantee; evidence of two or more estimates for the proposed work; authorization from property owner if tenant-based improvements; and nominal application fee (to cover credit history report and staff time). Across the nation, the amount of façade improvement programs varies from \$10,000 requiring a 50-percent private business match up to \$30,000 for specific projects.<sup>32</sup> Many façade improvement programs use a conditional loan, which reverts to a grant if the applicant meets all requirements (i.e., makes improvements to the structure in a timely fashion). Some jurisdictions couple façade improvement programs with free architectural assistance for designing the improvements.

The Commercial Property Improvement Program (CPIP)<sup>33</sup> run by the Redevelopment Authority of Prince George's County provides matching grants for obsolete and under-performing retail centers. The CPIP requires a 50-percent applicant match for all program funding awarded to approved shopping centers and

retail spaces for eligible improvements. Therefore, applicants must be able to pay half of the total project cost to apply for the CPIP funding. The minimum grant is \$50,000 for \$100,000 in total project costs and the maximum grant is \$350,000 for \$700,000 or more in total project costs.

## SHORT-TERM PRIORITIES

Transforming the Pike into competitive retail clusters will require phasing of projects, particularly given the long length of the corridor. Effective implementation will require leadership and resources. The efforts should be targeted sequentially, focusing on the identified areas rather than spreading activities thinly across the entire corridor.

Over the next one to three years, prioritize the following actions:

- Under the leadership of the Marlboro Pike Partnership CDC, develop a near-term implementation strategy with County agency partners that sets clear lines of responsibility, timelines, and the necessary staff and financial resources.
- Analyze properties along the corridor and identify buildings and parcels for reuse and/or assembly.
- Develop a manual/directory of business assistance programs, translate it into multiple languages and market the assistance through the Marlboro Pike Partnership and other networks, being sure to provide appropriate outreach to legacy and ethnic businesses.
- Reach out to businesses, particularly those in marginalized retail space with limited re-investment, and offer an assistance package to help them relocate.
- Develop a marketing plan to support locally owned businesses.
- Work with partners, including arts and community groups, to develop interim uses for underutilized parking lots on two or three sites.

<sup>32</sup> Partners for Economic Solutions research review May, 2025.

<sup>33</sup> <https://www.princegeorgescountymd.gov/departments-offices/commercial-property-improvement-program>



# appendix tables



Table A-1. Population and Household Trends, 2010-2023						
	Marlboro Pike Study Area <sup>1</sup>		Suitland CDP		Prince George's County	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
<b>Population</b>						
2010	15,103		25,825		863,420	
2020	15,216		25,882		968,883	
2023	15,220		25,956		981,896	
2010-2023 Change	117	0.8%	131	0.5%	118,476	13.7%
2010-2020 Change	113	0.7%	57	0.2%	105,463	12.2%
2020-2023 Change	4	0.0%	74	0.3%	13,013	1.3%
<b>Households</b>						
2010	5,820		10,006		304,042	
2020	5,999		10,638		342,216	
2023	6,037		10,846		349,337	
2010-2023 Change	217	3.7%	840	8.4%	45,295	14.9%
2010-2020 Change	179	3.1%	632	6.3%	38,174	12.6%
2020-2023 Change	38	0.6%	208	2.0%	7,121	2.1%
<b>Population by Age</b>						
0 to 19 years	3,339	21.9%	7,039	27.1%	243,731	24.8%
20 to 24 years	844	5.5%	2,019	7.8%	67,708	6.9%
25 to 34 years	2,287	15.0%	4,753	18.3%	146,048	14.9%
35 to 44 years	1,937	12.7%	3,498	13.5%	137,098	14.0%
45 to 54 years	1,930	12.7%	2,956	11.4%	120,632	12.3%
55 to 64 years	2,176	14.3%	2,726	10.5%	119,922	12.2%
65 years and over	2,707	17.8%	2,965	11.4%	146,757	14.9%
<b>Total</b>	<b>15,220</b>	<b>100%</b>	<b>25,956</b>	<b>100%</b>	<b>981,896</b>	<b>100%</b>
<b>Median Age</b>	<b>40.8</b>		<b>33.1</b>		<b>37.4</b>	
Notes: <sup>1</sup> Marlboro Pike Study Area includes the following Census Tracts: 21.03, 22.01, 22.03, 23.01 and 24.07.						
Source: Esri, 2024; Partners for Economic Solutions, 2024.						



Table A-2. Households by Size, 2021						
	Marlboro Pike Study Area¹		Suitland CDP		Prince George's County	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Households by Size						
1 Person	2,678	44.2%	3,820	35.6%	100,161	29.7%
2 People	1,642	27.1%	3,134	29.2%	95,422	28.3%
3 People	644	10.6%	1,711	15.9%	55,726	16.5%
4 People	597	9.8%	1,284	12.0%	43,245	12.8%
5 People	211	3.5%	514	4.8%	23,125	6.9%
6 People	186	3.1%	211	2.0%	10,925	3.2%
7+ People	106	1.7%	59	0.5%	8,762	2.6%
Total Households	6,064	100.0%	10,733	100.0%	337,366	100.0%
Average Household Size						
2010	2.57		2.58		2.78	
2023	2.50		2.39		2.75	
Notes: ¹ Marlboro Pike Study Area includes the following Census Tracts: 21.03, 22.01, 22.03, 23.01 and 24.07.						
Source: Esri, 2024; Partners for Economic Solutions, 2024.						

**Table A-3. Race and Ethnicity, 2010- 2023**

	Marlboro Pike Study Area¹				Suitland CDP			
	2010		2023		2010		2023	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Race and Ethncity								
White	999	6.6%	453	3.0%	663	2.6%	461	1.8%
Black	13,096	86.7%	12,426	82.2%	23,746	91.9%	22,534	87.4%
American Indian/Alaska Native	57	0.4%	70	0.5%	104	0.4%	79	0.3%
Asian & Pacific Islander	157	1.0%	122	0.8%	101	0.4%	180	0.7%
Some other race	390	2.6%	1,343	8.9%	671	2.6%	1,529	5.9%
Two of more races	404	2.7%	711	4.7%	540	2.1%	1,008	3.9%
Total	15,103	100.0%	15,125	100.0%	25,825	100.0%	25,791	100.0%
Hispanic	829	5.5%	1,786	11.8%	1,224	4.7%	2,218	8.6%
	Prince George's County							
	2010		2023					
	NUMBER	PERCENT	NUMBER	PERCENT				
Race and Ethncity								
White	166,059	19.2%	103,891	10.8%				
Black	556,620	64.5%	584,951	60.6%				
American Indian/Alaska Native	4,258	0.5%	9,492	1.0%				
Asian & Pacific Islander	35,713	4.1%	43,631	4.5%				
Some other race	73,441	8.5%	147,846	15.3%				
Two of more races	27,329	3.2%	75,293	7.8%				
Total	863,420	100.0%	965,104	100.0%				
Hispanic	128,972	14.9%	218,401	22.6%				
Notes: ¹ Marlboro Pike Study Area includes the following Census Tracts: 21.03, 22.01, 22.03, 23.01 and 24.07.								
Source: ACS reported by Esri, 2024; Partners for Economic Solutions, 2024.								

Table A-4. Households by Income, 2023						
	Marlboro Pike Study Area¹		Suitland CDP		Prince George's County	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Household Income						
Less than \$25,000	910	15.1%	1,754	16.2%	43,844	12.6%
\$25,000 to \$34,999	440	7.3%	624	5.8%	15,788	4.5%
\$35,000 to \$49,999	709	11.7%	1,441	13.3%	29,890	8.6%
\$50,000 to \$74,999	1,149	19.0%	2,508	23.1%	50,898	14.6%
\$75,000 to \$99,999	651	10.8%	1,476	13.6%	45,625	13.1%
\$100,000 to \$149,999	1,194	19.8%	1,850	17.1%	73,648	21.1%
\$150,000 or more	984	16.3%	1,193	11.0%	89,641	25.7%
Total	6,037	100.0%	10,846	100.0%	349,334	100.0%
Median Household Income	\$69,433		\$63,434		\$92,437	
Notes: ¹ Marlboro Pike Study Area includes the following Census Tracts: 21.03, 22.01, 22.03, 23.01 and 24.07.						
Source: Esri, 2024; Partners for Economic Solutions, 2024.						

Table A-5. Means of Transportation to Work, 2017-2021						
<b>Workers 16 and Over</b>	Marlboro Pike Study Area <sup>1</sup>		Suitland CDP		Prince George's County	
	EMPLOYED RESIDENTS	PERCENT	EMPLOYED RESIDENTS	PERCENT	EMPLOYED RESIDENTS	PERCENT
<b>Means of Transportation</b>						
Car, Truck, or Van	5,610	76.6%	9,383	67.8%	368,608	74.5%
Drove alone	4,697	64.2%	8,590	62.1%	317,978	64.3%
Carpooled	913	12.5%	793	5.7%	50,630	10.2%
Public Transportation (excluding taxicab)	1,046	14.3%	2,550	18.4%	55,251	11.2%
Walked	48	0.7%	128	0.9%	8,257	1.7%
Taxicab, Motorcycle, Bicycle, Other	139	1.9%	302	2.2%	12,066	2.4%
Worked from Home	477	6.5%	1,476	10.7%	50,585	10.2%
<b>Total</b>	<b>7,320</b>	<b>100.0%</b>	<b>13,839</b>	<b>100.0%</b>	<b>494,767</b>	<b>100.0%</b>
Notes: <sup>1</sup> Marlboro Pike Study Area includes the following Census Tracts: 21.03, 22.01, 22.03, 23.01 and 24.07.						
Source: U.S. Census Bureau 2017-2021 American Community Survey (ACS) provided by Esri, 2024; Partners for Economic Solutions, 2024.						

**Table A-6. Prince George's County Employed Residents by Work Location, 2019-2021**

<b>Jurisdiction</b>	<b>2019</b>		<b>2021</b>	
	<b>COUNT</b>	<b>PERCENT</b>	<b>COUNT</b>	<b>PERCENT</b>
District of Columbia, DC	129,304	29.3%	112,070	29.3%
Prince George's County, MD	126,215	28.6%	93,296	24.4%
Montgomery County, MD	53,305	12.1%	49,856	13.0%
Anne Arundel County, MD	22,106	5.0%	19,948	5.2%
Fairfax County, VA	19,586	4.4%	19,133	5.0%
Howard County, MD	15,601	3.5%	15,460	4.0%
Baltimore County, MD	11,746	2.7%	11,816	3.1%
Baltimore city, MD	10,591	2.4%	11,078	2.9%
Arlington County, VA	11,706	2.7%	10,768	2.8%
Alexandria city, VA	7,316	1.7%	6,459	1.7%
All Other Locations	33,346	7.6%	32,420	8.5%
<b>Total Jobs</b>	<b>440,822</b>	<b>100.0%</b>	<b>382,304</b>	<b>100.0%</b>

Source: Longitudinal Employer-Household Dynamics, U.S. Census Bureau, 2024; Partners for Economic Solutions, 2024.



**Table A-7. Prince George's Employment, 2010-2022**

						2015-2022 Change	
Industry	2010	2015	2019	2020	2022	NUMBER	PERCENT
Goods-Producing							
Natural Resources and Mining	138	145	102	94	122	-23	-15.6%
Construction	25,366	25,221	28,337	27,243	27,624	2,403	9.5%
Manufacturing	9,104	7,004	7,665	7,214	6,438	-565	-8.1%
Goods-Producing Subtotal	34,607	32,370	36,104	34,551	34,184	1,815	5.6%
Service-Providing							
Trade, Transportation, and Utilities	57,309	59,394	60,415	55,965	58,943	-451	-0.8%
Information	3,216	3,859	2,948	2,342	2,618	-1,241	-32.2%
Financial Activities	11,815	11,103	11,704	10,432	10,377	-726	-6.5%
Professional and Business Services	39,567	38,705	40,108	36,969	39,767	1,062	2.7%
Education and Health Services	29,201	32,375	35,435	32,192	31,702	-672	-2.1%
Leisure and Hospitality	27,176	30,507	36,157	27,452	32,459	1,952	6.4%
Other Services	9,513	9,394	9,116	7,743	8,444	-950	-10.1%
Service-Providing Subtotal	177,797	185,336	195,882	173,111	184,310	-1,026	-0.6%
Government							
Federal Government	27,391	26,253	26,785	27,468	29,992	3,739	14.2%
State Government	18,256	20,317	22,408	20,966	22,706	2,389	11.8%
Local Government	41,042	41,861	40,990	39,424	40,198	-1,663	-4.0%
Government Subtotal	86,689	88,432	90,182	87,858	92,896	4,465	5.0%
Total Jobs	299,093	306,137	322,168	295,521	311,391	5,253	1.7%

Source: Quarterly Census of Employment and Wages, Maryland Department of Labor, 2024; Partners for Economic Solutions, 2024.

**Table A-8. Employed Population Aged 16 and Over by Industry, 2021**

	Marlboro Pike Study Area <sup>1</sup>		Suitland CDP		Prince George's County	
Industry/Occupation	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
<b>Employed Residents by Industry</b>						
Agriculture/Mining	-	0.0%	15	0.1%	921	0.2%
Construction	856	11.5%	699	5.0%	46,675	9.3%
Manufacturing	86	1.2%	186	1.3%	10,603	2.1%
Wholesale Trade	96	1.3%	192	1.4%	6,035	1.2%
Retail Trade	869	11.7%	1,620	11.5%	42,591	8.5%
Transportation/Utilities	464	6.3%	1,349	9.6%	31,633	6.3%
Information	92	1.2%	390	2.8%	9,992	2.0%
Finance/Insurance/Real Estate	237	3.2%	903	6.4%	24,161	4.8%
Professional/Scientific/Technical Services	507	6.8%	980	7.0%	46,451	9.2%
Management of Companies and Enterprises	11	0.1%	46	0.3%	588	0.1%
Administrative/Support/Waste Management	395	5.3%	1,045	7.4%	31,857	6.3%
Educational Services	706	9.5%	919	6.5%	46,300	9.2%
Health Care/Social Assistance	898	12.1%	1,713	12.2%	65,047	12.9%
Arts/Entertainment/Recreation	208	2.8%	442	3.1%	10,304	2.0%
Accommodations/Food Services/Other Services	688	9.3%	1,542	10.9%	61,056	12.1%
Public Administration	1,310	17.6%	2,050	14.5%	68,627	13.6%
<b>Total</b>	<b>7,423</b>	<b>100.0%</b>	<b>14,091</b>	<b>100.0%</b>	<b>502,841</b>	<b>100.0%</b>

Notes: <sup>1</sup> Marlboro Pike Study Area includes the following Census Tracts: 21.03, 22.01, 22.03, 23.01 and 24.07.

Source: ACS reported by Esri, 2024; Partners for Economic Solutions, 2024.

Table A-9. Housing Units by Number of Units in Structure, 2021						
	Marlboro Pike Study Area <sup>1</sup>		Suitland CDP		Prince George's County	
Units in Structure	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
1, Detached	3,450	54.4%	2,340	20.6%	181,923	51.1%
1, Attached	592	9.3%	2,180	19.2%	56,185	15.8%
2	21	0.3%	107	0.9%	2,349	0.7%
3 to 4	162	2.6%	242	2.1%	5,917	1.7%
5 to 9	290	4.6%	2,115	18.7%	26,774	7.5%
10 to 19	818	12.9%	3,599	31.7%	44,179	12.4%
20 to 49	78	1.2%	178	1.6%	7,353	2.1%
50 or more	854	13.5%	563	5.0%	29,636	8.3%
Mobile Home	40	0.6%	-	0.0%	1,624	0.5%
Other	40	0.6%	14	0.1%	121	0.0%
<b>Total</b>	<b>6,345</b>	<b>100.0%</b>	<b>11,338</b>	<b>100.0%</b>	<b>356,061</b>	<b>100.0%</b>
Notes: <sup>1</sup> Marlboro Pike Study Area includes the following Census Tracts: 21.03, 22.01, 22.03, 23.01 and 24.07.						
Source: Esri, 2024; Partners for Economic Solutions, 2024.						

Table A-10. Housing Units by Year Built, 2021						
	Marlboro Pike Study Area¹		Suitland CDP		Prince George's County	
Year Built	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
2020 or later	10	0.2%	15	0.1%	607	0.2%
2010 to 2019	45	0.7%	59	0.5%	22,549	6.3%
2000 to 2009	199	3.1%	655	5.8%	37,206	10.4%
1990 to 1999	590	9.3%	2,080	18.3%	51,793	14.5%
1980 to 1989	369	5.8%	1,292	11.4%	47,080	13.2%
1970 to 1979	1,092	17.2%	2,042	18.0%	51,841	14.6%
1960 to 1969	1,620	25.5%	2,753	24.3%	65,831	18.5%
1950 to 1959	1,557	24.5%	1,457	12.9%	44,554	12.5%
1940 to 1949	652	10.3%	767	6.8%	17,909	5.0%
1939 or Earlier	211	3.3%	218	1.9%	16,691	4.7%
Total	6,345	100.0%	11,338	100.0%	356,061	100.0%
Median Year Built	1965		1972		1976	
Notes: ¹ Marlboro Pike Study Area includes the following Census Tracts: 21.03, 22.01, 22.03, 23.01 and 24.07.						
Source: ACS 2017-2021 provided by Esri, 2024; Partners for Economic Solutions, 2024.						

**Table A-11. Housing by Tenure and Vacancy Status, 2023**

	Marlboro Pike Study Area <sup>1</sup>		Suitland CDP		Prince George's County	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Owner-Occupied Units	3,640	57.7%	4,375	37.6%	223,118	60.7%
Renter-Occupied Units	2,397	38.0%	6,471	55.6%	126,219	34.3%
Vacant Units	272	4.3%	798	6.9%	18,374	5.0%
<b>Total Units</b>	<b>6,309</b>	<b>100.0%</b>	<b>11,644</b>	<b>100.0%</b>	<b>367,711</b>	<b>100.0%</b>
Notes: <sup>1</sup> Marlboro Pike Study Area includes the following Census Tracts: 21.03, 22.01, 22.03, 23.01 and 24.07.						
Source: Esri, 2024; Partners for Economic Solutions, 2024.						

**Table A-12. Marlboro Pike Study Area Multifamily Housing Trends, 2010-2023**

		Units					Asking Rent	
YEAR	TOTAL BUILDINGS	TOTAL	AVERAGE SQUARE FEET	PERCENT VACANT	NET ABSORPTION	DELIVERIES	PER UNIT	PER SQUARE FOOT
2010	11	3,703	880	8.1%	21	-	\$999	\$1.14
2011	11	3,703	880	8.2%	-2	-	\$1,010	\$1.15
2012	11	3,703	880	6.3%	69	-	\$1,033	\$1.17
2013	11	3,703	880	5.6%	25	-	\$1,042	\$1.19
2014	11	3,703	880	4.1%	56	-	\$1,136	\$1.29
2015	11	3,703	880	4.1%	1	-	\$1,190	\$1.35
2016	11	3,703	880	4.7%	-22	-	\$1,227	\$1.39
2017	11	3,703	880	5.0%	-11	-	\$1,260	\$1.43
2018	11	3,703	880	4.3%	26	-	\$1,304	\$1.48
2019	11	3,703	880	3.5%	29	-	\$1,333	\$1.52
2020	10	3,677	882	5.7%	-17	-	\$844	\$1.58
2021	11	3,703	880	3.7%	10	-	\$1,435	\$1.63
2022	11	3,703	880	6.1%	-90	-	\$1,461	\$1.66
2023	11	3,703	880	6.6%	-16	-	\$1,471	\$1.67
<b>2014-2023 Change</b>								
Number	-	-	-	1.0%	-34	-	\$429	\$0.48
Percent	0.0%	0.0%	0.0%	17.9%			41.2%	40.3%
Source: CoStar, 2024; Partners for Economic Solutions, 2024.								



**Table A-13. Marlboro Pike Residential Market Area Multifamily Housing Trends, 2010-2023**

		Units					Asking Rent	
YEAR	TOTAL BUILDINGS	TOTAL	AVERAGE SQUARE FEET	PERCENT VACANT	NET ABSORPTION	DELIVERIES	PER UNIT	PER SQUARE FOOT
2010	68	16,800	891	7.3%	52	-	\$1,080	\$1.20
2011	68	16,800	891	7.4%	-10	-	\$1,094	\$1.22
2012	68	16,800	891	7.1%	57	-	\$1,118	\$1.25
2013	67	16,511	897	7.1%	-270	-	\$1,141	\$1.27
2014	67	16,511	897	8.5%	-243	-	\$1,187	\$1.32
2015	68	16,928	899	7.0%	636	417	\$1,231	\$1.37
2016	69	17,128	899	5.5%	450	200	\$1,261	\$1.41
2017	69	17,128	899	5.9%	-72	-	\$1,300	\$1.45
2018	70	17,512	901	7.2%	137	384	\$1,351	\$1.51
2019	71	17,634	899	6.6%	214	122	\$1,382	\$1.54
2020	70	16,061	877	5.0%	187	223	\$907	\$1.59
2021	71	17,634	899	5.2%	61	-	\$1,508	\$1.68
2022	72	17,771	899	9.8%	-680	137	\$1,536	\$1.71
2023	72	17,771	899	10.1%	-66	-	\$1,545	\$1.72
<b>2014-2023 Change</b>								
Number	5	1,260	2	3.0%	624	1,483	\$404	\$0.45
Percent	7.5%	7.6%	0.2%	42.3%			35.4%	35.4%

Source: CoStar, 2023; Partners for Economic Solutions, 2024.

# Acknowledgements

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## Prince George's County Planning Department

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