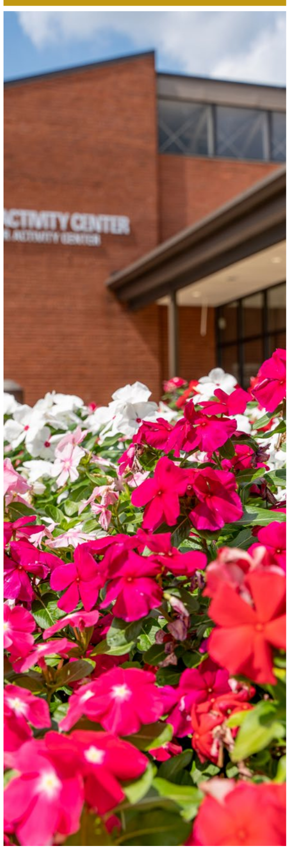
Seat Pleasant Economic Development Assessment

Final Report



JULY 2026

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

Abstract

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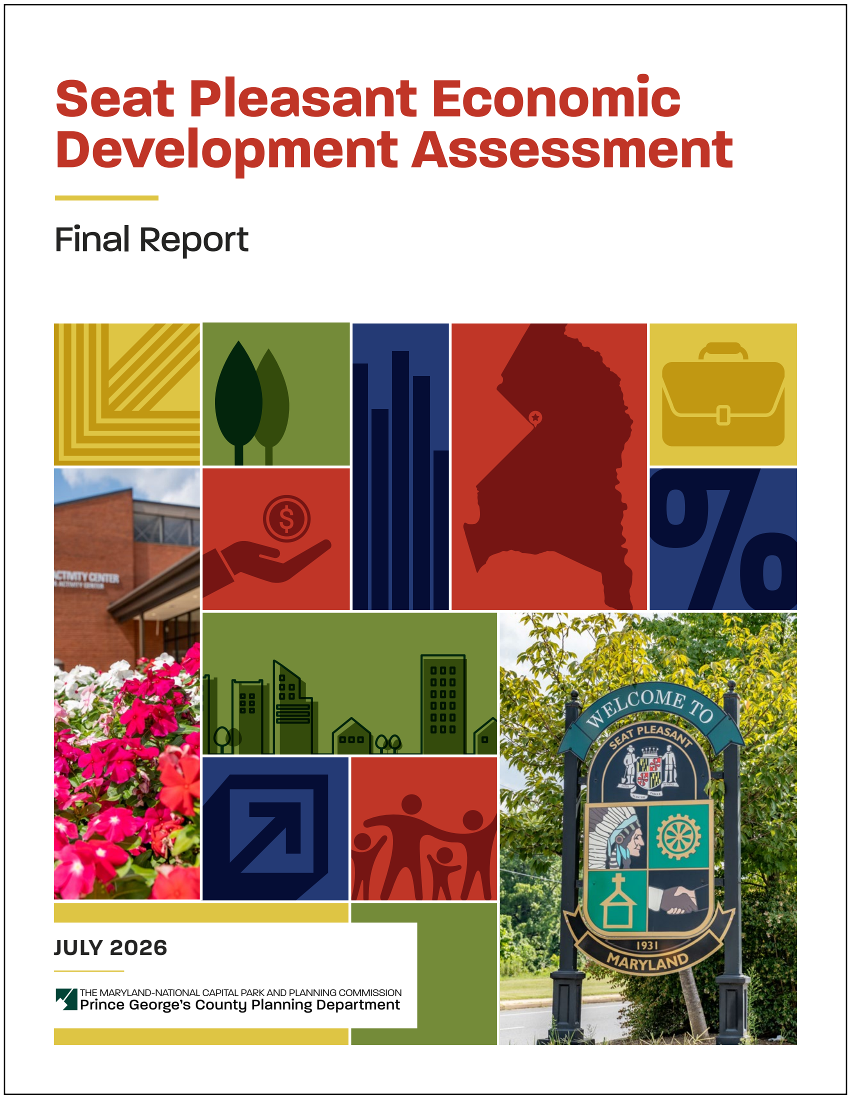
Through the M-NCPPC PG Planning PAMC program, the City of Seat Pleasant has applied for an Economic Development Assessment to assist with redevelopment and revitalization. The objective of this assessment is to analyze the current market and economic conditions of Seat Pleasant, a gateway community to and from the District of Columbia. The research has produced a detailed report outlining the city's capacity for economic growth and to offer strategic recommendations for enhancing the community's economic prospects. This project builds upon the findings of the Central Avenue Blue/Silver Line Sector Plan's existing conditions report, incorporating those insights while tailoring strategies to meet the needs identified by city staff. The assessment proposes actionable strategies for the municipality to foster sustainable quality economic development. The focus area identified for this project is the properties on either side of MD 704 (Martin Luther King, Jr. Highway) from 69th Place to the District of Columbia border.

IMAGES ON COVER: M-NCPPC



July 2026

The Maryland-National Capital Park and Planning Commission
Prince George's County Planning Department
1616 McCormick Drive
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The Commission has three major functions:

- The preparation, adoption, and, from time to time, amendment or extension of the General Plan for the physical development of the Maryland-Washington Regional District.
- The acquisition, development, operation, and maintenance of a public park system.
- In Prince George's County only, the operation of the entire county public recreation program.

The Commission operates in each county through a Planning Board appointed by and responsible to the County government. All local plans, recommendations on zoning amendments, administration of subdivision regulations, and general administration of parks are responsibilities of the Planning Boards.

The Prince George's County Planning Department:

- Our mission is to help preserve, protect and manage the County's resources by providing the highest quality planning services and growth management guidance and by facilitating effective intergovernmental and citizen involvement through education and technical assistance.
- Our vision is to be a model planning department of responsive and respected staff who provide superior planning and technical services and work cooperatively with decision makers, citizens, and other agencies to continuously improve development quality and the environment and act as a catalyst for positive change.

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Acronyms

American Community Survey: ACS

Compound Annual Growth Rate: CAGR

Martin Luther King, Jr. Corridor: Corridor

SWOT: Strengths, Weaknesses, Opportunities, and Threats

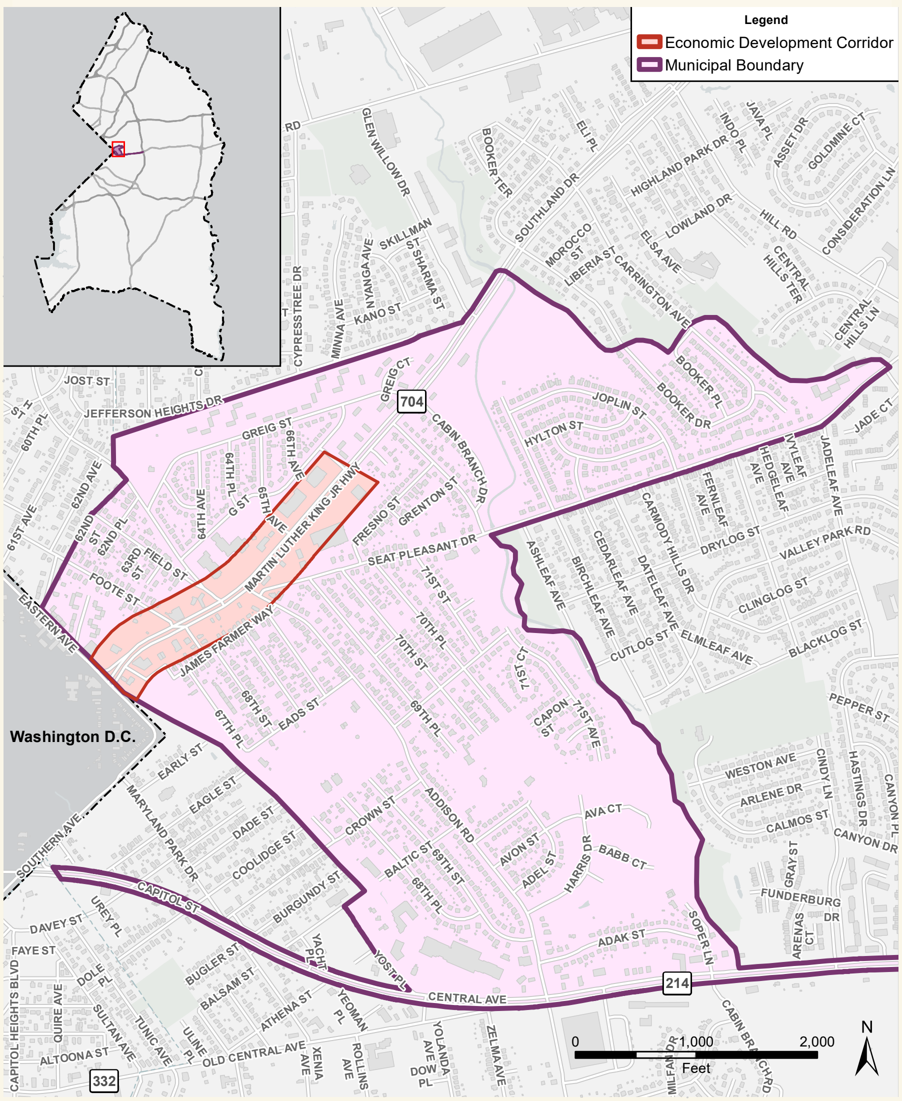
The Maryland-National Capital Park and Planning Commission: M-NCPPC

Executive Summary

The study area for this project include properties immediately adjacent to the segment of MD 704 (Martin Luther King, Jr. Highway, referred to in this report as the Corridor) running from 69th Place to the District of Columbia border. The results of this assessment are outlined in the following sections which include key takeaways from the market demand analysis and stakeholder engagement, strategic recommendations, and actionable strategies for fostering sustainable, high-quality economic growth and development along the Corridor. This assessment is intended to complement the forthcoming Central Avenue Blue/Silver Line Sector Plan.

FIGURE 1

Study Area



SOURCE: AECOM. U.S. CENSUS BUREAU. DATA LAYER: TIGER/LINE SHAPEFILES. HTTPS://WWW.CENSUS.GOV/GEOGRAPHIES/MAPPING-FILES/TIME-SERIES/GEO/TIGER-LINE-FILE.HTML. DATA ACCESSED AUGUST 2025

Project Background

Although platted in 1873, development did not begin in Seat Pleasant until after the extension of the rail and streetcar lines from Washington, DC. Seat Pleasant was located at the convergence of three lines, which made it a convenient location for commuters. In 1901, the Washington, Baltimore, and Annapolis Electric Line (WB&A) was established. By 1908, train service ran from Washington, DC, through Seat Pleasant, terminating in Annapolis. Seat Pleasant was incorporated in 1931, but the WB&A ceased operations in 1935 as the popularity and accessibility of the automobile increased. The tracks were dismantled, and the right-of-way paved. Beginning in the mid-twentieth century, Seat Pleasant continued to grow, and many areas underwent redevelopment. In the 1950s, many buildings, particularly along Martin Luther King, Jr. Highway and Seat Pleasant Drive were demolished to make way for new commercial buildings and new housing. Today Seat Pleasant's population is approximately 4,500. The City is located in Subregion 4, Planning Area 72, and Councilmanic Districts 6 and 7.

Recognizing that several properties along Martin Luther King, Jr. Highway (the "Corridor") were underutilized and potentially prime for redevelopment, in spring 2024 the City of Seat Pleasant applied to the Prince George's County Planning Department's Planning Assistance to Municipalities and Communities (PAMC) program to fund a feasibility study for an economic development assessment. PAMC funding was approved by the Prince George's County Planning Board on December 5, 2024. AECOM was chosen as the consultant, and the project kicked off in March 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 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.

This economic development assessment builds on recommendations in the 2010 *Approved Subregion 4 Master Plan.* The Master Plan's Land Use and Community Design Recommendations include the following:

- "Focus redevelopment and economic development resources and initiatives in the underutilized areas of Subregion 4," (p. xviii)
- "Retain, expand, and complement commercial, retail, and business development along Martin Luther King, Jr. Highway at Seat Pleasant," (p. xx)
- "Promote and enhance commercial uses to serve the neighborhoods while also encouraging a safe shopping, working, and living environment within the subregion," (p. 65)
- "Preserve and strengthen neighborhood-serving commercial uses in selected shopping nodes and in main street areas: Martin Luther King, Jr. Highway within the Fairmount Heights and Seat Pleasant Area (Zone 1)," (p. 65)
- "The number and condition of certain business types are viewed as undesirable by local residents. Residents also noted that there is a lack of variety and presence in retail and service businesses offering necessary/staple goods," (p. 98)
- "Support the continued revitalization of neighborhood-serving retail and service centers at appropriate locations," (p. 339)
- "The western end of Martin Luther King, Jr. Highway in Seat Pleasant has the potential to be a major gateway into Prince George's County from Washington, DC. However, aging properties along this highway indirectly lead to disinvestment in the area. Providing incentives to property owners, such as façade improvement grants, business services, and marketing programs, carry the potential to spur increased investment opportunities," (p. 340)

The assessment also builds on recommendations made in the 2022 Central Avenue Blue Line Corridor Sustainable Community's Action Plan. The Action Plan's Economy Recommendations include the following:

- "Reduced commercial vacancies," (n. p.)
- "Improve and market key sites for redevelopment," (n. p.)
- "Identify key sites for redevelopment or transfer of ownership," (n. p.)

Identification of Goals

The Seat Pleasant Economic Development goals were developed through conversations with the City and key stakeholders and provide the framework for assessment.

BUILD CAPACITY

Build Seat Pleasant's capacity to better support economic development and growth, including business retention, expansion, and attractions. Additional staff undertaking outreach to property owners and current and prospective could help increase economic development aligned with the community's vision and goals.

CREATE A SENSE OF PLACE

Leverage and build on Seat Pleasant's unique identity to create a friendly, welcoming, visually interesting, and engaging environment along the Corridor make it a gateway to Prince George's County and differentiates Seat Pleasant from surrounding municipalities.

ACTIVATE THE CORRIDOR

Encourage investment and activity along the Corridor that helps create a "live-work-play" environment through regular community events, pop-up shops and events, public art, and interactive uses such as retail, restaurants, and entertainment venues that welcome and encourage residents and visitors to linger and engage.

ENCOURAGE HIGH-QUALITY DEVELOPMENT

Work with the County to incentivize high-quality public and private investment in Seat Pleasant of the type and form that fits the community's vision, including a variety of new housing types at different price points; a mix of different uses that meet community needs; programmed open and public space; and investments in the public realm. Pedestrian and bicycle infrastructure should be improved to encourage multimodal access to Corridor uses and amenities.

FORM STRATEGIC PARTNERSHIPS

Partner with local and regional public and private organizations and leaders to spur economic development, investments in the local workforce, and new types of uses and amenities along the Corridor.

Project Approach

AECOM worked closely with M-NCPPC's Prince George's County Planning Department staff and the City of Seat Pleasant throughout the project to:

KICKOFF AND REFINE WORK PLAN

Understand existing conditions and review, analyze, and interpret data

SITE VISIT AND STAKEHOLDER ENGAGEMENT

Engage directly with key stakeholders to better understand strengths, weaknesses, opportunities, and threats for economic and community development along the Corridor and throughout Seat Pleasant

SWOT ANALYSIS

A strategic planning tool used to identify and evaluate the Strengths, Weaknesses, Opportunities, and Threats

MARKET CONDITIONS ASSESSMENT

Assess market conditions and trends impacting economic and workforce development, population dynamics, and real estate development along the Corridor

RECOMMENDATIONS AND STRATEGIES

Identify strategies to advance the City's vision and goals, opportunities for redevelopment and reinvestment, and build capacity for economic development implementation aligned with the 2018 Master Plan for Seat Pleasant and previous visioning and planning exercises led by the City.

Key Takeaways

Seat Pleasant faces a unique set of challenges and opportunities that will shape its future growth and redevelopment potential. Demographic shifts, changing household sizes, and an aging population underscore the need for housing and amenities that support residents at all stages of life. At the same time, gaps in local employment and the concentration of jobs in specific sectors highlight opportunities to align workforce development with the City's growth priorities.

Understanding these trends can guide strategies for economic development along the MLK Highway Corridor and throughout the City, ensuring that new investments, services, and community initiatives meet local needs, foster long-term economic and social resilience, and connect to broader Countywide growth.

For sources and more data see Tables 1, 2 and Figures 8, 14.

Key takeaways from the analysis and stakeholder engagement include:

- The City has access to multiple resources for economic and workforce development across the County, but staff capacity to coordinate between entities, residents, and property/business owners is limited.
- Median incomes have not kept pace with the rising cost of living; trends indicate a need for smaller, more "attainable" housing units along with amenities and services that support aging in place.
- The City has access to multiple resources for economic and workforce development across the County, but staff capacity to coordinate between entities, residents, and property/business owners is limited.

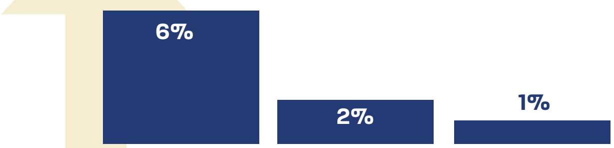
4,515 residents in 2022

10% in Public Administration

56% percent in Retail Trade and Accommodation and Food Services

Seat Pleasant's population has **declined since 2010**, while the County's has grown

County's fastest-growing industries between now and 2032, according to the Maryland Department of Labor



Management of Companies and Enterprises

Information

Professional, Scientific, and Technical Services

Most of the City's residents commute out:

38% Washington, DC

29% Prince George's County

10% Montgomery County

The City's current personal property tax rate[1] ($10 per 100 assessed value) is **higher than all other County municipalities** and could be deterring people and business from moving to and investing in the community.

1-2 person households are becoming the norm

1 Personal property taxes focus on movable assets that support commercial activities.

Summary of Findings

The following sections detail additional methodology and key findings from each task that informed the recommendations and strategies.

Stakeholder Engagement

The intent of the stakeholder engagement activities for this assessment included gaining a better sense of the City and County's vision and goals for economic and workforce development in Seat Pleasant; verifying key findings based on data analysis; and identifying leaders and partners for the proposed recommendations and strategies. The project team participated in a site visit with City staff on June 18, 2025. Key sites of interest included:

- City-owned property
- Active local businesses
- Underutilized sites (e.g., Save-a-Lot/Family Dollar parking lot)
- Seat Pleasant Activity Center
- Patriot's Training Center
- Historic Watkins Hardware

Takeaways from the key stakeholder interviews informed the SWOT (strengths, weaknesses, opportunities, and threats) analysis and preliminary recommendations. The project team conducted 15 key stakeholder interviews with the following organizations:

- City of Seat Pleasant
- The Honorable Jazz Lewis, Maryland House of Delegates, District 24
- The Honorable Krystal Oriadha, Prince George's County Council, District 7
- Members of the 20743 Coalition
- Local Initiatives Support Corporation (LISC)
- Guanacaste
- Q's Barbershop
- Patriots Technology Training Center
- The Training Source
- Prince George's County Economic Development Corporation
- Prince George's County Revenue Authority
- Maryland Department of Commerce


Watkins Hardware Building

Guanacaste and Big Mart


Parking lot with underutilized space

Seat Pleasant Welcome Sign

AECOM AND W-ZHA. FIELD PHOTOS AND SITE DOCUMENTATION. PHOTOS TAKEN BY PROJECT TEAM. DATA COLLECTED JUNE 2025. FROM TOP LEFT: WATKINS HARDWARE BUILDING LOOKING SOUTH TOWARDS WASHINGTON, DC; GUANACASTE AND BIG MART, ON THE NORTHWEST END OF THE STUDY AREA; SEAT PLEASANT WELCOME SIGN ON SOUTHWEST SIDE OF STUDY AREA; PARKING LOT WITH NEW TOWN HOMES IN THE BACKGROUND CLOSE TO MIDPOINT OF STUDY AREA FACING SOUTHEAST

SWOT Analysis

STRENGTHS

- Some of the Corridor's small businesses are interested in expanding their space and offering more services.
- The City has already gone through several planning and visioning exercises in the past.
- City staff and community leaders are deeply invested in a vision for a better, more vibrant future.
- Stakeholders emphasized Seat Pleasant's strong sense of community and family-friendliness.
- The City's "no tolerance" approach to petty crime has resulted in significant decreases.
- The Corridor is less than one mile from the Addison Road-Seat Pleasant Metro Station and connected to trail systems.
- The recently renovated Seat Pleasant Activity Center is a major community asset.

WEAKNESSES

- Vacant and underutilized sites dominate the Corridor.
- The Corridor lacks diverse retail, dining, and entertainment options, including full-service grocery.
- The Corridor doesn't reflect the City's unique identity and sense of place.
- Pedestrian infrastructure is lacking.
- Many sites need basic property maintenance.
- The Seat Pleasant welcome sign is on an overgrown lot with a barbed-wire fence.
- The City has experienced very little growth and/or outside private investment in recent decades.
- Indoor and outdoor public spaces are limited in size/amenities.
- There are limited City resources/staff capacity for economic development and policing.
- Strategies are needed to address anticipated redevelopment pressure/gentrification.
- Business and personal property taxes in Seat Pleasant are some of the highest in the County.
- Aging infrastructure and the lack of shovel-ready[2] sites for redevelopment may be deterring private investment.
- Lower levels of educational attainment and earned income (compared to the County average) could cause the City to be passed over by major retailers and employers.

OPPORTUNITIES

- The Corridor's small businesses could form a voluntary collaborative or Business Improvement District (BID).
- Vacant retail space could be leased at below-market rates to start-ups/artisans.
- Seat Pleasant's "gateway" status should be leveraged.
- The Corridor has space for green infrastructure and improved pedestrian and bicycle connections.
- The 20743 Coalition is an opportunity to share resources, build staff capacity, and unlock state funding.
- City staff are interested in events/pop-ups to activate the Corridor.
- Vacant/underutilized sites provide opportunities for more mixed-income housing.
- The Central Avenue Blue/Silver Line Sector Plan creates opportunities to increase density and diversity of use types, where appropriate.

FIGURE 2

20743 COALITION

In March of 2025, the Mayors of Capitol Heights, Fairmount Heights and Seat Pleasant—municipalities sharing the 20743 zip code—signed a memorandum of understanding for each municipality to share resources "that promote economic development, enhance public services, and improve residents' quality of life."

SOURCE: FORD, WILLIAM J. "PRINCE GEORGE'S MUNICIPALITIES FORM COALITION WITH EYE TO SECURING SHARE OF BLUE LINE DEVELOPMENT." MARYLAND MATTERS. PUBLISHED 5/16/2025

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2 "Shovel-ready" means appropriately zoned, assembled sites with clear title that are well-connected to public infrastructure and services, and free of other physical barriers to development/redevelopment.

Development Context

To establish a baseline for the analysis and place the Corridor in context with broader regional growth, planning, and development dynamics, ordinances, plans, studies, and other relevant data were reviewed. Publicly available data, data provided by M-NCPPC, and CoStar, ESRI, Lightcast, Placer.ai, and the US Census and American Community Survey (ACS) were used. Collectively, this information informs historic market trends and demand as well as projected demand.

FIGURE 3

Study Area - Site Visit Key Destinations

SOURCE: AECOM. DATA LAYERS: PLANNING DEPARTMENT OF PRINCE GEORGE'S COUNTY: BUILDING_2023_PY. HTTPS://GISDATA.PGPLANNING.ORG/OPENDATA/. DATA ACCESSED AUGUST 2025.

Related Planning Efforts

Understanding concurrent planning efforts by local and regional stakeholders that will impact the Corridor now and in the future is critical to establishing the context for Corridor development and redevelopment. The following two plans were analyzed for background information and to help understand context within the corridor.

CENTRAL AVENUE BLUE/SILVER LINE SECTOR PLAN MARKET ANALYSIS – APPROVED JULY 2026

The analysis identified Capitol Heights, Addison Road, and Morgan Boulevard as Focus Areas. The report has three sections: existing conditions, community input, and development opportunities analysis. Key takeaways are:

- **COMMUNITY AND BUSINESS NEEDS:** Residents want more retail options, especially a grocery store and small businesses near Metro stations. Stakeholders also emphasize the need for diverse housing types to support local economic growth.
- **ECONOMIC OPPORTUNITY THROUGH SPORTS AND ENTERTAINMENT:** By leveraging existing assets like Northwest Stadium (formerly FedEx Field) and local sports talent there is potential to grow a sports and entertainment technology cluster with training, sports medicine, eSports and related businesses.
- **STRONG HOUSING DEMAND, LIMITED RETAIL DEMAND:** While housing demand is high (including affordable and workforce units), current retail demand is modest. Industrial and flex space, however, shows strong potential for growth.
- **ADDISON ROAD AS A KEY REDEVELOPMENT FOCUS:** Three feasible development scenarios are identified, including affordable (typically defined as housing for households making between 30 percent and 120 percent of area median income), mixed-income, and large-scale market-rate housing with retail. Addison Road is prioritized due to affordable housing needs and redevelopment potential.

SEAT PLEASANT 2018 MASTER PLAN

Seat Pleasant developed long-range strategies for community development and sustainability through its master plan, which serves as a blueprint for the City's future growth. The plan outlines priorities for economic development, land use, and infrastructure improvements, including transportation, housing, and public facilities. Key goals of the plan include:

- Enhance liveability, safety, and good governance
- Identify and support the physical and social infrastructure needed for the current population
- Explore strategic placemaking opportunities around existing City assets
- Highlight and prioritize specific new development projects for future investment
- Make the City walkable and transit-oriented
- Provide an implementation roadmap to leverage Smart City initiatives to better serve residents and attract new ones
- Communicate opportunities for investors to make secure, high-return investments that contribute to Seat Pleasant's long-term vision as a "...national leader in Smart development and healthy living... connected at all scales, from the building to the block, to the City, to the region."[3]

3 Master Plan for the City of Seat Pleasant: A Smart City of Excellence. Page 52, 2018.

CREDIT: M-NCPPC

Development Snapshot

POPULATION

Seat Pleasant's overall population has declined slightly over the past decade. However, with the County poised to continue growing, as M-NCPPC projections indicate, the City could see growth over the next 5-10 years—especially if more housing, amenities, and services are developed along the Corridor and throughout Seat Pleasant[4]

While the number of people living in the City has dropped slightly, the number of households has grown as household sizes have shrunk. The City is seeing an increase in households headed by people aged 65 and older, while households with children under 18 are declining. At the same time, median household incomes are lagging behind the cost of living, with residents earning less than the County average. Together, these trends suggest an aging population and more single- or two-person households. These data trends are shown in Table 1: Demographic Summary. Key metrics include:

Table 1. Demographic Summary

Demographics	Seat Pleasant			Prince George's County		
	2010	2023	CAGR	2010	2023	CAGR
Population	4,612	4,515	-0.2%	854,722	955,584	0.9%
Households (HH)	1,786	2,198	1.6%	301,906	344,586	1.0%
Median Age	32.8	46.2	2.7%	34.6	38.5	0.8%
HH Size	2.58	2.05	-1.8%	2.76	2.72	-0.1%
HH with Kids (Under 18)	35.0%	17.4%	-5.2%	36.9%	31.3%	-1.3%
HH with Seniors (65 and up)	32.4%	57.6%	4.5%	27.2%	40.8%	3.2%
Median HH income	$44,408	$54,076	1.5%	$71,260	$100,708	2.7%

Source: American Community Survey; AECOM; 2023

Seat Pleasant's population declined between **2010-23;** the County's **grew at 0.9%** compound annual growth rate (CAGR)

Household numbers increased, while sizes declined.

1-2 person

households are becoming the norm

HHs with kids (under 18) declined by

5%

Seat Pleasant's median age **increased by more than 13 years;** HHs with seniors increase by **4.5 percent annually.**

2023 median income in Seat Pleasant

$54,076

Median rent increased by

3%

annually between 2010 and 2023

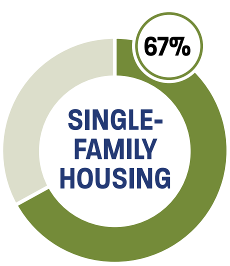
4 The Maryland-National Capital Park and Planning Commission, Prince George's County Population, Housing, and Economic Survey, February 2024. https://www.pgplanning.org/wp-content/uploads/2024/06/02.2024.Population-Housing-Economic-Survey__web.pdf

HOUSING

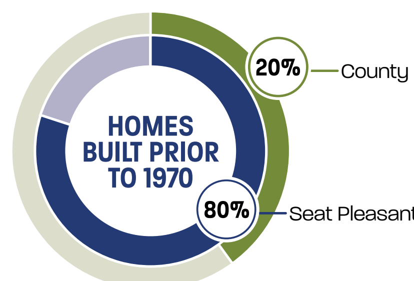
Seat Pleasant has seen a steady increase in new housing unit construction over the past decade, increasing at a faster rate than Prince George's County. The City has a relatively balanced mix of homeowners and renters, though homeownership is more common. Much of the City's housing stock consists of older, single-family homes built before 1970. Housing in Seat Pleasant remains more affordable than in the County overall, with lower median sale prices, rents, and overall housing costs. However, home values in the City have been increasing at a faster rate than the County overall, indicating potential increase affordability challenges in the near future and signalling increased demand for housing in the area. These housing trends are shown in Table 2: Housing Summary. Key findings include:

Table 2. Housing Summary

Housing	Seat Pleasant			Prince George's County		
	2010	2023	CAGR	2010	2023	CAGR
Housing Units	1,963	2,372	1.5%	325,165	362,440	0.8%
Renters	43.2%	47.6%	0.8%	35.7%	37.7%	0.4%
Owners	56.8%	52.4%	-0.6%	64.3%	62.3%	-0.2%
Median Home Value Index	$106,923	$303,250	8.3%	$205,035	$409,256	5.5%
Median Rent	$902	$1,392	3.4%	$1,140	$1,761	3.4%
Median Housing Cost with Mortgage	$2,048	$2,042	-0.02%	$2,183	$2,435	0.8%
Source: American Community Survey; Zillow; AECOM; 2023 and 2025						



Demand for smaller, missing middle housing is growing. The City and County will need policies and incentives to support it.

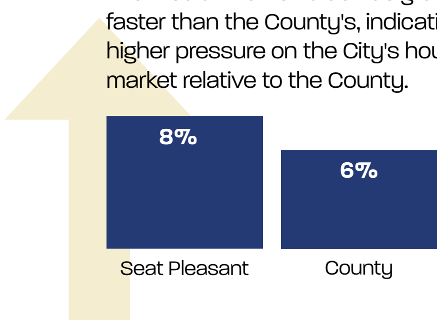


In 2023, the Median Home Value Index was

$303,250

compared to $409,256 in Prince George's County

The median home value has grown faster than the County's, indicating higher pressure on the City's housing market relative to the County.



Trends indicate a need for a variety of smaller, more affordable housing units that support aging in place

2%

growth in housing units per year since 2010, mostly single-family homes

Zoning and Land Use

On July 21, 2026, the Prince George's County District Council officially approved the Central Avenue–Blue/Silver Line (CABL) Sector Plan and its accompanying Sectional Map Amendment (SMA) through CR-076-2026 and CR-077-2026.

The study area is located within the Central Avenue Blue/Silver Line (CABL) Sectional Map Amendment (SMA) Area, where regulatory updates will shape future land use and development patterns. At the time of publication, the CABL Sector Plan has been approved by the District Council. Prior to approval, current land use patterns along the corridor did not directly align with zoning. While much of the area was zoned for employment and light industrial activity, existing development is mainly commercial. Zoning changes made by the CABL Sector Plan better align zoning with the current land use and increase density and the mix of allowable uses along the Corridor. Key findings of the plan include:

- The IE (Industrial, Employment) Zone is the most common zoning type within the Corridor, covering 9.3 acres (43 percent) of the total area as shown in Figure 4, Figure 5, and Figure 6.
    - This zone is intended to support employment, research, and development, and light industrial uses (Table 3: Current Zoning Description and Purpose).
- In contrast, the primary land use along the Corridor is commercial, accounting for approximately 15 acres (45 percent) as shown in Figure 6 and Figure 7.
    - This reflects a disconnect between the zoning intent and the actual use of land.
    - The County and City have proposed rezoning lands from industrial to commercial, supporting a small-scale corridor with neighborhood-serving businesses and opportunities for mixed-uses and medium-density housing. The CN (Commercial Neighborhood) Zone allows small-scale, low-intensity retail and service uses (Table 4: Proposed Zoning, Description and Purpose).
    - The CS (Commercial, Service) Zone supports larger-scale retail, service, and office uses, along with opportunities for moderate-density mixed-use development.

The approved rezoning along the Corridor presents a strong opportunity to advance the goals and targeted outcomes of this assessment by supporting the transformation of the area into a more vibrant, mixed-use commercial Corridor. The shift to CN and CS zoning allows for a broader mix of uses that can activate street life and enhance the overall appearance and functionality of the Corridor. This zoning framework aligns with the study's objectives to improve walkability, foster a distinct sense of place, and strengthen local economic activity. By introducing a mix of neighborhood-serving and regional commercial uses, the proposed zoning can help position the MLK Highway Corridor as a more liveable, economically resilient, and community-oriented destination.

Zoning changes establish the framework, but zoning cannot act alone. Realizing the Corridor's potential requires proactive incentives, such as façade grants and targeted financial tools, to stimulate private investment. Success also depends on sustained capacity and organizational support from both the City and community-based groups to actively drive development.

FIGURE 4

Prior Zoning (before July 2026)

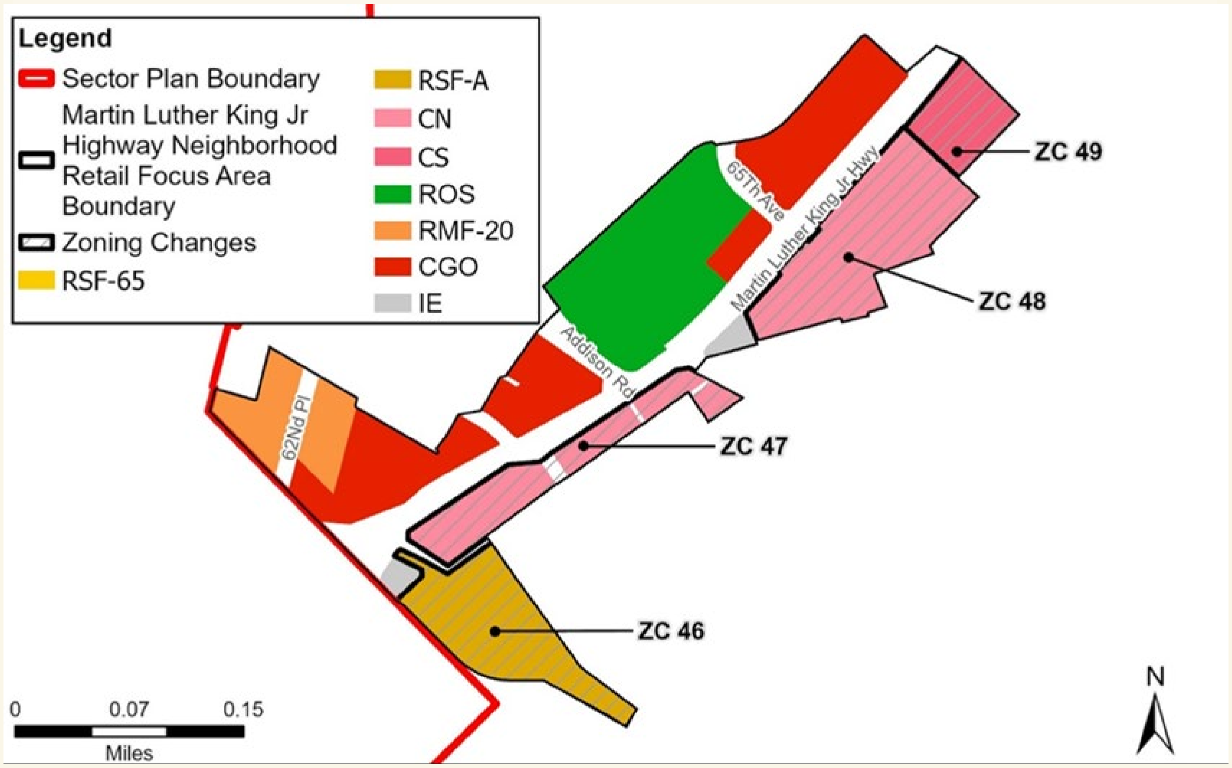
SOURCE: THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION. 2025 PRELIMINARY CENTRAL AVENUE-BLUE/SILVER LINE SECTOR PLAN AND SECTIONAL MAP AMENDMENT. 04/24/25. HTTPS://WWW.PGPLANNING.ORG/RESOURCE_LIBRARY/PRELIMINARY-CENTRAL-AVENUE-BLUE-SILVER-LINE-SECTOR-PLAN-AND-SECTIONAL-MAP-AMENDMENT/. DATA ACCESSED AUGUST 2025

Table 3. Prior Zoning Description and Purpose (before July 2026)

Zone	Description	Purpose
ROS	Reserved Open Space	To preserve large open-space and agricultural areas, protect scenic and sensitive lands, maintain space for low-intensity recreation, and allow limited public, recreational, and agricultural uses
RMF-20	Residential, Multifamily-20	To designate suitable areas for high-density multifamily development
CGO	Commercial, General and Office	To provide land for varied business, civic, and mixed-use development near major intersections, supporting strong access, connectivity, and pedestrian-friendly design
IE	Industrial, Employment	To support a mix of employment, research and development, and light industrial uses
Source: Prince George's County Planning Department. Zoning Ordinance & Use Tables. Effective April 1, 2022. Data accessed December 2025		

FIGURE 5

Approved Zoning (July 2026)



SOURCE: THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION. 2025 PRELIMINARY CENTRAL AVENUE-BLUE/SILVER LINE SECTOR PLAN AND SECTIONAL MAP AMENDMENT. 04/24/25. HTTPS://WWW.PGPLANNING.ORG/RESOURCE_LIBRARY/PRELIMINARY-CENTRAL-AVENUE-BLUE-SILVER-LINE-SECTOR-PLAN-AND-SECTIONAL-MAP-AMENDMENT/. DATA ACCESSED AUGUST 2025

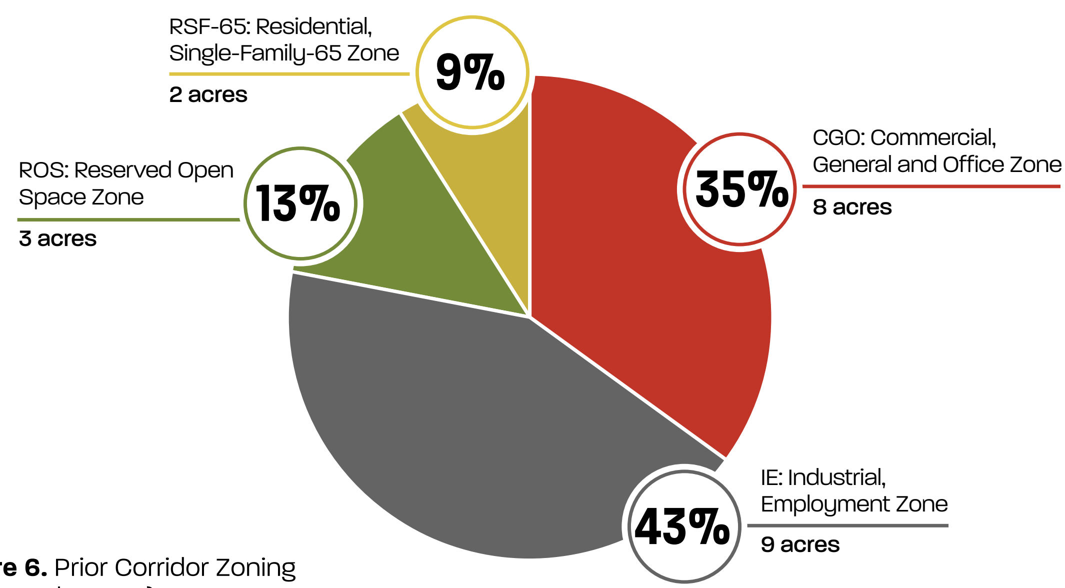


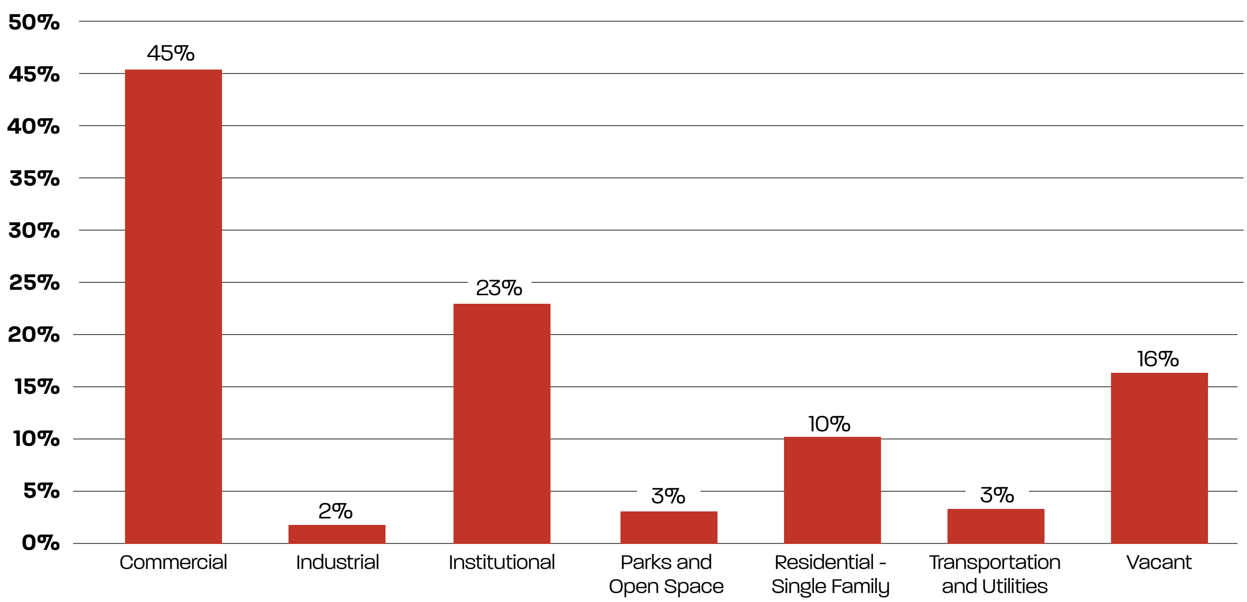
Figure 6. Prior Corridor Zoning (before July 2026)

AECOM. DATA LAYERS: PLANNING DEPARTMENT OF PRINCE GEORGE'S COUNTY: PROPERTY_PY. HTTPS://GISDATA.PGPLANNING.ORG/OPENDATA/. DATA ACCESSED AUGUST 2025.

Table 4. Approved Zoning Description and Purpose

Zone	Description	Purpose
RSF-65	Residential, Single-Family-65	To support and encourage a variety of single-family detached subdivision sizes, shapes, and lot widths
RSF-A	Residential, Single-Family-Attached	To support walkable, well-connected residential development that respects natural features and is compatible with surrounding land uses
CN	Commercial, Neighborhood	To provide land for small-scale, low-intensity neighborhood-serving retail and services while ensuring pedestrian-friendly, neighborhood-scale development that fits a traditional main street character
CS	Commercial, Service	To support retail, office, and eating or drinking establishments uses while also accommodating medium- to moderately high-density housing within mixed-use development
ROS	Reserved Open Space	To preserve large open-space and agricultural areas, protect scenic and sensitive lands, maintain space for low-intensity recreation, and allow limited public, recreational, and agricultural uses
RMF-20	Residential, Multifamily-20	To designate suitable areas for high-density multifamily development
CGO	Commercial, General and Office	To provide land for varied business, civic, and mixed-use development near major intersections, supporting strong access, connectivity, and pedestrian-friendly design
IE	Industrial, Employment	To support a mix of employment, research and development, and light industrial uses
Source: Prince George's County Planning Department. Zoning Ordinance & Use Tables. Effective April 1, 2022. Data accessed December 2025		

Figure 7. Current Corridor Land Use



AECOM. DATA LAYERS: PLANNING DEPARTMENT OF PRINCE GEORGE'S COUNTY: ZONING_LN. HTTPS://GISDATA.PGPLANNING.ORG/OPENDATA/. DATA ACCESSED AUGUST 2025.

Occupation and Employment Trends

Understanding local, regional, and state workforce and industry growth provides insight into how the Corridor connects to the broader economy. Examining workforce size, skills, and commuting patterns shows where residents are employed, the types of jobs they hold, and the relationship between local employment opportunities and the labor supply.

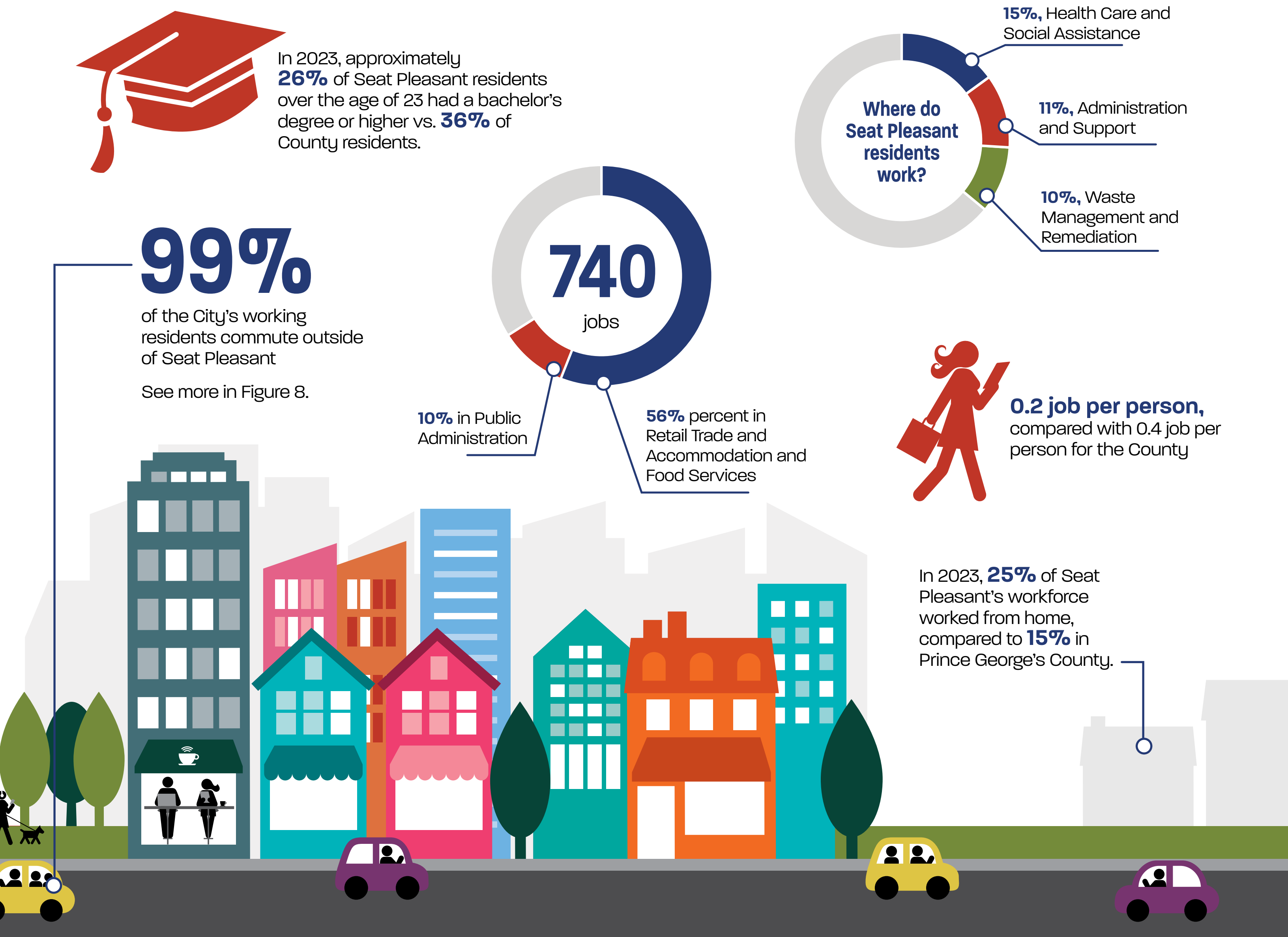
Industry growth trends at the regional and state level highlight which sectors are expanding, which are stable, and which may be declining. This information helps contextualize the current economic environment of the Corridor, clarifies mismatches between resident skills and available jobs, and provides insight into how the Corridor's economy interacts with surrounding areas.

By understanding these dynamics, the analysis captures both the challenges and the strengths within the Corridor's economic landscape.

Employment in Seat Pleasant is concentrated in retail, food service, and public administration. While these sectors have provided steady job growth, they differ from the industries where most residents are employed, such as health care and administrative services. Nearly all working residents travel outside the City for employment, primarily to Washington, DC, Prince George's County, and Montgomery County. Future growth across Maryland is expected in professional, technical, and health care industries.

WORKFORCE PROFILE

According to the U.S. American Community Survey, the estimated size of Seat Pleasant's resident labor force is approximately 2,300. However, with only approximately 740 jobs currently in the community, most residents must seek employment outside of the City's borders. In addition, as the analysis below indicates, there is a mismatch between resident skills and available jobs within City borders.

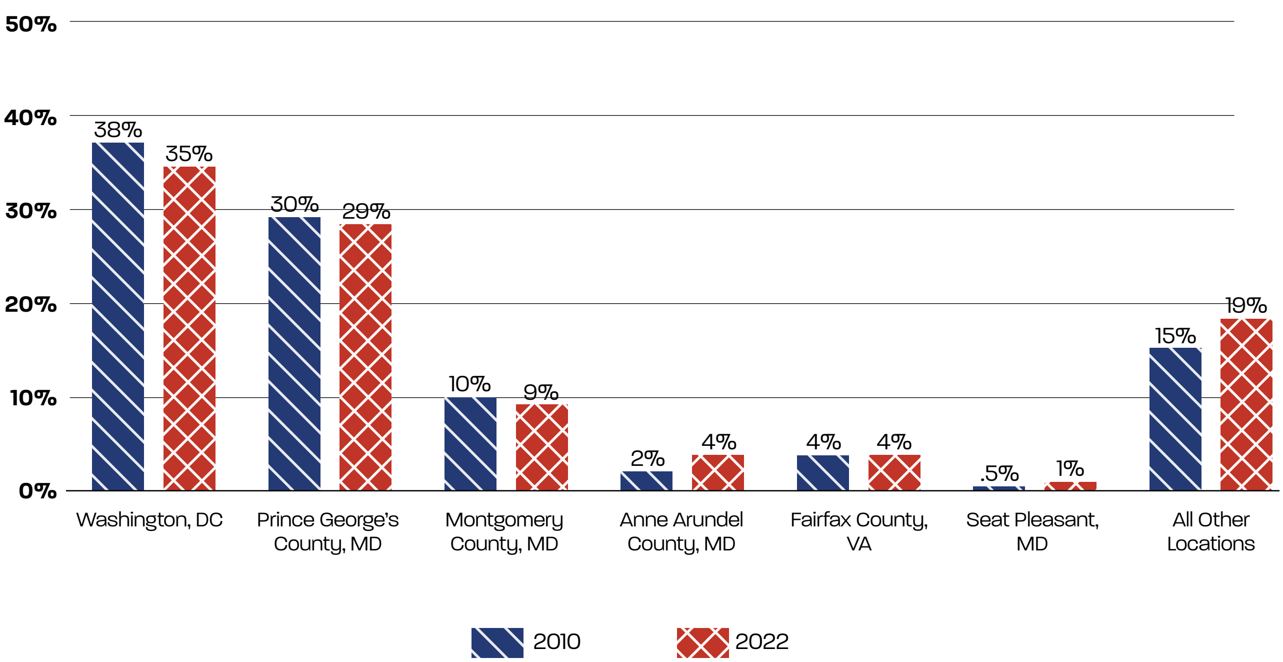


Industry Growth and Change

Industry growth and change in both Seat Pleasant and across the broader region have direct implications for economic growth and development. Attracting and retaining major employers to Seat Pleasant will require a strong understanding of the types of space, amenities, and workforce characteristics they are looking for, and positioning the City accordingly. Key industry growth and change metrics impacting Economic Development in Seat Pleasant are summarized below.

- Other Services (excluding Public Administration) (7.1 percent annual growth), Public Administration (7.1 percent annual growth), and Accommodation and Food Services (2.6 percent annual growth) were the City's top growth industries from 2010-2022.
- Accommodation and Food Services (1.9 percent annual growth), Construction (1.4 percent annual growth), and Transportation and Warehousing (1.1 percent annual growth) were the County's top growth industries from 2010-2022.
- Transportation and Warehousing (3.9 percent), Management of Companies and Enterprises (3.1 percent), and Arts, Entertainment, and Recreation (1.8 percent) were the State's top growth industries from 2010-2024.
- The Maryland Department of Labor projects that Professional, Scientific, and Technical Services (1.2 percent), Management of Companies and Enterprises (1.1 percent), and Health Care and Social Assistance (1.02 percent) will be the top growing industries by 2033.
- The skills of the City's current workforce don't necessarily align with the County's key growth industries, indicating a pressing need for more opportunities for residents to reskill, upskill, and access support for small businesses and entrepreneurship.
- These resources exist within the County, but the City lacks staff who have additional capacity to seek out and connect residents with these services.

Figure 8. Top Places Where Seat Pleasant Residents Work (Including Seat Pleasant)



AECOM. DATA LAYERS: AMERICAN COMMUNITY SURVEY, 2022: ONTHEMAP. HTTPS://ONTHEMAP.CES.CENSUS.GOV/. DATA ACCESSED AUGUST 2025.

Real Estate Assessment

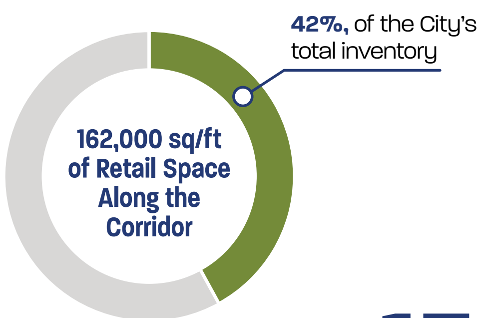
A real estate assessment helps identify existing market strengths, gaps, and opportunities that can guide future economic development efforts. This understanding provides context for evaluating current land use and market conditions along the Corridor and its context within the broader region. Retail is the predominant use type along the MLK, Jr. Corridor in Seat Pleasant. Rental rates for retail space along the Corridor are lower than Prince George's County average; however, lack of residential density and corresponding commercial activity along the Corridor have hindered retail demand.

There are no new major developments in retail, office, multifamily, or hotel uses planned or under construction in the City, and no large projects have been built since 2020. However, about 800,000 square feet, or roughly 18 acres of land, mostly in the northeastern portion of the Corridor, has high redevelopment potential, suggesting opportunities for future redevelopment and reinvestment.

Real Estate Market Context

In order to understand historic trends in Seat Pleasant and the broader region, CoStar, Zillow, ACS, and other sources were leveraged for the real estate market analysis. This task's goal was to identify the scale and character of different market opportunity areas (i.e., retail, office, multifamily). Real estate trends impacting Corridor development include:

- The City has seen little new development in recent years; no commercial real estate developments that could serve as a catalyst for growth have been constructed in Seat Pleasant since 2020.
- CoStar does not show any new retail, office, multifamily, or hotel developments planned, permitted, or under construction in the City.



County hotel performance is lower compared to the DC Metro area; there are currently **no hotels within City boundaries.**

Seat Pleasant has **lower retail rents per square foot ($21)** than Prince George's County ($27.6) and **lower vacancies** (1.7% compared to 5.4%).

13%

Office vacancies in Prince George's County, which is still below the U.S. average of close to 19%.

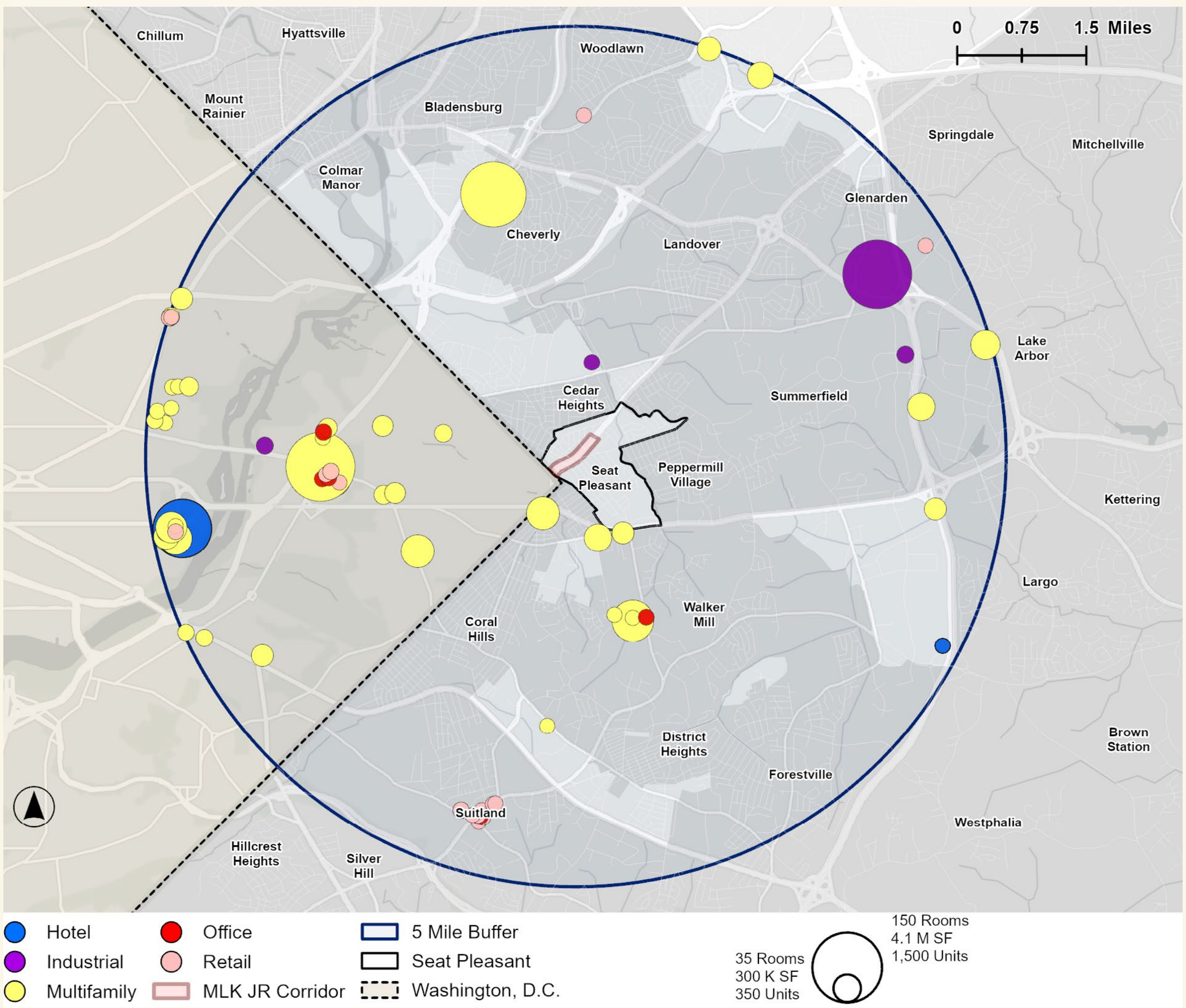
7,600

more multifamily housing units added since 2020, and there are 12,000 more in the development pipeline —which still may not be enough to keep pace with demand in the county.

According to CoStar, there are currently no real estate developments in the pipeline within the City of Seat Pleasant, as shown in Figure 9. This result reflects broader market conditions, with the City showing limited new development activity since 2020. The absence of projects highlights the caution that developers are showing toward new construction in the area, likely due to market uncertainty and limited investor confidence. Within the broader map frame, the majority of projects in the development pipeline consist of multifamily units, totaling approximately 11,043 units. Of this total, about 6,357 units (58 percent) are in Washington, DC, while Prince George's County accounts for roughly 4,336 units (42 percent).

FIGURE 9

Development Pipeline



CIRCLE SIZE VARIES IN PROPORTION TO DEVELOPMENT SIZE.

AECOM. DATA LAYERS: COSTAR. HTTPS://WWW.COSTAR.COM/. DATA ACCESSED AUGUST 2025.

Study Area Foot Traffic Analysis

An assessment of Study Area foot traffic was undertaken to better understand top destinations along the Corridor and peak visitation, which indicate overall Corridor "health" and vibrancy. Understanding current foot traffic patterns will allow the City to understand where there might be synergies and identify opportunities for increasing foot traffic outside of peak hours. The foot traffic patterns analysed below indicate areas of opportunity to increase activity and business patronage along the Corridor—the more destinations and amenities available along the Corridor, the more time (and money) residents and visitors will spend in Seat Pleasant.

- Visitation Trends:
    - In 2019, the MLK Highway Corridor recorded approximately 1.1 million visits from 176,300 unique visitors.
    - By 2024, visitation declined to 863,600 visits from 150,300 visitors, indicating a 4.7 percent annual decrease in visits and 3.1 percent decrease in visitors.
- Visitor Origins and Destinations:
    - Most trips to the Corridor begin and end at home, with 45 percent of visitors starting their journey from home and 61 percent returning home afterward as shown in Figure 10.
    - This pattern suggests that the Corridor primarily serves residents, functioning as a neighborhood-oriented destination rather than a regional attraction.
- Timing and Frequency of Visits:
    - The peak visitation period occurs between 2:00 p.m. and 6:00 p.m., likely tied to afternoon errands, shopping, or dining activity as shown in Figure 10.
    - Visitation is consistent throughout the week, indicating a steady level of engagement rather than heavy weekend or weekday reliance.
- Length of Stay:
    - The median stay in the Corridor is approximately 21 minutes, suggesting that most visits are short and purpose driven.

These trends indicate that very few people are stopping by the Corridor on their way to or from work, most likely due to the limited retail, services, and dining options. Typical pre- and post-work stops include pharmacies, grocery stores, and takeout/fast casual establishments to pick up breakfast, dinner, health items, or household essentials. Because there are so few establishments along the Corridor that offer these items, residents and visitors are taking business elsewhere during their daily commutes.

Visitors to the Corridor are not lingering; there are few synergies between existing establishments. Typically, clusters of retail, dining, and services induce longer trips, because visitors can shop at several stores and have a meal. Entertainment venues, even small-format ones (arcades, board game cafes, et cetera.) also encourage longer visitor stays.

When considering opportunities for redevelopment along the Corridor, the City and its partners in economic development will want to consider improving Corridor conditions to attract a mix of these kinds of uses, to encourage more people to visit the Corridor, stay longer, and spend more money in Seat Pleasant.

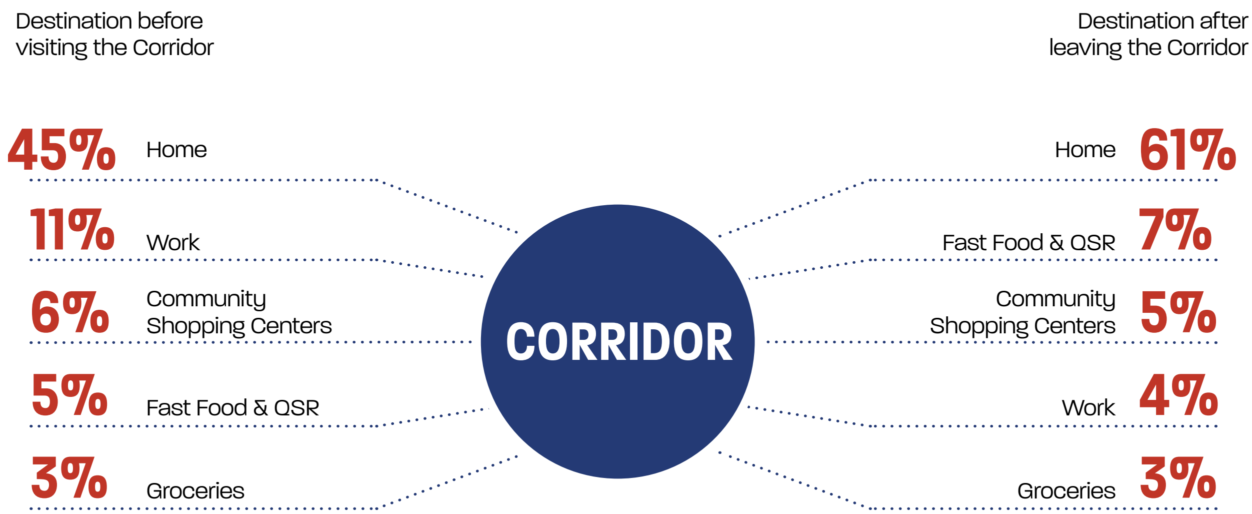
To further improve the pedestrian experience the city could introduce targeted placemaking recommendations. Strategies like converting oversized parking lots and vacant parcels into green spaces, introducing murals on underutilized facades, and adding outdoor seating increase opportunities for pedestrians to prolong their stay in the area. Other streetscape improvements such as bus shelters, medians, and street vegetation improve safety conditions and will support an enhanced pedestrian experience, promote longer stays, and increase expenditure in the area.

150,300

visitors in 2024

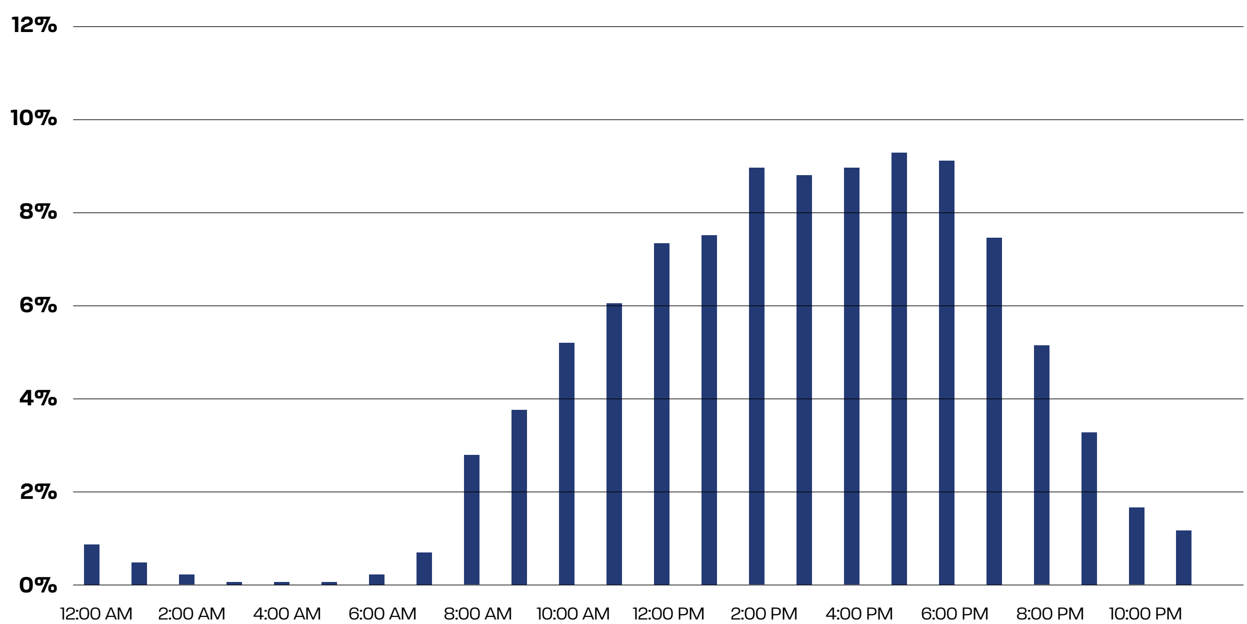
Peak visitation hours
occured betweek
2:00 p.m. and 6:00 p.m.

Figure 10. 2024 Corridor Visitor Journey



SOURCE: PLACER.AI. DATA LAYER: VISITOR JOURNEY FOR CORRIDOR. HTTPS://PLACER.AI/. DATA ACCESSED AUGUST 2025

Figure 11. 2024 Corridor Hourly Visits



SOURCE: AECOM. PLACER.AI. DATA LAYER: HOURLY VISITS FOR CORRIDOR. HTTPS://PLACER.AI/. DATA ACCESSED AUGUST 2025

Redevelopment Opportunities

Parcel characteristics and existing infrastructure were analyzed to identify potential redevelopment opportunities. This approach helped provide insight into where reinvestment could be most feasible along the MLK Jr. Highway Corridor. By evaluating each parcel based on factors such as building age, site utilization, and vacancy, the team was able to highlight properties that may have redevelopment potential.

INFRASTRUCTURE CONDITIONS

Based on information shared by the County, utility and roadway infrastructure along the Corridor appears to be adequate to support additional densities; however, some of it is aging, and may need to be upgraded to support a significant level of new development/redevelopment. The County did not provide specifications on thresholds for water and sewer upgrades needed for new development, which will be addressed at the time of site plan submittal.

REDEVELOPMENT POTENTIAL ANALYSIS

To identify land that has high redevelopment potential, the project team compared the characteristics of each parcel in the Corridor against a set of criteria. The analysis included a scoring system of 0 to 3 points. A parcel received 1 point for each criterion met:

- **AGE OF BUILDINGS:** Building constructed or most recently renovated before 1970
- **BUILDING LOT COVERAGE:** Building occupies less than 30 percent of total parcel area
- **LAND VALUE-IMPROVEMENT VALUE RATIO:** If the ratio is greater than 30 percent[5]

Each parcel or building was then classified into one of three levels of redevelopment potential:

- **HIGH POTENTIAL** – meets all three criteria and it is vacant
- **MEDIUM POTENTIAL** – meets any two criteria
- **LOW POTENTIAL** – meets either one or none of the criteria or is single family/exempt land use

Key takeaways from this analysis include the following:

- Sites identified with the highest redevelopment potential to the northeast include the Save-a-Lot shopping center, and the shopping center across the street that includes Guanacaste as shown in Figure 12 and Table 5: Redevelopment Potential Data.
- Along the D.C. border, the Jerry's Carryout and U.S. Fuel properties are identified as having high redevelopment potential.

Table 5. Redevelopment Potential Data

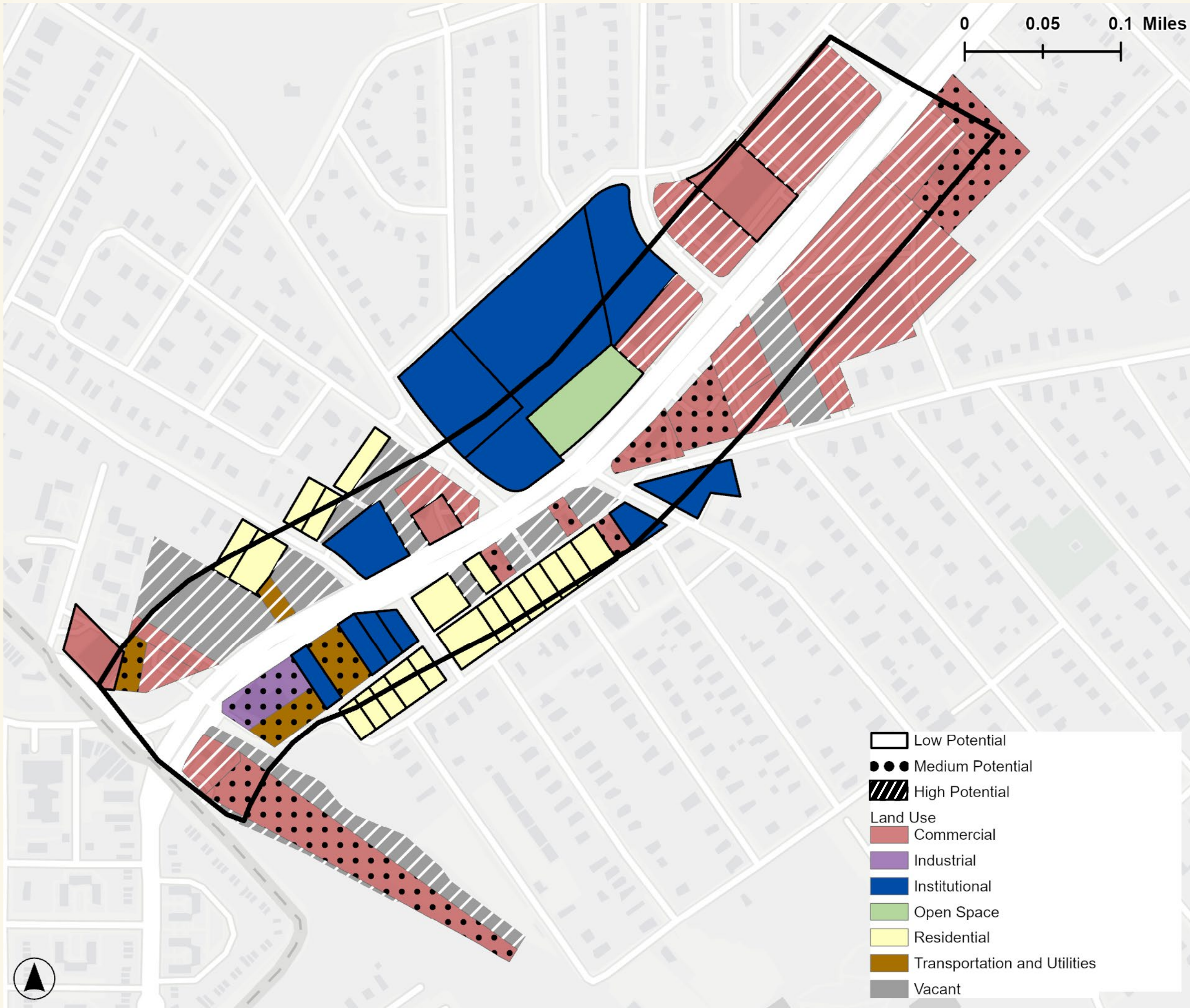
Redevelopment Potential Data: Land Area (Square Feet)*			
Land Use	**Low Potential**	**Medium Potential**	**High Potential**
Commercial	65,300	193,200 (76.3%)	415,900 (61.4%)
Industrial	-	21,900 (8.7%)	-
Residential	144,800 (24.7%)	-	-
Vacant	-	-	255,700 (37.8%)
Other**	375,600 (64.1%)	38,200 (15.1%)	5,700 (0.8%)
Total	**585,700 (100%)**	**248,300 (100%)**	**677,300 (100%)**
Square Footage is rounded to the nearest hundred feet			

* In this table, the percentages represent the share of total land area within each land use category
**Institutional, Parks and Open Space, and Transportation and Utilities Land use
Source: AECOM. Data Layers: Planning Department of Prince George's County: Parcel_Py. https://gisdata.pgplanning.org/opendata/. Data accessed August 2025.

5 Land Value-Improvement Value Ratio: is a ratio that divides land value by improvement (structure) value. Higher ratios typically indicate that the land is more valuable relative to the existing development

FIGURE 12

Redevelopment Potential



SOURCE: AECOM. DATA LAYERS: PLANNING DEPARTMENT OF PRINCE GEORGE'S COUNTY: PARCEL_PY. [HTTPS://GISDATA.PGPLANNING.ORG/OPENDATA/](https://gisdata.pgplanning.org/opendata/). DATA ACCESSED AUGUST 2025.

*ASSESSMENT OF POTENTIAL IS FOR ILLUSTRATIVE PURPOSES ONLY AND DOES NOT INDICATE ANY ACTIVE OR INCOMING PROPOSALS FOR THE SUBJECT PROPERTIES.

Economic Development Capacity

Understanding the City's capacity to lead economic development is essential for identifying partners, programs, and resources that can support Corridor revitalization. Recognizing the roles of institutions such as workforce training providers and county development agencies ensures the strategy builds on existing assets and aligns redevelopment with economic and workforce opportunities for residents.

Fiscal condition is also critical as it provides insight into the City's ability to invest in infrastructure, provide incentives, and sustain new development. Evaluating revenue sources, tax structures, and potential partnerships helps identify funding gaps and collaborative opportunities to make Corridor reinvestment more financially viable and sustainable. There are a number of resources available to the City for economic and workforce development; however, City staff capacity to connect local businesses and entrepreneurs with these resources and provide support and technical assistance with applications and forms is currently limited.

- M-NCPPC provides technical assistance for planning and economic development.
- Prince George's County Economic Development Corporation fosters economic and business development, attraction, retention, and expansion across the County.
- Prince George's County Revenue Authority is the County's real estate development and finance agency.
- Prince George's County Community College offers degree and non-degree programs for workforce development, including re-skilling and upskilling opportunities for County residents.
- The Training Source is a Seat Pleasant community asset that offers workforce training and development to Prince Geroge's County residents.
- The Patriots Technology Training Center also offers vocational training and support, focused on high-school/K-12 students.
- Seat Pleasant is in an Opportunity Zone and the Corridor in an Enterprise Zone as shown in Figure 13.

FISCAL CONSIDERATIONS

City tax rates can have significant implications for private investment, including business development and commercial and residential property investment. Although the City's real estate taxes are lower than the County's overall, it has one of the highest business personal property tax rates in the County, which may be deterring more investment by new and existing businesses.

- In 2024, 43 percent of Seat Pleasant's revenues came from fines and violations, as shown in Figure 14.
- Seat Pleasant levies a real estate property tax rate of $0.58 per $100 of assessed value, lower than Prince George's County and Washington, DC
- The current City personal property tax rate is $10 per $100 of assessed valuation, higher than Prince George's County overall and every jurisdiction in the county.
- Seat Pleasant's top three expenditure categories in 2024 were automated enforcement (19.5 percent), environmental justice (18.8 percent), and general administration (16.2 percent).
- Maryland imposes a corporate income tax rate of 8.25 percent, which ranks as the tenth highest in the nation.
- The 20743 Coalition offers the opportunity to share resources, potentially reducing the cost burden on each participating municipality.

Figure 14a. Seat Pleasant's 2024 Revenue

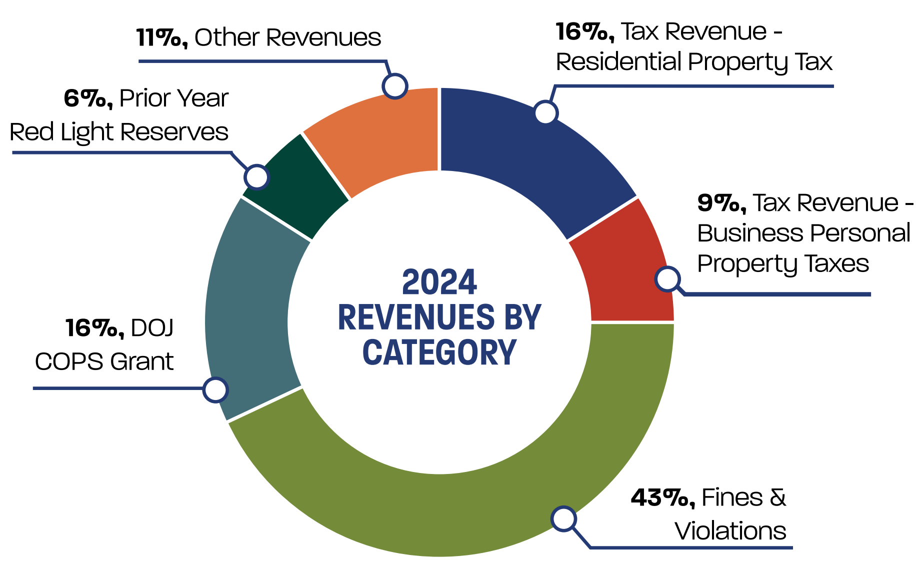
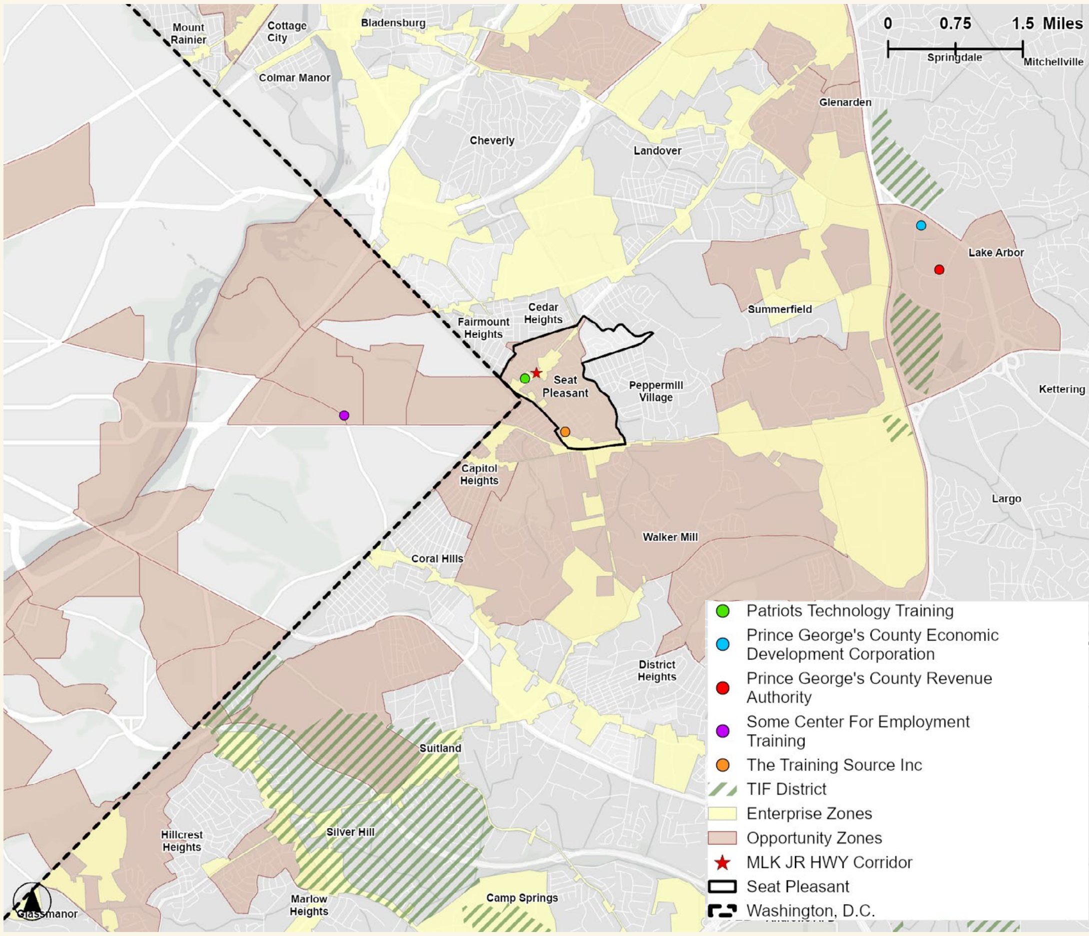


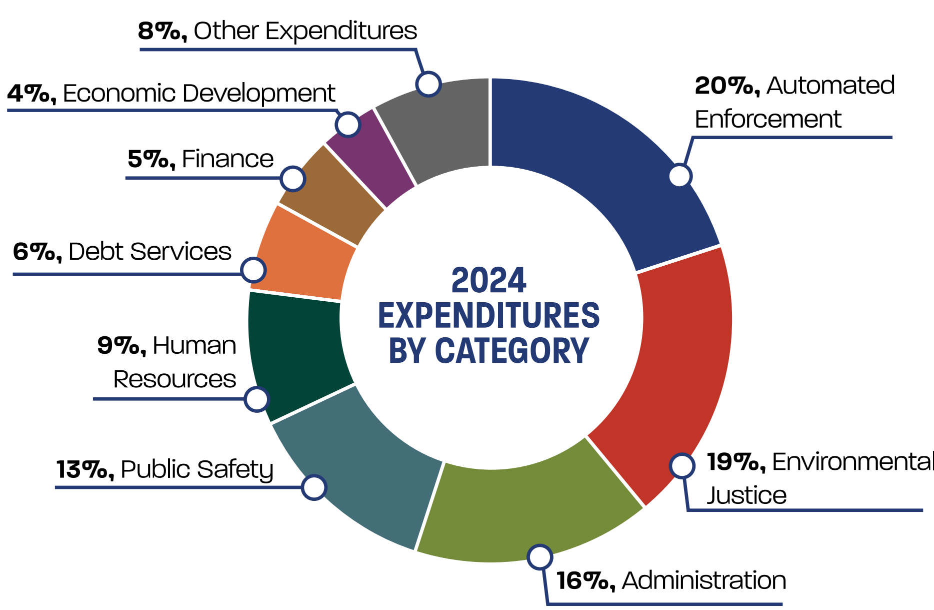
FIGURE 13

County Economic and Workforce Development Resources



SOURCE: AECOM. DATA LAYERS: PLANNING DEPARTMENT OF PRINCE GEORGE'S COUNTY: TIF_DISTRICT. HTTPS://GISDATA.PGPLANNING.ORG/OPEN-DATA/. DATA ACCESSED AUGUST 2025; STATE OF MARYLAND: MD IMAP: MARYLAND INCENTIVE ZONES - ENTERPRISE ZONES. HTTPS://OPENDATA.MARYLAND.GOV/. DATA ACCESSED AUGUST 2025; U.S. DEPARTMENT OF THE TREASURY: QUALIFIED OPPORTUNITY ZONES. HTTPS://WWW.ARCGIS.COM/HOME/ITEM.HTML?ID=C28056BB1D374D35936224B20F951B4A. DATA ACCESSED AUGUST 2025

Figure 14b. Seat Pleasant's 2024 Expenditures



AECOM. CITY OF SEAT PLEASANT. FY2024 EXPENDITURES AND REVENUE, ADOPTED BUDGET REPORT. HTTPS://SEATPLEASANTMD.GOV/. DATA ACCESSED AUGUST 2025.
DATA NOTE: THE "ENVIRONMENTAL JUSTICE" CATEGORY INCLUDES LINE ITEMS LIKE FACILITIES MAINTENANCE, JANITORIAL SERVICES, AND SNOW REMOVAL. THE "OTHER REVENUES" CATEGORY INCLUDES LICENSE AND PERMITTING FEES; GRANT INCOME, AND FRANCHISE FEES

Case Studies

The case studies were selected to provide Seat Pleasant with real-world examples of how small urban and suburban communities have successfully tackled challenges similar to those along the MLK, Jr Corridor, and sought to incentivize private investment, activate the public realm, and create a sense of place. Each example highlights a different but complementary approach to revitalization. The Hyattsville Gateway Arts District (MD) and Bronzeville, Chicago case studies demonstrate how a Corridor can be transformed through arts-based placemaking, strategic zoning, and coordinated partnerships across jurisdictions.

Multiple stakeholders noted the lack of a convenient full-service grocery store that provides fresh produce and a variety of branded options in Seat Pleasant. Previously, Good Foods Market, a non-profit, opened a location at Addison Plaza (outside of the study area) in Seat Pleasant in 2021. However, the store closed after being open for only a few years. City staff have indicated that the store did not offer the same variety of brands that the previous Safeway, a full-service grocery store that operated in Seat Pleasant for many years, had offered, and that the prices at Good Foods Market were higher than what residents were comfortable paying.

Jumbo Fresh Market in Baltimore and the Market at 25th in Richmond are examples of the results of recent efforts to bring full-service grocery stores to underserved predominantly Black neighborhoods. Lessons learned regarding funding, community engagement, and long-term sustainability for these stores are detailed below.

Gateway Arts District, Hyattsville, MD

Located along US 1 (Rhode Island Avenue), the Gateway Arts District connects four municipalities: Mount Rainier, Brentwood, North Brentwood, and Hyattsville. Before the early 2000s, the Corridor faced declining investment, poor pedestrian infrastructure, and limited economic activity. Sidewalks were narrow, lighting was insufficient, and many properties were underused (Prince George's County Planning Department, 2004). In response, the State of Maryland, Prince George's County, and the four municipalities collaborated to create the Gateway Arts District as a designated Arts and Entertainment District, focusing on arts-driven economic development to spark private investment and community renewal. Some of the efforts included:

- Public Art and Creative Events
    - Investments in public art and creative events such as the Downtown Hyattsville Arts and Ales Festival, the Gateway Open Studio Tour, and mural projects at Joe's Movement Emporium to strengthen community identity and attract visitors.
- Zoning
    - Zoning amendments now allow the conversion of single-family detached dwellings into buildings containing up to three dwelling units, and private and public multipurpose art centers are now permitted uses in the Multifamily Density Residential zones (Prince George's County Planning Department, 2004).
- Public Funding
    - Developments such as The Arcade (4318 Gallatin Street), 4307 Jefferson Street, Mount Rainier Artist Lofts, and Rainier Manor Apartments were supported through Community Development Block Grant (CDBG) funding and local agencies, including the Prince George's County Department of Housing and Community Development and the Redevelopment Authority of Prince George's County (Lozano, 2025).
    - $400,000 in State Revitalization Program funding was leveraged for a stormwater mitigation project that integrates public art to promote urban water management (Department of Housing and Community Development, 2025).
- Collaboration between Cities
    - Establishing a separate organization, Gateway Community Development Corporation, to manage and oversee improvements was critical for driving revitalization efforts along the Corridor.
    - All four municipalities collaborated with local organizations like Art Lives Here to support programming, events, and community engagement.
    - The Gateway Arts District worked closely with M-NCPPC and Prince George's County to amend zoning regulations allowing mixed uses across multiple cities.

CREDIT: M-NCPPC

Seat Pleasant can draw several lessons from the Gateway Arts District experience:

- **LEVERAGE CULTURAL IDENTITY:** Arts and community events can activate spaces and create a distinct identity for the MLK Highway Corridor.
- **USE STRATEGIC ZONING:** Flexible zoning (can support mixed-use, walkable development and adaptive reuse of existing buildings.
- **BUILD STRONG PARTNERSHIPS:** Multi-jurisdictional collaboration between local, County, and state entities could attract funding and align goals.
- **START WITH SMALL WINS:** Early investments in public art, community spaces, and streetscape improvements can help attract private developers and build momentum.

IMAGE CREDIT: CHICAGO HOUSING AUTHORITY

4400 Grove Development, Bronzeville, Chicago, IL

Located along Cottage Grove Avenue in Chicago's historic Bronzeville neighborhood, the 4400 Grove development is a key component of the City's INVEST South/West initiative, a public–private effort to revitalize Corridors that have faced decades of disinvestment (City of Chicago, 2020). Bronzeville once thrived as a hub for Black culture, entrepreneurship, and community life during the Great Migration(1910-1970)[6], but later suffered from population loss, economic decline, and underused parcels (Illinois Tech, 2025).

The 4400 Grove project, developed by Brinshore Development and The Michaels Organization, represents a major step toward reversing that trend (Chicago Neighborhood Development Awards, 2020). Officially opening in October 2021, the 4400 Grove project transformed the former Washington Park Homes public housing site into a vibrant mixed-use development featuring a mixture of mixed-income residential units and ground-floor retail spaces designed to activate the corridor.

6 "The Great Migration was one of the largest movements of people in United States history. Approximately six million Black people moved from the American South to Northern, Midwestern, and Western states roughly from the 1910s until the 1970s. The driving force behind the mass movement was to escape racial violence, pursue economic and educational opportunities, and obtain freedom from the oppression of Jim Crow." Source: https://www.archives.gov/research/african-americans/migrations/great-migration

Key initiatives for revitalizing Bronzeville included:

- **PUBLIC FUNDING AND BUSINESS SUPPORT:** The project was backed by nearly $38 million in public funding, including $7.2 million in Tax Increment Financing (TIF) and $1.9 million in Low-Income Housing Tax Credits (LIHTC) through the Chicago Housing Authority (CHA) and the City of Chicago (City of Chicago, 2020). To encourage small business participation, the development's retail tenants were also eligible for Neighborhood Opportunity Fund (NOF) grants under the INVEST South/West program. Several businesses received support through this fund (Gettinger, 2021) including:
  - Flyball – $166,100 for buildout of a Negro League baseball apparel store
  - Pop That Pop on the Grove – $81,598 for a gourmet popcorn shop
  - Reggio's Pizza – $250,000 for renovation and expansion of its existing restaurant
- **COMMUNITY AND CULTURAL PARTNERSHIPS:** 4400 Grove prioritized community-based collaboration and cultural preservation. The development partnered with Better Tomorrows, a nonprofit in the neighborhood, and Bright Star Community Outreach to provide social services, case management, and community programming to residents. Nearby, Bronzeville Winery, known for sourcing from women- and Black-owned farms, reinforces the Corridor's focus on Black entrepreneurship and locally driven economic growth (Serlin, 2021).
- **CATALYTIC IMPACT ON THE CORRIDOR:** The success of 4400 Grove has helped attract new investment and reinforce momentum for additional development along the Cottage Grove Corridor. Projects catalyzed by Corridor reinvestment include Northwestern Medicine's 120,000-square-foot outpatient center, 7,500 square-foot community space, and 3,000 square feet retail space for local businesses. The Shops and Lofts on 47th Street, the Lillian Marcie Theater Project, and the Bright Star TURN Center are other examples. Collectively, these projects represent a broader community-led resurgence, helping transform Cottage Grove into a center of culture, commerce, and community well-being (Northwestern Medicine, 2022). Seat Pleasant can draw several lessons from the 4400 Grove Development:
  - Integrate Cultural Identity and Community Anchors: Strengthening cultural identity; supporting local entrepreneurship; Corridor branding and design; and key partnerships with nonprofits and institutions to deliver on-site social and cultural services were critical for success.
  - Incremental Activation Within a Larger Vision: Targeted infill and/or block-by-block redevelopment of the MLK, Jr. Corridor can make a noticeable impact; future project can scale up from there.
  - Leverage Multiple Layers of Public Funding: Forming public-private partnerships with qualified developers by soliciting offers/proposals for public land, establishing a clear collaboration framework, and coordinating with County and state agencies for incentives can pay dividends.
  - Long-Term Public–Private Planning Yields Results: Pursuing mixed-use infill that combines affordable housing, workforce housing, and small business retail can foster a more active, vibrant, live-work-play environment and attract and retain both local and non-local spending.

Jumbo Fresh Market, Baltimore, MD

In 2024, Jumbo Fresh Market opened at Mount Clare Junction in Baltimore, Maryland, at 1205 W Pratt Street. It was built to replace the former Price Rite, which closed in 2022 (Gunts, 2024). To attract a new grocery tenant, Councilmember Phylicia Porter spearheaded the development of a new incentive model that utilized funds from the Casino Local Impact Fund, which allocates revenue from slot machines to support communities surrounding the South Baltimore casino. The incentive model also included partnerships with CareFirst, local pharmacies, and commitments to build broader community buy-in (Breana, 2025).

IMAGE CREDIT: CITY OF BALTIMORE

Community involvement played a central role in the project's success. Residents and a member of the Baltimore City Council worked persistently to bring a full-service grocery store back to the neighborhood, ensuring the effort reflected local needs and priorities. The resulting Jumbo Fresh Market now accepts EBT[7], and provides fresh seafood, meats, and produce, rather than heavily processed or frozen foods (Breana, 2025). The store has restored convenient access to healthy food options and revitalized Mount Clare Junction as a vital retail anchor in the community. Key lessons learned include:

- **REUSE EXISTING ASSETS:** The City and County may want to consider opportunities to reuse existing buildings, and/or sites that have previously held grocery stores, (e.g., the former Good Food Markets sites at 6224 Central Ave) which might help lower costs and make redevelopment happen more quickly.
- **LAYER FUNDING SOURCES:** It may be helpful to think creatively about how to layer smaller public funding sources such as façade grants or community partnership programs to support a grocery project rather than relying on one large incentive.
- **ENGAGE THE COMMUNITY EARLY AND OFTEN:** The experience at Mount Clare Junction also shows how important community voices can be. Keeping residents, local organizations, and leaders involved throughout the process can help ensure the project reflects local priorities and earns long-term support.

7 EBT stands for Electronic Benefits Transfer, a method of payment funded by the Supplemental Nutrition assistance Program (SNAP)

IMAGE CREDIT: THE MARKET @ 25TH

Market at 25th, Richmond, VA

Located at 1330 N 25th Street in Richmond's Church Hill neighborhood, The Market at 25th was created in 2019 to address a decades-long food-access gap in one of the City's oldest and most underserved communities. The last full-service grocery store in the area, Community Pride, closed in 2003, leaving residents without an affordable, healthy food grocery store (Komp, 2019). In response, community leaders and local partners worked together to design a grocery store centered on neighborhood identity and resident feedback.

The Market at 25th opened as a full-service, community-focused supermarket, offering healthy and affordable foods while celebrating Church Hill's history and culture. Through public meetings, residents shared their input on store design and priorities. Their influence is visible throughout the store, where departments are named after local schools and the walls are lined with historic photos and timelines (Komp, 2019). The store also addressed transportation barriers by partnering with Lyft to offer $3 rides home within a three-mile radius and with Van Go to provide free rides to and from nearby public housing and senior communities.

Employment was another priority. At one point, more than half of the store's employees were from the East End (Komp, 2019). The Market at 25th was part of a larger $35 million mixed-use project privately funded by Steve and Kathie Markel. The development includes apartments, retail, Virginia Commonwealth University's (VCU) Health Hub, and the Kitchens at Reynolds Culinary School (Komp, 2019). The Markels emphasized that their goal was not profit, but long-term community impact through better access to healthy food and local job creation. Lessons learned include:

- **ENGAGE THE COMMUNITY EARLY:** Residents can help shape the grocery store's design, services, and offerings to ensure local relevance and trust.
- **IMPROVE ACCESSIBILITY:** Providing affordable or free transportation options makes commuting to and from the store easier for residents without cars.
- **EMPHASIZE COMMUNITY IDENTITY:** Incorporating Seat Pleasant's history and culture into the store's look and feel could help build a deeper connection between the business and the community.
- **PURSUE PARTNERSHIPS:** Exploring partnerships with health programs, workforce initiatives, or local organizations could create a more holistic and sustainable neighborhood asset.

Recommendations and Strategies

A comprehensive list of targeted recommendations and strategies for Seat Pleasant and its economic development partners, as well as suggested sources of funding and additional resources, are included in the strategy matrix in the next section. Below are some of the immediate next steps:

Build Capacity

- Identify opportunities to share economic development resources through the 20743 Coalition, e.g., a shared Economic Development Director responsible for outreach, marketing, and other related activities.
- Work with the 20743 Coalition to identify top short- and mid-term goals for the Corridor and Seat Pleasant as a whole; work with County and state political leadership to identify sources of funding for specific projects.
- Convene a quarterly Economic Development Working Group focused on driving sustainable economic growth in Seat Pleasant. Discuss ongoing opportunities for funding, financing, capacity-building, and technical support for attracting, retaining, and expanding businesses in Seat Pleasant.
- Set a meeting between Seat Pleasant leadership, City Staff, and County representatives to discuss additional sources of funding, financing, and support/technical assistance for implementing economic development strategies along the corridor.

Create a Sense of Place

- Work with the County's Department of Public Works and Transportation (DPW&T), the Washington Suburban Transit Commission (WSTC), Maryland Department of Transportation (MDOT), and other stakeholders to fund and implement complete street elements along the corridor (bump-outs, sidewalk improvements, bike line buffers, improved crosswalks, benches/street furniture, additional landscaping, lighting, etc.) to make the corridor more pedestrian friendly.
- Work with property owners to leverage Stormwater Stewardship Grants to explore options for shared Best Management Practices (BMPs)/green spaces for new development.
- Implement a public art campaign similar to West Hyattsville's/other County communities. Consider a pilot program with pop-up art installations along the corridor and corresponding community art day to visit each installation and celebrate local community arts and culture.
- Highlight connections to regional trails, transit systems, and places of interest along the corridor through wayfinding signage and markers.
- Through the Small Business Working Group or other means, convene a workshop for interested small businesses and property owners that includes Maryland DHCD and the County EDC to discuss available grants, loans, and incentives for improving and expanding existing businesses, along with resources for entrepreneurs and residents interested in starting a business in Seat Pleasant.

Activate the Corridor

- Convene willing/interested Corridor property and business owners to discuss forming a Business Improvement District in the study area. Invite County EDC reps to share opportunities for funding and financing small business development/expansion with the group.
- Collaborate with community partners, M-NCPPC Placemaking Section, and small businesses, including Capital Market and others, to hold "placemaking events," including festivals, food truck rodeos, community arts and crafts, outdoor concerts and movies, etc.
- Leverage the Seat Pleasant Activity Center and Elementary School for events and activities that serve the broader community during non-school hours, including digital literacy classes, art and music classes, and similar services. Survey the community on what types of events would be most valuable/attended.
- Working with City leadership, the County, and the 20743 Coalition, consider amending local tax structure to reduce business personal property taxes to better align with neighboring municipalities, to make Seat Pleasant more attractive to small businesses.

Encourage High-Quality Development

- Work with the County EDC and Department of Commerce to develop a brand for the Corridor. Funding is also available for branding exercises through the Prince George's County Planning Department's PAMC Program.
- Put together a marketing plan for the Corridor and Seat Pleasant that highlights available properties, community strengths, and incentive programs for the type and form of development Seat Pleasant wants to see (mixed-use, mixed-income, job-generating, etc.).
- List available commercial sites along the corridor and throughout Seat Pleasant on the Maryland Chamber of Commerce Property Database site, along with links to existing programs and incentives for redevelopment and revitalization (Opportunity & Enterprise zone programs, County EDC incentives, etc.).
- Explore opportunities to protect existing residents from the negative impacts of gentrification, including property tax breaks for senior households, increasing the supply of affordable and attainable housing through inclusionary zoning, development incentives, and affordable housing development assistance programs; coordinating between Prince George's County Department of Housing and Community Development (DHCD) and the City to implement the Permanent Rent Stabilization and Protection Act of 2024, leveraging existing community-based assistance programs to support housing tenure; working with residents and property owners with outstanding code violations to come to an affordable remediation solution; working with the non-profit sector to improve current tenant relocation assistance and eviction prevention programs; and working with the County to explore options to create a public asset corporation or community land trust with the power to own/lease public land, develop real estate, partner with developers, and issue bonds for the purpose of redeveloping public land and assets into affordable/mixed-income housing projects.
- Encourage Seat Pleasant Neighborhood & Commercial Compliance inspector to work with the County Council and the County's Department of Permitting, Inspections and Enforcement (DPIE) to explore options for passing legislation allowing Seat Pleasant/the County to appropriately penalize property owners who don't maintain their buildings and landscaping along the corridor.
- To attract a regional or national chain grocer, both population density and incomes will need to increase along the corridor/in the surrounding area. If residents are interested in forming a cooperative, it is recommended that a feasibility study be initiated. A public-private (and/or philanthropic) partnership structure should be explored.

Form Strategic Partnerships

- Inventory City-owned property along the corridor; consider a strategy to strategically acquire and offer key parcels to facilitate high-quality redevelopment through a public-private partnership structure.
- Convene a bi-annual roundtable discussion between Employ Prince George's, The Training Source, the Patriot's Technology Training Center, and Prince George's Community College to discuss opportunities for Seat Pleasant residents to upskill, reskill, and otherwise prepare for the jobs in the professional, technical, and health care industries.
- Work with local businesses to convene a "coalition of the willing" to discuss shared strategies and resources for mutual benefit; for example, cooperation on façade improvements, grand openings/re-openings, and other staged events to drive traffic and spending along the corridor.
- Continue to work with the Blue Line Corridor and 20743 Coalitions to identify shared priorities for economic development; share resources and ideas and leverage project momentum to encourage the type and form of development along the corridor that aligns with the City's vision and goals

Key

DHCD: Prince George's County Department of Housing and Community Development

BUILD: Better Utilizing Investments to Leverage Development

CED: County Economic Development

CLP: Community Legacy Program

CPG: Community Partnership Grant

CSPDFL: City of Seat Pleasant Department of Finance Lead

CSPEDL: City of Seat Pleasant Economic Development Lead

CSPEJD: City of Seat Pleasant Environmental Justice Department

DPW&T: Prince George's County Department of Public Works and Transportation

DPR: Prince George's County Department of Parks and Recreation

EPG: Employ Prince George's

HCVP: Housing Choice Voucher Program

ILJA: Infrastructure Investment and Jobs Act

MDL: Maryland Department of Labor

MDC: Maryland Department of Commerce

MDOT: Maryland Department of Transportation

MFIP: Maryland Facade Improvement Program

MHAA: Maryland Heritage Areas Authority

MML: Maryland Municipal League

MNCREDA: Maryland National Capital Region Economic Development Alliance

MSAC: Maryland State Arts Council

MWCOG: Metropolitan Washington Council of Governments

M-NCPPC: Maryland-National Capital Park and Planning Commission

NCCI: Neighborhood & Commercial Compliance Inspector

NDC: The Neighborhood Design Center

NLC: National League of Cities

PGC: Prince George's County

PGCAHC: Prince George's County Arts and Humanities Council

PGCC: Prince George's Community College

PGCCoC: Prince George's Chamber of Commerce

PGCPD: Prince George's County Planning Department

PGCPS: Prince George's County Public Schools

PGCSS: Prince George's County Stormwater Stewardship

SHA: Maryland Department of Transportation State Highway Administration

SPAC: Seat Pleasant Activity Center

SPCC: Seat Pleasant City Council

SPPED: Seat Pleasant Public Engagement Department

SPPS: Seat Pleasant Public Schools

TAP: Transportation Alternatives Program

TBD: To be determined

TTS: The Training Source

UMUC: University of Maryland University College

WMATA: Washington Metropolitan Area Transit Authority

WSTC: Washington Suburban Transit Commission

Strategy	Time **O**=Ongoing **S**=Short term (<5 years) **M**=Mid term (5-<10 years) **L**=Long term (>10 years)	○ Lead Entity and ● Partner Entities ✖ Funding & Financing City of Seat Pleasant	CSPEDL	NDC	TTS	SPPED	CPG	20743 Coalition	PGCPD	PGCEDC	DHCD	WMATA	Other	**Additional Resources** (Including Peer Programs)	**Additional Resources** - Links
Build Capacity															
Identify opportunities to share economic development resources through the 20743 Coalition; e.g., a shared Economic Development Director responsible for outreach, marketing, and other related activities.	S	○					✖	✖		●			○ Town of Capitol Heights, Town of Fairmount Heights ● MWCOG, MNCREDA ✖ CLP	GATEWAY CDC	Community Legacy Program
Work with 20743 Coalition to identify top short- and mid-term goals for the Corridor and Seat Pleasant as a whole; work with County and State political leadership to identify sources of funding for specific projects.	S	○					✖	✖		●	●		● Capitol Heights, Fairmount Heights, PGCCoC ✖ CLP		Community Partnership Grant (CPG)
Convene a quarterly Economic Development Working Group focused on driving sustainable economic growth in Seat Pleasant. Discuss ongoing opportunities for funding, financing, capacity-building, and technical support for attracting, retaining, and expanding businesses in Seat Pleasant.	M	○			●		✖	● ✖					● EPG, ✖ CLP		EDA Program List
Set a meeting between Seat Pleasant leadership, City Staff, and County representatives to discuss additional sources of funding, financing, and support/technical assistance for implementing economic development strategies along the corridor.	M		○						●		●		○ CSPDFL ● District 7 Council Member, PGCCoC, UMUC, PGCC, NLC ✖ Seat Pleasant		Maryland's Small Business Resource Guide
Create a Sense of Place															
Work with the County, the Washington Suburban Transit Commission (WSTC), Maryland Department of Transportation (MDOT), and other stakeholders to fund and implement complete street elements along the corridor (bump-outs, sidewalk improvements, bike line buffers, improved crosswalks, benches/ street furniture, additional landscaping, lighting, etc.) to make the corridor more pedestrian friendly.	M							●	●			●	○ CSPEJD, DPW&T, MDOT ● WSTC, SHA ✖ TAP, IIJA Competitive Grants, BUILD Grant Program, MFIP		Competitive Grant Funding Matrix
Work with property owners to leverage Stormwater Stewardship Grants to explore options for shared Best Management Practices (BMPs)/green spaces for new development.	M												○ CSPEJD, DPR ● Local property owners, PGCDE ✖ PGCSS Grant		Stormwater Stewardship Grants

○ Lead Entity and ● Partner Entities
✖ Funding & Financing

Strategy	Time **O**=Ongoing **S**=Short term (<5 years) **M**=Mid term (5-<10 years) **L**=Long term (>10 years)	City of Seat Pleasant	CSPEDL	NDC	TTS	SPPED	CPG	20743 Coalition	PGCPD	PGCEDC	DHCD	WMATA	Other	Additional Resources (Including Peer Programs)	Additional Resources - Links
Implement a public art campaign similar to West Hyattsville's/other County communities. Consider a pilot program with pop-up art installations along the corridor and corresponding community art day to visit each installation and celebrate local community arts and culture.	S			●		○							○ PDCAHC, MSAC ● SPAC, DPR, Local Artists ✖ MSAC Public Art Grants, NEA, Mid-Atlantic Arts Foundation, Maryland Two Fifty Grants, Maruland Facade Improvement Program	Fresh Public Art Adorns 11 Traffic Boxes In Prince George's County	Art Grants, Opportunities, and Resources
Highlight connections to regional trails, transit systems, and places of interest along the corridor through wayfinding signage and markers.	S			●		○			○			●	○ CSPEJD M-NCPPC ● MDOT ✖ MHAA Grants, IIJA Competitive Grants such as SMART, TAP, IIJA Competitive Grants, BUILD Grant Program	Hyattsville CDC Installs Sculptural Wayfinding Kiosks	Infrastructure Investment and Jobs Act Grant Programs
Through the Small Business Working Group or other means, convene a workshop for interested small businesses and property owners that includes Maryland DHCD and the County EDC to discuss available grants, loans, and incentives for improving and expanding existing businesses, along with resources for entrepreneurs and residents interested in starting a business in Seat Pleasant.	S		○							●	●		● FSC First, PGCCoC ✖ Community Development Block Grant, Maryland's Department of Housing and Community Development Technical Assistance Grant		Community Development Block Grant
Activate the Corridor															
Convene willing/interested Corridor property and business owners to discuss forming a Business Improvement District in the study area. Invite County EDC reps to share opportunities for funding and financing small business development/ expansion with the group.	L		○							○			● Local property owners, Chamber of Commerce, State of Maryland ✖ Maryland's Department of Housing and Community Development Technical Assistance Grant	Prince George's County Business Improvement District Toolkit	https://dhcd.maryland.gov/Communities/Pages/tag/default.aspx

Strategy	Time **O**=Ongoing **S**=Short term (<5 years) **M**=Mid term (5-<10 years) **L**=Long term (>10 years)	○ Lead Entity and ● Partner Entities ✖ Funding & Financing City of Seat Pleasant	CSPEDL	NDC	TTS	SPPED	CPG	20743 Coalition	PGCPD	PGCEDC	DHCD	WMATA	Other	Additional Resources (Including Peer Programs)	Additional Resources - Links
Work with community partners and small businesses, including Capital Market and others, to hold "placemaking events," including festivals, food truck rodeos, community arts and crafts, outdoor concerts and movies, etc.	S			●		○							● PGCAHC, Local nonprofits, Local small businesses ✖ Community Impact Grants, CPG	Open Studios Tour 2025	The Benefits of Placemaking Go Beyond Urban Beautification
Leverage the Seat Pleasant Activity Center and Elementary School for events and activities that serve the broader community during non-school hours, including digital literacy classes, art and music classes, etc. Survey the community on what types of events would be most valuable/attended.	S				○	○							● SPPS. SPAC, PGCPS, Fairmount Heights Branch Library, DPR ✖ Community Impact Grants, CPG	Hyattsville's Adult Programs	
Working with City leadership, the County, and the 20743 Coalition, consider amending local tax structure to reduce business personal property taxes to better align with neighboring municipalities to make Seat Pleasant more attractive to small businesses.	M							●					○ Seat Pleasant City Council/ Mayor's Office ● CED staff, Local business owners, MDC ✖ Seat Pleasant		
Encourage High-Quality Development															
Work with the County EDC and Department of Commerce to develop a "brand" for the Corridor.	S		○					●		●			○ CSPEDL with residents' input ● Seat Pleasant City Council/ Mayor's Office, MDC ✖ Just Communities Designation	Gateway CDC Vision	Just Communities Map
Put together a marketing plan for the Corridor and Seat Pleasant that highlights available properties, community strengths, and incentive programs for the type and form of development Seat Pleasant wants to see (mixed-use, mixed-income, job-generating, etc.).	S		○			○		●		●			● MDC ✖ Community Development Block Grant, Just Communities Designation		City of Escondido Site Selection Web Page

Strategy	Time **O**=Ongoing **S**=Short term (<5 years) **M**=Mid term (5-<10 years) **L**=Long term (>10 years)	City of Seat Pleasant	CSPEDL	NDC	TTS	SPPED	CPG	20743 Coalition	PGCPD	PGCEDC	DHCD	WMATA	Other	Additional Resources (Including Peer Programs)	Additional Resources - Links
		○ Lead Entity and ● Partner Entities ✖ Funding & Financing													
List available commercial sites along the corridor and throughout Seat Pleasant on the Maryland Chamber of Commerce Property Database site, along with links to existing programs and incentives for redevelopment and revitalization (Opportunity & Enterprise zone programs, County EDC incentives, etc.).	S		○					●		●			● MDC ✖ MDC	Chicago City-Owned Lots	Maryland Financial Incentives for Businesses
Explore opportunities to protect existing residents from gentrification, including property tax breaks for senior households, increasing the supply of affordable and attainable housing, etc.	M/L										●		○ Seat Pleasant City Council/ Mayor's Office, with County support. ● PGCDH&CD, Housing Initiative Partnership, We Are Casa, Maryland Affordable Housing Coalition, Fair Housing Action Center of Maryland ✖ Maryland Mortgage Program, Foreclosure Prevention, HCVP, Neighborhood Business Works, Low Income Housing Tax Credits, Rental Housing Fund, Maryland Affordable Housing Trust		DHCD Program
Work with the County to explore options for amending current Zoning Ordinance, or passing a separate ordinance, allowing Seat Pleasant/the County to penalize property owners who don't maintain their buildings and landscaping along the corridor.	M								● ✖				○ NCCI, SPCC ✖ Seat Pleasant		San Jose increased taxes on blighted property owners

Strategy	Time **O**=Ongoing **S**=Short term (<5 years) **M**=Mid term (5-<10 years) **L**=Long term (>10 years)	**○ Lead Entity and ● Partner Entities ✖ Funding & Financing** City of Seat Pleasant	CSPEDL	NDC	TTS	SPPED	CPG	20743 Coalition	PGCPD	PGCEDC	DHCD	WMATA	Other	Additional Resources (Including Peer Programs)	Additional Resources - Links
Work with the County to explore amending the current Zoning Ordinance and/or limiting business licenses for liquor and tobacco stores to discourage proliferation of liquor and tobacco stores along the corridor.	M								○ ✖				○ PGCPD, with Seat Pleasant City Council coordination ● MML ✖ Seat Pleasant		Council approves legislation strengthening tobacco shop regulations in Prince George's County
To attract a regional or national chain grocer, both population density and incomes will need to increase along the corridor/ in the surrounding area. If residents are interested in forming a cooperative, it is recommended that a feasibility study be initiated. A public-private (and/or philanthropic) partnership structure should be explored.	M							●	○ ✖				○ PGCPD, with Seat Pleasant City Council coordination ● Capital Market ✖ Seat Pleasant, private and/or philanthropic partner organizations (TBD)	Richmond's Market At 25th	Food Access Research Atlas
Form Strategic Partnerships															
Inventory City-owned property along the corridor; consider a strategy to strategically acquire and offer key parcels to facilitate high-quality redevelopment through a public-private partnership structure.	S	○								●			○ PGC ● MDC ✖ Revitalization Tax Credit Program; City Capital Funds	Chicago City-Owned Lots	Revitalization Tax Credit
Convene a bi-annual roundtable discussion between Employ Prince George's, The Training Source, the Patriot's Technology Training Center, and Prince George's Community College to discuss opportunities for Seat Pleasant residents to upskill, reskill, and otherwise prepare for the "jobs of the future."	S		●		○ ✖			● ✖					○ EPG ● Patriot's Technology Training Center, PGCC, MDL	Prince George's Employ Events	Move to Opportunity or Invest Locally: What helps workers get ahead?
Work with local businesses to convene a "coalition of the willing" to discuss shared strategies and resources for mutual benefit; e.g., cooperation on façade improvements, grand openings/re-openings, and other staged events to drive traffic and spending along the corridor.	S	○	●		✖			○ ● ✖					○ PGC ● Patriot's Technology Training Center, PGCC, MDL	A coalition of businesses in the Arts District corridor is promoting the Route 1 area through creative projects and community events.	Maryland Facade Improvement Program

Other Funding Sources

DHCD Business Boost Microgrant Program

Prince George's County Revitalization Tax Credit (Abatement) Program

Prince George's County Planning Assistance to Municipalities & Community (PAMC)

Enterprise Zone Tax Credits (Property Tax Abatement and Income Tax Credit)

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General Limitations

This report was prepared for the City of Seat Pleasant and The Maryland-National Capital Park and Planning Commission (M-NCPPC) as part of the Planning Assistance to Municipalities and Communities (PAMC) program. The analyses, findings, and recommendations reflect the work and professional judgment of the project consultants, including AECOM, based on available information from independent research, public and third-party data sources, and input from City staff, community stakeholders, and the public. While reasonable efforts were made to ensure accuracy, neither AECOM nor the M-NCPPC warrants or guarantees the completeness or accuracy of the data and information relied upon in this report.

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