

Economic Development Report

2008



MARKET ASSESSMENTS

Retail

Office

Warehouse/Industrial

Hotel

Residential

New Methodology

Data collected from Costar, Loopnet, broker websites, and broker interviews

Retail inventory expanded to include smaller strip centers, stand-alone, and owner-occupied properties

Used asking rents for available retail, office, and industrial properties

- Average rents difficult to collect, even from cooperative property managers
- Asking rents readily available
- Difficult to compare with last year's numbers

Retail Market

College Park Retail Analysis, 2008						
District	Buildings	Total SF	Vacant SF	Vacancy	Asking Rents	
Downtown	7	144,605	7,759	5%	\$23-\$45	
Hollywood	4	71,800	5,000	7%	\$16-\$25	
Mid Town	3	47,000	0	0%	\$35	
Uptown	11	762,335	39,738	5%	\$18.00-\$40.00	
Total	25	1,025,740	52,497	5%		

Includes owner occupied spaces, such as Ikea (400,000 SF), Jordan Kitts (30,000 SF), College Park Hundai (13,486 SF)

Vacant spaces tend to be for sale or awaiting redevelopment

Overall, asking rents stable and vacancies increased from from 3% in 2007 to 5% in 2008

- Excluding Linens and Things, vacancy rate is 3% in 2008

Losses include Spark of Spirit, Vertigo Books (2009), College Perk, Potomac Video, and Bikini Splash

Gains include Hollywood Pharmacy, Mighty Healthy Dog, Five Guys, Jason's Deli, and Mosaic Cafe

Office Market

College Park Office Analysis, 2008						
District	Buildings	Total SF	Vacant SF	Vacancy	Asking Rents	
Downtown	8	191,863	10,942	6%	\$16.00-\$25.00	
TDOZ	12	1,753,804	64,560	4%	\$17.50-\$32.00	
Berwyn	4	62,571	4,588	7%	\$15.00-\$19.50	
Hollywood/Uptown	7	155,462	27,220	18%	\$17.00-\$24.00	
Mid-Town	6	1,949,371	6,000	0%	\$19.00	
Total	37	4,113,071	113,310	3%		

TDOZ office inventory includes two fully leased under construction projects (M Square 2, NOAA building)

Mid-Town includes the 1.8m SF National Archives building in West College Park.

Several M Square buildings in the TDOZ are not within the city limits and do not contribute to the city's tax base.

Vacancies up since 2007 from less than 1% to 3% in 2008

- 80% of the vacancies created by available space in TDOZ and Uptown

Asking rents up for Class A and B in TDOZ, Uptown, and Downtown

- Rents influenced by over 50,000 SF of available Class A space at M Square and 35,000 SF of available Class B space in Uptown and Downtown
- Rents up \$3 SF for Class A and B

Vacancies and asking rents are affected by University of Maryland tenants or partner organizations in Downtown and TDOZ

Vecna leaves College Park

Warehouse/Industrial Market

College Park Industrial/Warehouse Space Analysis, 2008					
District		Total SF	Vacant Space	Vacancy	Asking Rents
Downtown TDOZ	10	228,836	11,000	5%	\$11.00-\$15.00
Mid-Town/Berwyn	6	61,960	13,300	21%	\$8.50 -\$12.00
Uptown/Branchville	3	98,500	11,600	12%	\$11.00-\$12.00
Total	19	389,296	35,900	9%	

Washington Post announces College Park plant will close in 2009

- This will create over 300,000 SF of available in space industrial/ warehouse market

Does not include owner occupied units in Branchville

Vacancies increased to 9% in 2008

- Vacancies close to 0% in 2007
- Vacancies may be attributed to flexible leases and the availability of the Clyde Dent properties for sale

Asking rents dropped slightly in 2008

- Rents range from \$7.00 SF to \$12.00 SF, depending on the quality of the space

Hotel Market

College Park Hotel Occupancy Rates, 2004-2008			
Year	Occupancy Rate	Average Daily Rate	#of Rooms
2004	63.20%	\$83.31	1,274
2005	68.10%	\$90.26	1,274
2006	66.40%	\$96.60	1,274
2007	62.50%	\$102.70	1,274
2008	60.30%	\$102.69	1,274
Average	64.10%	\$95.11	

Source: Smith Travel

Average daily rates increased 25% between 2004 and 2008

Occupancy rates dropped 8% between 2005 and 2008

Baywood Hotels (2009), announces it will demolish Howard Johnson and Days Inn and replace them with a Springhill Suites, a Homewood Suites, and a retail component

More Hotel Market

College Park Hotel Peak/Low Occupancy Rates, 2004-2008			
Year	Peak Month	Low Month	Spread
2004	78.1% (June)	39.8% (Dec)	38%
2005	84.6% (June)	43.2% (Dec)	41%
2006	84.2% (June)	40.1% (Dec)	44%
2007	77.9% (June)	39.5% (Dec)	38%
2008	75.1 (May)	37.7% (Dec)	37%

Since 2004 the peak occupancy month has been June not May every year---except for last year

Residential

College Park Real Estate Market					
Year	2004	2005	2006	2007	2008
Avg Sale \$	\$255,000	\$355,000	\$347,000	\$342,730	\$293,728
Total Sold	358	395	439	181	153
Avg Days on Market	48	20	50	87	118

Source: MRIS

Average home sale price peaks in 2005 before dropping 17.2% to \$293,728 in 2008

Homes sold peak in 2006 before decreasing to 65.1% to 181 homes in 2008

Days on market for sold homes drop to 20 days in 2005, but increase to 118 in 2008

DEVELOPMENT PROJECTS --2008

Completed (3)

- Camden at College Park, Village at College Park, M Square 1***
 - 520 housing units; 140,000 SF of commercial

Under Construction (6)

- NOAA***, Mazza GrandMarc, M Square 2***, Downtown Garage, University Overlook
 - 385 student housing units; 410,000 SF of commercial

Approved Projects (3)

- Mosaic at Turtle Creek, Starview Plaza, The Varsity
 - 300 market rate rental units; 412 student rental units; 25,000 SF of commercial

Submitted (3)

- East Campus, The Domain, Marriott Town Suites
 - 1,761 student and market rate rental housing units; 621,440 SF of Commercial; 75 hotel units

*** outside city limits, non- tax revenue generating for College Park

Source: City of College Park

Development News

Five Projects approved by Planning Board

- 300 market rate rental units; 662 student rental units; 42,400 SF of commercial

County and City begin updating the US 1 Sector Plan

Two on-campus projects announced or are under construction

- Oakland Hall, South Campus--Building #7

Three projects became inactive

- Jefferson Apartments, JPI West, East Campus

Economic Development Plan

Adopted May 24, 2005

Addressed three key areas of concern:

- New Development and Revitalization
- New Business Attraction
- Business Retention and Expansion

Adopted Goals and Strategies

Established Progress Indicators

Progress Indicators (11)

- Number of new residential housing units
- Jobs/Housing ratio
- Average home sales price
- Percent of tax revenue generated by commercial property
- Number of new net businesses
- Number of advanced technology and professional jobs
- Number of new business recruitment contacts made
- Number of new parking spaces
- Square feet of new commercial space
- Number of businesses expanded
- Level of capital improvement program funding

Progress Indicators

	2005	2006	2007	2008
New residential housing units (excluding SF infill)	356	0	0	520
Jobs/Housing ratio	2.71	2.72	N/A	N/A
Average home sales price	\$355,000	\$347,000	\$342,730	\$293,728
Assessed commercial property (thousands)	\$416,291	\$534,595	\$519,259	N/A
% of total assessed property tax values	34%	38%	34%	N/A
Net new businesses created	4	2	N/A	N/A
Net advanced technology and professional jobs*	0	0	327	120

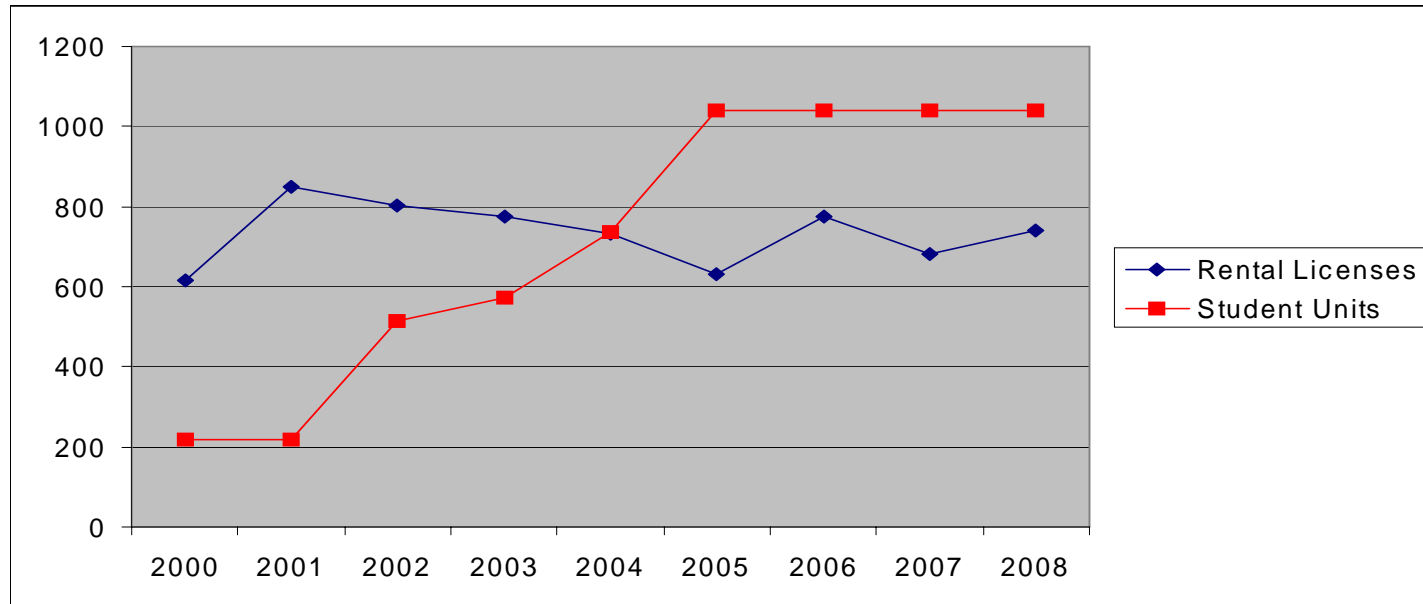
- Data unavailable for some indicators for 2007 and 2008
 - County Business Patterns no longer provides employment data by business sector
 - Jobs to Housing Ratio includes part-time employment
- * Net tech and professional jobs reflect estimated new employment at M Square

Progress Indicators

	2005	2006	2007	2008
Business recruitment contacts	N/A	N/A	1	2
New parking spaces	0	27	0	0
New commercial space (SF)	13,600	0	40,000	120,000
Businesses expanded	2	0	4	2
Five Year Capital Improvement Funding Plan (thousands)	\$23,233	\$7,237	\$25,613	\$14,163
New Student Housing Beds	1,052	0	0	0

- Business recruitment contacts not applicable for 2005 and 2006
- New SF represents the completed Terrapin Station (2005), Village at College Park (2007), M Square 1 (2008) projects
- M Square 1, which added 120,000 SF of space to the commercial market, is adjacent to the city limits and does not provide property tax revenues

New Student Housing Units and Rental Licenses



- Student units were built by private or public- private partnership developers
- Licenses maybe undercounted by approximately 200
- Since the mid-1990's the number of single family rentals has been between 900 and 1,000 units
- Assumes 3 beds to a unit

Downtown and TDOZ Activities

- ShopCollegePark.Org launched
 - Promoted website with online contest
- Held TDOZ ULI Technical Assistance Panel
- Held Real Estate Roundtable
- Held 10 DCPMA meetings, including annual election
- Provided in depth real estate market research data
 - Current developers
 - Sector Plan Update consultants
 - ULI technical assistance panel
 - County Biotechnology Feasibility Study

Route 1 Activities

- Created inventories of Route 1 and Hollywood property owners, businesses and vacant properties
- Inventoried College Park businesses, by type, location, and ownership
- Developed database of rental properties using city licensing data and state tax assessment database
- Created brochures to market local hotels, attractions, restaurants, retail
- Completed grants for Route 1 streetscape improvements and Hollywood Gateway Park

Hollywood Activities

Conducted outreach in Hollywood

- Held merchant roundtable
- Met with developers and merchants to discuss Sector Plan update
- Created merchant profiles for ShopCollegePark.org
- Developed Hollywood Commercial District guide
- Completed merchant survey report on business conditions
- Updated merchant contact list

Projects

Marketing Brochure



Accommodations in College Park

Marriot Inn & Conference Center at University of Maryland University College

Providing a state-of-the-art conference center, spacious guest rooms and VIP suites, and its own organic Garden Restaurant, The Inn & Conference Center, University of Maryland University College is a premier business and pleasure destination in the area. Located near the I-95 and I-495 Corridor you can easily visit downtown Washington, DC, Bethesda, Silver Spring and Baltimore. With so much to see and do, our University of Maryland hotel is perfect for your next College Park lodging experience.



Days Inn College Park

The Days Inn College Park is located 1 mile inside the Capital Beltway I-95 on US Rt 1 approximately 1 mile from the University of Maryland. While conveniently located near Baltimore, Maryland, the Washington DC Downtown Monuments and attractions are only 10 miles away. Amenities include pool, continental breakfast, cable tv, business center and wake-up service.



Clarion Inn & Fundome College Park

Convenient to the popular attractions of Washington, DC, our affordable College Park, Maryland hotel features 118 stylishly decorated accommodations. Modern conveniences include cable television with premium channels, Jacuzzi and complimentary high-speed Internet access, both wired and wireless. Enjoy a wide range of hotel services from a heated indoor pool and game room to complimentary deluxe continental breakfast, meeting rooms and fitness center.



Comfort Inn & Suites College Park

Situated just one mile from the University of Maryland and minutes from Washington, D.C. Relax in one of our 125 comfortable rooms with your choice of a king size bed, two double beds or a two-room executive suite with all the amenities and enjoy a complimentary deluxe continental breakfast each morning.



Econo Lodge

The Econo Lodge® hotel is ideally located just one mile from the University of Maryland. This College Park hotel is minutes from Catholic University of America, the NASA Goddard Space Flight Center, Laurel Park horse track, the Smithsonian Institution museum complex and Gallaudet University. The hotel is just 10 miles from Washington, D.C.



Hampton Inn

All around our Hampton Inn® hotel in College Park, you'll find mind-stretching things to do. See the science behind modern agriculture, tour the beautiful campus of the University of Maryland and explore American history where much of it happened. Within just 3.5 miles of our hotel in College Park, budding rocket scientists can even test their skills at the nearby NASA Space Flight Center. Best of all, our hotel in College Park is just a short drive to all the museums and monuments of Washington, D.C. So book your room today and come stay with us here to the Hampton Inn hotel in College Park. Explore. Learn. Live a little.



Howard Johnson Express Inn

Come stay at our tastefully redecorated property. We are centrally located to Baltimore, Washington DC, and Annapolis. We are 1 mile from the University of Maryland and I-95 and minutes from NASA, U.S. Air Arena, MCI Center, RFK Stadium, Jack Kent Cooke Stadium, and Baltimore & Washington Airports. We offer a Free complimentary deluxe continental breakfast daily and Free High-speed Wireless Internet.



Quality Inn

For visitors interested in Washington, D.C. sightseeing, the hotel is just minutes from the White House, Smithsonian Institution museums, Arlington National Cemetery, Chinatown historic neighborhood, Ford's Theatre, Library of Congress and John F. Kennedy Center for the Performing Arts. All Washington, D.C. attractions are easily accessible via the Metro area transit system, which is just three blocks away. A wide variety of restaurants, cocktail lounges and specialty shops are located in the surrounding area. Be sure to visit Plato's Diner, located on the property.



Ramada Limited

The Ramada Limited College Park Maryland offers Complimentary High Speed Wired and Wireless Internet and a Free Deluxe Continental Breakfast. The University of Maryland, Goddard NASA Space Center and the US Library of Agriculture/USDA Beltsville are all within 3 miles of this College Park hotel.



Rental Inventory



More Projects

**DINING
SHOPPING
SERVICES
ACCOMMODATIONS
ATTRACTIONS
GETTING AROUND
EVENTS**

M

College Park - U of M

**FEATURED EVENTS
FEATURED SHOPS**

BANANAS, INC
BARRY AND STEVE'S CLOTHING EXCHANGE
KIYOKO EXPRESS
MOSAIC CAFE
WORLD GROCERY

WELCOME TO COLLEGE PARK

Email this page to a friend.

Discover the City of College Park, Maryland, a college town conveniently located inside the Beltway along US Route 1 (Baltimore Avenue) and served by two stations on the Metro Green Line. Explore a variety of shopping destinations in Downtown College Park next to the University of Maryland flagship campus, the Berwyn Commercial District in the heart of the historic Berwyn neighborhood and the Hollywood Commercial District just south of the Beltway along Rhode Island Avenue. Enjoy the many historic, cultural and entertainment attractions including the world class Clance Smith Performing Arts Center, the historic College Park Airport and Aviation Museum and the University of Maryland's nationally renowned football and basketball program as well as 28 other NCAA spectator sports.

ShopCollegePark.org Website

SHOPPING AND SERVICES IN DOWNTOWN HOLLYWOOD

Restaurants and Carryout	Hair/Nail Salons & Beauty Supply	Laundromat
19 Bubbly Inn 917 Rock Island Ave (301) 251-1102	16 Cut Beauty Supply 917 Rock Island Ave (301) 242-1717	18 T & B Laundromat 917 Rock Island Ave (301) 260-1800
20 BT Pub 409 Howard St (301) 242-8204	7 Color Tech 917 Rock Island Ave (301) 242-8255	Floris 917 Rock Island Ave (301) 411-8225
21 Pines Bar 988 Rock Island Ave (301) 242-2201	8 Hollywood Hair Salon 917 Rock Island Ave (301) 411-8217	Medical SERVICES
14 Best Yang Chinese Restaurant 917 Rock Island Ave (301) 411-8209		25 Fully Licensed 917 Rock Island Ave (301) 242-2400
Grocery	Clothes, Gifts, Souvenirs, etc.	26 National Bookstore Pharmacy 917 Rock Island Ave (301) 242-5897
24 One Public Market 917 Rock Island Ave (301) 444-8812	28 4-11 Toys 409 Howard St (301) 242-8711	27 Temple Christian 917 Rock Island Ave (301) 242-2917
25 Let's Tughe Food 409 Howard St (301) 442-8844	27 CROWN Book Store 917 Rock Island Ave (301) 242-4701	Animal Services
18 Bear's Super Market 917 Rock Island Ave (301) 242-1708	28 Hollywood Book Store 917 Rock Island Ave (301) 242-4701	4 Nightly Health Pet 917 Rock Island Ave (301) 242-2544
17 World Grocery 1000 Howard St (301) 411-8202	29 March Book Store 917 Rock Island Ave (301) 242-2500	Automotive
Video and Music	1 800 917 Rock Island Ave (301) 401-7801	13 College Park Book Center 917 Rock Island Ave (301) 242-1300
26 Red's Video Store 917 Rock Island Ave (301) 474-4209	Mini Markets/Convenience	8 Broadway Plaza 917 Rock Island Ave (301) 242-9421
23 Video Plus 917 Rock Island Ave (301) 242-2800	27 7-11 409 Howard St (301) 242-4701	Shipping/Mailing
Dry Cleaners	28 Let's Tughe Food 409 Howard St (301) 442-8844	9 Other 917 Rock Island Ave (301) 242-2500
21 Four Corner Cleaners 917 Rock Island Ave (301) 242-8100	17 World Grocery 1000 Howard St (301) 411-8202	9 Brite Post Services 917 Rock Island Ave (301) 242-2500
15 Hollywood Cleaners 917 Rock Island Ave (301) 411-8208		
13 Soft-Cleaners 917 Rock Island Ave (301) 411-8205		

**DOWNTOWN
GUIDE
HOLLYWOOD**

HOLLYWOOD COMMERCIAL DISTRICT

Downtown Hollywood is the business district closest to the University of Maryland campus and the College Park/2013 Metro Station.

Directions
Downtown Hollywood is located on US Route 1 (Baltimore Avenue), halfway between the Capital Beltway (I-495) and the DC/Maryland Div. Division is bounded by College Avenue (south gate of the University of Maryland) and Clifton Road.

Main Transportation
Downtown Hollywood is a 15-minute walk from the College Park/2013 Metro station (Green Line). The area also is served by Metrobus - the Maryland Line routes 21, 23, and 24 and Big Red Route 1 through downtown. Metro information is available at (301) 842-7000 or www.metrobus.com. Free bus service between the Metro station and the University of Maryland campus is available to the public on 5-16-11. For information, call (301) 814-2200 or visit www.um.edu/define.

Building
Downtown Hollywood is a short, walkable walk from campus dormitories and classrooms, meeting centers, libraries and security houses, public buildings and several residential areas.

Parking
Parking is provided throughout downtown College Park, in addition to parking lots (see map), on-street metered parking is available on College Avenue, Light Street, New Street, Yale Avenue and Maryland Road.

Parking Meter Information
Hours of operation: 8:00 a.m. through 10:00 p.m.
Monday through Saturday, except city holidays.
Rates: \$ 2.00 - 4 minutes
\$ 3.00 - 8 minutes
\$ 5.00 - 15 minutes

HOUGHTON HOLLYWOOD COMMERCIAL DISTRICT
2013 State Street
College Park, Maryland 20745
301-277-3444
www.hollywood.org
July 2009

HOLLYWOOD COMMERCIAL DISTRICT

Hollywood Commercial Guide

Questions?

