

# Brookville Road Market Analysis

as part of the

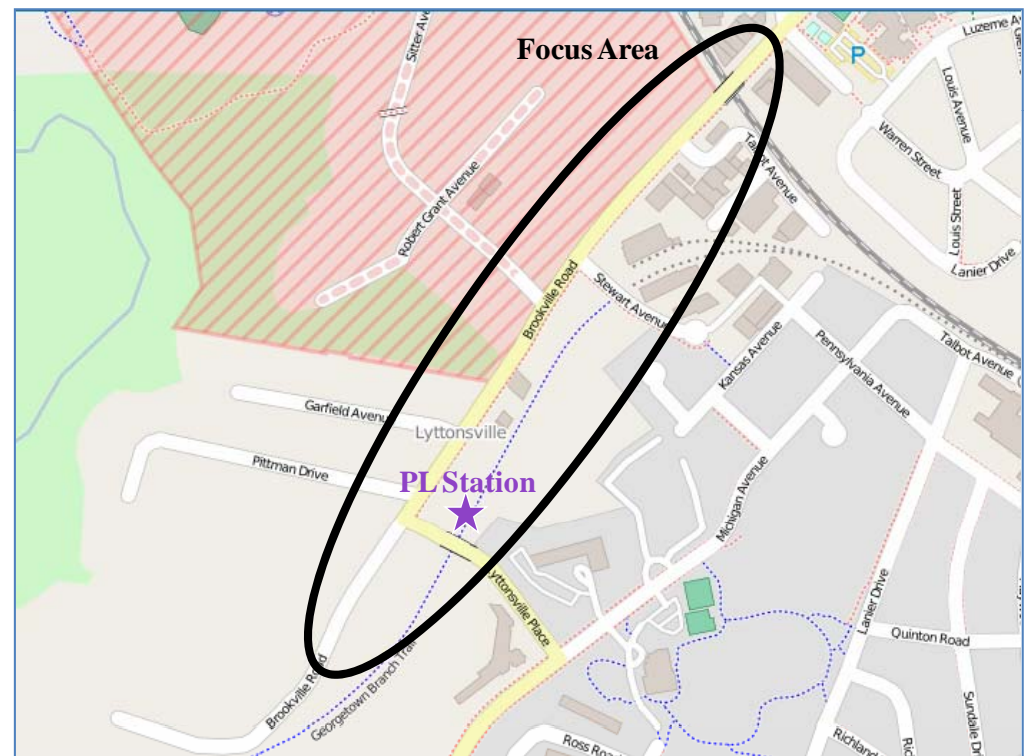


Greater Lyttonsville Sector Plan Process  
Community Meeting  
Gwendolyn E. Coffield Community Recreation Center  
April 29th from 6:30pm - 8:30pm

prepared by  
Bolan Smart Associates

# Introduction – Market Analysis

- Focused on Brookville Road
  - Industrial preservation
  - Retail opportunities
  - Residential impacts
- Primary Tasks
  - Market conditions
  - Development scenarios
  - Industrial area examples
  - Planning implications



# Policy Objectives



- Industrial land use preservation (retaining existing supply net of Purple Line uses)
- No specified retail or residential related objectives
- Overlay of connectivity, land use compatibility and environmental stewardship
- Bottom Line - Market grounded Conceptual Plan

# Presentation Recap



- Presented market conditions assessment and redevelopment scenarios 1/21/2015

# Redevelopment Considerations



- Economic Factors
  - Viable industrial submarket for a variety of users
  - Existing property values can exceed redevelopment value
  - Future densification, but not high-rise (cost constraints)
  - Limited market support for structured parking
- Regulatory Impacts
  - Some zoning constraints for retail and residential uses
- Market Prospects
  - Some but limited additional retail opportunities
  - Potential for diversification of residential types

# Purple Line Impact

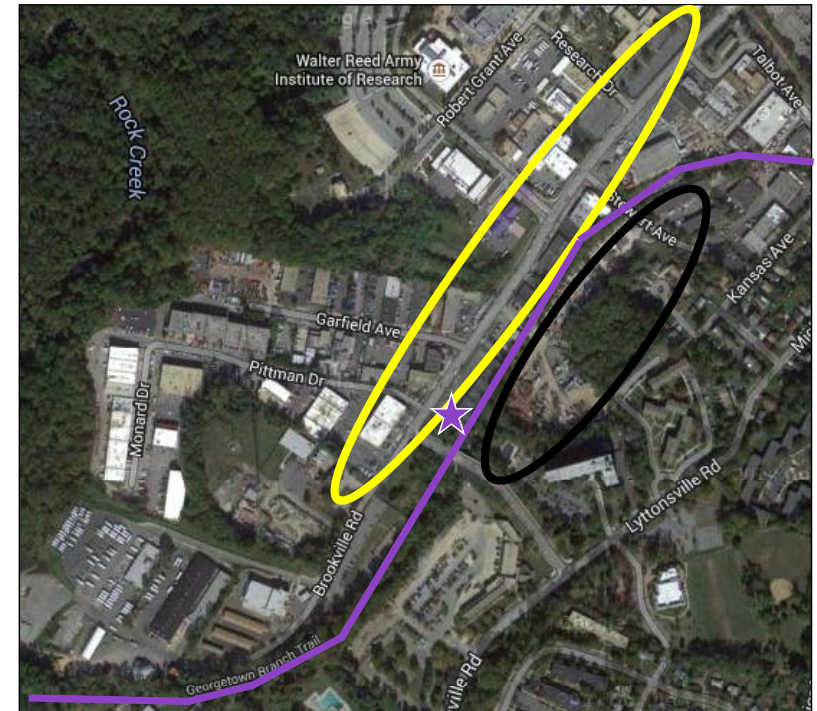


- Purple Line impact
  - Contributing to change, but not market transforming
  - Continued predominant land uses – industrial and institutional
  - May enhance overall neighborhood balance of land uses and connectivity (infill opportunities proximate to Brookville Road if coupled with modified zoning provisions)

# Potential Redevelopment Scenarios

## 1. Minimal Planning Changes (5-10 years)

- Continued industrial uses and some infill
- Some convenience retail added along Brookville Rd
- Redevelopment & residential infill east of tracks
- General preservation of existing affordable multifamily residential



- ★ Purple Line Lyttonsville Station
- Some convenience retail
- Residential infill and redevelopment

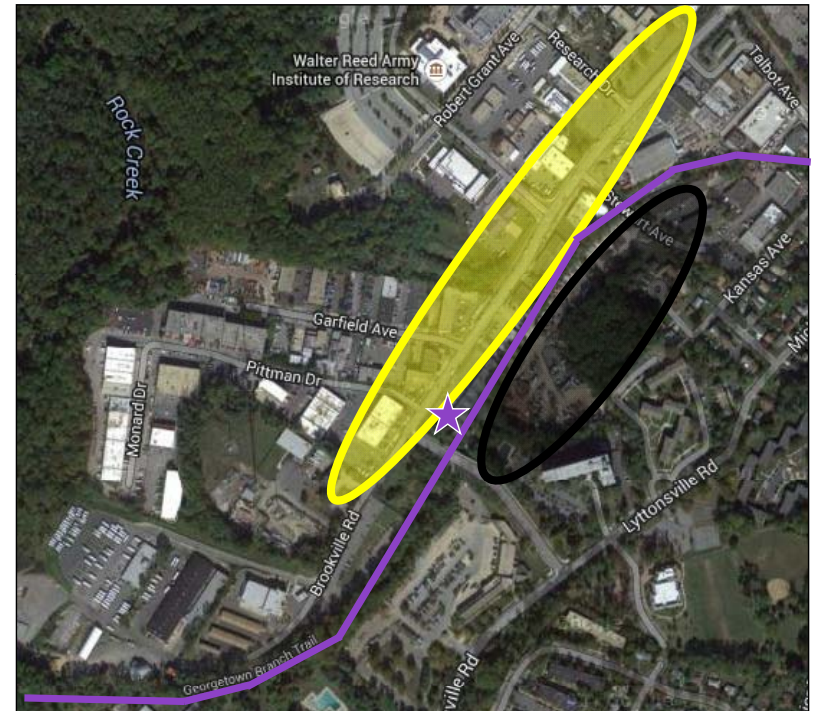
# Potential Redevelopment Scenarios

## 1. Minimal Planning Changes

+

## 2. Moderate Planning / Investment (10+ years)

- Industrial conversion to medium density residential zoning east of tracks
- Pedestrian / bikeway / open space improvements
- Brookville Road enhancements



- ★ Purple Line Lyttonsville Station
- Brookville Road enhancements
- Industrial conversion to medium density residential



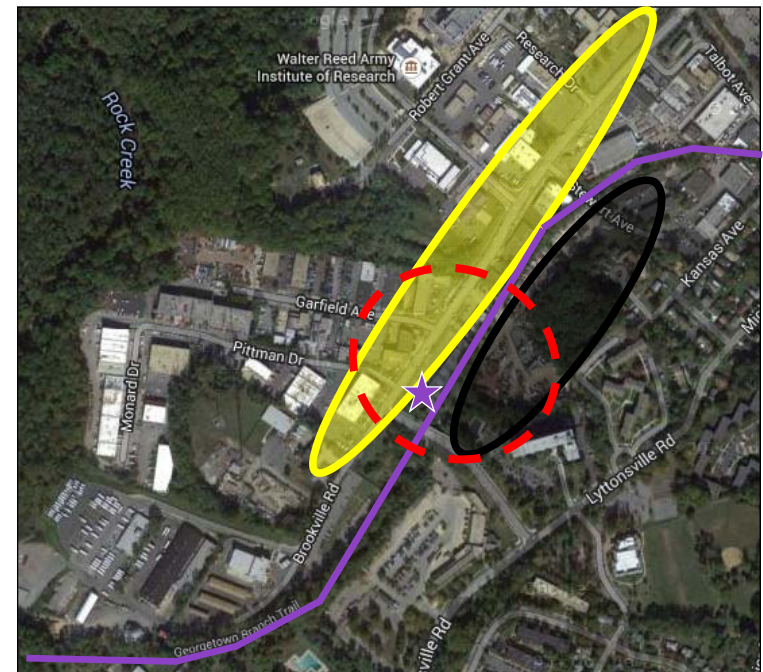
# Potential Redevelopment Scenarios

1. Minimal Planning + 2. Moderate Planning / Investment

+

3. Major Investment (10-20 years)

- Improved neighborhood connections and road networks
- Some additional retail
- Additional retail and residential mixed-use west of tracks
- No major density changes in IM zone (existing FAR / heights)
- Preservation of existing industrial / flex land uses



- ★ Purple Line Lyttonsville Station
- Some additional retail and residential mixed-use
- Industrial conversion to medium density residential
- ⊕ Improved neighborhood connectivity

- What we heard 1/21/2014
  - What and how much retail?
  - What type and amount of residential / impact?
  - What about threats to future industrial investment?

# Retail / Hybrid Retail



- Convenience / Neighborhood Retail
  - Trade area analysis (demand and supply)
  - Mixed-market patronage (residential, industrial, institutional)
  - Surrounded by other retail
  - Unmet demand for 30,000 to 40,000 additional SF
- Hybrid Retail
  - Sub-regional services / showrooms
  - “Maker” spaces
  - 20,000+ SF

- Limited Purple Line impact on multifamily price
- Background market upward impact on single-family pricing
- Older properties renovations
- Some multifamily or townhome infill of vacant / underdeveloped sites
- Potential number of additional units not likely to transform existing neighborhood character

# Examples of Industrial Preservation



- Six Inner Suburban Area Examples
  - Survive based on a critical mass of industrial uses
  - Cater to a wide range of users
  - Stable, not necessarily increasing amount of industrial use
- Sustainability Factors
  - Limited up-zoning or other new regulatory provisions
  - Flexible approach to varied user groups (access, parking, etc.)
  - Protection from “nuisance” buffering to accommodate new alternative uses
  - Dedicated public resources to support small business

# Planning Approaches to Future Development



- Sub-area target zoning respective of existing adjacent uses
- Overlay mixed-use zone for transition areas (IM zone does not allow for convenience retail or residential)
- Not mandating a mix of uses, but also not restricting alternative uses
- Allowing for cost effective parking (surface and street)