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
• 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)
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
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
Potential Redevelopment Scenarios


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
• 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
Residential

- 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)