



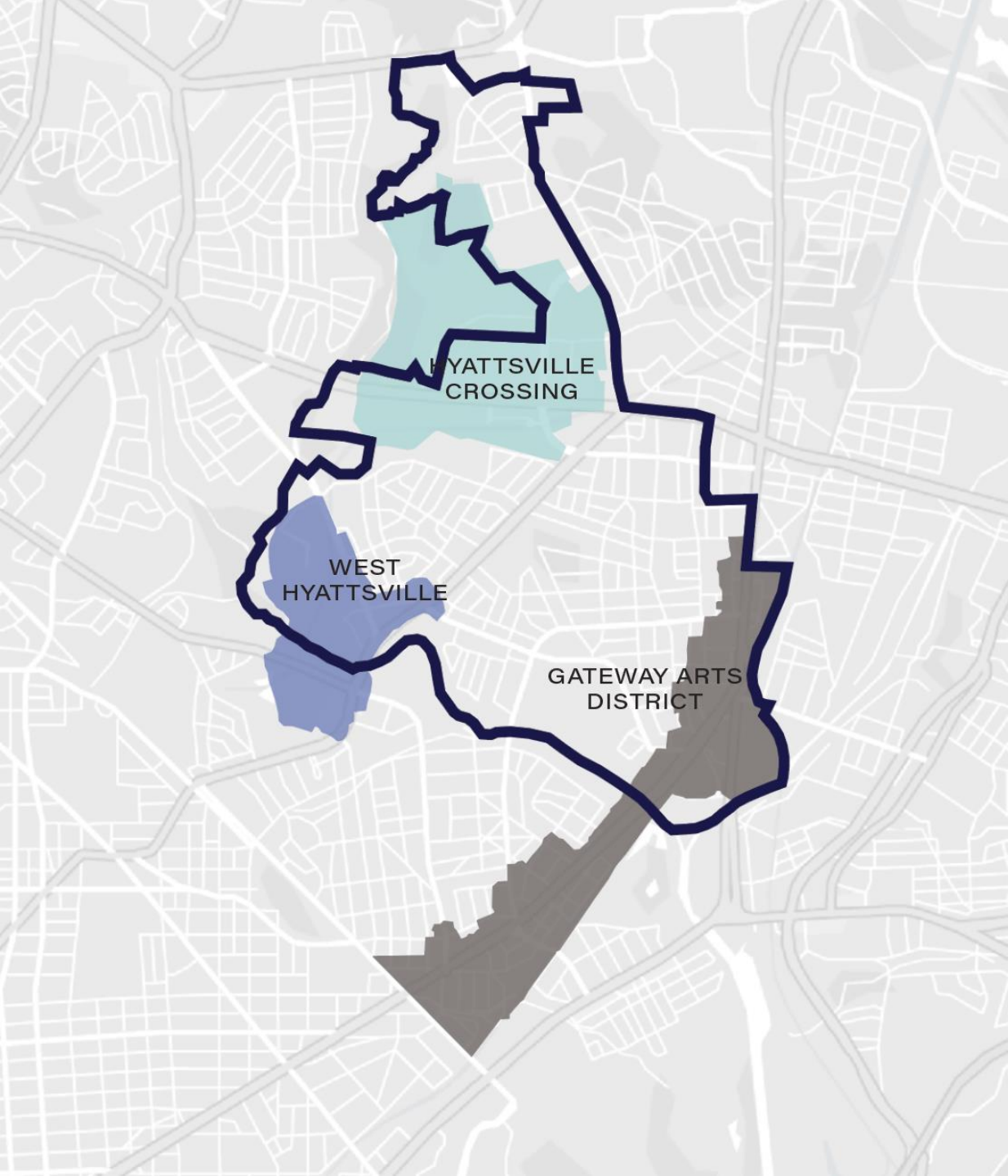
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City of Hyattsville

Business Retention and Expansion Strategy

Fall 2021, Business Roundtable

October 27, 2021



CITY OF HYATTSVILLE

STRENGTHS

- **Distinct ID - quirky, vibrant, engaging**
- Proximity
- Concentrated areas in three districts
- Local government dedicated to small business issues
- **Customer base that values its small businesses**
- Direct access to regional roadways
- Well-connected WMATA/bus routes throughout commercial areas

WEAKNESSES

- **Hyattsville is urban in some respects and suburban in others: city-wide solutions are difficult**
- Parking expectations
- Pedestrian activity is neither facilitated nor inspired
- Prince George's County government resources can be scarce and difficult to deploy
- Expectations within and of the city government often exceed the resources assigned to accomplishing them

OPPORTUNITIES

- Hyattsville can continue to support start-ups
- **With technical assistance interventions, existing small businesses have exceptional potential.**
- Continue to communicate regularly regarding evolving COVID-19 protocols
- New residential developments
- **Capturing local residents is the easiest and most effective way to boost sales**
- Expanding marketing efforts can increase the geographical area
- COVID innovations

THREATS

- Supply chain challenges
- A potential disconnect between property owners and tenants
- Ecommerce shopping reducing the amount of sales that can be generated in brick-and-mortar stores and office spaces
- **New businesses entering the market cannibalizing sales for already struggling businesses**

GATEWAY ARTS DISTRICT

STRENGTHS

- **A variety of building types and character makes a variety of tenant types possible**
- Signalized intersections, crosswalks, and zero lot line buildings create a sense of downtown
- Parking is an asset for those visiting the district and aids in the success of its small businesses.
- **Professional offices, civic and government uses, light industrial, educational, and retail tenants co-mingle**

WEAKNESSES

- Traffic volumes for Baltimore Avenue/Route 1 bisect the district. As a result, it is difficult to create visual, placemaking, and pedestrian connections on both sides of this commercial area.
- **Parking is often unsigned or private, poorly maintained, and dark at night with inadequate natural surveillance.**
- Ground level historic spaces are often difficult to convert for modern tenant needs

OPPORTUNITIES

- Parking technology has the ability to visually and physically represent space availability
- **Reconsideration of signage along Baltimore Avenue/Route 1 potentially turns one of the district's most significant negatives into a positive (greater visibility to 25,000 cars daily)**

THREATS

- Uncertainty surrounding the return-to-office practices as COVID restrictions lift poses a threat to property owners and retail businesses that rely on the physical presence of daytime employees.
- **Growing competition from other Prince George's County downtown environments (New Carrollton, Bowie, Largo, and Suitland) potentially distributes county resources, customers, and tenants widely and limits growth opportunities**

HYATTSVILLE CROSSING

STRENGTHS

- **Regional access to the district via automobile, train, bus**
- Regional shopping mall significantly renovated in past several years
- Where available, abundant surface and garage parking

WEAKNESSES

- **Local accessibility, for bicycles and pedestrians, is hindered by regional roadway system**
- Urban building and parking typologies at University Town Center challenge suburban context for tenants and customers

OPPORTUNITIES

- **Turnover in large-format (big box) stores would create opportunity for dense development that focus on other uses**
- **Innovative ground floor leasing strategies (particularly at University Town Center) allow for creative occupation of visible spaces.**

THREATS

- Disruptions in the national retail economy place large-format tenants that dominate this district in danger of bankruptcy and vacancy that is not easily re-tenanted.
- University Town Center vacancies have the potential to degrade the attractiveness of the district's retail offerings
- **Ongoing criminal activity has the potential to alter customer and client patterns**

WEST HYATTSVILLE

STRENGTHS

- **The concentration of Neighborhood Goods & Services retail tenants in this area bodes well for the stability of the district. NG&S is considered to have the lowest displacement risk.**
- West Hyattsville district is located centrally to the residents which makes it equally convenient to most all of Hyattsville's households

WEAKNESSES

- Pedestrian activity throughout the corridor is challenged by four lanes of traffic and uncomfortable vehicular speeds
- **Few additional uses limit opportunities from on-site customers, such as residents and employees**
- Retail centers with front-facing surface parking (Shops at Queens Crossing) create unfair competitive advantage to other centers in the corridor, such as Queens Chapel Town Center

OPPORTUNITIES

- New development projects serve as opportunities to add new customers and upgraded retail space to the corridor.
- The inherent placemaking aspects of shopping centers designed and oriented like Queens Chapel Town Center has become desirable and popular as a site condition for many regional and national retailers.
- **The potential to incorporate new national tenants raises the profile of the center to a wider base of customers and improves opportunities for small, local businesses as well.**

THREATS

- **Increased ecommerce activity by Neighborhood Goods & Services retailers could reduce the demand for bricks-and-mortar groceries and pharmacies in particular.**



Hire a Small Business Administrator

Assigning a dedicated staff member assigned to small business outreach, monitoring and support.

Responsibilities should include providing support to businesses:

- expanding,
- downsizing,
- with unforeseen challenges,
- with access to capital needs, and
- connecting to government initiatives.

Identify technical assistance needs; find and assign resources



Identify and Notify Small Businesses Qualified for Support

Create a master list of qualified small, local businesses

Establish systems for regular and emergency communications

Expose businesses to the resources available to them at all levels of government

Develop networking systems through a variety of communication formats among small businesses





Connect Small Businesses to Workforce Development Programs

Working with small businesses, identify workforce needs

Assist with applications to local, regional, and state programs

* As of now, City of Hyattsville does not have a workforce development program, but has extensive knowledge of other resources available





Establish a Small Business Network

Create a clear and direct way for small businesses to engage with the City

Establish a network that utilizes a variety of communications methods with local establishments.

Formalize opportunities for small business voices to integrate into City government decision making processes.



Reevaluate City-spurred Costs to Small Businesses

Temporary or permanent reductions or abatements of taxes and licensing fees should be considered to support independent retailers and restaurateurs adapt to the changes.

Solutions can consider increased employment as a criteria to receive the incentive.





Create a Unique Brand for Each District

Establish the “rules of engagement” for customers and small businesses

Prepare a brand strategy narrative to give clarity and definition to the purpose and business character of each commercial section



Establish a Small Business Directory

Create and distribute a directory for small businesses, organized by commercial district, for publication and distribution to rental units by mid-August each year





Promote Multi-Tenant Spaces

Some of the businesses currently operate out of brick and mortar spaces and may need to relocate permanently or temporarily to adjust to changing business conditions

Multi-tenant spaces introduce new customers across businesses, share rent, and create additional interest for the storefront experience.





Conduct a Retail Market Analysis for Each District

Retail demand is not an unlimited resource

The city should launch a study to gauge the ability for each district to support additional retail development.



Before the study is launched, consider placing a moratorium on additional retail development citywide through an overlay zone.





Formalize a Place-Management System for West Hyattsville

Place management organizations are known for their exponential impact on the success of a retail environment

The city should consider opportunities to develop a Main Street program or business association for the West Hyattsville district



Identify Low-Rent Opportunities for Local, Small Businesses

City staff should build relationships with and poll property owners with vacant spaces to understand their willingness to trade cross-property value in exchange for below market rate, ground-level spaces

This program should be available to the City's legacy businesses as well (typically identified as 40+ years in operation)





Consider Adjustments to Façade Improvement Program

The matching funds requirements for businesses looking to participate in the City's Façade Improvement Program creates difficulties for businessowners who don't even have 50% of costs in their budgets

Prioritize design intervention needs across all commercial properties and begin to investigate funding sources beyond the businesses themselves

Into the future, consider how interior design interventions might be possible.





Expand UMD Shuttle 113 Service to Gateway Arts District

Currently, the Route 113 of the University of Maryland Shuttle Bus loops through Hyattsville, stops within Hyattsville Crossing

This route does not include other commercial districts including the Gateway Arts District, the only district not connected to the Metro line

Look for additional opportunities to connect local population centers to the commercial districts by non-vehicular means





Conduct Parking Demand Study

Parking conditions were mentioned by many stakeholders as an opportunity to improve the viability of existing businesses

The actual needs are poorly understood due to a lack of data on parking availability, customer behavior, and demand

Launch a study that considers opportunities for shared parking agreements, leveraging underutilized lots at schools or governmental buildings





Distinguish Hyattsville Crossing as Two Sub-Areas

This district is home to fundamentally different subareas:

1. Mall at Prince George's/the retail development south of East-West Highway; and
2. University Town Center

Each has a different structure, plan organization, target customer, purpose of shopping/dining trip, and vehicular/pedestrian orientation

Acknowledging that each area needs different and targeted planning practices, policies, and programs will increase effectiveness





Explore Shared Workspaces at University Town Center

Recent transformations in the concept of workspaces and an increased desire to work closer to home may create opportunities for University Town Center

Ground-level spaces not well-suited to retail uses could host flexible or shared workspaces with amenities to serve as an alternative to working from home and to create a hub for entrepreneurs

Activation of these spaces, in turn, reduces the retail supply and improves the viability of the remaining tenants





Improve Pedestrian and Vehicular Circulation in Hyattsville Crossing

Continue lobbying efforts at the state level for transportation planning improvements in this district

Link the incremental improvement of the pedestrian and vehicular circulation to improved business conditions and metro ridership to substantiate and make way for increased investments long-term



thank you.

