

# MDOT Penn Line TOD Strategy

## Bowie State Station Market Analysis

January 2023

HR&A

Gensler

**MDOT**  
MARYLAND DEPARTMENT  
OF TRANSPORTATION

**MEDCO**  
MARYLAND ECONOMIC  
DEVELOPMENT CORPORATION

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## EXECUTIVE SUMMARY | GOALS

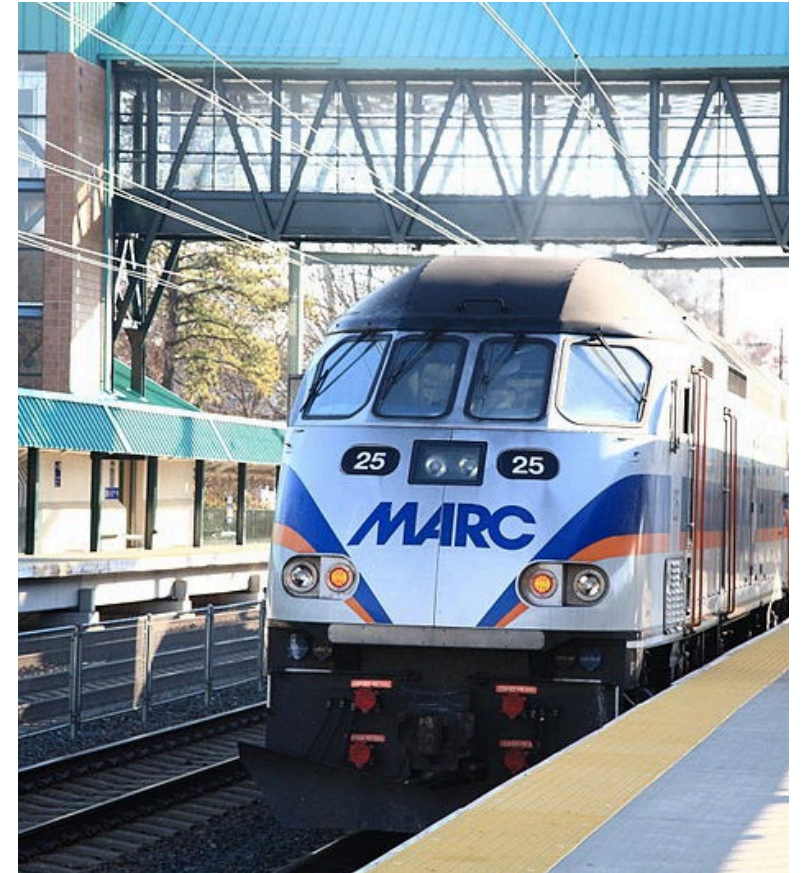
The market analysis will synthesize recent trends and identify opportunities for MDOT to assess where Bowie State is positioned within a systemwide strategy to catalyze transit-oriented development (TOD) opportunities along the Penn Line corridor.

### Project Objective

MDOT is currently studying how to position 10 Penn Line stations for TOD that will result in vibrant mixed-income, mixed-use communities, that are transit-oriented and drive ridership, equity, and economic development opportunities. To help MDOT implement its vision, HR&A has conducted a market analysis that will underpin the MDOT TOD strategy for the Penn Line corridor. This analysis synthesizes existing market knowledge and data, and evaluates market opportunities for the area, with the goal of understanding market realities that impact how MDOT can best position Bowie State for future mixed-use TOD.

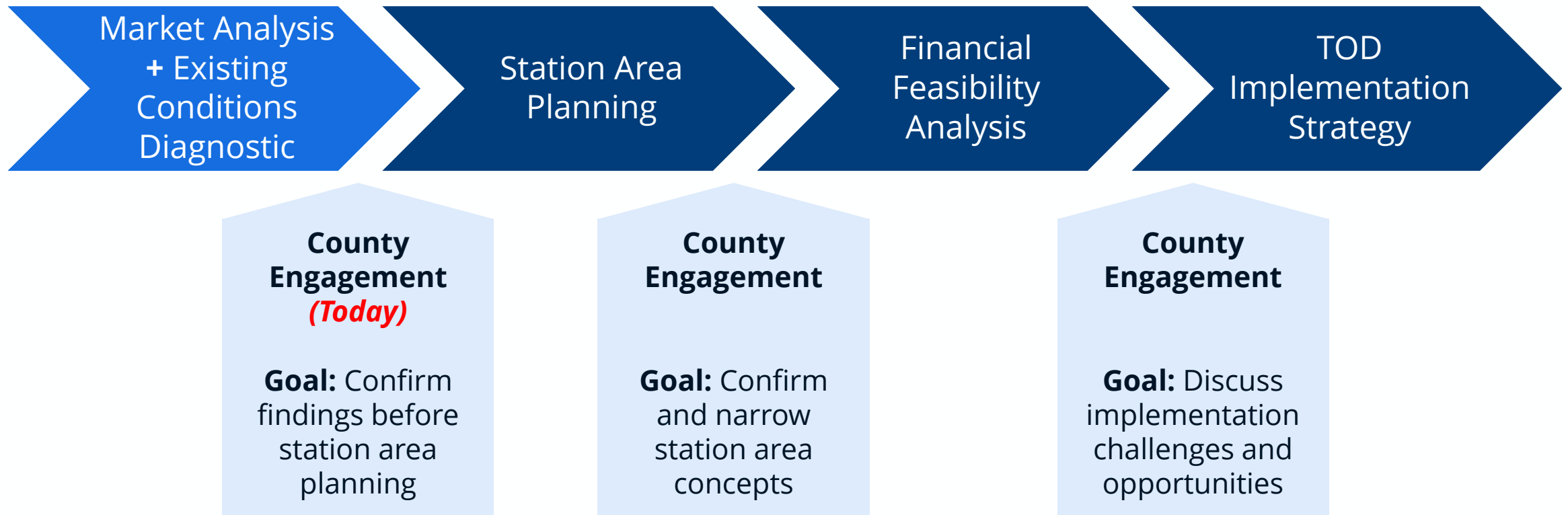
### Station Context

Penn Line is a major commuter rail corridor that connects northeast Maryland with Baltimore and Washington, DC. The Bowie State MARC Station, in Northeast Prince George's County, is among the stations being studied and primarily serves commuter students at Bowie State University. There is minimal existing non-university development, but new university investment can support potential TOD efforts.



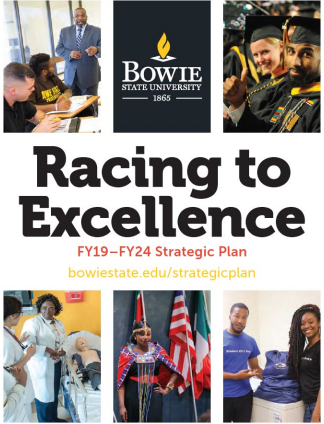
## EXECUTIVE SUMMARY | STUDY PROCESS

The market analysis will underpin planning concepts and preliminary development programs for the Bowie State Station Area, to be incorporated into the overall Penn Line TOD Strategy.



## EXECUTIVE SUMMARY | BOWIE STATE PLANNING CONTEXT

Bowie State produced a strategic plan in 2019 and economic development strategy in 2021, both outlining ambitious goals and specific strategies for growing the University's impact.



### Strategic Plan – Racing to Excellence

The 2019 strategic plan aims to position BSU as widely recognized as one of the nation's best public, comprehensive universities, serving as a model for academic excellence, innovation, and student success. It establishes 5 goals to facilitate this status:

1. **Academic excellence** supported by curricular and co-curricular experiences.
2. Promote a **holistic and coordinated approach to student success**.
3. Encourage **academic and administrative innovation** to meet student needs
4. Enhance our campus culture of **diversity, inclusion, and civic engagement**.
5. Ensure **long-term viability** of BSU.



### Economic Development Strategy – Honoring the Past While Racing to the Future

The 2021 economic development strategy includes a SWOT analysis of the University and 22 recommended actions for the next 5 years based on 4 primary themes: 1) placemaking, 2) community, 3) growth, 4) innovation. The strategy emphasizes the importance of leveraging the nearby MARC Station for placemaking, including the following recommendations:

1. Leverage the TOD designation to **spur economic development** around campus.
2. Develop a plan and timeline to **redevelop the County owned parcel** adjacent to the MARC station.
3. Implement **strategic branding around the MARC station** and on campus to be visible to MARC riders.
4. Develop **amenities on campus to draw MARC riders** before and after they use the train.

## EXECUTIVE SUMMARY | PLANNING CONTEXT

Bowie State University and Prince George's County have prioritized planning efforts to facilitate greater vibrancy around the station with the development of underutilized parcels.

### **Bowie State University's Gateway**

Bowie State selected Mosaic Development Partners JV to deliver The Gateway, a mixed-use project that will offer 600+ beds of student housing with ground floor retail. The project will reduce the current gap in student housing while providing ground floor activation as the gateway to campus with a food and beverage option.

### **Prince George's County Mixed Use Development**

Prince George's County owns ~90 acres of land northwest of the MARC station. In 2022, the Revenue Authority ran an RFP process to solicit a development partner for a mixed-use, transit-oriented district. While a developer was not selected, the County still intends to pursue a development partner for a similar project.



Source: Mosaic Development, Bowie State, and Prince George's County

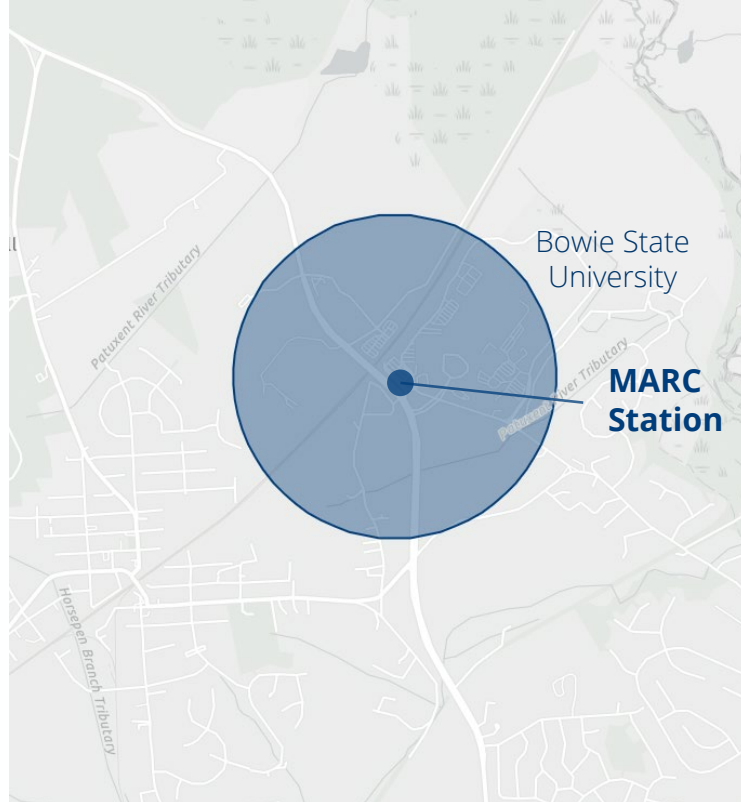


## EXECUTIVE SUMMARY | GEOGRAPHIES

The Bowie State market scan focuses on the Station Area ( $\frac{1}{2}$  mile radius from the MARC Station), a broader Study Area based on local market dynamics, and Prince George's County for Regional Context.

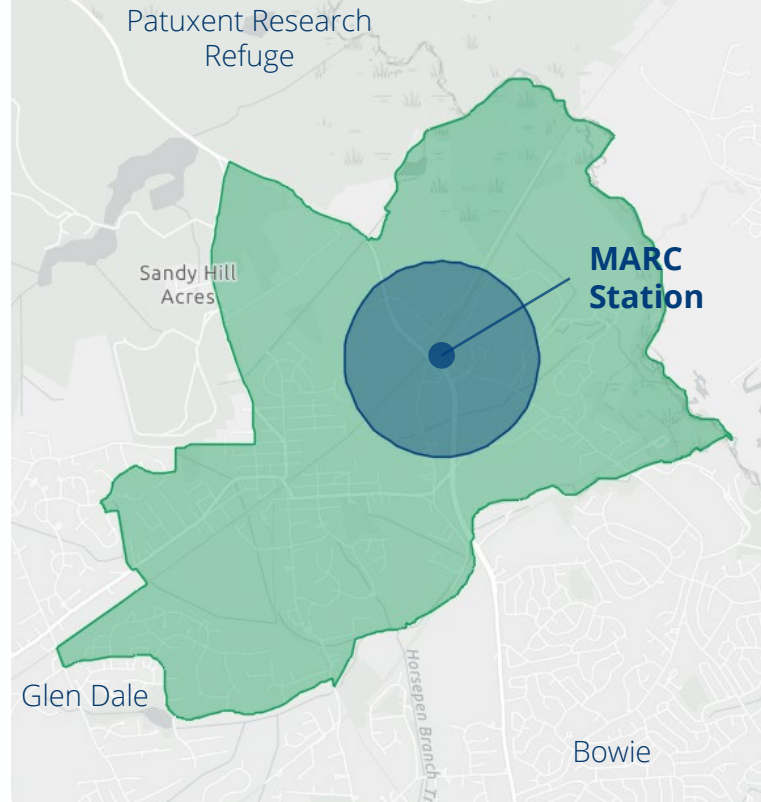
### Station Area (0.79 sq mi)

Defined as  $\frac{1}{2}$  mile radius from MARC Station



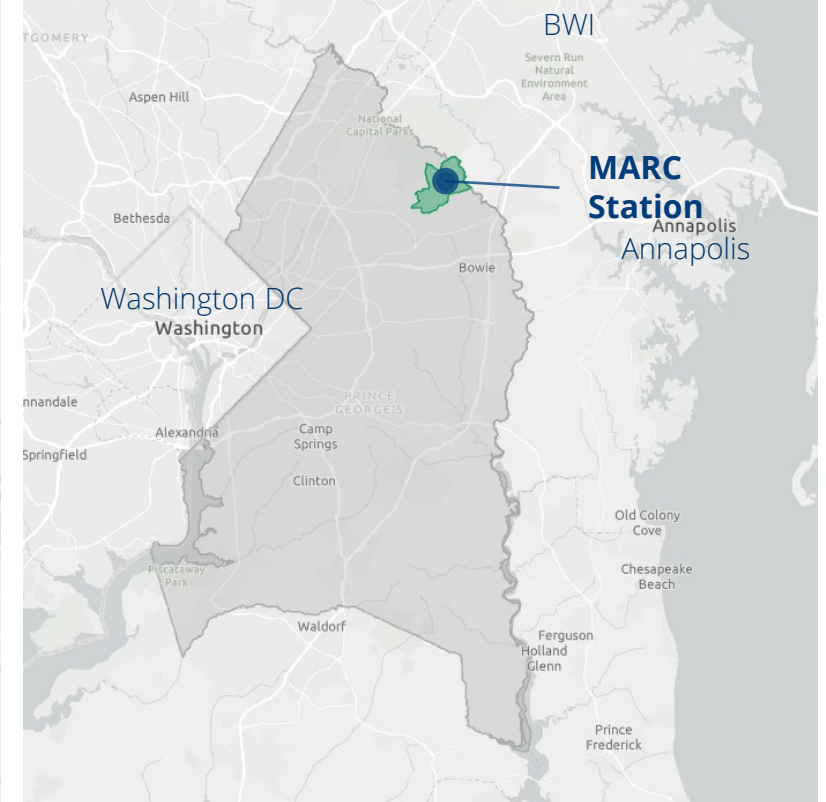
### Study Area (5.57 sq mi)

Defined by proximate census tracts to MARC Station to capture broader market



### Prince George's County (499 sq mi)

Used to contextualize market findings in broader region



## EXECUTIVE SUMMARY | KEY TAKEAWAYS

HR&A assessed the market potential for Bowie State by analyzing the following five areas.

### DEMOGRAPHIC

The Station Area population has grown by nearly a third in the last decade but is projected to stagnate in coming years. The Station and Study Area are home to DC and Baltimore commuters and, like the County, are racially diverse with high levels of educational attainment and median income.

### RESIDENTIAL

While the Station Area and Study Area have no existing or planned multifamily, BSU is making significant investments that will increase enrollment and the demand for both market rate and affordable housing. The County's multifamily inventory and rents have grown steadily and hosts a significant pipeline even as vacancy increased in each of the last two years.

### OFFICE

BSU's plans call for increased industry presence on campus, beginning with innovation space in the upcoming Gateway development. Increased research activity can help attract industry partners to locate on or near campus. Currently, Study Area office space is comprised of historic homes that were repurposed as small-scale office space, with no new deliveries since 1935.

### RETAIL

While there are currently limited retail options for MARC riders or BSU students and faculty, the Station Area can support new restaurants and personal care stores to meet student demand. Additionally, investments in new housing options near campus can further support new retail amenities.

### HOTEL

Currently there are no hotels within the Station Area or the Study Area. However, BSU may provide a viable source of visitation should the University's enrollment and national profile grow as planned.



EXECUTIVE SUMMARY | DEMOGRAPHIC TAKEAWAYS

Compared to the County, the Station and Study Area populations have particularly high levels of educational attainment and income, supporting strong residential market demand. However, there is no supply of large-scale residential buildings.

	Station Area	Study Area	Prince George’s County
MEDIAN INCOME	\$187K	\$152K	\$92K
POPULATION WITH BACHELOR'S/GRADUATE DEGREE	47%	52%	37%
MEDIAN HOUSING VALUE	\$439K	\$444K	\$338K
RESIDENTIAL BUILDINGS WITH 20+ UNITS	0%	0%	10%

## EXECUTIVE SUMMARY | BOWIE STATE UNIVERSITY

Bowie State University occupies a significant portion of the Station Area with a growing student population participating in a range of undergraduate programs, graduate programs, and athletic teams.

**6,408**

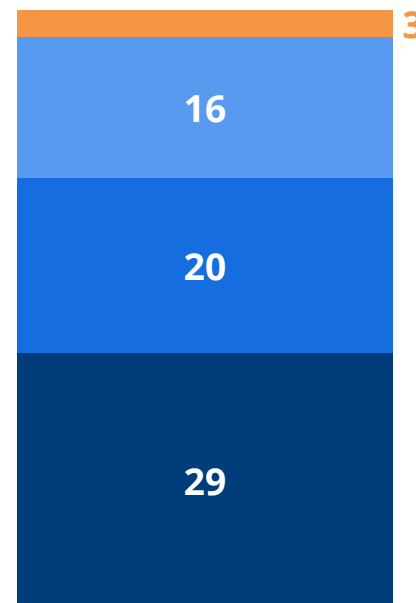
Fall 2023 student body population. 82% of current students are undergrads

**32**

States represented in the Bowie State student body

### Bowie State Academic Programs (2023)

■ Undergraduate Programs ■ Master's Programs  
■ Post Bachelor's Certificates ■ Doctoral Programs



**13**

Athletic programs at Bowie State (5 men's sports and 8 women's sports) including:

- Football
- Men's Basketball
- Men's Cross Country
- Men's Indoor Track and Field
- Women's Basketball
- Softball
- Women's Tennis
- Women's Volleyball
- Women's Cross Country
- Women's Indoor Track and Field
- Women's Outdoor Track and Field
- Women's Bowling

## EXECUTIVE SUMMARY | MULTIFAMILY SUMMARY

Bowie State University students currently choose between the limited supply of on-campus dorms or commuting to school from nearby towns. Students have indicated a preference for living on or near campus. On-campus dorms have a sizeable waitlist.

### *Recently Delivered*

In 2021, Bowie State delivered the **557 bed Entrepreneurship Living and Learning Community**. The property offers students an amenity rich dorm experience, including lounges, flex space, a fitness center, laundry, community kitchens, parking, and a 6K SF learning center.

### *In Progress*

The University is currently finalizing designs for **The Gateway, a 613 bed upperclassmen dorm with ground floor restaurant space, a bookstore, and innovation space** capable of hosting potential industry partners. Given demand for student housing, BSU expects applications for Gateway units to exceed the number of beds.

### *Looking Forward*

Bowie State plans to **increase enrollment as it pursues Research 2 designation and leverages nearly \$100M in state funding** following a lawsuit settlement from historical inequitable resource distribution from the State of Maryland to HBCUs.



Entrepreneurship Living and Learning Community



EXECUTIVE SUMMARY | MULTIFAMILY DEMAND

The Bowie State Station Area can support a baseline of 1-2 multifamily units that test non-student residential market demand. Additional investment in the area, including future development by BSU, could generate greater demand in the future.

Scenario	10-Year Station Area Demand Projection	Assumptions
Baseline	<b>300 units</b> ~800-900 Beds ~2 multifamily buildings	Represents nascent demand within the Station Area, using JLL’s 2023 study of demand based on student surveys and other market factors. JLL estimated that there were 828 units of demand, 206 of which will be met through the Gateway project. We conservatively estimate that there is demand for half of the remaining units (~300 units). This could include housing at different price points to address affordability concerns.
Growth Scenario	<b>600 units</b> ~1,500-1,700 Beds ~4 multifamily buildings	Assumes additional demand from faculty, staff, and the broader non-student residential market, likely accompanying other investments and subsidy from Bowie State University. Uses Odenton Station, a more mature residential market, as a benchmark, applying half of Odenton Station’s share of four-county absorption over the past 10 years. Additional growth can increase the viability of more affordable options.

Source: Costar, ESRI, HR&A Demand Analysis, “The Gateway at Bowie” JLL Report. Unit to bed conversion derived from Gateway project unit to bed ratio (2.97:1).

## EXECUTIVE SUMMARY | OFFICE SUMMARY

The University hosts medical and computer science talent that can attract companies seeking to move closer to a research anchor. The Gateway's 6,000 SF Innovation Hub represents BSU's commitment to facilitating industry partnerships on or near campus.

### *Recently Delivered*

BSU's 2019 Strategic Plan includes goals to increase corporate partnerships to provide enhanced career opportunities, an effort that builds on investments in established programs like nursing as well as emerging natural sciences programs.

### *In Progress*

The new Gateway project will offer a **6K SF Innovation Hub**, presenting an opportunity to experiment with the **initial collocation of companies on the University's campus**. If successful, this could establish a model for increased industry presence both on Bowie State's campus and nearby.

### *Looking Forward*

The **new Convocation Center will contemplate expanded innovation space** offering potential industry partners a landing zone to connect with entrepreneurs. Increased research and entrepreneurial success may present an opportunity for **privately developed off-campus office space**.

Source: HR&A Conversation with Margrave Strategies, Bowie State University, Maryland Matters

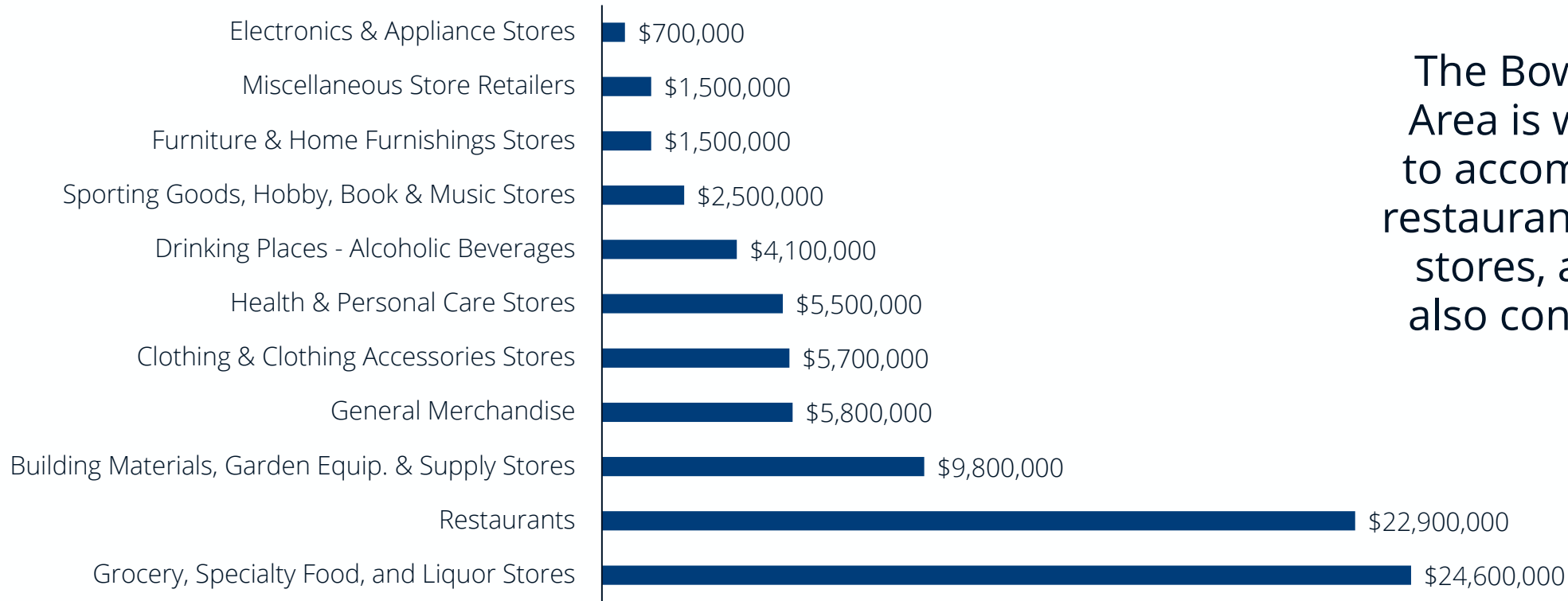


Center for Natural Sciences, Mathematics, and Nursing (2017)

## EXECUTIVE SUMMARY | STUDY AREA RETAIL GAP

Based on retail sales and demand, including student spending estimates, the Study Area is most undersupplied in restaurants and grocery stores.

### Study Area Unmet Spending Potential



The Bowie State Study Area is well-positioned to accommodate more restaurants and grocery stores, an observation also confirmed by BSU stakeholders.

*Note: Spending potential applies a discount to account for online spending, which is estimated by retail category through CBRE and U.S. Census E-commerce data.*

*Source: Claritas Retail Market Report, CoStar, LEHD OnTheMap, CBRE, U.S. Census*



EXECUTIVE SUMMARY | RETAIL DEMAND

Based on current unmet spending potential, including spending from the student population, the Station Area could support between 15,000 and 28,500 square feet of new retail space, depending on the addition of residential development.

Retail Category	Current Annual Sales per Household	Baseline (Current Unmet Spending Potential)	Growth Scenario (Baseline + Impact of 600 New Households)
General Merchandise	\$4,000	3,500 SF	11,200 SF
Grocery, Specialty Food, and Liquor Stores	\$1,400	5,400 SF	6,400 SF
Health & Personal Care Stores	\$1,100	1,300 SF	2,200 SF
Clothing & Clothing Accessories Stores	\$1,000	2,700 SF	4,200 SF
Miscellaneous Store Retailers	\$800	1,100 SF	3,100 SF
Sporting Goods, Hobby, Book & Music Stores	\$300	1,000 SF	1,400 SF
	\$9,700	15,000 SF	28,500 SF

The analysis excludes 6,300 to 7,300 SF of demand for restaurants that is being met by the new Gateway development.

Anecdotaly, students have expressed interest in more casual, convenient dining options, suggesting potential additional demand beyond the Gateway development.

Source: Claritas, HR&A Demand Analysis

## EXECUTIVE SUMMARY | HOTEL SUMMARY

Currently there are no hotels within the Station or Study Areas. However, as BSU expands, it may serve as an anchor capable of generating demand for hotel development.

### *Current Conditions*

Given BSU's historic status as a **commuter school** and the **lack of major attractions outside of the University**, there has been limited need for a hotel proximate to campus.

### *Looking Forward*

As BSU continues to grow long term trends paired with increase office space and retail space may generate an opportunity in the hotel market.

1. The successful development of an **Innovation Hub and increased corporate presence would lead to an increase in visiting researchers and industry partners** that would prefer a hotel option adjacent to the BSU campus.
2. If the University's fine arts and athletic programs attract greater national attention and achieve further success, **alumni and fans will be more likely to visit BSU for various events.**



Continued growth of BSU athletic programs may generate new visitors to the campus.

## EXECUTIVE SUMMARY | PRELIMINARY DEVELOPMENT RECOMMENDATIONS

HR&A projected market demand to be considered for station area planning, accounting for institutional planning, previous development, pipeline development, demographic trends, and spending patterns.

1. Although limited population growth and a lack of multifamily inventory suggests **limited baseline demand**, BSU's presence creates an opportunity for **public and institutional investments** to meet **demand from students, faculty, and staff**. With increased investment, the Station Area could achieve around **300 to 600 units** of multifamily housing. This could include units at different price points, meeting students' desire for more affordable options.
2. Retail success can be enhanced by **providing product that meets the demand of students and their visitors**, such as a range of restaurants and merchandise stores.
3. Given a lack of recent office and hotel development, these uses are lower priorities in the immediate term. However, the successful **development of an Innovation Hub** and **increased corporate presence** would draw **visiting researchers and industry partners** that **increase demand** for both uses.



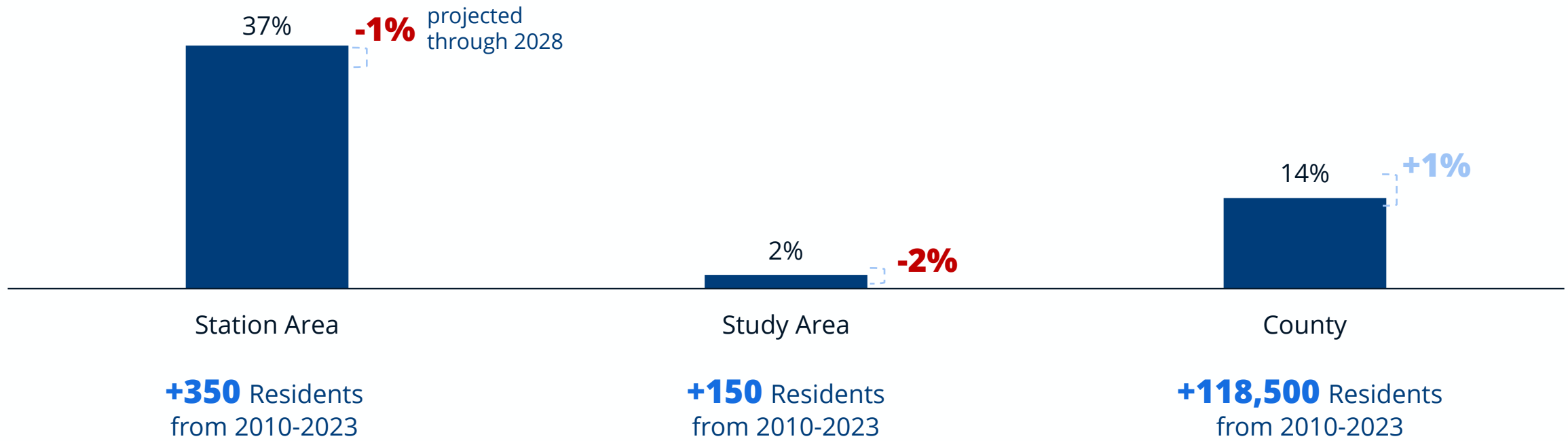


# Demographic Trends

## DEMOGRAPHIC TRENDS | POPULATION

Despite exceeding the County's population growth rate in the last decade, the Station Area population is projected to stagnate in coming years.

### Population Growth 2010-2023 and Expected Growth Through 2028



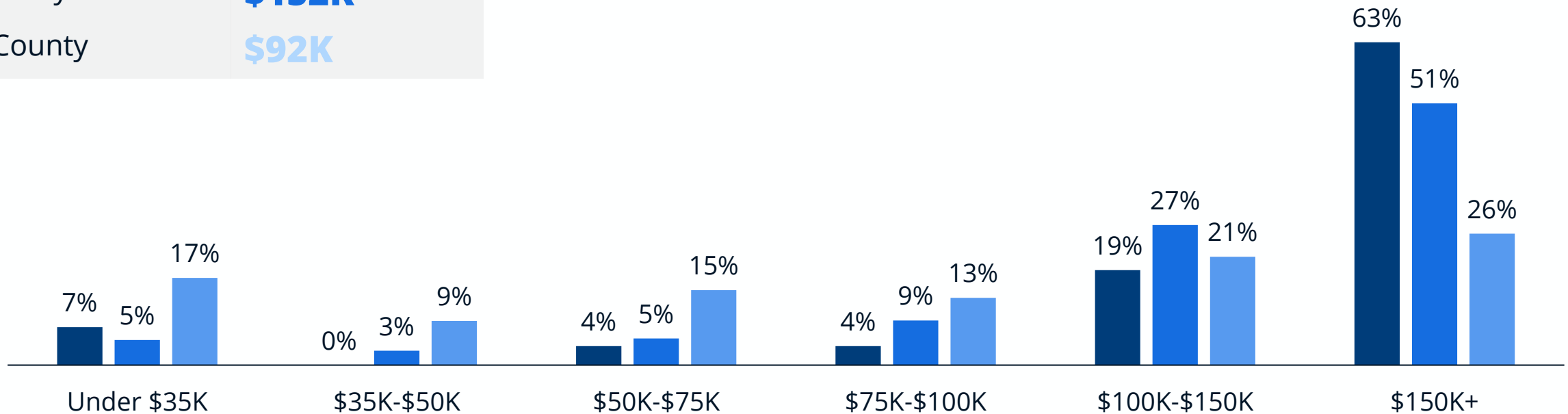
## DEMOGRAPHIC TRENDS | INCOME

The Station Area median income is nearly double that of the County, with a high proportion of residents earning over \$150,000 annually.

Median Income (2023)	
Station Area	<b>\$187K</b>
Study Area	<b>\$152K</b>
County	<b>\$92K</b>

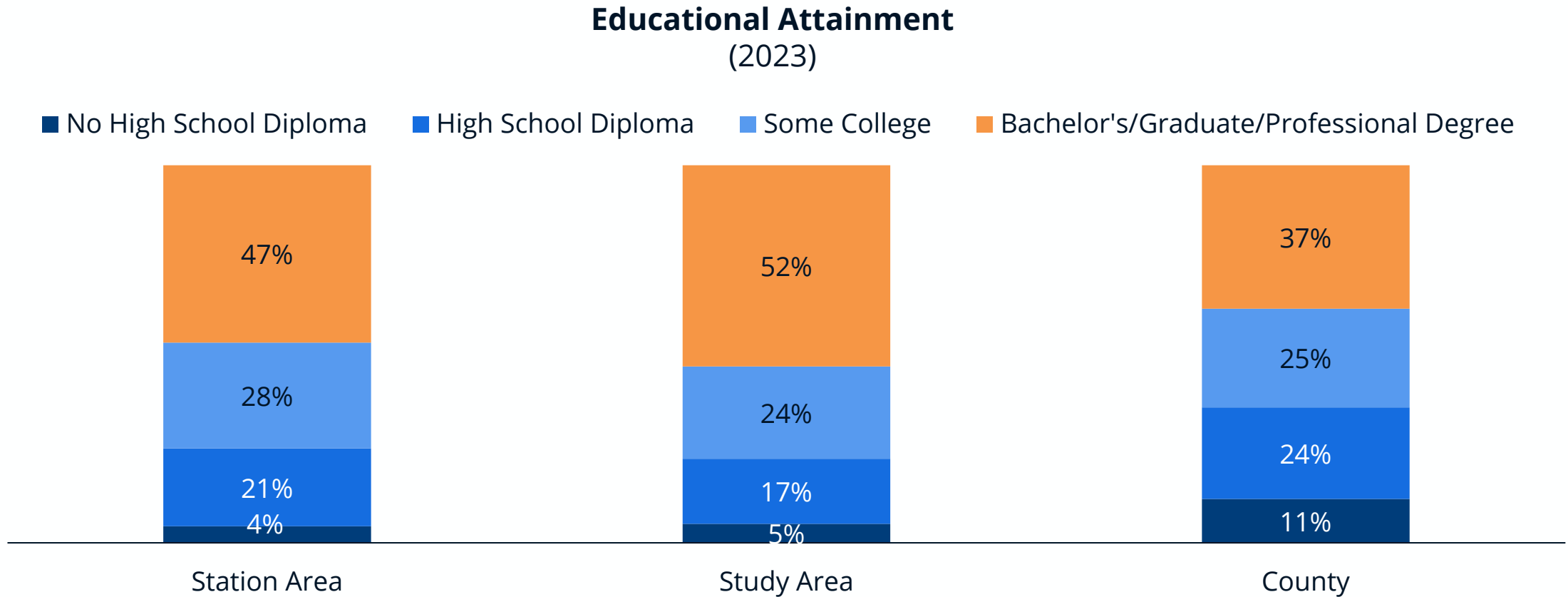
### Income Distribution (2023)

■ Station Area ■ Study Area ■ County



## DEMOGRAPHIC TRENDS | EDUCATIONAL ATTAINMENT

Bowie State Station and Study Area residents have high educational attainment, with both more likely to hold at least a bachelor's degree than the County overall.

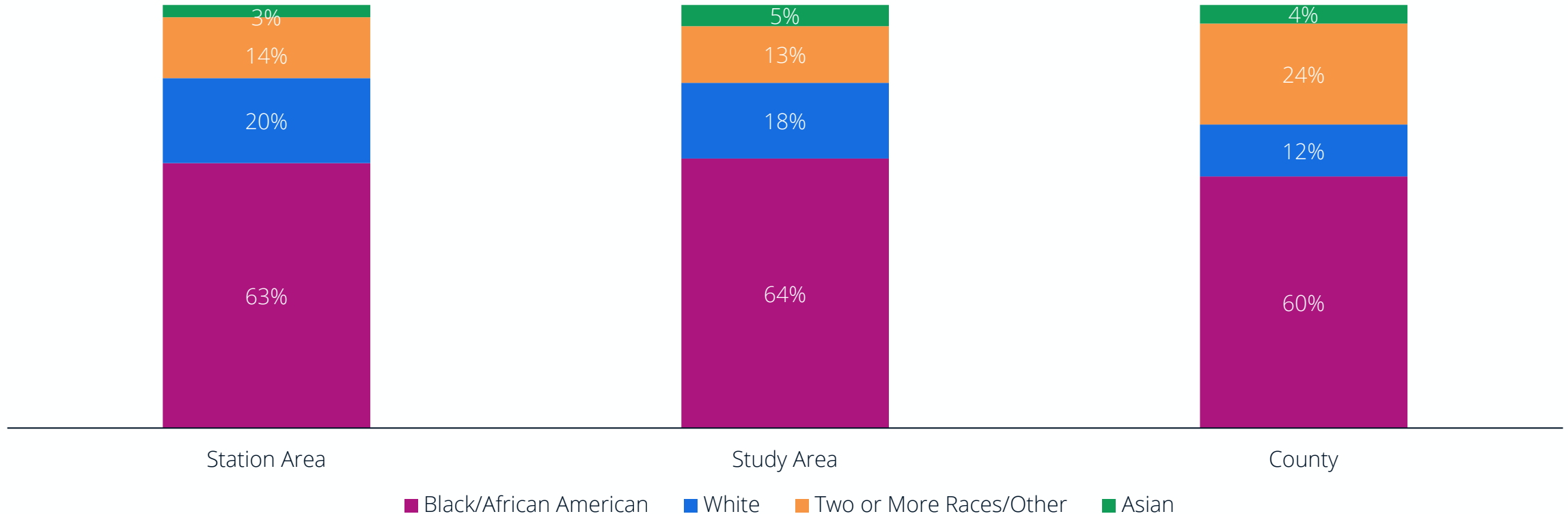




## DEMOGRAPHIC TRENDS | RACE

The Study Area, like Prince George’s County, is home to a majority-Black population.

**Race and Ethnicity**  
2023

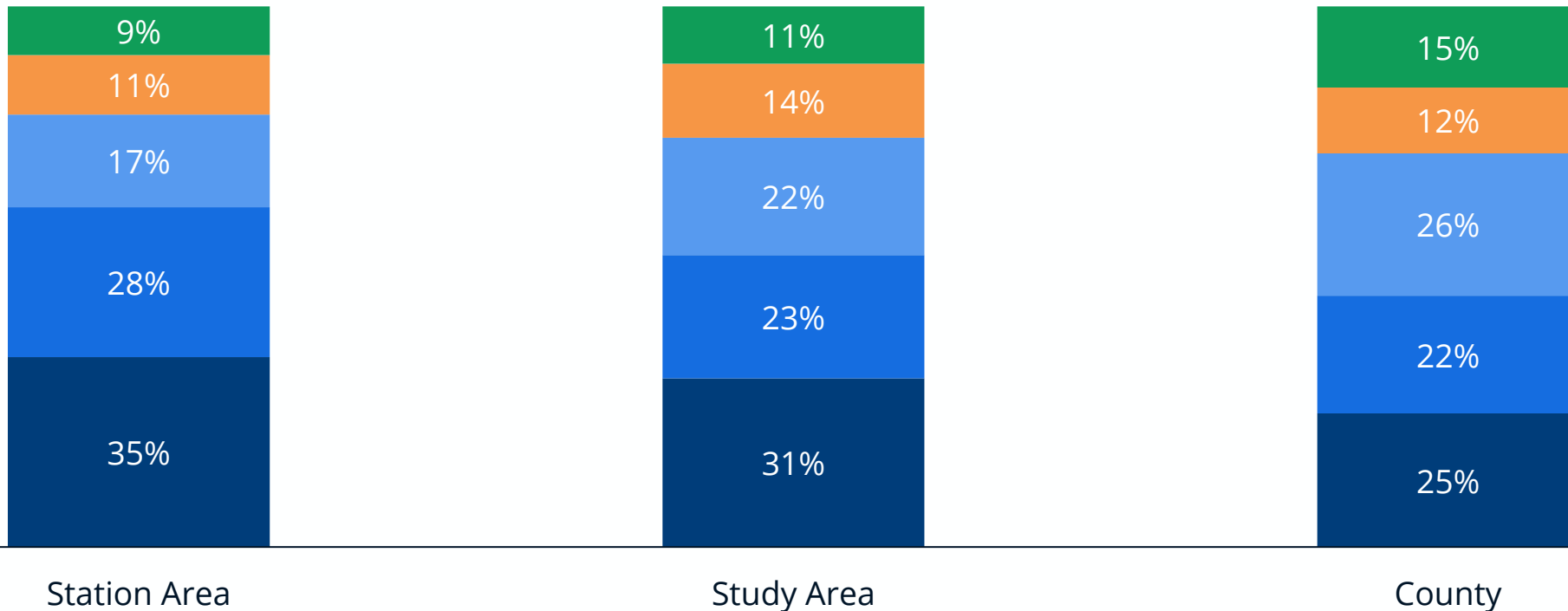


## DEMOGRAPHIC TRENDS | AGE

The Station Area's population is significantly younger than the County's, likely due in part to the presence of Bowie State University.

**Age Distribution**  
(2023)

■ 0-19 ■ 20-34 ■ 35-54 ■ 55-64 ■ 65+



Source: Esri

Note: Students are included in Esri's population estimates, but student housing is not. The presence of students is therefore more visible in age distribution data.

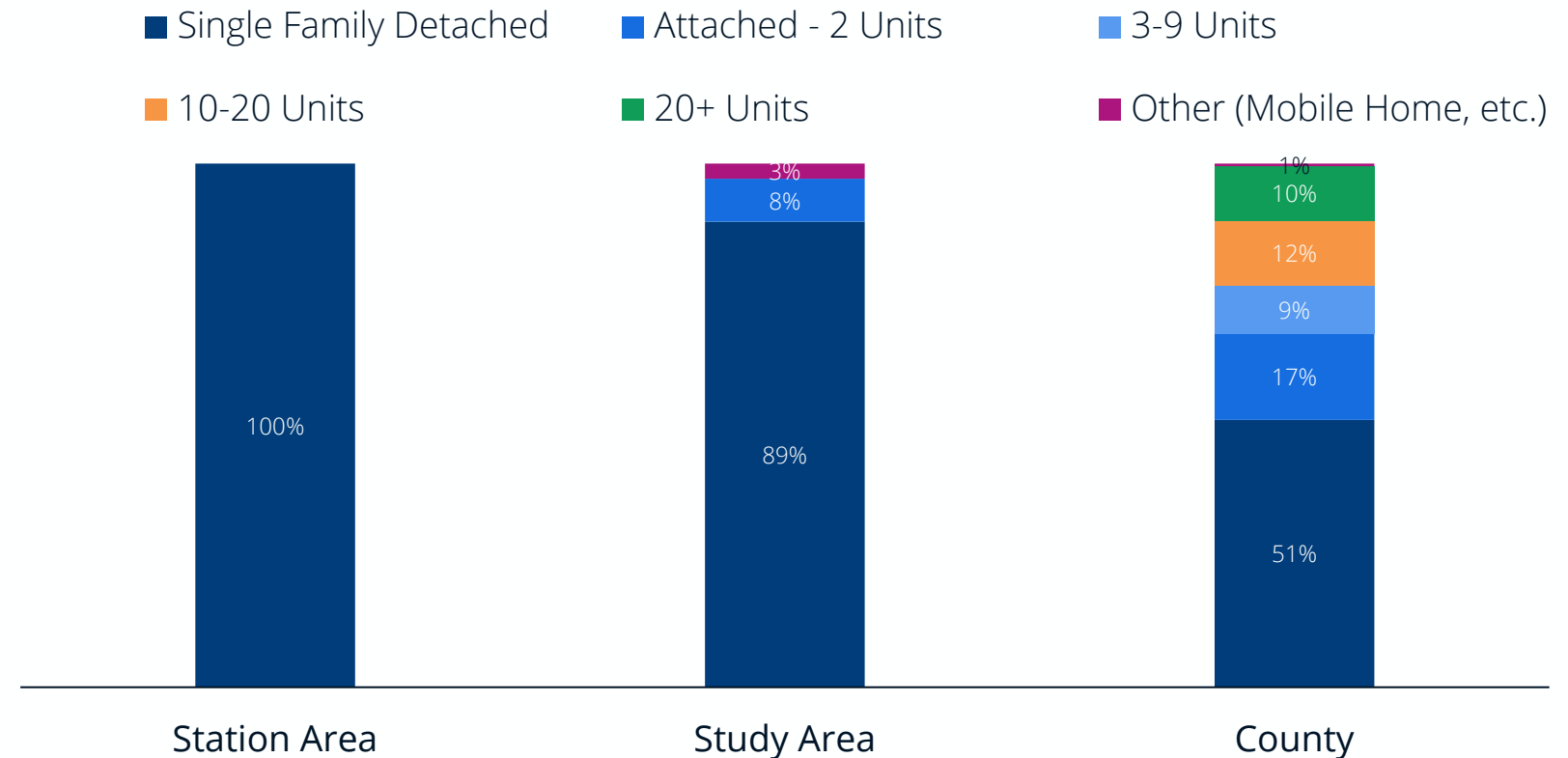
## DEMOGRAPHIC TRENDS | HOUSING INVENTORY

The Station Area's housing stock outside of BSU is comprised completely of single-family detached homes, unlike the County's more diverse inventory.

### Median Housing Value (2023)

Station Area	<b>\$439K</b>
Study Area	<b>\$444K</b>
County	<b>\$338K</b>

### Number of Units in Structure (2023)

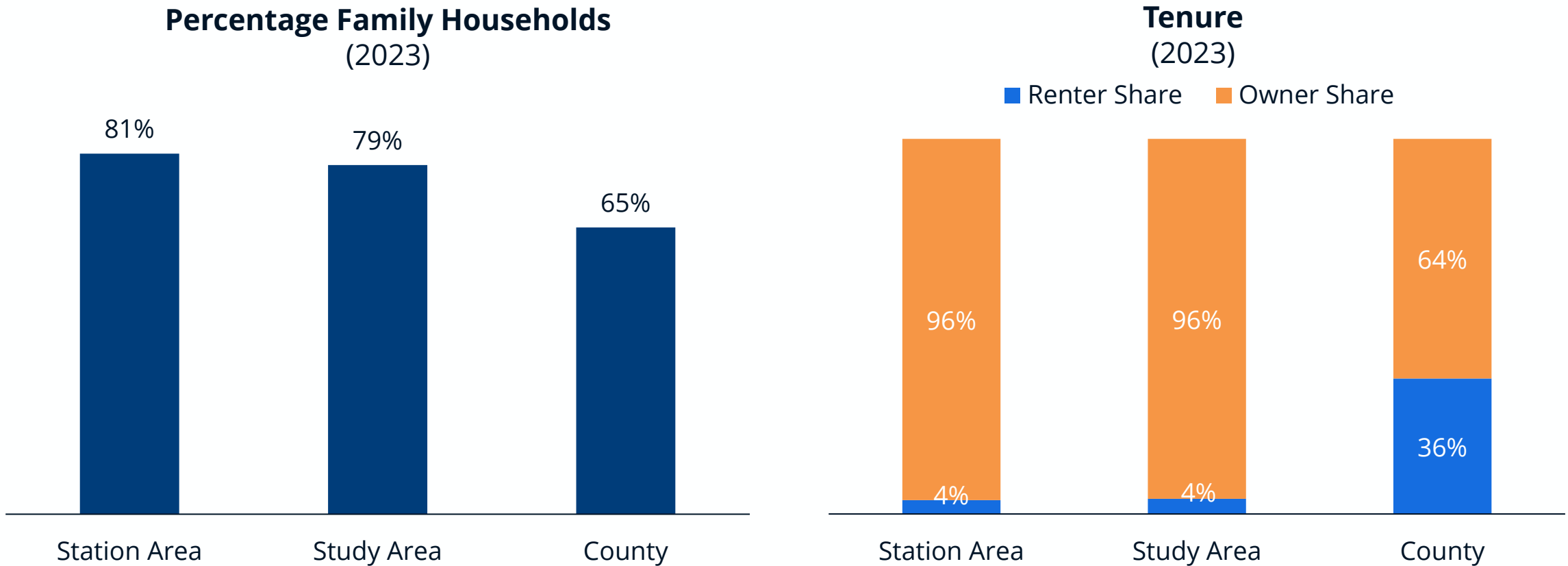


Source: Esri

Note that these do not include what the Census calls "group quarters," such as student dormitories. Percentages may not add to 100 due to rounding.

## DEMOGRAPHIC TRENDS | POPULATION

The Station Area's population is made up of significantly more family\* households, and almost all households are homeowners.\*\*



\*The U.S. Census Bureau defines a "family household" as a "group of two people or more... related by birth, marriage, or adoption and residing together."

\*\*Note that Census tenure data does not include those living in group quarters, such as students living in dormitories.

Source: Esri

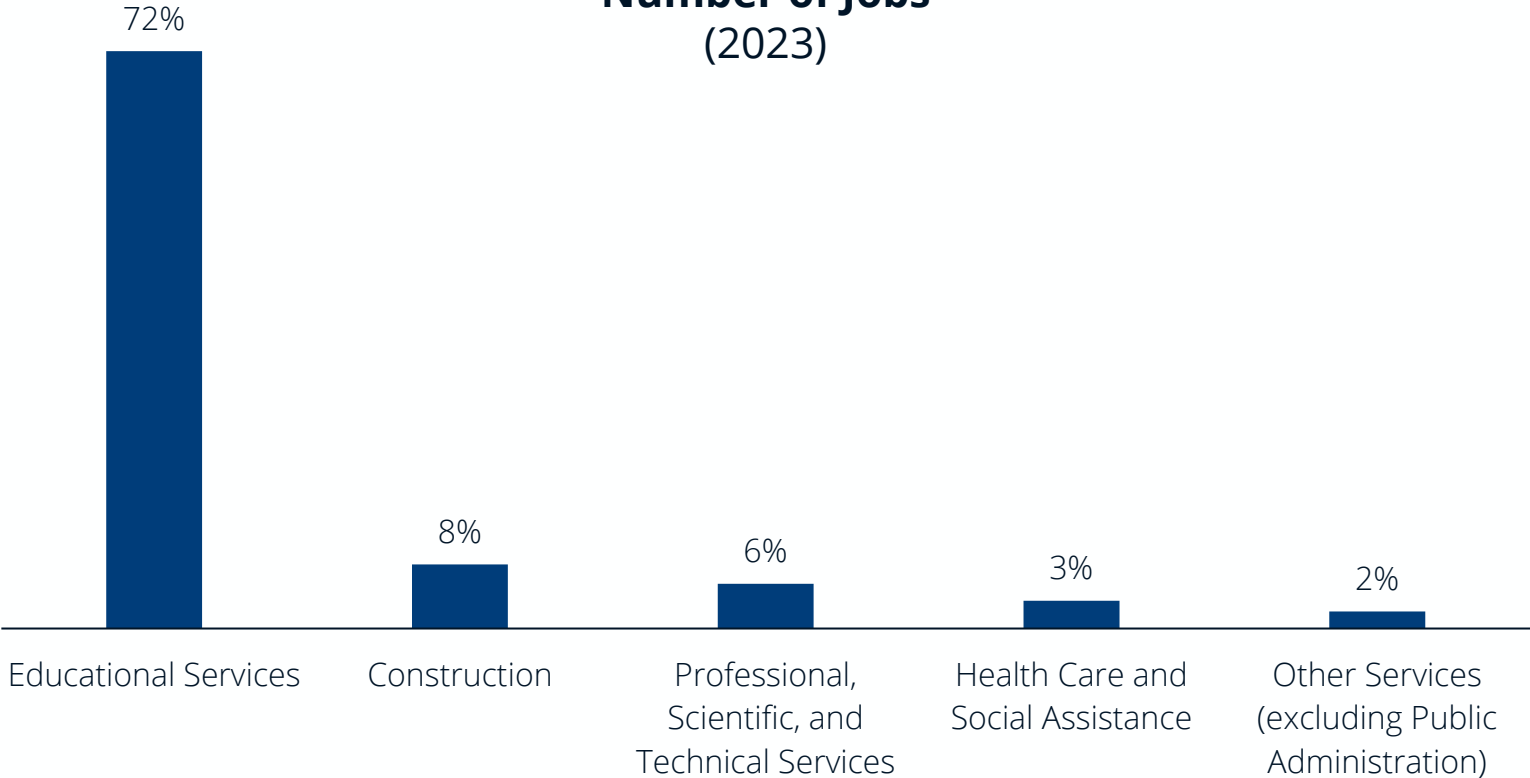


DEMOGRAPHIC TRENDS | EMPLOYMENT

The Study Area’s largest sector is educational services, driven by the approximate 600 faculty and staff of Bowie State University.

Unemployment Rate (2023)	
Station Area	4.0%
Study Area	4.3%
County	4.2%

Largest Industries in Study Area by Number of Jobs (2023)

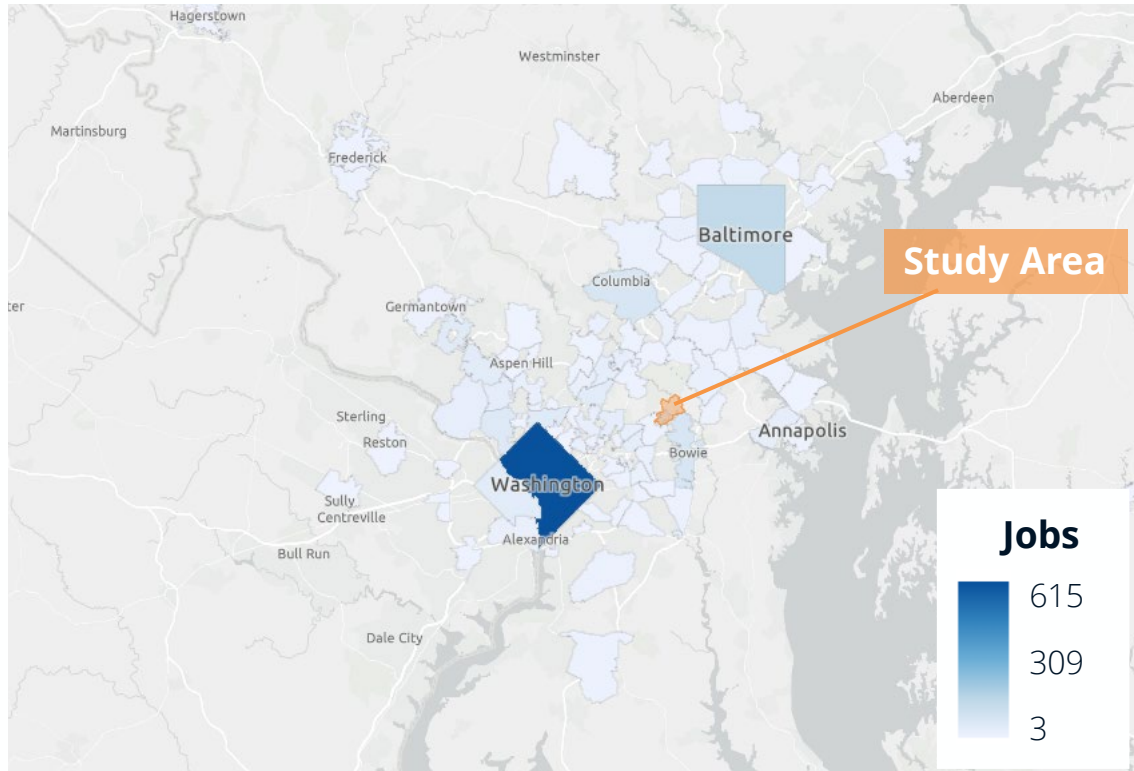


There are a handful of **contractors generating construction jobs** in the Study Area, while some professional service workers may be **commuters to larger job centers** like Baltimore or D.C.

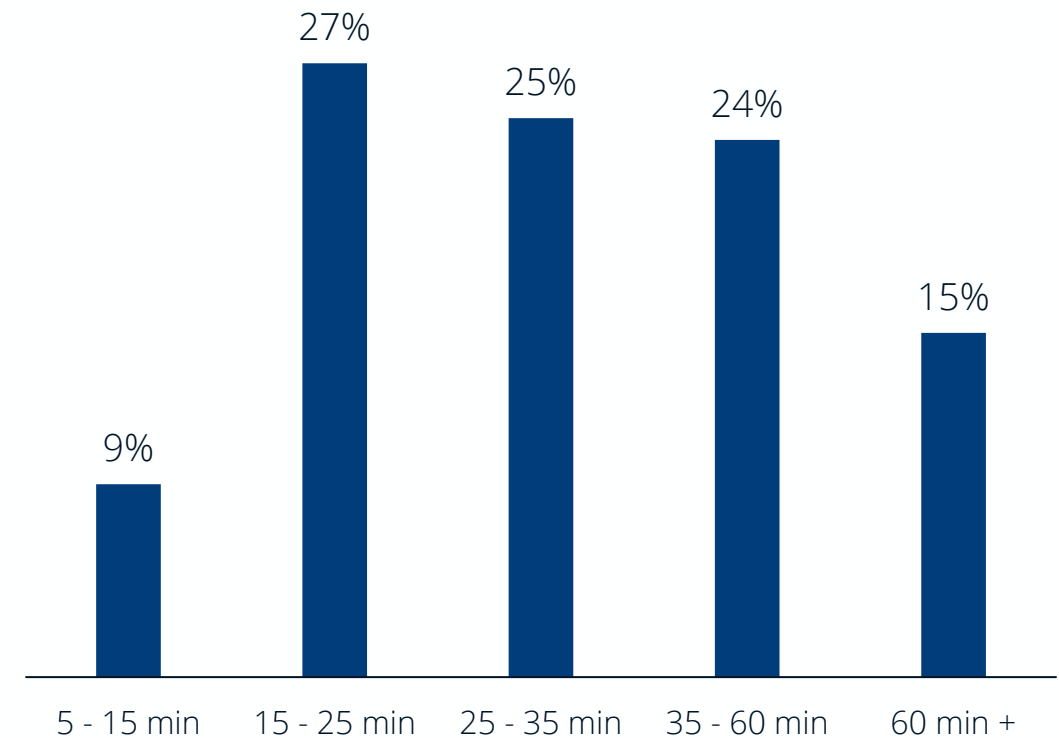
## DEMOGRAPHIC TRENDS | COMMUTERS

Most Study Area residents commute to Washington, DC and Baltimore for work. As of October 2023, Bowie State is the 7th most utilized station on the Penn Line and the 5th most of the seven stations between DC and Baltimore.

**Where Study Area Residents Work  
(2021)**



**Study Area Commute Time Length  
(2023)**



## DEMOGRAPHIC TRENDS | BOWIE STATE UNIVERSITY

Bowie State University occupies a significant portion of the Station Area with a growing student population participating in a range of undergraduate programs, graduate programs, and athletic teams.

**6,408**

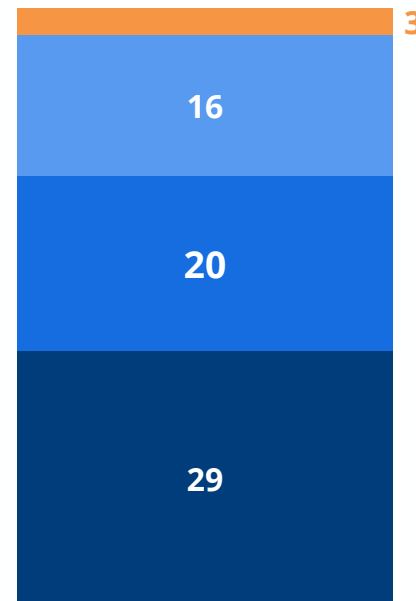
Fall 2023 student body population. 82% of current students are undergrads

**32**

States represented in the Bowie State student body

### Bowie State Academic Programs (2023)

■ Undergraduate Programs ■ Master's Programs  
■ Post Bachelor's Certificates ■ Doctoral Programs



**13**

Athletic programs at Bowie State (5 men's sports and 8 women's sports) including:

- Football
- Men's Basketball
- Men's Cross Country
- Men's Indoor Track and Field
- Women's Basketball
- Softball
- Women's Tennis
- Women's Volleyball
- Women's Cross Country
- Women's Indoor Track and Field
- Women's Outdoor Track and Field
- Women's Bowling





# Market Trends



MULTIFAMILY | TRENDS SUMMARY

While the County has a steadily growing multifamily market, the Station and Study Area’s market will need to take advantage of strategic interventions and university growth to stimulate multifamily development.

	Station Area	Study Area	Prince George’s County
Inventory	0 units	0 units	106,637 units
5-Year Deliveries	+0 (0%)	+0 (0%)	+6,535 (4.5%)
Pipeline	Proposed: N/A Under Construction: N/A	Proposed: N/A Under Construction: N/A	Proposed: 9,622 Under Construction: 3,643
Vacancy	N/A	N/A	8.4%
Average Rent PSF	N/A	N/A	\$1.90
Average Asking Rent PSF (New Construction)	N/A	N/A	N/A
5-Year Rent Change	N/A	N/A	+12.4%

Source: Costar

## MULTIFAMILY | BOWIE STATE MARKET

Bowie State University students currently choose between the limited supply of on-campus dorms or commuting to school from nearby towns. Students have indicated a preference for living on or near campus. On-campus dorms have a sizeable waitlist.

### *Recently Delivered*

In 2021, Bowie State delivered the **557 bed Entrepreneurship Living and Learning Community**. The property offers students an amenity rich dorm experience, including lounges, flex space, a fitness center, laundry, community kitchens, parking, and a 6K SF learning center.

### *In Progress*

The University is currently finalizing designs for **The Gateway, a 613 bed upperclassmen dorm with ground floor restaurant space, a bookstore, and innovation space** capable of hosting potential industry partners. Given demand for student housing, BSU expects applications for Gateway units to exceed the number of beds.

### *Looking Forward*

Bowie State plans to **increase enrollment as it pursues Research 2 designation and leverages nearly \$100M in state funding** following a lawsuit settlement from historical inequitable resource distribution from the State of Maryland to HBCUs.



Entrepreneurship Living and Learning Community

## MULTIFAMILY | DEMAND

While current population trends indicate limited demand, public and institutional intervention, alongside nascent student and faculty demand, can support demand for 1 to 3 multifamily buildings over the next decade.

### *Baseline Scenario*

Limited residential population growth with a lack of inventory, and therefore a lack of precedent multifamily development in the Study Area, suggests limited demand.

### *Growth Scenario*

Based on a growth scenario that considers the effect of varying levels of public and institutional subsidy and intervention, private development in the Bowie State Station Area could support **300 to 600 multifamily units (2 to 3 multifamily buildings)** in the next decade. The market favors larger units (i.e. 3- and 4-bedroom units) to accommodate students.

Stakeholder engagement suggests that while Bowie State has traditionally served as a commuter campus, **students have expressed desire for housing closer to campus.** The low end of the growth range would help meet existing unmet demand from students. Further growth could be supported by Bowie State faculty and staff who may benefit from nearby multifamily options, and eventually by broader interest in the Station Area.

*Source: Costar, ESRI, HR&A Demand Analysis*

*Note: The Odenton Station residential market analysis is leveraged as a comparison for multifamily capture near the Bowie State Station. Growth scenarios for Bowie State Station represent about 50% of the estimated growth at Odenton Station.*





MULTIFAMILY | DEMAND

The Bowie State Station Area can support a baseline of 1-2 multifamily units that test non-student residential market demand. Additional investment in the area, including future development by BSU, could generate greater demand in the future.

Scenario	10-Year Station Area Demand Projection	Assumptions
Baseline	<b>300 units</b> ~800-900 Beds ~2 multifamily buildings	Represents nascent demand within the Station Area, using JLL’s 2023 study of demand based on student surveys and other market factors. JLL estimated that there were 828 units of demand, 206 of which will be met through the Gateway project. We conservatively estimate that there is demand for half of the remaining units (~300 units).
Growth Scenario	<b>600 units</b> ~1,500-1,700 Beds ~4 multifamily buildings	Assumes additional demand from faculty, staff, and the broader non-student residential market, likely accompanying other investments and subsidy from Bowie State University. Uses Odenton Station, a more mature residential market, as a benchmark, applying half of Odenton Station’s share of four-county absorption over the past 10 years.



## OFFICE

The office space in the Study Area is comprised of historic homes that were repurposed as small-scale office space. The most recently delivered space came online in 1935.

### Study Area Office Inventory



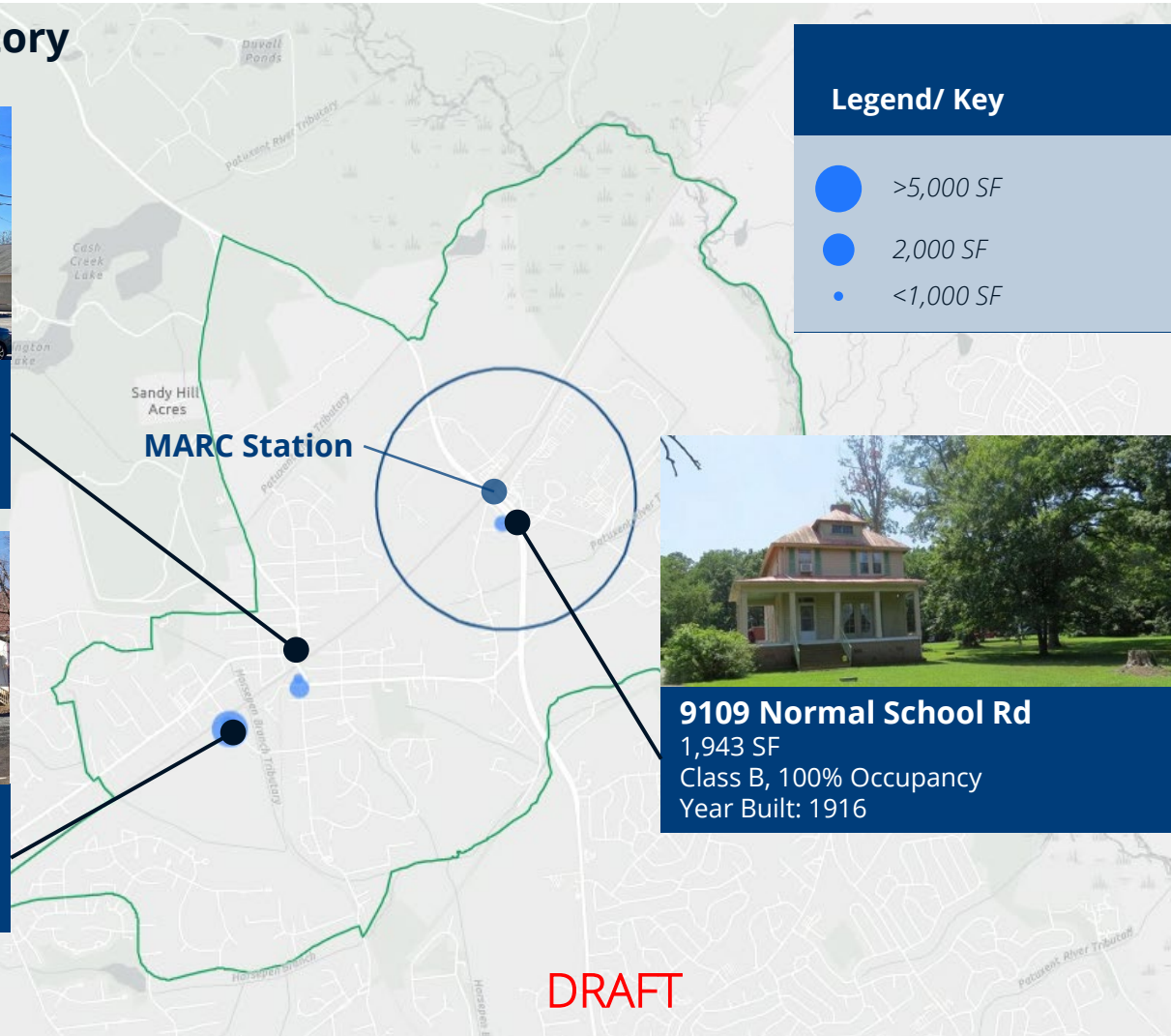
#### Huntington House

2,521 SF  
Class C, 100% Occupancy  
Year Built: 1913



#### 8418 Zug Rd

5,498 SF  
Class C, 100% Occupancy  
Year Built: 1913



**Total Study Area Space**

**14K SF**

**Study Area Vacancy**

**0%**

**Average Age of Study Area  
Office Buildings\***

**105 Years**

DRAFT

\*The Station Area hosts just 1 building  
Source: Costar, ESRI

## OFFICE | TRENDS SUMMARY

While the County boasts declining vacancy, increasing rents, and a significant pipeline of new office space, the Station and Study Area remain stagnant. Strategic interventions such as an anchor tenant or increased amenities are required to stimulate new demand.

	Station Area	Study Area	Prince George's County
Inventory	1,943 SF	13,961 SF	28,843,321 SF
5-Year Deliveries	0 SF (0%)	0 SF (0%)	1,721,363 SF (6.3%)
Vacancy	0%	0%	11.6%
Leasing Activity	2020-2023: 0 SF 2016-2019: 0 SF	2020-2023: 0 SF 2016-2019: 0 SF	2020-2023: 3.2M SF 2016-2019: 5.1M SF
Average Rent PSF	Overall: N/A	Overall: N/A	Overall: \$24.29
5-Year Rent Change	N/A	N/A	+14.5%
Pipeline	Proposed: N/A Under Construction: N/A	Proposed: N/A Under Construction: N/A	Proposed: 4.5M SF Under Construction: 189K SF



9109 Normal School Rd (1916) – 1,943 RBA



## OFFICE | BOWIE STATE MARKET

The University hosts medical and computer science talent that can attract companies seeking to move closer to a research anchor. The Gateway's 6,000 SF Innovation Hub represents BSU's commitment to facilitating industry partnerships on or near campus.

### *Recently Delivered*

BSU's 2019 Strategic Plan includes goals to increase corporate partnerships to provide enhanced career opportunities, an effort that builds on investments in established programs like nursing as well as emerging natural sciences programs.

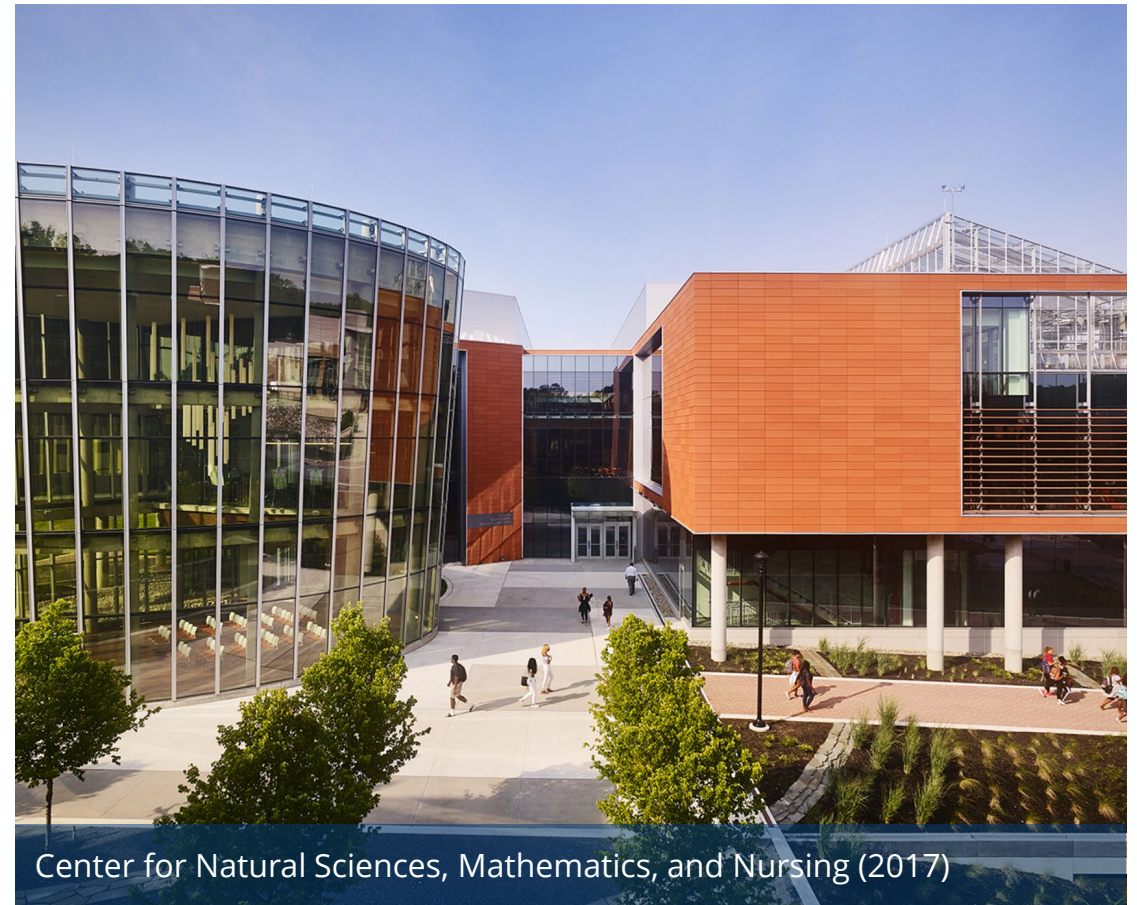
### *In Progress*

The new Gateway project will offer a **6K SF Innovation Hub**, presenting an opportunity to experiment with the **initial collocation of companies on the University's campus**. If successful, this could establish a model for increased industry presence both on Bowie State's campus and nearby.

### *Looking Forward*

The **new Convocation Center will contemplate expanded innovation space** offering potential industry partners a landing zone to connect with entrepreneurs. Increased research and entrepreneurial success may present an opportunity for **privately developed off-campus office space**.

Source: HR&A Conversation with Margrave Strategies, Bowie State University, Maryland Matters



Center for Natural Sciences, Mathematics, and Nursing (2017)

## RETAIL

The Study Area's retail consists of a cluster of antique shops along 9<sup>th</sup> street, southwest of the MARC Station. The newest property, delivered in 2000, was the first new development in 20 years and hosts a childcare center east of the previously existing retail cluster.

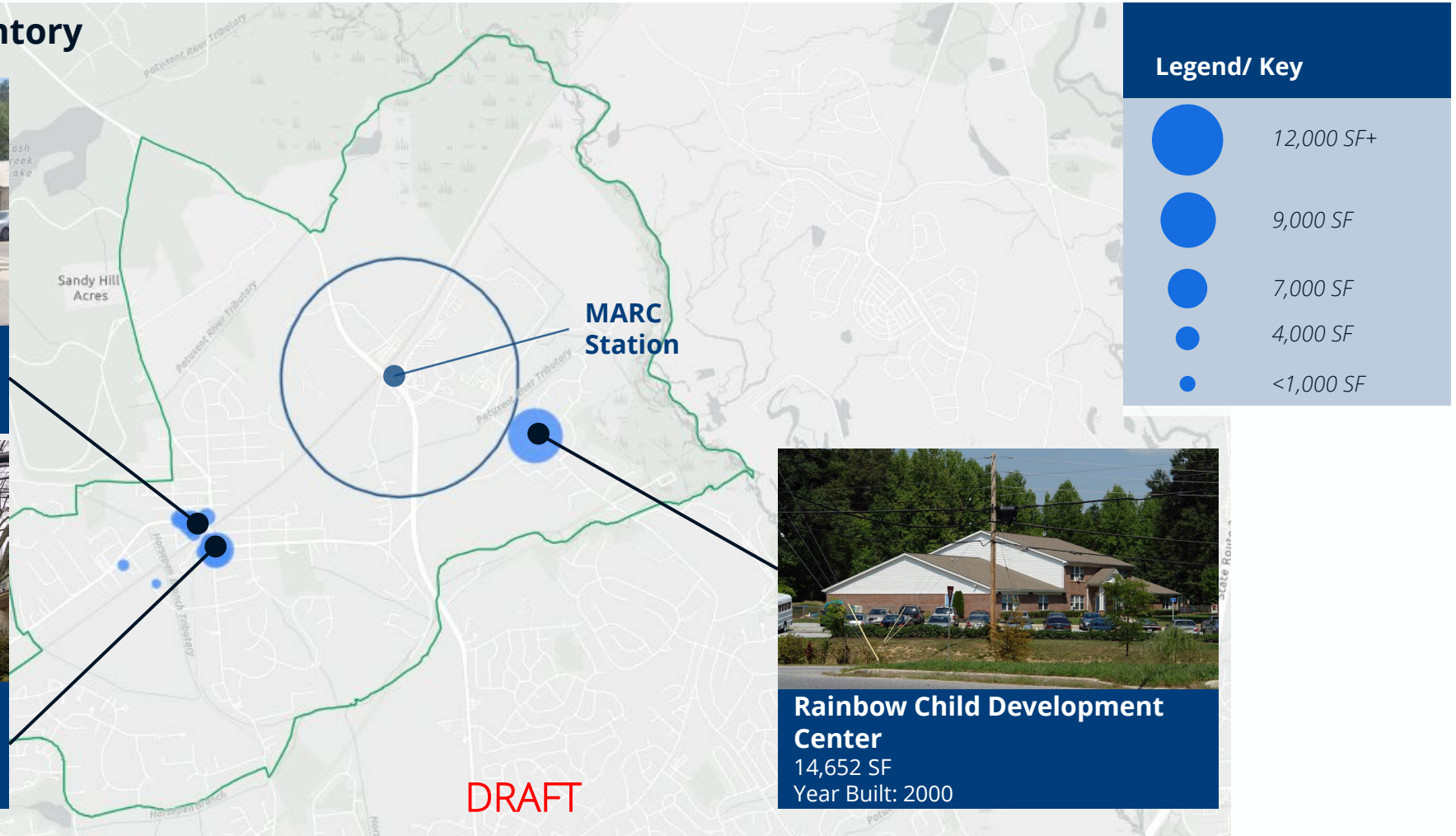
### Station Area Retail Inventory



**13009-13015 9th St**  
4,945 SF  
Year Built: 1980



**8521 Chestnut Ave |  
Christopher's Antiques**  
7,200 SF  
Year Built: 1940



Source: Costar, GIS



RETAIL | TRENDS SUMMARY

As the stable retail market of the County added new space, the stagnated Study Area retail market has yet to respond to the customer base of Bowie State students. Significant investments by BSU will increase student population and could drive retail demand.

	Station Area	Study Area	Prince George’s County
Inventory	0 SF	62,913 SF	39,531,398 SF
5-Year Deliveries	0 SF	0 SF (0%)	623,440 SF (1.6%)
Vacancy	N/A	0%	5.1%
Leasing Activity	2020-2023: N/A 2016-2019: N/A	2020-2023: 0 SF 2016-2019: 876 SF	2020-2023: 2.7M SF 2016-2019: 3.6M SF
Average Rent PSF	N/A	N/A*	\$26.52
5-Year Rent Change	N/A	N/A*	+24.5%
Pipeline	Proposed: 9K SF Under Construction: N/A	Proposed: 9K SF Under Construction: N/A	Proposed: 545K SF Under Construction: 14K SF

Source: Costar  
\*Study Area rents excluded due to insufficient data

## RETAIL | LARGEST SECTORS

General merchandise, grocery stores, and health & personal care stores primarily serve the local area and represent over half of total spending in the Study Area.

**Bowie State Study Area Retail Sales by Store Type  
2023**



Source: Claritas Retail Market Report

## RETAIL | STUDY AREA RETAIL GAP

Based on retail sales and demand, including student spending estimates, the Study Area is most undersupplied in restaurants and grocery, specialty food, and liquor stores.

### Study Area Unmet Spending Potential



The Bowie State Study Area is well-positioned to accommodate more restaurants and grocery stores, an observation also confirmed by BSU stakeholders.

*Note: Spending potential applies a discount to account for online spending, which is estimated by retail category through CBRE and U.S. Census E-commerce data.*

*Source: Claritas Retail Market Report, CoStar, LEHD OnTheMap, CBRE, U.S. Census*

## RETAIL | BOWIE STATE MARKET

With no retail in the Station Area outside of campus, Bowie State students must rely on delivery services or travel by car to access basic food and soft goods needs.

### *Recently Delivered*

There has been **no recent retail development** intended to serve Bowie State students.

### *In Progress*

The Gateway project will deliver space for **a bookstore and an anchor food and beverage tenant**. The restaurant will mark the first dining option proximate to campus aside from the student union for students and visitors.

### *Looking Forward*

Beyond the eventual restaurant at the Gateway project, **BSU students and their parents desire a greater range of retail options**, including fast casual restaurants, upscale dining, beauty shops, and soft goods. While standalone retail may be unlikely, BSU is interested in developments that will increase the retail space capable of serving its students.





## RETAIL | DEMAND

Based on current unmet spending potential, including spending from the student population, the Station Area could support between 15,000 and 28,500 square feet of new retail space, depending on the addition of residential development.

Retail Category	Current Annual Sales per Household	Baseline (Current Unmet Spending Potential)	Growth Scenario (Baseline + Impact of 600 New Households)
General Merchandise	\$4,000	3,500 SF	11,200 SF
Grocery, Specialty Food, and Liquor Stores	\$1,400	5,400 SF	6,400 SF
Health & Personal Care Stores	\$1,100	1,300 SF	2,200 SF
Clothing & Clothing Accessories Stores	\$1,000	2,700 SF	4,200 SF
Miscellaneous Store Retailers	\$800	1,100 SF	3,100 SF
Sporting Goods, Hobby, Book & Music Stores	\$300	1,000 SF	1,400 SF
	<b>\$9,700</b>	<b>15,000 SF</b>	<b>28,500 SF</b>

The analysis excludes 6,300 to 7,300 SF of demand for restaurants that is being met by the new Gateway development.

## HOTEL | BOWIE STATE MARKET

Currently there are no hotels within the Station or Study Areas. However, as BSU expands, it may serve as an anchor capable of generating demand for hotel development.

### *Current Conditions*

Given BSU's historic status as a **commuter school** and the **lack of major attractions outside of the University**, there has been limited need for a hotel proximate to campus.

### *Looking Forward*

As BSU continues to grow long term trends paired with increase office space and retail space may generate an opportunity in the hotel market.

1. The successful development of an **Innovation Hub and increased corporate presence would lead to an increase in visiting researchers and industry partners** that would prefer a hotel option adjacent to the BSU campus.
2. If the University's fine arts and athletic programs attract greater national attention and achieve further success, **alumni and fans will be more likely to visit BSU for various events.**



Continued growth of BSU athletic programs may generate new visitors to the campus.



# MDOT Penn Line TOD Strategy

## Bowie State Market Analysis

January 2023

HR&A

Gensler

**MDOT**  
MARYLAND DEPARTMENT  
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