

# Small-Scale, Local Production in Prince George's County, MD

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# PALS Project Team

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# Presentation Agenda

- Definitions
- Methodology and Context
- Maker and Manufacturer Ecosystem
- Recommendations

# Who Is a Small-Scale Manufacturer?

**Production-based businesses** with **small footprints, small teams,** and **low impacts**, that could be at home on any main street. For example, coffee roasters, apparel makers, furniture fabricators, beauty and body-care companies.

# What Is a **Makerspace**?

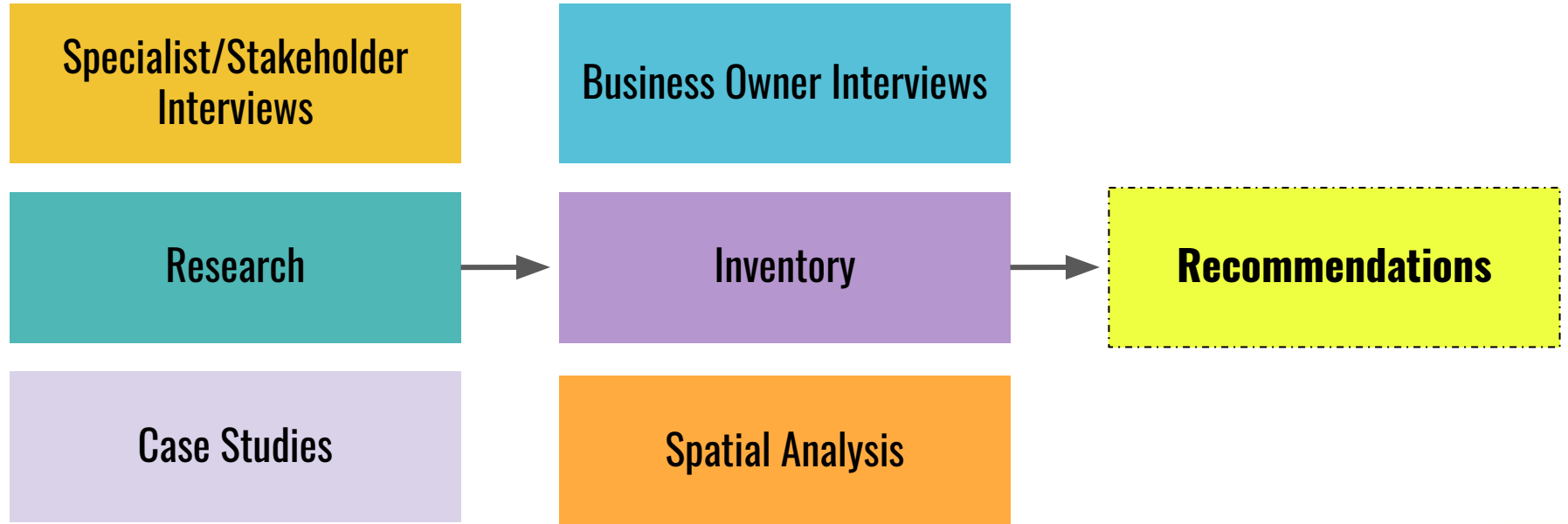
A **collaborative workspace with shared tools** or resources, typically geared toward craft production for small businesses. **Valuable community spaces** for businesses as well as people looking for a place to learn or explore. Can be specialized by industry.

# Inclusive Economic Growth

An economic system that considers rates of employment, wages, poverty, and displacement to undo **racial, economic, and spatial inequality** by building on the **assets of the existing residents.**

# Methodology + Context

# Methodology





# Prince George's County Plan 2035 Objectives

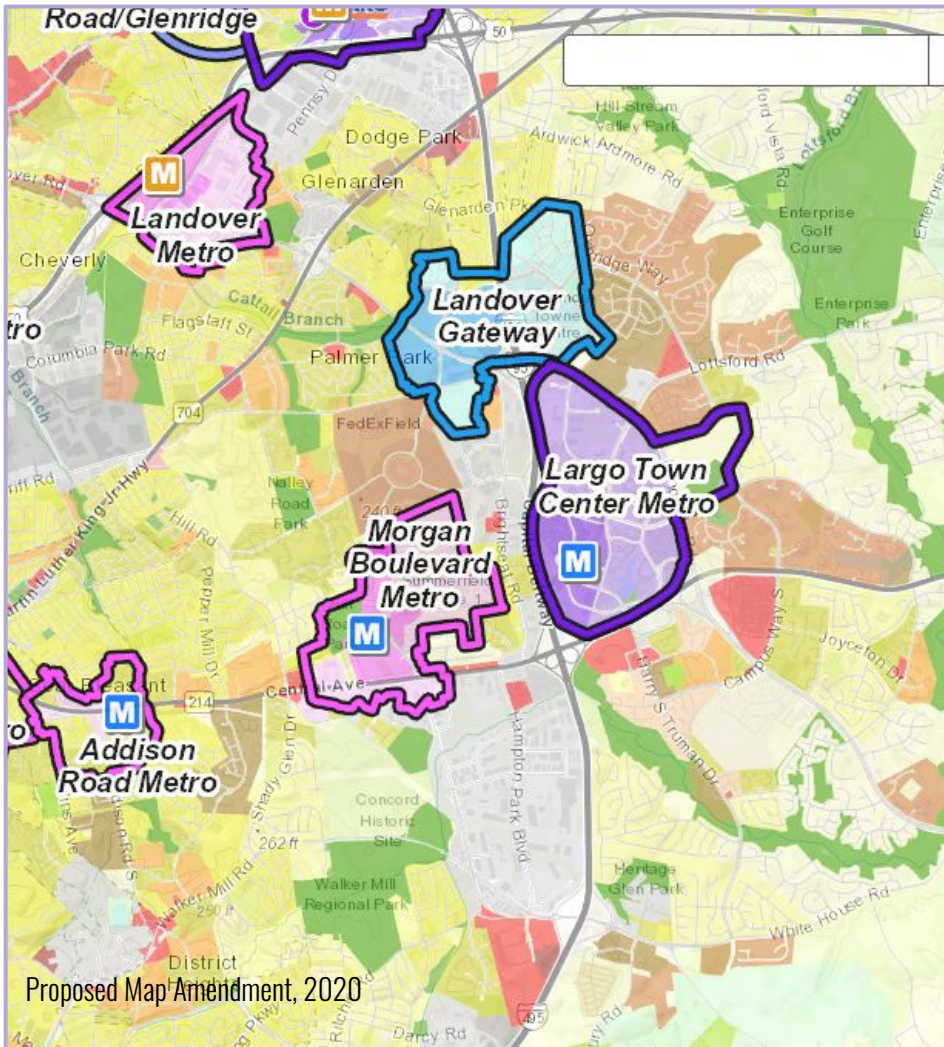


Transit-Oriented Development

Concentrating Employment

Neighborhood Revitalization

Zoning Rewrite



# Why manufacturing? Why makers?

## Plan 2035

**Manufacturing, Warehousing, and Construction industries have grown** between 2013 and 2018.

**30.5 percent** of the region's rentable industrial space is in Prince George's.

Industrial jobs are “**vital generators of higher wage jobs**...and upward mobility for residents with lower levels of formal education.”

Industry is “**more likely to hire county residents.**”

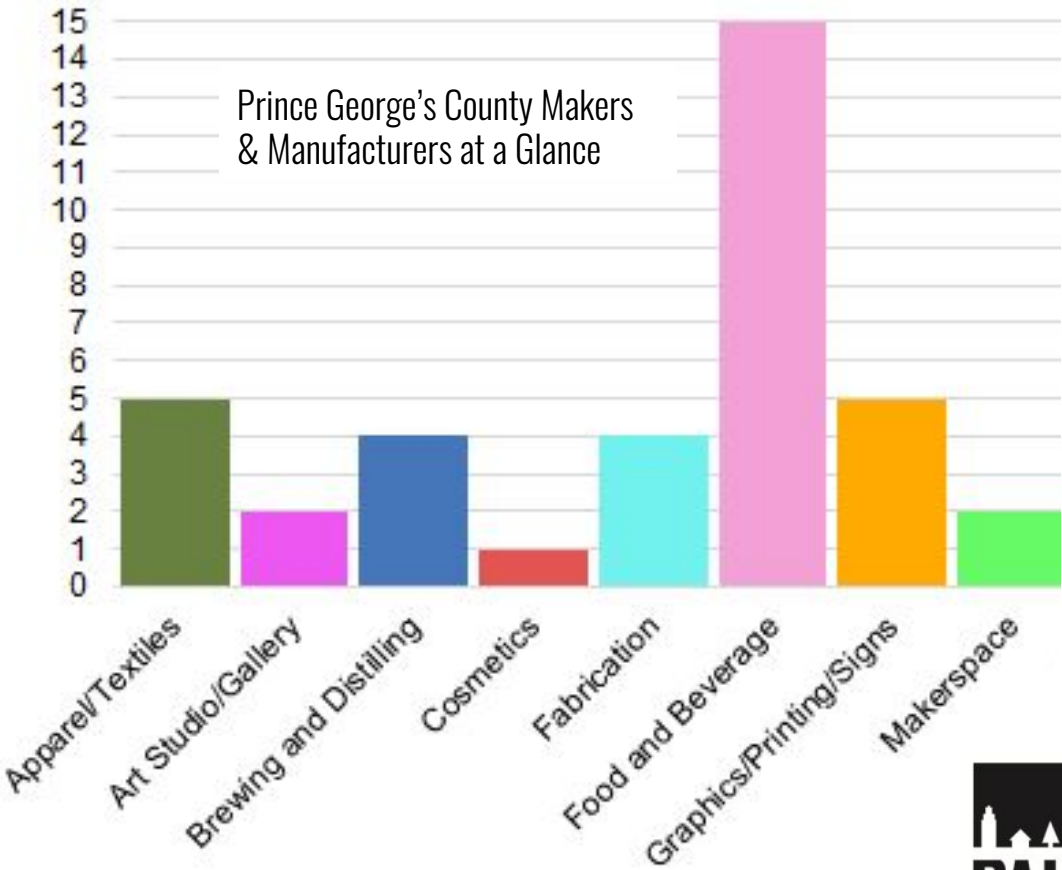
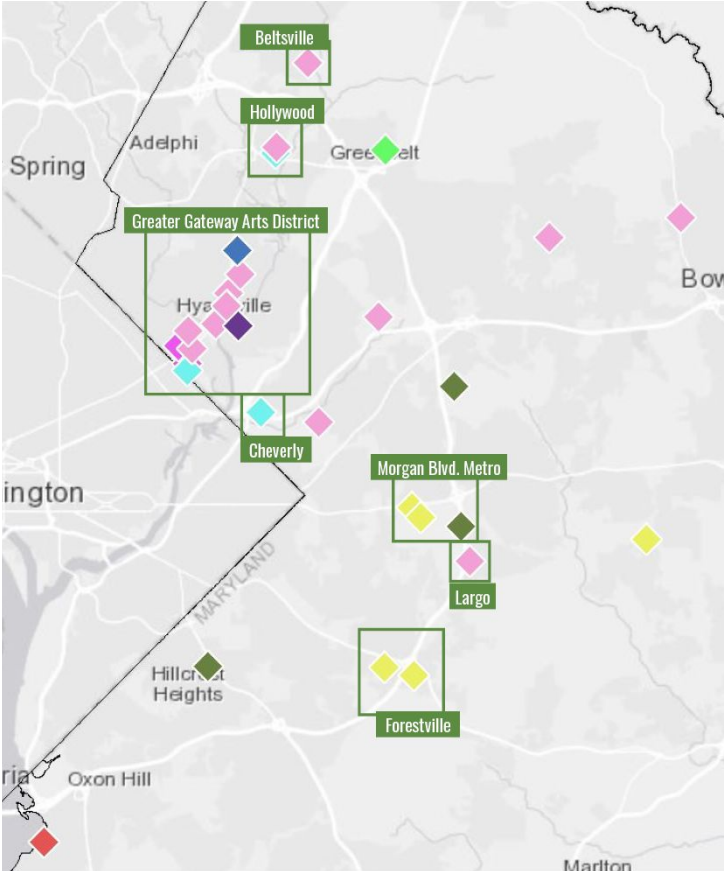
## COVID-19

The COVID-19 pandemic has disrupted global supply chains and called attention to the value of **local supply chains**, particularly in a neighborhood context.

**32 percent** of the county's employment base worked in industrial activities in 2013.

# Maker/Manufacturer Ecosystem

# Existing Businesses



# Challenges to Small-Scale Manufacturing

## Affordable, Accessible Space

“Do we want diverse business types and owners? Then we might have to provide some below-market-rate spaces.” —Ilana Preuss, Recast City

## Access to Capital

“Access to capital could be better facilitated by local government willing to back loans.”  
—Andy Cook, Made in Baltimore

## Policy Support

“Permitting becomes an enormous issue.” —Ilana Preuss, Recast City

## Programmatic Support

“It’s not just about providing the space, but the whole branding behind it.”  
—Cecily Stewart Habimana, Sew Creative

# Real Estate for Small-Scale Manufacturers

## Desired Types

- **Flex Space:** single story, combination office, production, or warehouse
- **Combined Retail**
- **CoStar Industrial Class:** Class B & Class C

## Desired Size

400 - 1,500 square feet of production space

## Desired Cost

\$3 - \$9 per square foot (SF)

## Suitable Industrial Space in County

27,139,921 sq. ft. total

Light Distribution	365,716 sq. ft.
Light Manufacturing	426,571 sq. ft.
Manufacturing	1,320,895 sq. ft.
Warehousing	25,026,739 sq. ft.

**Average Cost:** \$8-10 per SF

# Main Streets and Transit-Oriented Development

“I wish I had a **street-level space with better visibility** and accessibility.”

—Cecily Stewart Habimana, Sew Creative

“Having the Monroe Street Arts Walk studio allowed **greater visibility for my brand** than would have otherwise been possible.”

—Katie Stack, Stitch and Rivet

# Key Zones for Small-Scale Manufacturers

## Urban Light Industrial

Promotes revitalizing older industrial areas near residential zones with “clean industry” employment centers

## Mixed Use Transportation Oriented

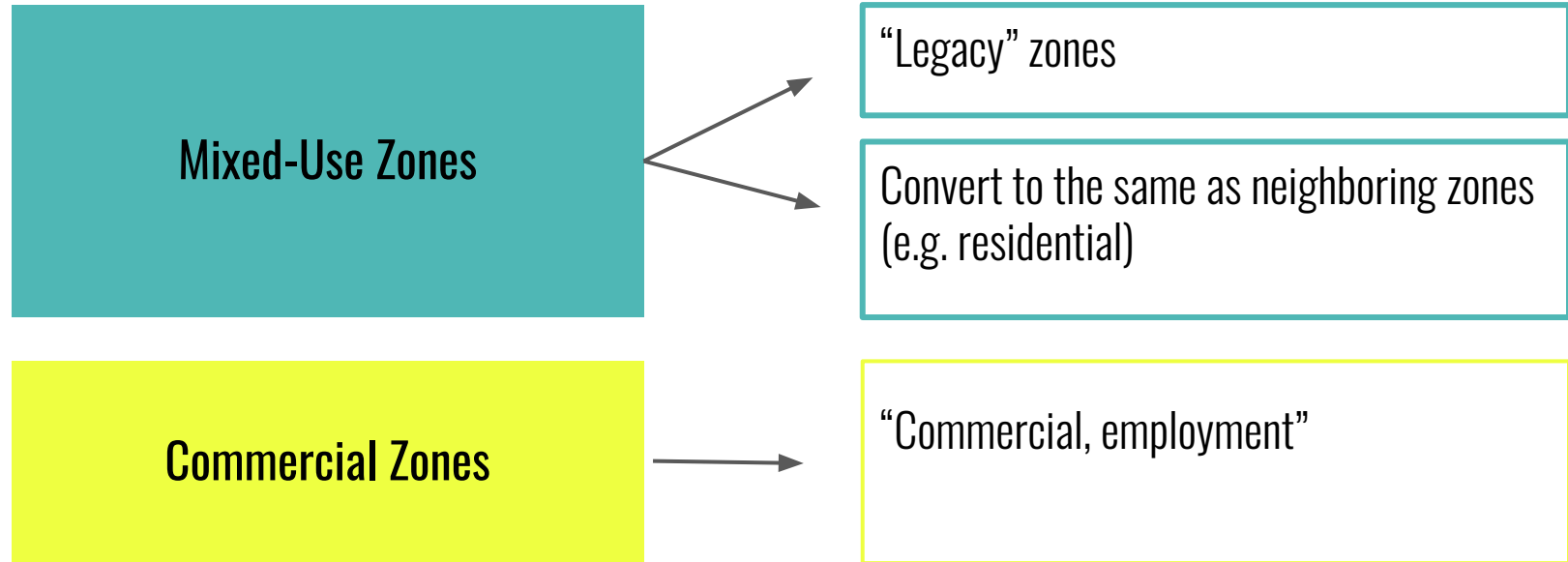
Significant permitted uses for manufacturers and promotes walkable access

## Commercial Shopping Center

Opportunity to integrate small-scale manufacturing with existing commercial forms



# Zoning Rewrite Impacts

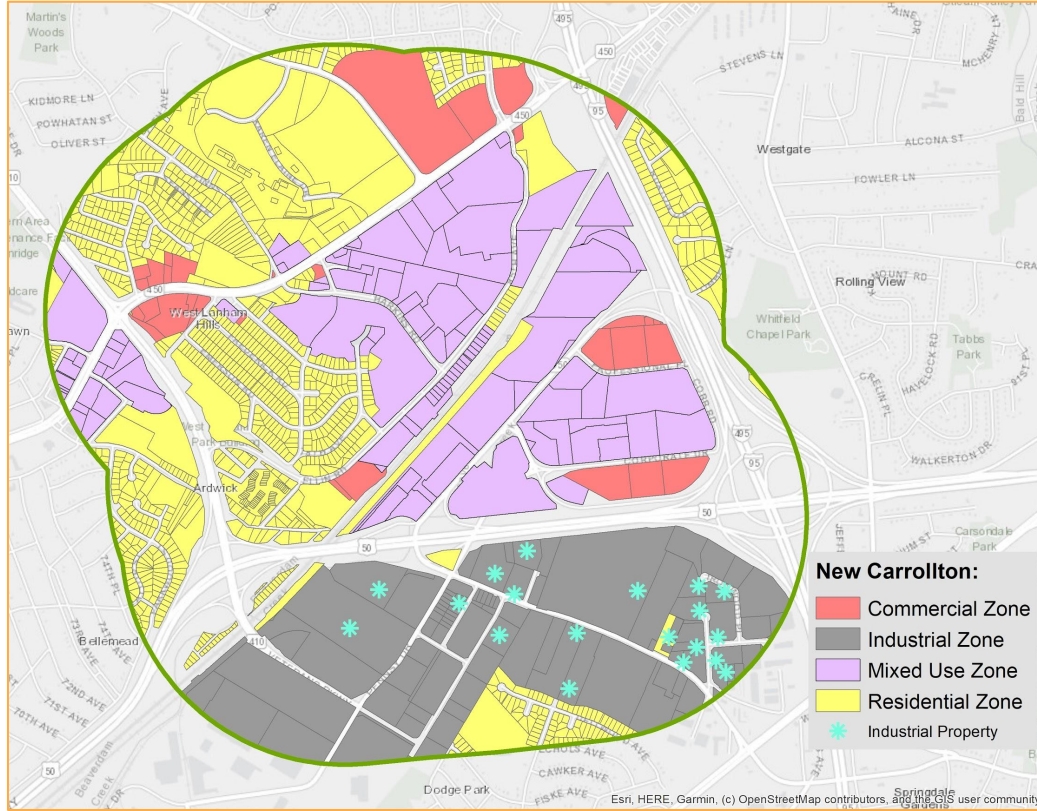


Some manufacturing uses will no longer be permitted.

# Recommendations

“How do we take people from low-income jobs into something **stable, wealth-creating, and long term?**” — Ilana Preuss

# TOD Case Study: New Carrollton



## Facts:

- Downtown - Priority Funding Area
- 19 properties within 0.5 mile of designated TOD area
- 19 multi-tenant properties
- 1.4 million sq. ft. of rentable area
- Average rent: \$7-9 per sq. ft.

## Support Priorities:

- Incorporate combined retail and production space to activate streets, create a sense of place
- Incentivize non-profit development & management of a set-aside proportion of space

# Complete Real Estate, Maker, and Market Study

## Build on Promising Findings

Comprehensive study can further inform inclusive economic growth strategy:

- Full small business typology and inventory
- Industrial real estate shrinkage and growth
- Real estate development pressure
- Supply, demand, production, and distribution of all locally manufactured goods



“There’s a whole world the County probably isn’t thinking about: ‘How do we take people from **low-income jobs into something stable and wealth-creating and long term?**’”

-Ilana Preuss

# Establish **Workforce Pipeline** to Maker Ecosystem

## Detroit Case Study

Sector-specific Innovation Center bolsters production and workforce; builds growth:

- Centralizes textiles, fashion, and apparel manufacturers
- Supports certificate education
- Attracts new businesses in the same sector to Detroit



“The most salient needs are resources for local schools and access to opportunity. **Students and adult residents need mentoring, tutoring, and job-readiness programming.**”

-Gloria Aparicio-Blackwell, UMD

# Ensure Opportunity for Maker Businesses in Zoning

## Bozeman, MT Case Study

“Manufacturing, Artisan” activates street-level retail downtown:

- Permitted in every C, R, and MXT
- Neighborhood compatibility through use standards
- Furniture fabricators, coffee roasters, and apparel designers making use



“In Fairfax County we **changed the zoning so they could allow this kind of use in their commercial zones**, but this was brand-new to the permitting department and we had to walk them through it.” —Ilana Preuss

# Facilitate Partnerships with **Mission-Driven Developers**

## Brooklyn, NY Case Study

Partnerships with mission-driven and nonprofit developers can serve mutual goals:

- Rehabilitation + activation of industrial real estate
- Community organizing + development
- Long-term + affordable leases for production businesses



“You’re just always going to make the most money by creating something for the highest paying tenant—and **manufacturers are the lowest-paying tenant.**”

—Andy Cook, Made in Baltimore

# Develop a “Made in Prince George’s” Program

## “Made in Baltimore” Case Study

Bridges manufactures, consumers, and City supports through:

- Branding + Promotions
- Workforce Development
- Technical Assistance
- Public Policy



“There has to be a wider knowledge that this is the place to go to find up and coming designers or do manufacturing. **It’s not just about providing the space, but the whole branding behind it.**” -Cecily Stewart Habimana



# Closing