

Main Street Maryland in the Anacostia Trails Heritage Area

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Anacostia Trails Heritage Area

Map 1--Boundaries

Agenda



Literature Review

Discussion of main themes and project's problem elements

Demographic Findings

Data comparison of three relevant areas in Prince George's County

Interview Findings

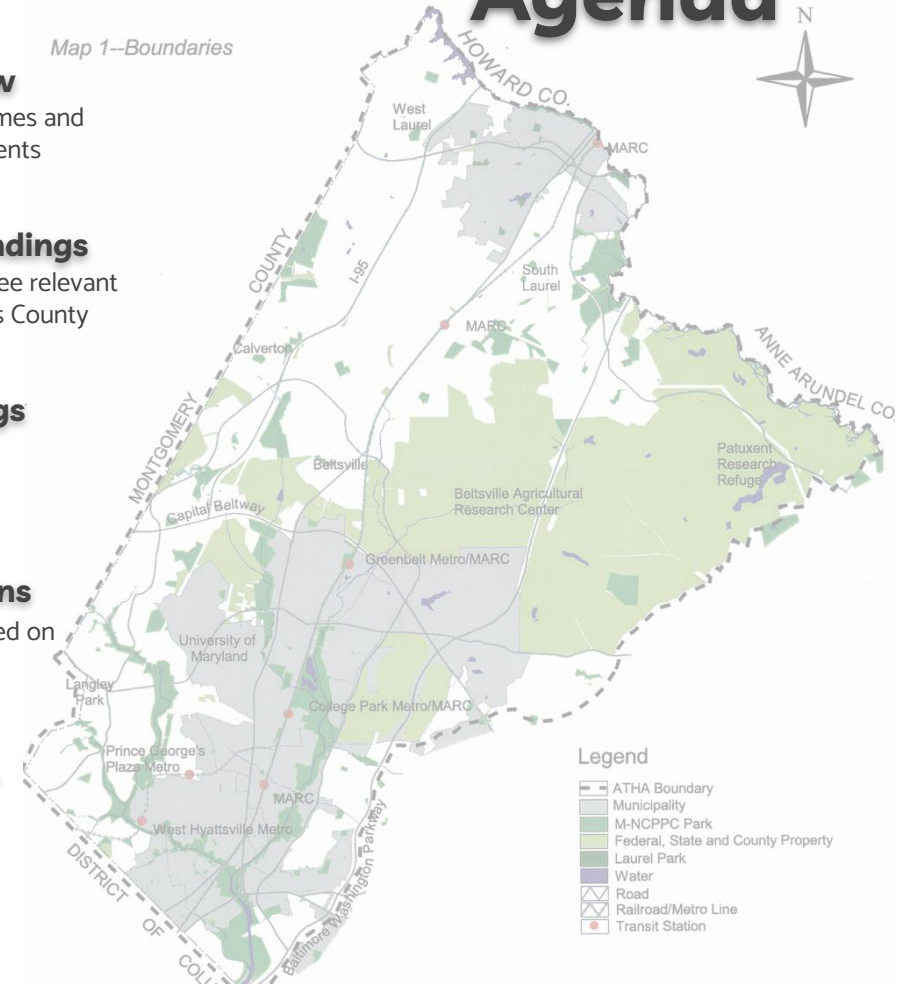
Stakeholder insights

Recommendations

Needs assessment based on research and findings.

Conclusion/Q&A

What's Next?



Maryland Main Street (MDMS) Program Outline

The program's purpose is to partner with communities to support improvement in:

- design
- organization
- promotion
- economic restructuring
- clean, safe, and green development

Our focus area is West Hyattsville.

Program Inequities

Certain requirements are not favorable toward lower-income demographics, including

- appointment of a volunteer board of directors
- commitment to provide a sustainable program budget
- significant number of historic commercial buildings.

Local Business Case Study Local Business

Banana Blossom was a popular local business in Hyattsville we identified as a stakeholder that would have benefitted from the program. They closed last year due to:

- Insufficient support during and post-COVID
- Rising rent and cost of living in the area.

MDMS AFFILIATE PROGRAM

The MDMS Affiliate program is designed to offer an entry point for communities that have insufficient resources to pursue full designation. Examples include Towson and Leonardtown, MD.

We have found a significant lack of promotion and outreach regarding this program.



Quantitative Findings

	POPULATION	RACE	HOUSEHOLD INCOME	LABOR FORCE PARTICIPATION
HYATTSVILLE	34,062 (2021)	24% White 44% Black 30.2% Hispanic or Latinx	\$69,437	78.8%
LAUREL	29,490 (2021)	21.6% White 51% Black 18.3% Hispanic or Latinx	\$85,615	75.8%
MT. RAINIER	8,212 (2021)	22% White 47.5% Black 30.9% Hispanic or Latinx	\$59,260	77.5%

(U.S. Census Bureau)

Qualitative Findings (Interviews)

Findings on Experience with the Application Process and Program Implementation

- 6 months to a year to complete application, data collection difficult in smaller municipalities
- Application unknown for smaller municipalities
- implementation success can be attributed to town committees and economic coordinators

Christine
McPhearson
and Amy Seitz -
MD Main Street
Coordinators



Findings on How the Program Could Improve

- Affiliation: same access to resources with fewer requirements
- Designated expert to educate municipalities on the program

Mt. Rainier
Mayor Celina
Benitez and
Economic Dev.
Director Robert
Hopkins



Robert Love –
Director, Laurel
Department of
Economic and
Community Dev.

Qualitative Findings (Site Visit)

Attractions and Draws in the Site Area



West Hyattsville features many of the qualities of a thriving main street, including

- Diverse, employed population
- High traffic area near suburbs and public transport
- Unique local attractions: thriving arts scene, parks, and trails



Areas for Improvement and Relevancy to MDMS



There are several open lots in the site area due to COVID-related business vacancies.

MDMS funding would be exigent to combat urban blight



Recommendation 1: Alter MDMS Application

Accessibility

- Improve website to serve potential applicants (not just tourists)
- Assign MDMS employee to assist in application process for both Affiliate and Designated applicants



Equity and Transparency

- Establish less stringent requirements for both applications
 - town size, historic buildings or landmarks
- Clarify grant eligibility based on application
- Prioritize areas in the process of revitalization
- Prioritize areas with high minority populations, businesses, and workforce participation



Recommendation 2: Expand and Promote Affiliate Program



Appoint Main Street Coordinator in Affiliate Programs

- Lack of staffing among Prince George's communities and MDMS affiliate towns
- Affiliates with Main Street coordinators are more successful

Promote MDMS to Prince George's County Municipalities

- Promotion via Maryland Municipal League and Prince George's County Municipal Leagues



Mount Rainier's mixed use developments created with the help of affiliate program

Recommendation 3: Designation For West Hyattsville



Bird's eye view of Gilbane development (perimeter of site area)



Rendering of fully developed site area

MDMS Designation and Affiliation

We recommend that West Hyattsville collaborate with DHCD to pursue Main Street designation.

West Hyattsville has a thriving local business district, diverse communities, and significant potential for future growth and development. If full designation isn't feasible pursue enrollment in the MDMS Affiliate program.



Main Issues

- Inequities that prevent Prince George's County municipalities from receiving Main Street help
- Limited program scope prevents MDMS from working with all communities

Feasibility of Recommendations

- Application changes are the most feasible
- West Hyattsville is a suitable for the affiliate program
- More steps required to secure funds
- Bureaucratic red tape and barriers to progress

Next Steps

- Advocacy to MDMS and DHCD
- Further research into communities that would fit the program
- Promote the relatively unknown Affiliate program to potential communities

A long-exposure photograph of a city street at night. The street is wide, with a central median strip featuring a small, rounded bush and some flowers. On the left side of the street, there are several tall, multi-story buildings with many windows, some of which are lit up. A pedestrian bridge or overpass is visible on the left. On the right side, there are more buildings, some with balconies, and several palm trees. A line of cars is parked or moving slowly on the right side of the street, with their headlights and taillights creating long, horizontal light trails. The overall scene is illuminated by streetlights and building lights, creating a vibrant nighttime atmosphere. The word "Questions?" is overlaid in the center of the image in a large, white, sans-serif font.

Questions?