

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

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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**?

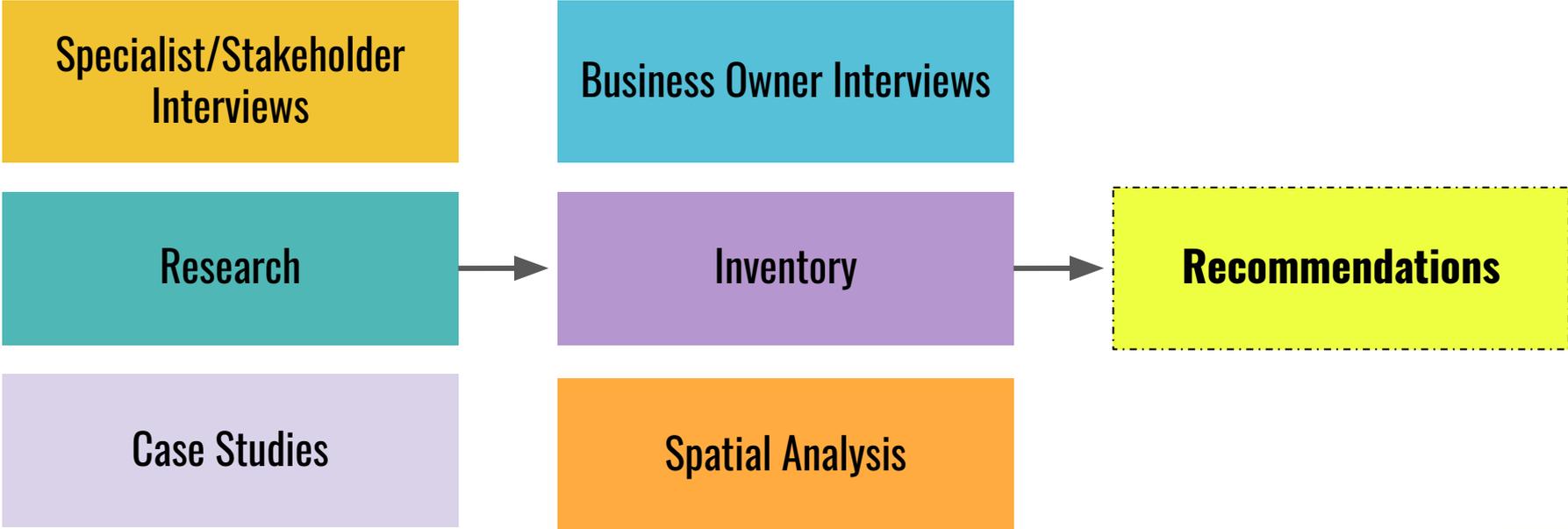
A **collaborative workspace with shared tools** or resources, typically geared toward craft production for small businesses. **Valuable community spaces** for businesses as well as people looking for a place to learn or explore. Can be specialized by industry.

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

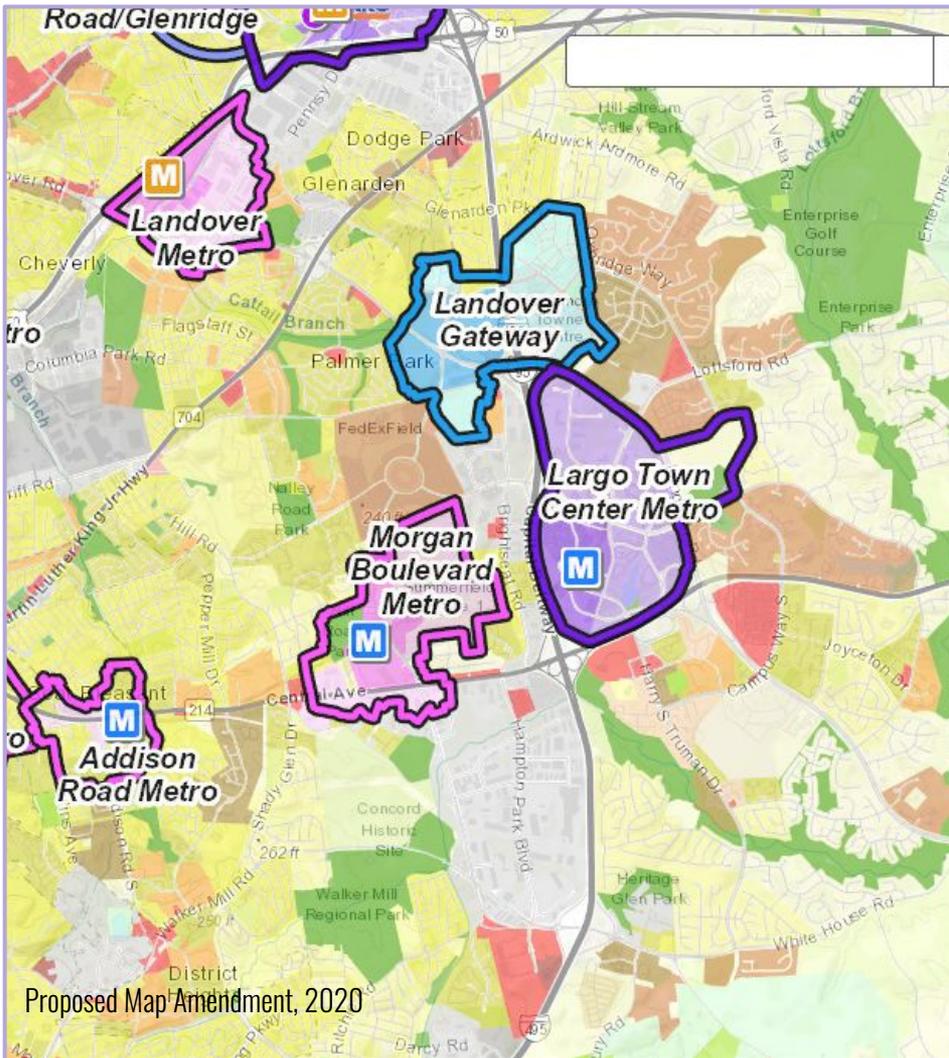


Transit-Oriented Development

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.**”

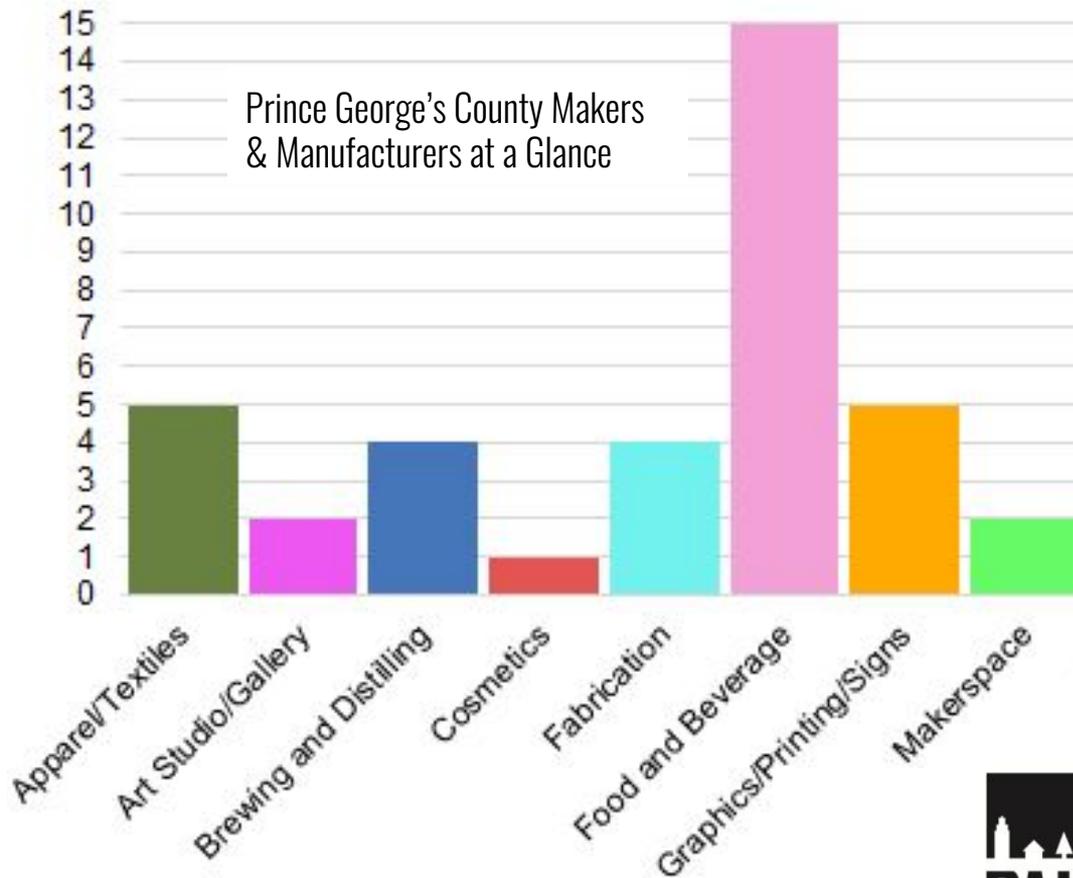
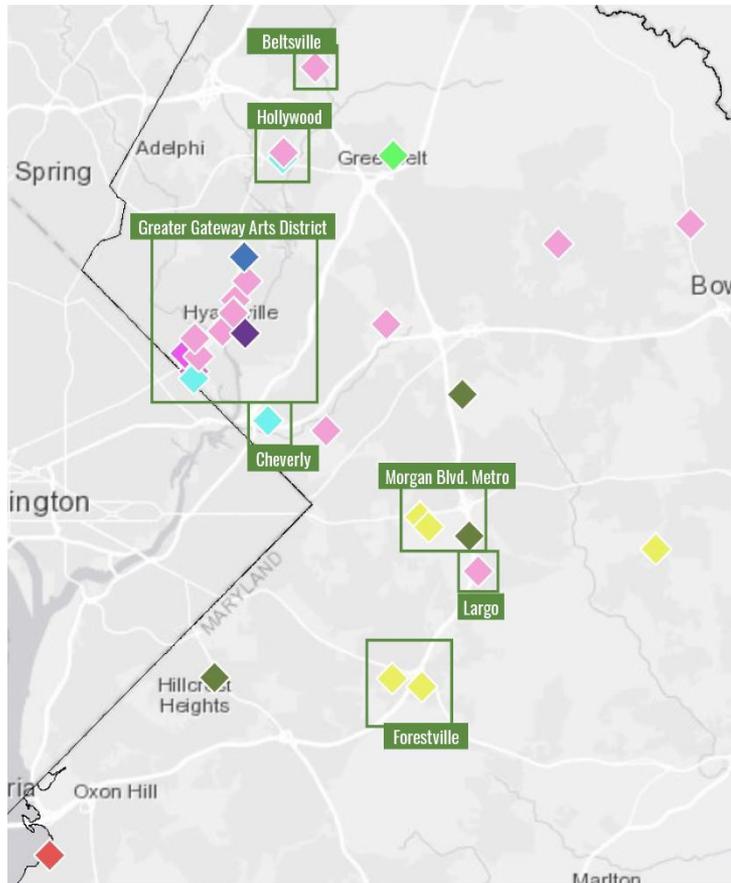
COVID-19

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

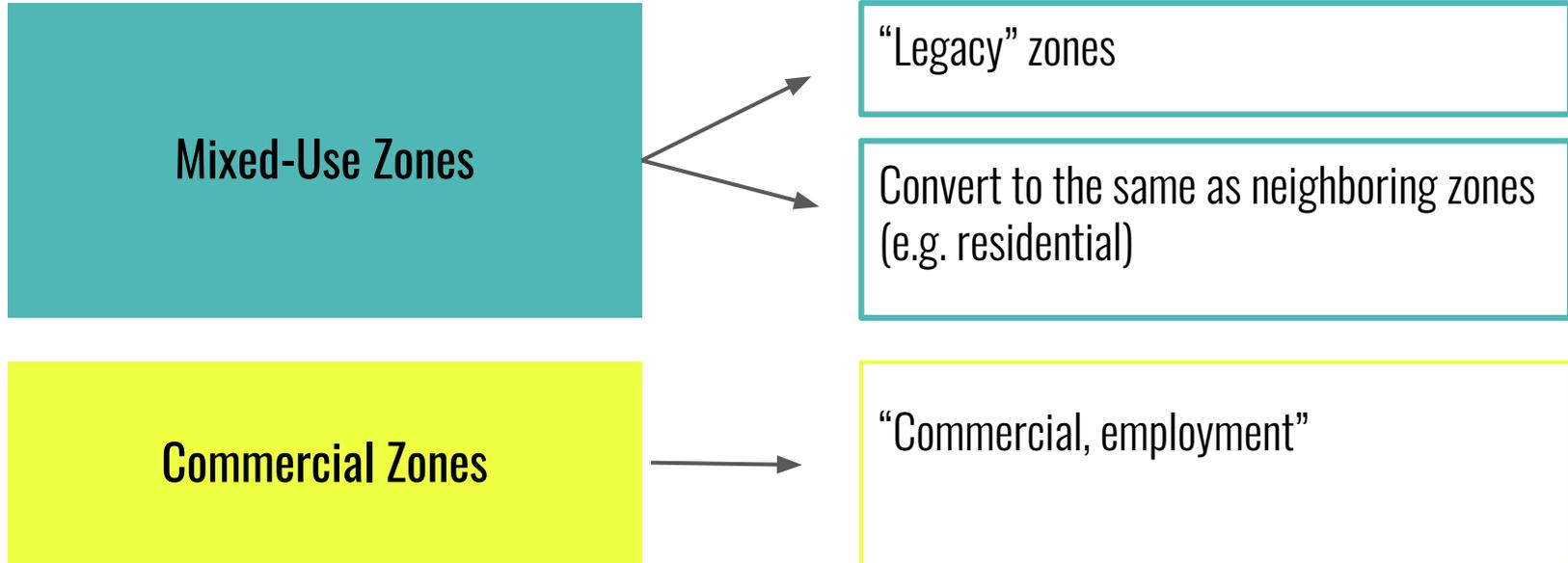
Mixed Use Transportation Oriented

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

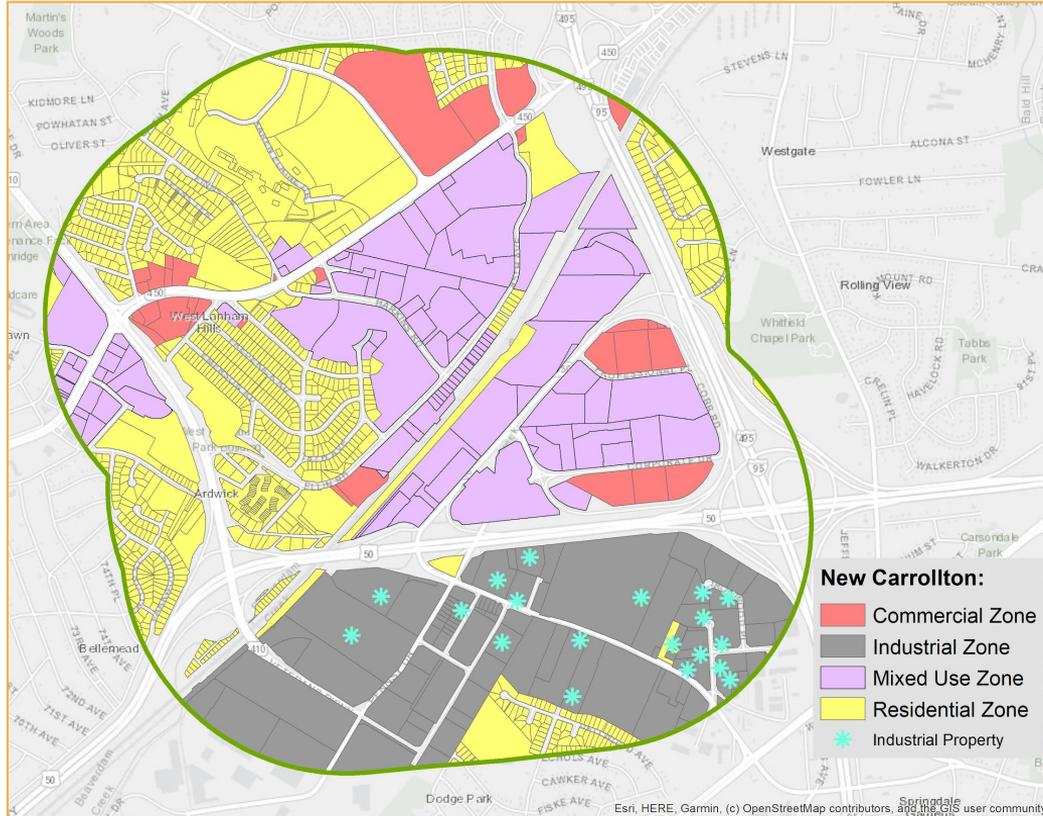


Some manufacturing uses will no longer be permitted.

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