

# CULTURE**ARTS**ENTERTAINMENT



## **RETAIL REVITALIZATION REPORT 2023**

A Research and Analysis Report Supporting Prince George's County's  
RETAIL REVITALIZATION ONLINE GUIDE



SOURCE: M-NOPPC

Xscape Theaters Brandywine 14 is one of two small-scale entertainment venues near Branch Avenue.

**P**ERFORMING ARTS CENTERS and live music venues have the potential to attract a consequential amount of associated retail demand. Arts venues draw regional customers that often patronize retail establishments in the area, typically food and beverage.

Performing arts venues and concert halls also have the advantage of attracting a customer base that is coveted by a wide variety of retailers, including educated, employed, and affluent customers. Live music venues have the potential to positively impact the conception of a commercial district.

Entertainment uses like cinemas, bowling alleys, billiards halls, sports and gaming facilities, skating rinks, and similar venues can provide an anchoring function for a retail center. These types of uses serve as an additional draw to a site and help a center stand out over the competition.

Like MGM National Harbor, entertainment venues with a national brand can pull potential customers to an area on a wider regional basis compared to locally known operators.

“Entertainment uses like cinemas . . . can provide an anchoring function for a retail center.”



SOURCE: M-NOPPO

Proximity to National Harbor impedes competition for culture, arts and entertainment venues positioned along the Branch Avenue corridor.

### EXPERIENTIAL RETAIL

Although e-commerce has grown to take up 12.9 percent of total U.S. retail sales, consumers will seek experiences that cannot be replicated digitally or at home. Sit-down dining, “eatertainment” concepts are becoming increasingly popular. Since 2019, customer traffic to such concepts has increased 22 percent.<sup>43</sup>

Goods-based businesses will continue to pursue a more productive omni-channel model with reduced store count. Property owners should work to accommodate perennial uses like outdoor dining and family-friendly programming.

### BRANCH AVENUE LANDSCAPE

Existing entertainment venues in the Branch Avenue Corridor are limited. National Harbor is widely recognized as a destination, and its location near Branch Avenue makes it difficult for another large-scale entertainment venue to exist within the corridor itself. However, there are also relatively few small-scale, neighborhood-oriented entertainment venues in the area. There are two movie theaters at opposite ends of the corridor, one in the Marlow Heights Shopping Center in the north and one in Brandywine Crossing in the south. Except for a roller rink at the

Isiah 58 Center, recreation-oriented businesses within the corridor are rare. As additional residential homes are developed, the need for additional entertainment options will increase. This will be particularly important in Westphalia in the north, and Brandywine in the south as Ryan Homes at Timothy Branch continues to build out.

The addition of 9,800 homes to the corridor will require additional entertainment and recreational options to compete with neighboring National

43 “Retail Real Estate’s Top Trends in 2022: Demand for Mall Space Surges and Experience Returns,” JLL, June 9, 2022, <https://www.us.jll.com/en/views/retail-REs-top-trends-in-2022>.