Thriving in the Face of Redevelopment: Strategies for Small and Immigrant Businesses in Wheaton, Maryland

Willow Lung Amam, Ph.D.
Katie Gerbes
# About Wheaton

## 1980 Census

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>82.3%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>10.1%</td>
</tr>
<tr>
<td>Asian Alone</td>
<td>2.1%</td>
</tr>
<tr>
<td>Other</td>
<td>5.3%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>4.5%</td>
</tr>
</tbody>
</table>

## 2010 Census

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>42.2%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>18.6%</td>
</tr>
<tr>
<td>Asian Alone</td>
<td>12.1%</td>
</tr>
<tr>
<td>Other</td>
<td>21.0%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>41.7%</td>
</tr>
</tbody>
</table>

Source: Oluseyi Olubenle
Small Businesses
Wheaton’s Redevelopment History
Bozzuto Group

Source: Marian Fryer
Citizen Participation

Source: Coalition for the Fair Redevelopment of Wheaton
Wheaton’s Redevelopment History

Redevelopment opportunities

- Sites with current plans for residential development
- County’s revitalization initiative sites
- Owners have expressed interest in redevelopment
- Other potential redevelopments (single ownership)
OVERALL PROGRAM

- OFFICE: 500,000-600,000 S.F.
- HOTEL: 120 KEYS
- MIXED USE RESIDENTIAL: 200 - 250 UNITS

NOTE:
- The plan also provides 40,000-50,000 S.F. RETAIL/FLEX SPACE
- The future residential tower on the Point will provide an additional 200 Residential Units

WHEATON'S NEW DOWNTOWN
Coalition for the Fair Redevelopment of Wheaton

“How can we make this project happen, but put assurances within a general development agreement that would make clear that in return for $66 million in public taxpayer money, the community will have a series of benefits that will assure it with local jobs, protect small businesses, preserve housing and these sort of standalone wonderful examples of how you get fair redevelopment done in this new age of transit oriented development.”

- Ash Kosiewicz, Latino Economic Development Corporation
Redevelopment Takes Hold

Source: Dan Reed/Greater Greater Washington
Small Business Assistance Program

Source: Wheaton Urban District Advisory Committee
The Future of Small Businesses in Wheaton?
Equitable Suburban Redevelopment

- Awareness
- Assessment
- Assistance
- Accountability
- Affordability
- Advocacy

Source: Local First Wheaton
Thanks!

Willow Lung Amam, Ph.d
lungamam@umd.edu

Katie Gerbes
katie.gerbes@gmail.com