

Applicant Scoping Agreement for Proposed Development Applications Requiring Market Studies, Need Assessments, or Determination of Reasonable Need

(Applicants may download this form from the Commission's web site. [Click here to download.](#))

Application No.	_____	Proposed Use	_____	Date	_____
Property Address/Location	_____				
Applicant Name	_____				
Contact/Agent Name	_____				
Contact Mailing Address	_____				
Phone	_____	Fax	_____	E-Mail	_____

General Instructions

Applicants who are required to submit a Market Evaluation in conjunction with their proposed development application must submit a scoping agreement application and obtain approval from the Research Section of the Prince George's County Planning Department, prior to submitting the Market Evaluation for the proposed use. The scoping agreement consists of this completed form and scope of work consistent with the requirements as listed under the relevant Market Evaluation criteria section for the proposed use. The purpose of this form is to help applicants develop a scope of work to assist them in the preparation of a market study, need assessment, or determination of reasonable need application that provides sufficient information and detail to facilitate straightforward staff review.

Applicants are encouraged to contact the Research Section by telephone at 301-952-3065 or by e-mail at researchinfo@ppd.mnccppc.org for clarification, additional information, or to schedule an appointment to meet with staff for assistance in completing this form. Please indicate if special accommodations or translation services are needed.

Proposed Development Market Evaluation Tool

The following lists contain the types of development review applications that require a Market Evaluation. Based on the Zoning Ordinance, a different type of evaluation tool—market study, need assessment, or demonstration of reasonable need—is associated with particular applications. Please place an (X) next to the proposed use in the list below and refer to the relevant Market Evaluation criteria section for information to be included in the scope of work.

Market Studies

- ___ Gas Station (27-358—Necessary to the public)
- ___ Health Campus (27-362—Necessary to meet the needs of the campus)
- ___ Metro Planned Community (27-475.06.03—Economic analysis)
- ___ Retail Sales in Comprehensive Design Zones, Except for M-A-C (27-179 and 27-195—Economic analysis for retail uses)
- ___ Retail Sales in the C-R-C Zone (27-460.01—Economic analysis for retail sales or executed letters of intent from two or more anchor stores)
- ___ Sanitary Landfill or Rubble Fill (27-406—Necessary to serve the projected growth in the county)

Need Assessments

- ___ Apartment Housing for the Elderly or Physically Handicapped (27-337—Will serve the needs of elderly or physically handicapped families)
- ___ Congregate Living Facility (27-344—A demonstrated need for the facility)
- ___ Limited Professional Use in a Multifamily Project (27-371—Demonstrated need for the use)
- ___ Medical-Residential Campus (27- 374—Primarily serve campus residents)
- ___ Planned Retirement Community (27-395 Will serve the needs of the retirement-aged community)
- ___ Private School (27-396—Demonstrated need for the proposed use in the area)

Reasonable Need

- ___ Drug Store (27-350.01—Reasonable need in the neighborhood)
- ___ Eating or Drinking Establishment (27-352—Reasonable need in the neighborhood)
- ___ Food or Beverage Store (27-355—Reasonable need in the neighborhood)

Market Evaluation Criteria

Evaluation Criteria for Market Studies

For property uses requiring market studies, an applicant must demonstrate that demand sufficiently exceeds supply to justify the proposed use, based on market conditions and a comparison of supply and residual demand within the trade area. Additional information in support of the proposed scoping agreement may be included.

The scoping agreement for a market study shall at a minimum include the following elements.

1. Describe the nature and extent of the proposed use, and products and services that will be marketed.
2. Market Delineation and Justification of Market or Trade Area—Identify the boundaries and explain the rationale/basis for the proposed market or trade area(s). Please attach a page-size map of the market area that identifies the subject property location, major streets and delineates the proposed trade area boundaries. The applicant may delineate both primary and secondary trade areas.
 - Primary Trade Area—Delineation and rationale, justification, and techniques for delineation (e.g., time distance relationship and standards, market conditions, etc.)
 - Secondary Trade Area (if applicable)—Delineation and rationale or justification for delineation
3. Demand Analysis—Outline the proposed method to identify customer base for the proposed base and assess the market demand within the defined trade area. Specify how demand will be calculated and include a list of the quantifiable data to be collected to support the assessment. Identify known data sources.
 - Description and justification of selected methodology for estimating demand

- Profile of appropriate market demand factors, units of demand (potential customer base) and market segment
 - Elements included in the estimation of demand
 - Buying power analysis
 - Demand history and forecast
4. Supply Analysis—Outline the proposed method to identify competition and assess the supply or production capacities within the trade area. Provide rationale for methodology and include a list of the quantifiable data to be collected to support the analysis. Identify known data sources.
- Description and justification of methodology
 - Description and quantification of existing competition or supply-side elements
 - Supply forecast
 - Properties under construction (estimated timing if known)
 - Proposed construction (if applicable)
5. Analysis of Market Penetration, Competitive Environment, and Residual Demand—Outline the proposed method to determine the subject property use and competitor market share. Include a list of the quantifiable data to be collected to support the determination.
- Description and justification of proposed methodology used to estimate potential subject property use capture rate or market share relative to competition, and residual demand
 - Description of Justification of Capture Rate

Evaluation Criteria for Need Assessments

For uses requiring need assessments, an applicant must demonstrate how the proposed use will serve the target population or area. The scoping agreement for a need assessment shall identify how the target population or area will be determined, and how the proposed use will serve the needs of this population. The applicant shall demonstrate and quantify the need that the target population has for the proposed use and how this use will satisfy that need.

Elements in a scope of work for need assessments shall include:

1. Description of the nature and extent of the proposed use, and identify the products and services proposed to be marketed.
2. Description of how the target area or population will be identified.
3. Description of the methodology to identify how the proposed use will serve the target area or population. Include a list of quantifiable data and to be collected to support the need assessment.

Evaluation Criteria for Reasonable Need

An applicant must demonstrate that a reasonable need exists in the neighborhood for drug stores, eating or drinking establishments, or food or beverage stores. The term “reasonable need” has been judicially held to mean “expedient, reasonably convenient and useful to the public.” The applicant shall thoroughly explain how the proposed use, at the proposed location, meets or exceeds the established criteria for reasonable need. The scoping agreement to demonstrate reasonable need shall include:

1. Description of the nature and extent of the proposed use, and identify the products and services proposed to be marketed.
2. Description of how the target area or population will be identified.

3. Description of the methodology to identify how the proposed use will serve the target area or population. Include a list of the information to be collected to support the demonstration of reasonable

Submittal of Scoping Agreement

By submitting this scoping agreement, the applicant agrees to submit a property use Market Evaluation inclusive of elements consistent with the scoping agreement requirements as listed under the relevant Market Evaluation criteria section indicated above.

Scoping agreement findings are based upon the information provided by the applicant regarding the nature and extent of the proposed use. If the nature and extent of the development proposal changes, a revised scoping agreement must be submitted. Also, if the completed Market Evaluation is not prepared in accordance with this scoping agreement, it could invalidate the acceptance date and delay the processing of the associated development review application.

Please complete this form and attach the proposed scope of work and return to:

Office Address:

**Prince George's County Planning Department, Research Section
The Maryland–National Capital Park and Planning Commission (M–NCPPC)
14741 Governor Oden Bowie Drive, Suite 3070
Upper Marlboro, MD 20772
301-952-3065**

Mailing Address:

**Research Section—Development Review Scoping Agreement Review
Prince George's County Planning Department
Countywide Planning Division, Research Section
Maryland–National Capital Park and Planning Commission (M–NCPPC)
14741 Governor Oden Bowie Drive, Suite 3070
Upper Marlboro, MD 20772
301-952-3065**

E-mail Address: researchinfo@ppd.mncppc.org

Fax Number: **(301) 952-5887**

Upon receipt in this office, the applicant's scoping agreement will be reviewed and notice of staff findings will be mailed to the contact address listed within five (5) working days.

This Page is for Planning Department Use Only

Evaluation of Proposed Scoping Agreement Market Study, Need Assessment, or Determination of Reasonable Need

Application No. _____ Proposed Use _____

Property Address/Location: _____

Applicant _____ Contact/Agent _____

Phone _____ E-Mail Address _____

Evaluation Elements	Evaluation Criteria			
	Required for Proposed Use	Not Submitted	Complete	Incomplete/Additional Information Needed
Description of Proposed Use, Products or Services				
Description, Map and Rationale for Proposed Market Area				
Description of Proposed Methodologies				
Assessment of Market Demand				
Assessment of Supply/Direct Competitors				
Determination of Market Share				

Findings

The information provided by the applicant is:

- Not required for the proposed use; or
- Sufficient to proceed with the required Market Study
- Sufficient to proceed with the required Need Assessment
- Sufficient to proceed with the required Determination of Reasonable Need
- Not sufficient to proceed. Applicant must provide supplemental information as described on the following page titled *Additional Information Needed*.

Staff Review

Reviewer Name _____ Signature _____

Phone _____ Date _____

E-Mail Address _____

Manager Approval -

Name _____ Signature _____

Phone _____ Date _____

ADDITIONAL INFORMATION NEEDED

If the Evaluation of the Proposed Scoping Agreement indicates the information provided is insufficient for approval, please revise submission to include the following additional information: