



Business Beat

February 15, 2012

The Business Beat is a bi-monthly newsletter prepared by the City of College Park Planning, Community and Economic Development Department covering local business news including openings, closings, expansions, leases signed, and other information of interest to College Park businesses.

New Business Openings

Hookah Café	Downtown	4433 Lehigh Rd
Sakura Seafood Buffet	Lower Midtown	9031 Baltimore Ave
Sweetgreen	Lower Midtown	8300 Baltimore Ave
Auntie Anne's Pretzels	Univ. of Maryland	Stamp Food Court
Fox's Pizza Den	Upper Midtown	9204 Baltimore Ave

Business Closings

Ke'Chic Boutique	Downtown	4500 Lehigh Rd
Punch Copy	Downtown	7301 Baltimore Ave
The Tech Spot	Downtown	7319 Baltimore Ave

Coming Soon

Big Play Sports Grill	Downtown	7313 Baltimore Ave	March 2012
District Dumplings	Downtown	7313 Baltimore Ave	May 2012
Lime Fresh*	Downtown	7419 Baltimore Ave	Lease Signed
Terrapin Turf*	Downtown	4410 Knox Rd	Lease Signed
Blue Tech Cleaners*	Hollywood	9900 Rhode Island Ave	Lease Signed
Johnny's Carry Out	Hollywood	9823 Rhode Island Ave	Lease Signed
Pollo A La Brasa*	Hollywood	9925 Rhode Island Ave	Lease Signed
ChiDoGo's	Lower Midtown	8150 Baltimore Ave	Opening Soon
Nawaabsaab Kabobs	Lower Midtown	8900 Baltimore Ave	Spring 2012
Phở D'Lite	Lower Midtown	8147 Baltimore Ave	April 2012
Roti	Lower Midtown	8150 Baltimore Ave	Lease Signed
The Frame Mender	Lower Midtown	8150 Baltimore Ave	Opening Soon
YoLove Frozen Yogurt	Lower Midtown	8150 Baltimore Ave	Opening Soon
Chipotle	Uptown	10260 Baltimore Ave	Spring 2012

* New to the Coming Soon section

New Business Spotlight

- *Big Play Sports Grill* - Slated to open towards the end of March, Big Play Sports Grill is operated by a graduate from the University of Maryland. The concept will be strongly focused on a link to the campus sports scene with memorabilia from former standout athletes adorning the walls.
- *Lime Fresh* – A health-conscious, Mexican-cuisine chain that began in Miami, Lime Fresh is rapidly expanding throughout the Southeast and Mid-Atlantic. The restaurant will occupy the location recently vacated by California Tortilla and will serve traditional Mexican fare such as guacamole, fajitas, burritos, and tacos. Build out of the space is expected to begin soon.
- *Phở D'Lite* – A new venture from the owners of Hanami Japanese Restaurant, Phở D'Lite is a unique Asian fusion concept that provides healthy options focused on Vietnamese soup and Southeast Asian delicacies. The grand opening is planned for mid to late April in the Campus Village Shopping Center.
- *Terrapin Turf* – The proposed bar recently leased the former Santa Fe Café space on Knox Road and is currently in the process of obtaining a liquor license. The operator previously ran Saloun, a bar featuring jazz, blues, and soul music, in Georgetown for many years until it closed in late 2011. Terrapin Turf is expected to feature traditional bar fare along with a breakfast menu. Live music along the lines of Saloun is expected to continue at this location.

Real Estate Roundtable

The city is hosting their first Real Estate Roundtable in nearly two years on Thursday, March 15, 2012 from 8:30 AM to 10:30 AM at the Clarion Inn, which is located at 8601 Baltimore Avenue. The event provides an opportunity for local stakeholders to receive updates on major developments and to discuss future plans that will shape the city for years to come. The keynote speaker for the event is Rob Specter, the Vice President for Administrative Affairs and Chief Financial Officer at the University of Maryland. Mr. Specter was appointed to these positions in July 2011 with more than 25 years of senior leadership experience in higher education. Mr. Specter will discuss the University's plans for the first phase of East Campus, development plans at M Square, and the ongoing faculty housing study.

Additional speakers will include the City of College Park's Planning, Community, and Economic Development Director, Terry Schum, and Economic Development Coordinator, Michael Stiefvater. The event, which is free of charge, will begin with a breakfast buffet and time for networking.

To RSVP, please contact Michael Stiefvater at 240-487-3543 or mstiefvater@collegetparkmd.gov by March 5th.

Route 1 Ride Update

Route 1 is experiencing a renaissance and the Route 1 Ride (*TheBus 17*) can take you to every part of it. The Route 1 Ride traverses the corridor from Mount Rainier to IKEA and arrives every 30 minutes at numerous bus stops. The Route 1 Ride allows you to get to your destination quickly and inexpensively by avoiding the hassles of traffic and parking. Find out more at www.route1ride.com or visit city hall for brochures and additional information.

The Route 1 Ride buses will feature unique wraps created by local artists through a design competition that is currently accepting submissions. The final three designs will be voted on through a crowdsourcing process to determine the winning design. The expected roll out date for the wraps is April 21, 2012.

College Park Neighborhood Business Alliance News

Formed in an effort to bring local independent businesses together, CPNBA aims to promote College Park businesses and maintain a strong, local economy. CPNBA formally incorporated as a non-profit organization in the state of Maryland and joined the American Independent Business Alliance, which helps communities successfully operate local alliances and “buy local” campaigns. Beginning in November, CPNBA has hosted free networking and educational events each month. [Memberships](#) are currently available and for a limited time the City of College Park is paying for a portion of the initial fee. For more information on CPNBA please visit their [website](#).

College Park Community Library

Started by a handful of volunteers, the College Park Community Library is opening on February 22 in one of the basement rooms at the College Park Church of the Nazarene, which is located at 9704 Rhode Island Avenue in Hollywood. At this point, the library has collected over 1,000 books and continues to expand through donations. If anyone is interested in volunteering to help the library prepare for its opening, to run the library during operating hours, or to simply donate books please contact Joe Smith at 301-910-2433 or cpcmlibrary@gmail.com. More information regarding the library can be found on their blog: <http://www.ncpinformant.com/>

College Park Business Incentive Signage Grant Program

The City of College Park operates a business signage grant program which assists businesses in installing new signs. The city offered up to \$2,500 in dollar for dollar matching grants to city businesses for design, production, and installation of storefront signs. The funds for Fiscal Year 2012 have been exhausted with grants provided to The Barking Dog, Pizza Autentica, Adidas 3 Stripe, Cluckster’s, College Park Liquors, Food Factory, Pizza Boli’s, Pandora’s Cube, DP Dough, Hanami Japanese Restaurant, and Fishnet. To replenish the program for the remainder of Fiscal Year 2012, City Council will vote on March 13, 2012 to provide an additional \$10,000 in funding.

Shop College Park Website

The City-run website, <http://shopcollegepark.org>, is hosted through a cooperative effort between the City of College Park Department of Planning, Community and Economic Development and local merchants in an effort to market all that College Park has to offer. Traffic for the website has more than doubled over the past year, as January 2012 had a total of 7,817 visits compared to 3,148 visits in January 2011.

The Department of Planning, Community and Economic Development is exploring options to improve and expand the website’s content, so please feel free to share any ideas for new features or general comments with them.

Available Commercial Property Information

The City of College Park publishes information on commercial properties that are available to buy, lease, or assemble as part of a larger development. The [information](#) is available on the economic development website and is updated regularly. If you would like your property to be included on the list please contact the Economic Development Department.

College Park Farmers Markets

The City’s two farmers markets are currently closed, but will return to their respective locations in the spring. If you are interested in joining the City Hall Farmers Market, please contact the Economic Development Department for more information.

If you have questions, news to contribute, or want to be removed from the mailing list, please contact:
Michael Stiefvater, Economic Development Coordinator
(240) 487-3543 or mstiefvater@collegeparkmd.gov