

Market Feasibility Study
for the
Winstead Company Packing Plant
in Hughesville, Maryland

Request for Proposals



Background

This project will complete a feasibility study to identify viable existing and future market opportunities and a mix of appropriate uses for the successful adaptive reuse of the historic Winstead Company Packing Plant in Hughesville, Maryland.

Centrally located in Southern Maryland, the tobacco warehouses in Hughesville are some of the last remaining physical structures associated with Maryland's short-lived, but consequential loose-leaf tobacco industry, and the State's best remaining cohesive collection of structures related to tobacco sales, storage and processing. Built in 1961, the Winstead Company Packing Plant is a 21,000 square foot concrete block building that is currently operating as an antique

mall and flea market but is considered under-utilized. As part of a newly recognized historic district, the Winstead Company Packing Plant will soon be listed on the National Register of Historic Places and therefore, eligible for state and Federal Tax Credits for successful rehabilitation.

A diverse group of stakeholders has a strong interest in re-evaluating the building to attract greater economic opportunities. With strong historic significance and considerable structural integrity, the Packing Plant is an ideal candidate for successful adaptive reuse and is envisioned as a future catalyst for more challenging successful preservation projects in Hughesville. Located at the crossroads and geographic center of Southern Maryland, the Packing Plant is well aligned to build upon the rich agricultural history and economy of the region.

Uses envisioned for the site include a mix of retail, agricultural and other value-added processing and sales (wineries, distilleries, breweries, crafters, artisans, etc), civic (heritage tourism/museum exhibits), and special events. Aspects of the project have the potential to be financed through a combination of public and private funds. An existing Community Legacy Grant (\$130,000 total budget) is providing funding to complete a façade improvement project as a first step to successful rehabilitation.

Scope of Work

The feasibility study is intended to clarify market conditions in the Hughesville region in order to understand market positioning, target uses, and refine future next steps for the project. The study should include project location, proximity to the proposed SMADC Regional Agriculture Center, population density, customer trade areas, median household income, changing market conditions, daytime populations, vehicular visibility, access and exposure, brand and naming, and other factors as appropriate. Specific uses to consider should be museum and special event space, specialty retail, brewery, winery or distillery, bakery, sandwich and coffee shop, and artisan crafts. The study should evaluate agricultural program goals and trends as identified by the Southern Maryland Agricultural Development Commission (SMADC) and evaluate the potential for collaboration or competition with the Regional Agricultural Center or other ventures. Zoning and existing public infrastructure should be considered when determining appropriate uses.

The study should include the possible tourism revenue derived from an enhanced experience at the Winstead Packing Plant which would encourage the 500,000 annual day trippers to convert to overnight visitors. The Division of Tourism and the Department of Economic Development has economic impact data for the last nine years that include number of day and overnight visitors, tourism industry sales by sector, economic impact by employment/labor income/tax receipts and sales and proportional tourism share of county economy in the areas of labor income and employment. It is available to the firm that is awarded the contract for the feasibility study to extrapolate a % increase in tourism generated revenue.

The study should consider the possibility of private financing as well as public-private partnerships in the form of grants, technical assistance and other opportunities. The study should also identify funding strategies that might be available through programs at the Maryland

Department of Housing and Community Development, Maryland Department of Agriculture, the Maryland Historical Trust and others as appropriate.

Hughesville Planning Context

Much has been completed to date to set the stage for successful redevelopment. Charles County adopted a Revitalization Plan in 2007, completed comprehensive rezoning in 2017, and is currently designing streetscape enhancements (MDSHA) and infrastructure improvements. Hughesville is designated as a Rural Village under the Maryland Priority Funding Areas program and is a designated Sustainable Community, and therefore eligible for a broad range of State revitalization funding and assistance programs. Recently, the Winstead Packing Plant was recognized by Preservation Maryland's Six to Fix program as one of a handful of surviving tobacco processing facilities remaining in the State. The designation and the proposed feasibility study is an opportunity to address the challenges associated with adaptive reuse of this significant historic structure and to move the project forward.

This study is made possible through grant funding from Preservation Maryland and the Southern Maryland Heritage Area Consortium. Proposals should be submitted electronically to me by **COB December 16, 2019**. For questions, please contact me at 301-396-5815 or thompsca@charlescountymd.gov.



CA
 Cowie Associates PC
 Architecture & Development

PROJECT:
 BARNs AT HUGHESVILLE
 Hughesville, MD
 BUILDING 2

CLIENT:
 BARNs AT HUGHESVILLE

DRAWING INFO

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