

TONY FELTS, AICP

# Plan 2035 Priority Strategies & Metrics

 THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION  
Prince George's County Planning Department



**PLAN 2035**  
Prince George's

*Approved General Plan*  
May 6, 2014



The Maryland-National Capital Park and Planning Commission  
Prince George's County Planning Department  
[www.pgplanning.org](http://www.pgplanning.org)



- » Adopted in 2014
- » Plan 2035 sets the County's vision and growth policy.
- » Fundamental shift in the County's development pattern away from auto-dependent suburban sprawl and toward pedestrian and transit friendly mixed-use centers.

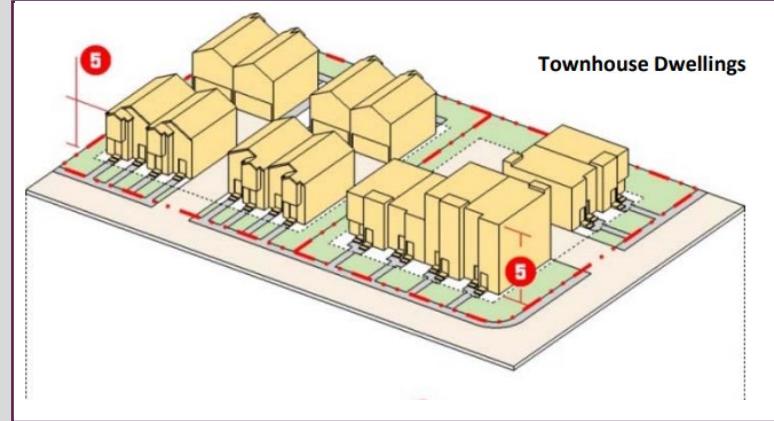


- » Update the Zoning and Subdivision Ordinances
- » Focus on Downtowns and the Innovation Corridor
- » Coordinate Capital Improvement Program Review



# Zoning Ordinance

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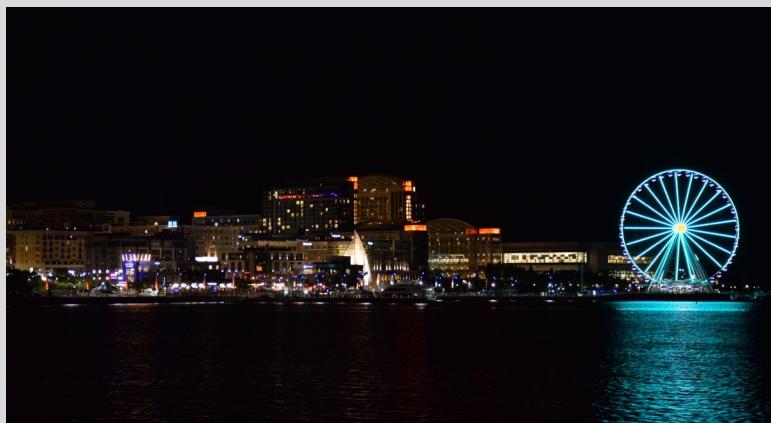


- » New Zoning Ordinance Effective April 1<sup>st</sup> 2022
- » CB-15-2024 "Omnibus Bill" proposed various measures to improve development outcomes
- » Consistent with Strategy CO-5 of the Climate Action Plan

# Focus on Downtowns and Innovation Corridor

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Incentivize growth in Plan 2035 Centers and inside the Capital Beltway to be consistent with the goals and policies of Plan 2035.



- » Consistent with Strategy M-7 of the Climate Action Plan
- » Largo – UMD Capital Region Hospital; M-NCPPC HQ; Carillon; Multi-family developments
- » New Carrollton - WMATA HQ; Kaiser Permanente, 2U; Multi-family developments
- » Hyattsville Crossing – Multi-family developments and Townhomes to compliment the Mall at Prince Georges and University Town Center

# Focus on Downtowns and Innovation Corridor

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Incentivize growth in Plan 2035 Centers and inside the Capital Beltway to be consistent with the goals and policies of Plan 2035.



- » New FBI Headquarters – Greenbelt Metro
- » College Park Discovery District – multiple new STEM offices
- » Multiple new office and multi-family developments
- » Branch Avenue – USCIS Offices; Restaurant Row
- » Suitland – Census Bureau; Suitland Federal Town Center

# Coordinate Capital Improvement Program (CIP)

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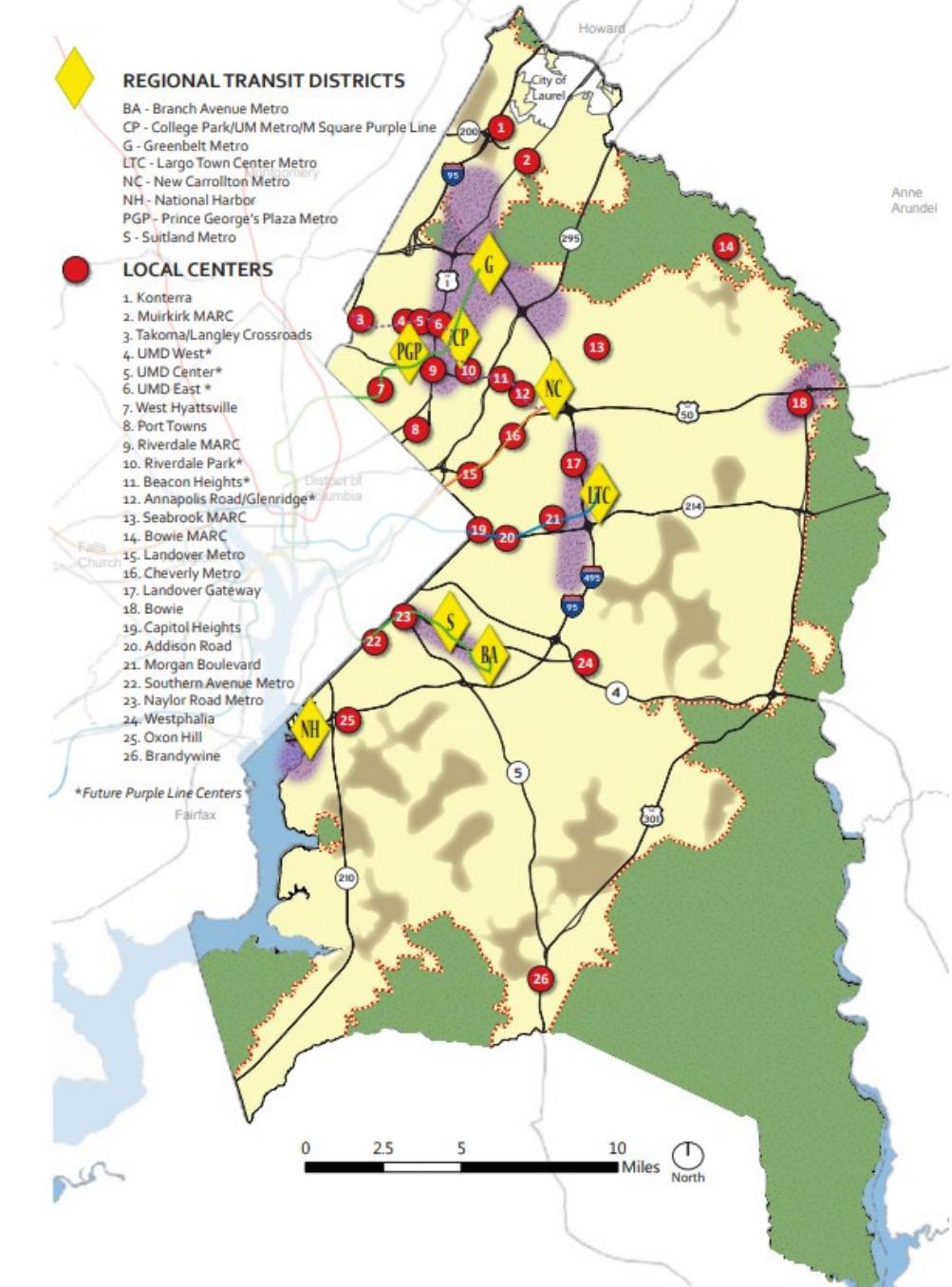
Planning Department is currently updating the Master Plan of Transportation



Planning Department is about to present the first Priority CIP Recommendations

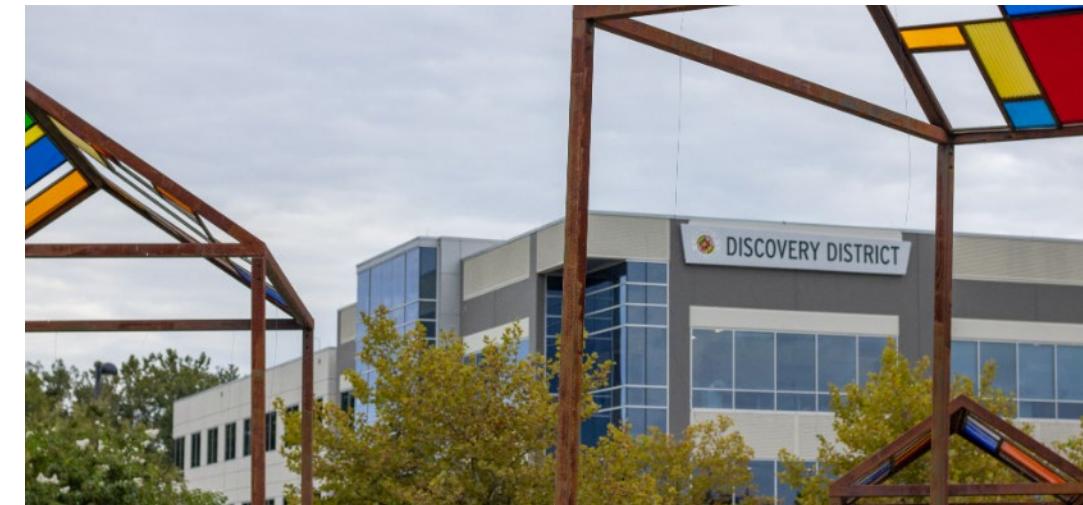
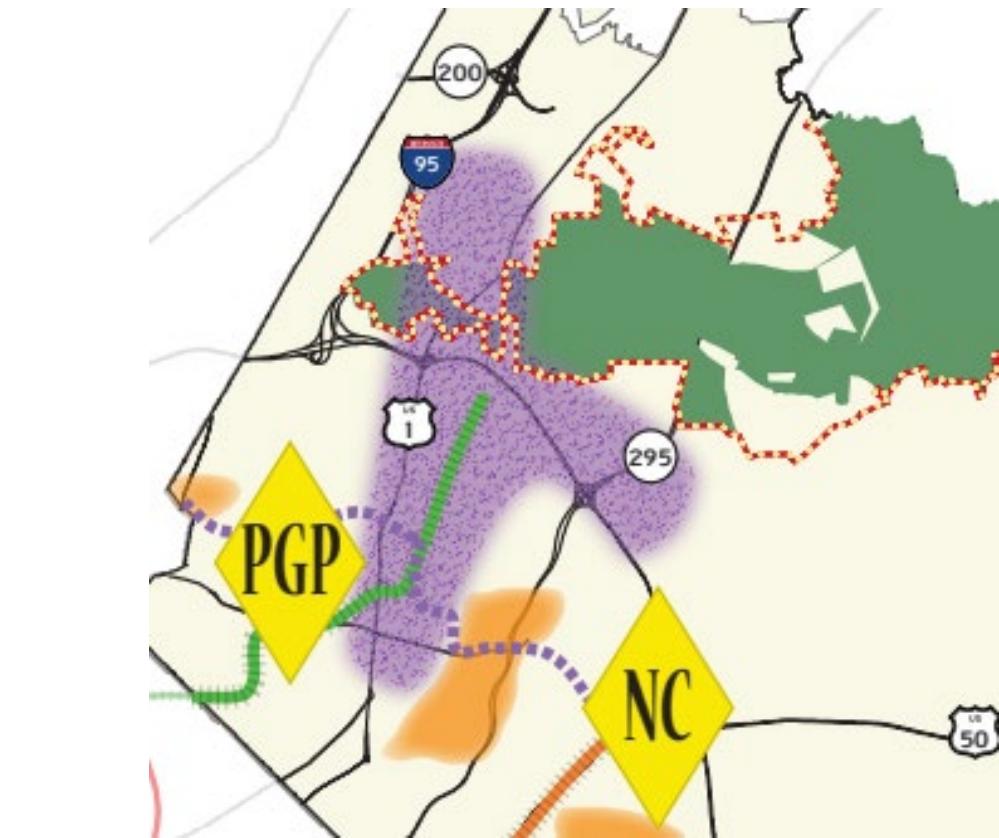
# Establish and direct the majority of County resources and investment to designated Downtowns to ensure their success

- Policy has evolved to include all RTDs in the County
- Develop implementation plans for the Downtowns
- Encourage relocation of government agencies
- Coordinate with municipalities and government agencies
- Prioritize CIP that encourage new private investment
- Establish by right development approval process and fast track the permitting process
- Establish a flexible framework of design standards
- Reduce surcharge fees or exempt downtowns; amend or except LOS
- Market Downtowns; Incentivize Green Building Programs
- Update Economic Development Toolbox and Update Functional Master Plans



# Support the development of the Innovation Corridor around College Park Metro and Greenbelt Metro and along US 1

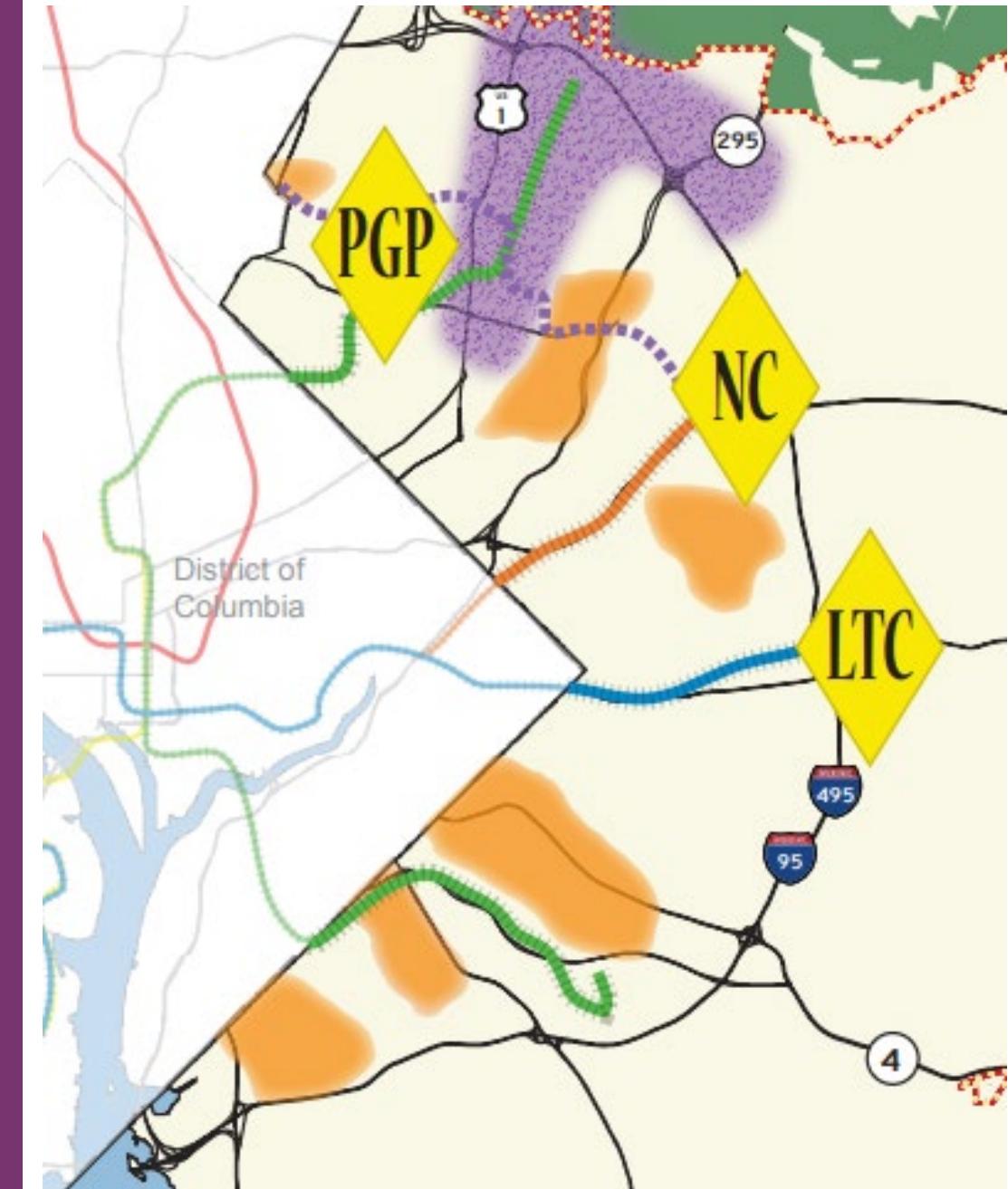
- Define the boundaries
- » • Develop an implementation plan
- Tax incentives
- Targeted infrastructure improvements
- Coordinate with key partners
- and regional, state, and federal agencies to build on and leverage synergies between technology and healthcare and life science firms, business incubators, and research facilities.



Adequately fund neighborhood

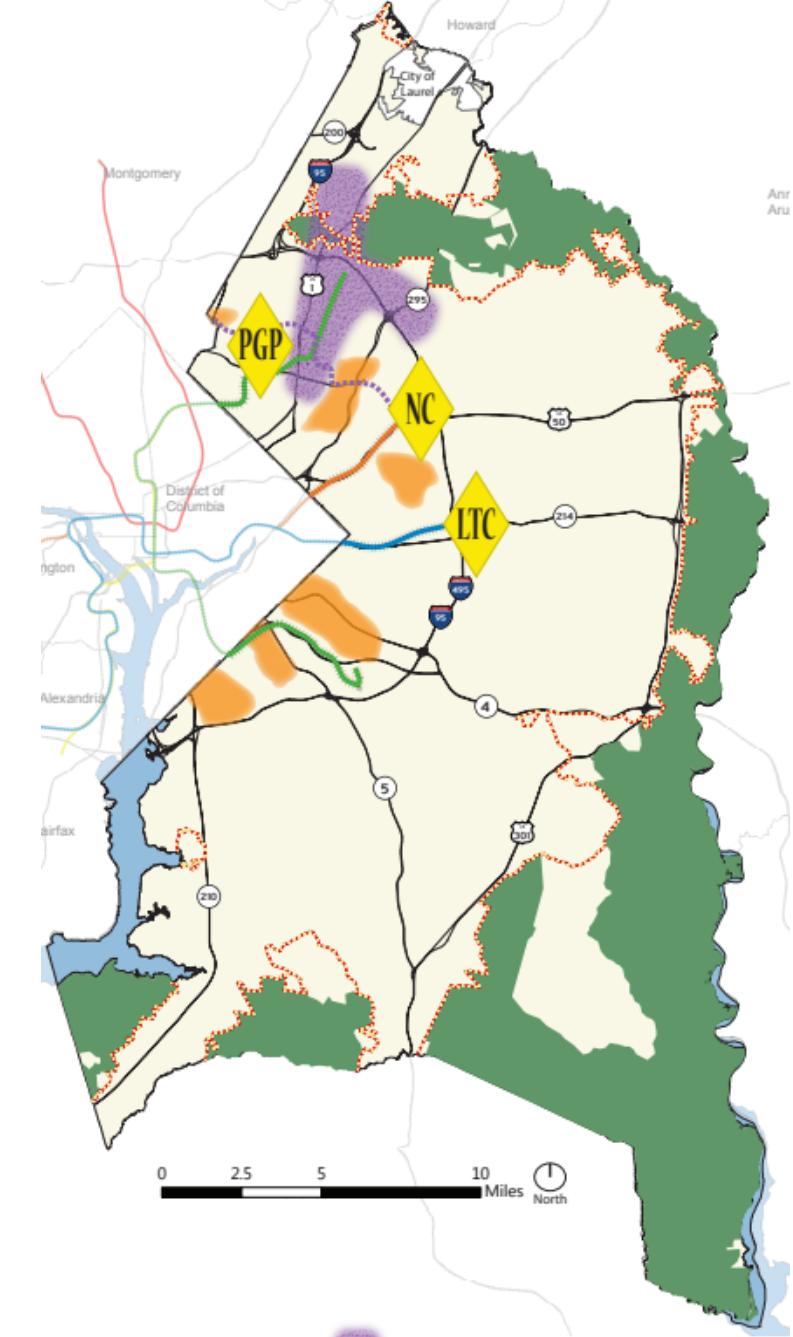
»» revitalization programs and coordinate resources to revitalize targeted neighborhoods

- Address housing blight, commercial disinvestment, vandalism, and related issues
- Constantly evaluate Neighborhood Reinvestment Areas
- Develop implementation plans and long-term plans



Preserve the County's remaining prime  
» agricultural and forest resources by  
meeting the PPA's goal to place 24,769  
acres within easements

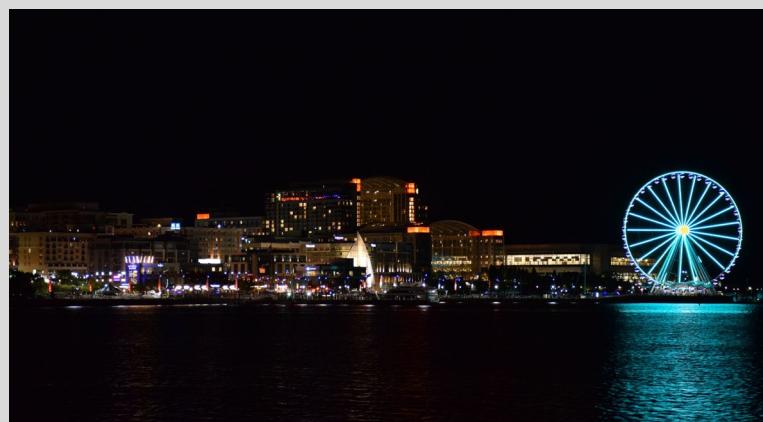
- Acquisition of agricultural easements
- Additional funding for Historic Agricultural Resource Preservation Program
- Obtain Maryland Agricultural Land Preservation Foundation certification
- Partner with the DPR, the Maryland Department of Natural Resources, and nonprofit organizations to identify forest lands for acquisition, preservation, or permanent protection.



# Plan 2035 Evaluation Metrics

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Monitor, collect, and evaluate data on indicators at one and five year intervals



- » Five-Year Review published September 2020
- » Reported on new dwelling unit and job number progress relative to Growth Policy goals
- » Reviewed all 26 Indicators and reported progress
- » Made recommendations for additional monitoring and evaluation, and introducing new indicators

# Plan 2035 Indicators

Indicators	% Change	Target
<b>POSITIVE PERFORMANCE</b>		
Agricultural land preserved, acres	4% 	
Bike and pedestrian facilities constructed*		
Commercial vacancy rates		
Flex	-31% 	
Industrial	-25% 	
Office	-24% 	
Retail	-20% 	
Commuting patterns	20% 	
Crime rates*	-28% 	
Foreclosure rates	-60% 	
Forest planted and preserved, acres	1% 	

# Plan 2035 Indicators

Indicators	% Change	Target
<b>POSITIVE PERFORMANCE</b>		
Higher education attainment*	7%	↑
Households burdened by housing costs, percent	-10%	↓
Housing and transportation affordability	-3%	↓
Impervious surfaces retrofit, acres	↑	↑
LEED® certified buildings*	10%	↑
Occupied housing units	2%	↑
Percent occupied	3%	↑
Poverty rates	-20%	↓
Regional share of employment	10%	↑
Unemployment rates	-33%	↓
Wage growth	1%	↑

# Plan 2035 Indicators

Indicators	% Change	Target
<b>NEUTRAL PERFORMANCE</b>		
Fast food restaurants, square feet	0	↔ ↓
Mode split—walk, bike, transit, and auto trips*	0	↔ ↑
Waterway health*		↑
<b>NEGATIVE PERFORMANCE</b>		
Commercial versus residential tax base	-9%	↓ ↑
County greenhouse gas emissions	0.2%	↑ ↓
Household net worth or wealth <sup>+</sup>	-9%	↓ ↑
Obesity/overweight rates		
Adults	24%	↑ ↓
Youths	14%	↑ ↓
Recycling rates	-5%	↓ ↑
Vehicle miles traveled (per capita)	3%	↑ ↓

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