$16.00

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

Abstract

Title: Plan Prince George's 2035 Approved General Plan

Author: The Maryland-National Capital Park and Planning Commission

Subject: The Prince George's County General Plan

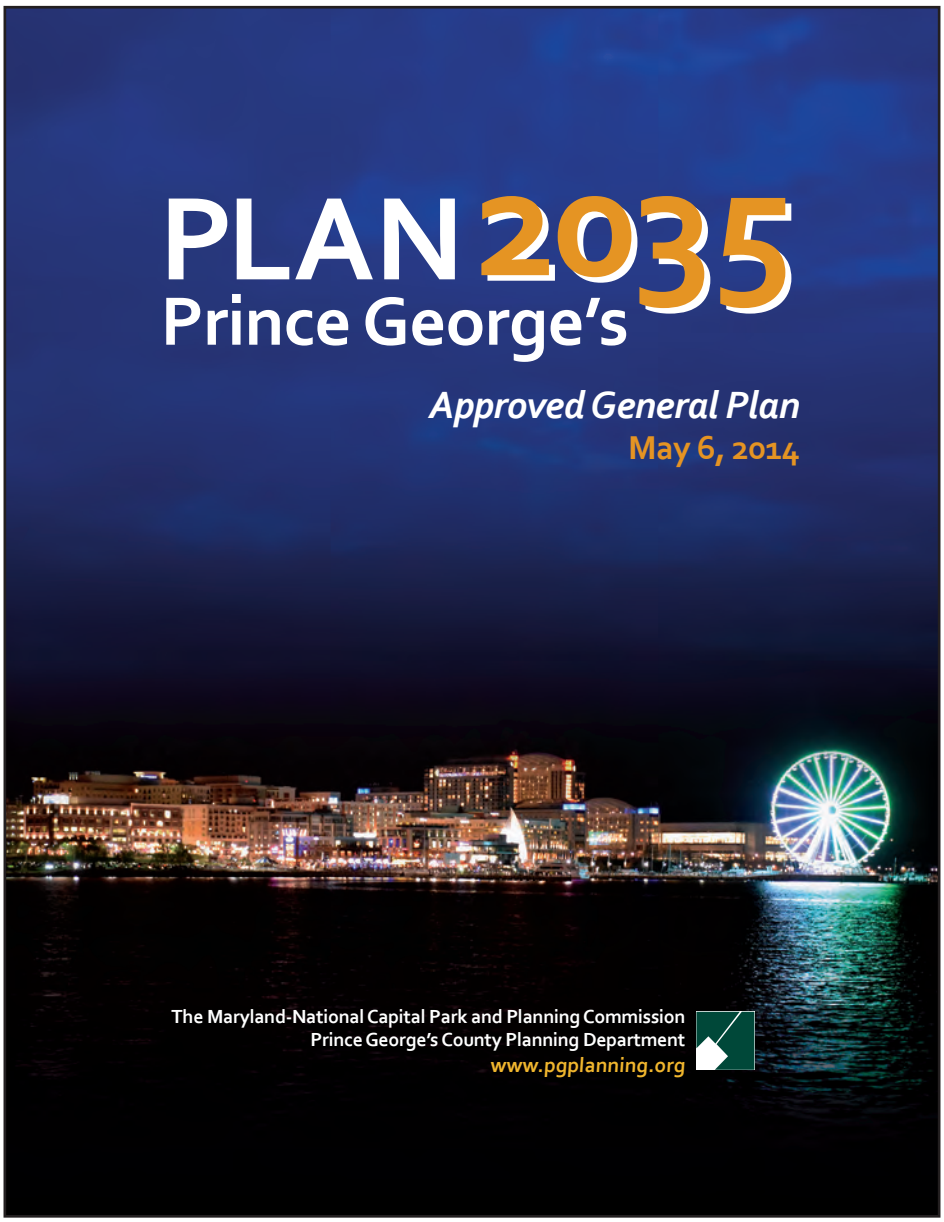
Date: May 6, 2014

Source of Copies: The Maryland-National Capital Park and Planning Commission
14741 Governor Oden Bowie Drive
Upper Marlboro, MD 20772

Series Number: 833132405

Number of Pages: 322

Abstract: Plan Prince George's 2035 includes comprehensive recommendations for guiding future development within Prince George's County. The plan designates eight Regional Transit Districts, which are the focus of the County's planned growth and mixed-use development, and which have the capacity to become major economic generators. Six Neighborhood Reinvestment Areas are designated for coordinated funding and resources needed to stabilize and revitalize these areas. Also identified in the plan are Rural and Agricultural Areas composed of low-density residential, agricultural uses, and significant natural resources that are recommended for continued protection and investment in order to maintain critical infrastructure. The plan contains recommended goals, policies, and strategies for the following elements: Land Use; Economic Prosperity; Transportation and Mobility; Natural Environment; Housing and Neighborhoods; Community Heritage, Culture, and Design; Healthy Communities; and Public Facilities. Plan implementation through prioritization of strategies, measuring short- and long-term success, public and municipal engagement, intergovernmental coordination, and public-private partnerships are also described.



The Maryland-National Capital Park and Planning Commission
Prince George's County Planning Department
14741 Governor Oden Bowie Drive
Upper Marlboro, MD 20772
www.pgplanning.org

The Maryland-National Capital Park and Planning Commission

Elizabeth M. Hewlett, Chairman
Françoise Carrier, Vice Chairman

Officers

Patricia Colihan Barney, Executive Director
Joseph Zimmerman, Secretary-Treasurer
Adrian R. Gardner, General Counsel

The Maryland-National Capital Park and Planning Commission is a bicounty agency, created by the General Assembly of Maryland in 1927. The Commission's geographic authority extends to the great majority of Montgomery and Prince George's Counties: the Maryland-Washington Regional District (M-NCPPC planning jurisdiction) comprises 1,001 square miles, while the Metropolitan District (parks) comprises 919 square miles, in the two counties. The Commission has three major functions:

- The preparation, adoption, and, from time to time, amendment or extension of the General Plan for the physical development of the Maryland-Washington Regional District;
- The acquisition, development, operation, and maintenance of a public park system; and
- In Prince George's County only, the operation of the entire County public recreation program.

The Commission operates in each county through a Planning Board appointed by and responsible to the County government. All local plans, recommendations on zoning amendments, administration of subdivision regulations, and general administration of parks are responsibilities of the Planning Boards.

The Prince George's County Department of Planning (M-NCPPC):

- Our mission is to help preserve, protect and manage the County's resources by providing the highest quality planning services and growth management guidance and by facilitating effective intergovernmental and citizen involvement through education and technical assistance.
- Our vision is to be a model planning department comprised of responsive and respected staff who provide superior planning and technical services and work cooperatively with decision-makers, citizens and other agencies to continuously improve development quality and the environment and act as a catalyst for positive change.

Prince George's County Planning Board

Elizabeth M. Hewlett, Chairman
Dorothy F. Bailey, Vice Chairman
Manuel R. Geraldo
John P. Shoaff
A. Shuanise Washington

Montgomery County Planning Board

Françoise Carrier, Chairman
Marye Wells-Harley, Vice Chairman
Amy Presley
Norman Dreyfuss
Casey Anderson

Prince George's County

County Executive, Rushern L. Baker, III

County Council

The County Council has three main responsibilities in the planning process: (1) setting policy, (2) plan approval, and (3) plan implementation. Applicable policies are incorporated into area plans, functional plans, and the general plan. The Council, after holding a hearing on the plan adopted by the Planning Board, may approve the plan as adopted, approve the plan with amendments based on the public record, or disapprove the plan and return it to the Planning Board for revision. Implementation is primarily through adoption of the annual Capital Improvement Program, the annual budget, the Ten-Year Water and Sewerage Plan, and adoption of zoning map amendments.

Council Members

Mary A. Lehman, *1st District*
Will Campos, *2nd District*
Eric Olson, *3rd District*
Ingrid M. Turner, *4th District*
Andrea Harrison, *5th District*
Derrick Leon Davis, *6th District*
Karen R. Toles, *7th District*
Obie Patterson, *8th District*
Mel Franklin, *9th District*

Redis C. Floyd, *Clerk of the Council*

Foreword

The Prince George's County Planning Board of The Maryland-National Capital Park and Planning Commission (M-NCPPC) is pleased to make available Plan Prince George's 2035 Approved General Plan (Plan 2035). This community-based plan supersedes and amends the 2002 Prince George's County Approved General Plan. It addresses existing, changing, and new priorities such as transit-oriented development, sustainability, neighborhood reinvestment, and agricultural protection. Plan 2035 looks broadly and strategically at how the County should continue to grow and strengthen as a community and as part of the greater Washington metropolitan area.

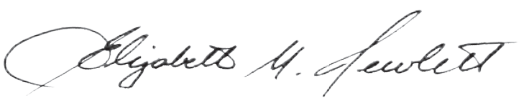
On November 12, 2013 the District Council and the Planning Board held a joint public hearing on the Plan Prince George's 2035 Preliminary General Plan. The Planning Board adopted the plan with modifications per PGCPB Resolution No. 14-10 in February 2014. The District Council approved the plan with additional modifications per CR-26-2014 in May 2014. M-NCPPC, comprised of the Planning Boards of Prince George's and Montgomery Counties, certified the approved plan per M-NCPPC Resolution No. 14-14 in June 2014.

M-NCPPC's community outreach over the past decade played a significant role in developing Plan 2035's outreach strategy. Plan 2035's innovative outreach efforts along with various County master plans and initiatives such as Formula 2040 and Envision Prince George's yielded significant County input by thoughtfully engaging thousands of stakeholders to create a community consensus of values and priorities. Community outreach also utilized social media through Twitter and Facebook. A customized scenario planning tool was developed for Plan 2035 that allowed members of the public to make interactive choices about future development in the County. Outreach culminated on June 15, 2013 with the "Where is Downtown Prince George's" Town Meeting where nearly 300 stakeholders gathered to help identify locations with the highest potential for becoming a downtown in Prince George's County.

Plan 2035 was developed with a focus on the core principles of sustainability and contains policies and strategies that reflect the importance of considering economic, social, and environmental impacts in land use decision making. The plan's framework is organized around the themes of Work, Live, and Sustain, which helped guide the plan goals of capturing a greater share of the region's forecasted job growth, creating walkable urban places, meeting the needs of the County's changing population, and preserving valuable natural and historic resources. Key policies of Plan 2035 include targeted and prioritized public investment of money and resources to realize meaningful change.

The Planning Board greatly appreciates the contributions and active involvement of the community and stakeholders in this bold planning effort. We encourage your continued involvement in overall countywide planning and development initiatives. We invite you to visit www.pgplanning.org to learn how you can continue to impact your communities in positive ways. Thank you.

Sincerely,



Elizabeth M. Hewlett
Chairman
Prince George's County Planning Board

Section I: A Blueprint for Tomorrow 1

Introduction 5
Vision 10
Growth Policy Map 17
Strategic Investment Map 21

Section II: Defining the Context 27

State, Regional, and Local Planning Initiatives 30
The 2002 General Plan 36
Plan Engagement 42

Section III: County Profile 51

County Profile and Analysis 54
Assets and Challenges 72

Section IV: Elements 87

Land Use 92
Economic Prosperity 120
Transportation and Mobility 140
Natural Environment 162
Housing and Neighborhoods 180
Community Heritage, Culture, and Design 194
Healthy Communities 220
Public Facilities 230

Section V: Implementation 247

Introduction 251
Priority Strategies 252
Measuring Success 266
Plan Administration 270
Partnerships and Civic Engagement 272

Section VI: Appendices 275

Appendix A: Downtown Diagnostic Index: An Analysis of the General Plan Centers 278
Appendix B: Glossary of Terms 282
Appendix C: References 296
Appendix D: Zoning Ordinance Strategy Table 305
Appendix E: Methodology for Preparing a Generalized Land Use Map 310
Certificate of Adoption 311

List of Maps

Map 1. Prince George's County Growth Policy Map 18
Map 2. Prince George's County Strategic Investment Map 22
Map 3. Prince Georg's County Sustainable Growth and Agricultural Preservation Act of 2012 (SB236) Map 32
Map 4. 2002 General Plan Centers and Corridors Map 37
Map 5. Regional Map 55
Map 6. 2010 Population Density by Census Block 60
Map 7. Development Pipeline—Final Plats 80
Map 8a. 1935–1960 Suburbanization 94
Map 8b. 1960–1985 Leapfrog 94
Map 8c. 1985–2010 Sprawl 94
Map 8d. 2010–2035 Business As Usual 94
Map 9. Existing Land Use Map 99
Map 10. Generalized Future Land Use Map 101
Map 11. Growth Policy Map 107
Map 12. Economic Submarkets 124
Map 13. Potential Transitway Corridors 143
Map 14. Map of Transportation Service Areas 151
Map 15. Watersheds 170
Map 16. Prince George's County Strategic Investment Map 253

List of Charts

Chart 1. Population Change in Prince George's County (1980-2010) 54
Chart 2. Age Distribution in Prince George's County 57
Chart 3. 2010 Racial Make Up of Prince George's County 58
Chart 4. Median Household Income in Prince George's County Compared to the Region and Nation 59
Chart 5. 2011 Poverty Rates in Compared to Neighboring Jurisdictions 61
Chart 6. The Types of Housing Units in Prince George's County 62
Chart 7. Year of Construction of Housing Units in Prince George's County 63
Chart 8. The Educational Attainment of Prince George's County Residents Compared to the Region and the Nation 64
Chart 9. Prince George's County Private and Public Sector Employment 65
Chart 10. Prince George's County Private Sector Industries (2012) 67
Chart 11. Changes in Average Weekly Wages: Comparing Prince George's County With Its Neighbors (2002-2012) 68
Chart 12. Existing Housing Stock and Proposed Housing Will Not Meet Future Demand 81
Chart 13. Residential Growth Trends (1980-2010) 95
Chart 14. Weighting of the Elements That Make Up a "Complete Center" 279

List of Tables

Table 1. Assessment of the County's Progress Towards Meeting 2002 General Plan Residential Growth Targets. 39
Table 2. 2002 General Plan Centers: Average Densities 40
Table 3. Breakdown of "Where is Downtown Prince George's?" Votes 45
Table 4. Scenario Planning Game Community Rankings of Priorities 46
Table 5. Average Community Ratings of Scenario 46
Table 6. Household Characteristics (2000 and 2010) 61
Table 7. Housing Tenure and Occupancy (2000 and 2010) 62
Table 8. Employees in and Average Wages for Leading Industries (2012) 66
Table 9. Commercial Real Estate in Prince George's County and Washington Metropolitan Area 69
Table 10. Prince George's County Round 8.1 Cooperative Forecast 70
Table 11. Amount of Growth Anticipated in Prince George's County by 2030 71
Table 12. Employment Growth (2007-2012) 83
Table 13. Existing Land Use 98
Table 14. Generalized Future Land Use Categories 100
Table 15. Pipeline Development by the 2002 General Plan Tiers 103
Table 16. Plan 2035 Center Classification System 108
Table 17. Growth Management Goals 110
Table 18. Access to Broadband Technologies in Prince George's County and the U.S. as of June 30, 2012 125
Table 19. Average Commute Times (2011) 145
Table 20. How Workers (16 Years and Older) Commute Work 145
Table 21. Level of Service Criteria by Transportation Service Area 150
Table 22. Public Facility Providers 232
Table 23. New Public Facilities Needed in 2035 233
Table 24: Planned and Programmed Police Facilities 234
Table 25: Countywide Short-Term Implementation Strategies 261
Table 26. Indicators of Success 268
Table 27. Weighting Table 281
Table 28. Zoning Ordinance Strategy Table 305

List of Figures

Figure 1. Build Your Future Planning Scenario Game 49
Figure 2. Scenario Planning Game 49

Section I:
A Blueprint for Tomorrow



Introduction 5

Vision 10

Growth Policy Map 17

Strategic Investment Map 21



Indicates that the definition of a word or term may be found in the Glossary of Terms, which starts on page 282.


Thai
V★I★P
Pavilion
SALE

INTRODUCTION

What is Plan 2035?

As a comprehensive 20-year general plan, Plan 2035 is a blueprint for long-term growth and development in Prince George's County. More importantly, Plan 2035 is an opportunity to tell the story of Prince George's County and clearly articulate where we want to go and who we want to be as a county. It charts a new course for our future, communicates our shared vision and priorities, and demonstrates our commitment to pursue bold actions and difficult changes.

The purpose of Plan 2035 is to make Prince George's County a competitive force in the regional economy, a leader in sustainable growth, a community of strong neighborhoods and municipalities, and a place where residents are healthy and engaged. The process begins with a common vision articulated through *Envision Prince George's*, Plan 2035's innovative outreach efforts, and the master and sector plans created through community consensus over the past decade. Based on its vision, Plan 2035 establishes a framework to capture a greater share of our region's forecasted job growth, meet the needs of our changing population, and preserve our valuable natural and historic resources.

Prince George's County, our future depends on changing how and where we grow as a county! We must be strategic about where we promote development and invest public resources. We must commit to our vision and new priorities. We must think holistically and grow sustainably and equitably. Now is our time to be bold!

Our Path Forward

Plan 2035 specifies clear, implementable policies and strategies to achieve our long-term vision. It strategically capitalizes on our local and regional strengths and focuses our resources on targeted areas best suited to mature into strong economic engines, leverage our investments, and catalyze job growth across the County. Directing the majority of the County's incentives and new infrastructure to a limited number of places in the near-term will accelerate their development as viable economic engines over the next five to ten years. In return, these economic engines will generate the financial capital we need to address our County priorities. They will enable us to strengthen our existing neighborhoods; realize the potential of other transit-rich centers; preserve our environmentally-sensitive and rural areas; provide state-of-the-art public facilities, schools, and parks and recreation services; address our growing obesity crisis and other health needs; and restore and celebrate our historic and cultural amenities.

Plan 2035 pursues this course by:

- Promoting regionally-competitive, mixed-use development in three Downtowns through targeted public investments and incentives.
- Reclassifying the scale and type of development appropriate for existing centers based on their primary function in the County.
- Facilitating cutting-edge economic growth in the County's Innovation Corridor through targeted public investments and incentives.
- Locating areas where near-term water and sewer service is deferred until additional residential capacity is needed.
- Reinforcing areas identified for preservation.
- Identifying priority action steps over the next decade.

Why You Should Care About Plan 2035

Our strategic location, robust transportation network, rural and agricultural lands, abundant environmental resources, higher education and research institutions, affordable and diverse housing stock, and emerging industry clusters position Prince George's County for sustained socioeconomic growth and prosperity. Despite these assets we have struggled to capitalize on our potential and build on the foundation established by the *2002 Prince George's County Approved General Plan*. As is discussed in **Section II: Defining the Context**, we continue to face a number of difficult challenges and grapple with the 2002 General Plan's failure to target and prioritize its efforts and reconcile diverging goals.



Being BOLD means:

- ***A long-term commitment to our vision and priorities.***
- ***Targeting our investments.***
- ***Challenging the status quo.***
- ***Redefining success.***
- ***Putting the needs of the whole before those of the individual parts.***
- ***Changing how we think.***
- ***Being innovative.***

Being bold is hard work!

Prince George's County is at a crossroads. The easy road continues our sprawling development pattern, strains our County's budget, degrades our natural environment, complicates health issues, and fuels congestion. The bold road, proposed by Plan 2035, leads to a strong economy built upon concentrated public investment in targeted transit-oriented commercial and mixed-use centers. This strategic approach attracts new private investment, businesses, and residents to the County and generates the revenue the County needs to provide well-maintained, safe, and healthy communities, improved environmental resources, high-quality public schools, and other critical services.

We have a tremendous opportunity with Plan 2035 to change the course of our future growth, rethink our priorities, and leverage our assets to position Prince George's County as a regional leader in the twenty-first century. Now is our time to be bold.



Plan Prince George's 2035 is organized into five sections:

Section I: Blueprint for Tomorrow articulates the vision for Prince George's County in 2035 and introduces the plan's themes, guiding principles, and framework. Section I also presents the County's General Plan Growth Policy Map along with the targeted Strategic Investment Map.

Section II: Defining the Context describes the link between Plan 2035, regional, and state planning initiatives and also highlights key features of the 2002 Prince George's County Approved General Plan. It also summarizes community engagement efforts that guided Plan 2035's development. Section II concludes with a discussion of the plan's innovative scenario planning analysis that was used to demonstrate and test potential growth options.

Section III: County Profile highlights relevant County facts, trends, and forecasts that informed Plan 2035. Section III concludes by identifying key assets and challenges that will impact the County's future growth and development.



Section IV: Elements refines the land use vision for Prince George's County and defines specific recommendations to guide policy making and implementation in eight areas: land use (growth and development), economic prosperity, transportation and mobility, the natural environment, housing, community character, historic preservation and urban design, public facilities, and community health. Together, the identified policies and strategies move us closer to the Prince George's County we envision. When grouped and prioritized, they form the foundation for the implementation agenda described in Section V.

Section V: Implementation identifies the actions and partners critical to achieving the Plan 2035 vision and goals. The top priority strategies for each element are highlighted in this section. Section V presents indicators of success that describe how we will monitor the plan's progress towards achieving the Plan 2035 vision and goals. It contains a matrix of Plan 2035 strategies that forges a strong link between the plan's recommendations and the responsible parties.

Plan 2035 does take a comprehensive view of our opportunities and challenges. It then uses that information to create a bold new vision, countywide land use plan, and implementation framework.

Plan 2035 does not take a property-level view of the County or change land use designations or zoning on individual properties.



A BLUEPRINT FOR TOMORROW
VISION



Lessons from the last decade (2002-2012) demonstrate that Prince George's County has not effectively focused its resources, policies, or development (see Section II: Defining the Context). While we cannot undo past decisions, we can change the trajectory of future growth and development through long-term collaboration, commitment, and bold actions. Creating a new vision and blueprint for Prince George's County through Plan 2035 is the first step in this process. The second and most important step involves establishing priorities. The final step requires us to commit to a clear course of action.

Our Vision for the Future





Introduction

Building on the vision elements developed through *Envision Prince George's* (see Planning Guidance), our Plan 2035 vision says what we want our county to become during the next two decades. Our vision reflects our dedication to, and passion for, ensuring a bright future for Prince George's County. It is forward thinking and aspirational.

Achieving our vision requires that we do things differently. We must embrace a new way of thinking and acting for our county to realize its full potential. We—our leaders, residents, and stakeholders—must commit to:

- Developing sustainably
- Thinking holistically
- Investing strategically
- Growing equitably
- Preserving all that we value

Work, Live, Sustain



Plan 2035 organizes these guiding principles into three themes—WORK, LIVE, and SUSTAIN—developed through community consensus during *Envision Prince George's* (see Section II: Defining the Context). These overlapping themes frame the Plan 2035 vision, policies, and strategies and underscore the importance of weighing economic, social, and environmental decisions when creating land use policy.

In 2035 Prince Georgians WORK in a thriving and diverse economy that:

- Provides a range of well-paying jobs for County residents.
- Grows the tax base by nurturing strong industry clusters in federal hubs; business services; information, communication, and electronics; and healthcare and life sciences.
- Acknowledges and builds upon the County's industrial strengths and supports related emerging industries, such as the green economy.
- Advances and leverages our research and higher education institutions, including the planned regional medical center.
- Capitalizes on our transportation network, in particular our existing Metro and proposed Purple Line stations, and strategic location in the region.
- Supports our unique assets and destinations, such as the Gateway Arts District and National Harbor.

In 2035 Prince Georgians LIVE in safe, walkable, and healthy communities that:

- Supply a variety of high-quality housing options—ranging in price, density, and type.
- Allow our seniors to age in place and residents to explore alternative housing arrangements, such as co-housing and eco-communities.
- Preserve and celebrate our cultural and historic resources and foster community character.
- Promote healthy lifestyles by ensuring access to healthy foods, health services, and a network of trails, parks, and recreational opportunities.
- Provide high quality, efficient, and equitable public services, such as education, police, fire/EMS, and water and sewer.

In 2035 Prince Georgians SUSTAIN our natural resources and rural areas by:

- Promoting higher-density, compact, mixed-use development in our Regional Transit Districts.
- Providing incentives for green construction practices at the building and neighborhood scale.
- Proactively enhancing and restoring our ecosystems and planning for climate change.
- Preserving our existing rural and agricultural communities including our rural viewsheds, farmland, and the agricultural economy.

Each of the eight Plan 2035 Elements explains how it strengthens our ability to **WORK**, **LIVE**, and **SUSTAIN** in the future.



Sustainable development is defined as development that meets the needs of the present while leaving equal or better opportunities for the future.

Plan 2035 Goal

Prince George's County develops sustainably and equitably. It directs new development to existing transit-oriented centers; focuses public investment on its economic engines; capitalizes on and maintains its infrastructure; strengthens its established communities; and proactively preserves its natural, historic, and cultural resources.

Plan Framework

Introduction

Plan Prince George's 2035 is based on two maps that establish the framework for achieving the Plan 2035 vision—the Growth Policy Map and the Strategic Investment Map.

The Growth Policy Map reflects the Plan 2035 vision and visually communicates where and how Prince George's County should grow over the next 20 years (see page 18).

The Strategic Investment Map identifies where we should invest the majority of county, state, and federal resources in the near- and mid-term in order to create meaningful long-term change and increase our commercial tax base. Increasing our commercial tax base benefits the County as a whole. Additional funding generated this way provides new resources and stable funding for community and neighborhood investment; pedestrian, bicycle, and transit infrastructure; and natural resource preservation.

Guiding Principles

Six principles guide the Plan 2035 vision, policies, and strategies.

1. Concentrate Future Growth



Our natural resources are increasingly being degraded and our financial resources are stretched across numerous priorities, such as our schools and police, community services, and economic development initiatives. It is critical that new development not disproportionately use our county's limited resources and harm our natural environment. One way to do this is to proactively encourage development to build on our existing infrastructure—our transit, roads, trails, water and sewer system, and public facilities—rather than to build new infrastructure. This will help ensure we use our tax dollars efficiently and protect our rural and agricultural communities and open spaces. **Plan 2035 commits to concentrating future growth to achieve our 2035 vision and illustrates where and how we should grow in the Growth Policy Map (see Page 18).**

2. Prioritize and Focus our Resources

In order to create a stable source of revenue to invest in our schools, revitalize our neighborhoods, and protect our natural, historic, and cultural assets, we must focus the majority of our resources and efforts on targeted areas best suited to develop into regional economic engines, grow our commercial tax base, and stimulate job growth. Plan 2035 refers to these areas as Downtowns and the Innovation Corridor (see page 23). **Plan 2035 commits to aligning work programs across County agencies, supporting financial incentives and infrastructure improvements, and streamlining processes to accelerate growth in these different, but complementary areas.** *Long-term, strategic and coordinated public investment will help transform the physical landscape of the designated Downtowns and Innovation Corridor attracting new private investment, employers, and workers and serving as a model for the next generation of regionally competitive, mixed-use development in the County.*



3. Build On Our Strengths and Assets

Prince George's County has numerous strengths and assets on which to build a more prosperous, equitable, and sustainable future. **Plan 2035 commits to capitalizing on these advantages as we plan for future growth and development and allocate our resources.** *Our strengths and assets include the County's strategic location in the region and access to the District of Columbia and the City of Baltimore, our transportation infrastructure—in particular our 15 Metro stations and 11 planned Purple Line stations—catalytic investment, such as the regional medical center at Largo Town Center, preeminent research and educational institutions, emerging industry clusters, and abundant environmental resources (see Section II: Defining the Context).*

4. Create Choice Communities

Strong, green, and healthy communities are the foundation of our county. We must first strengthen our established neighborhoods to ensure a high quality of life for current Prince Georgians. We must also create vibrant and walkable communities, featuring a mix of uses and transit access, to attract and retain our future workforce, new residents, and our growing senior population. **Plan 2035 commits to supporting neighborhood reinvestment in existing public infrastructure, services, and facilities and designing diverse and distinct communities that promote walkability and convenient access to employment, retail, and entertainment options.**

5. Connect Our Neighborhoods and Significant Places

Enhancing mobility and connectivity between our neighborhoods, employment centers, cultural and historic resources, and regional attractions is vital to the County's overall health, economic competitiveness, and quality of life. Younger highly-skilled, knowledge-based workers, as well as our seniors, increasingly prefer to use public transportation, walk, and bike than to drive to work or to complete errands. **Plan 2035 commits to improving mobility and connectivity by investing in our transportation infrastructure (including sidewalks and trails), building on our underutilized transit network, and coordinating land use and growth management with transportation improvements.**

6. Protect and Value Our Natural Resources

Protecting and restoring our green infrastructure network, waterways, agricultural preservation areas, and forested lands will help improve the quality of our water and air, preserve remaining open spaces, and enhance community health. A healthy environment is increasingly a prerequisite for many businesses and workers looking to relocate to the region. **Plan 2035 commits to proactively greening our built environment, restoring degraded resources, and promoting a more sustainable development pattern that reduces our reliance on driving and shifts development pressures away from our greenfields.**



Growth Policy Map

The Growth Policy Map (see Page 18) visually communicates where and how we should grow and evolve as a county over the next 20 years, as well as which parts of the County will not experience substantial change. It introduces six new area classifications that replace the 2002 General Plan tier, center, and corridor designations.

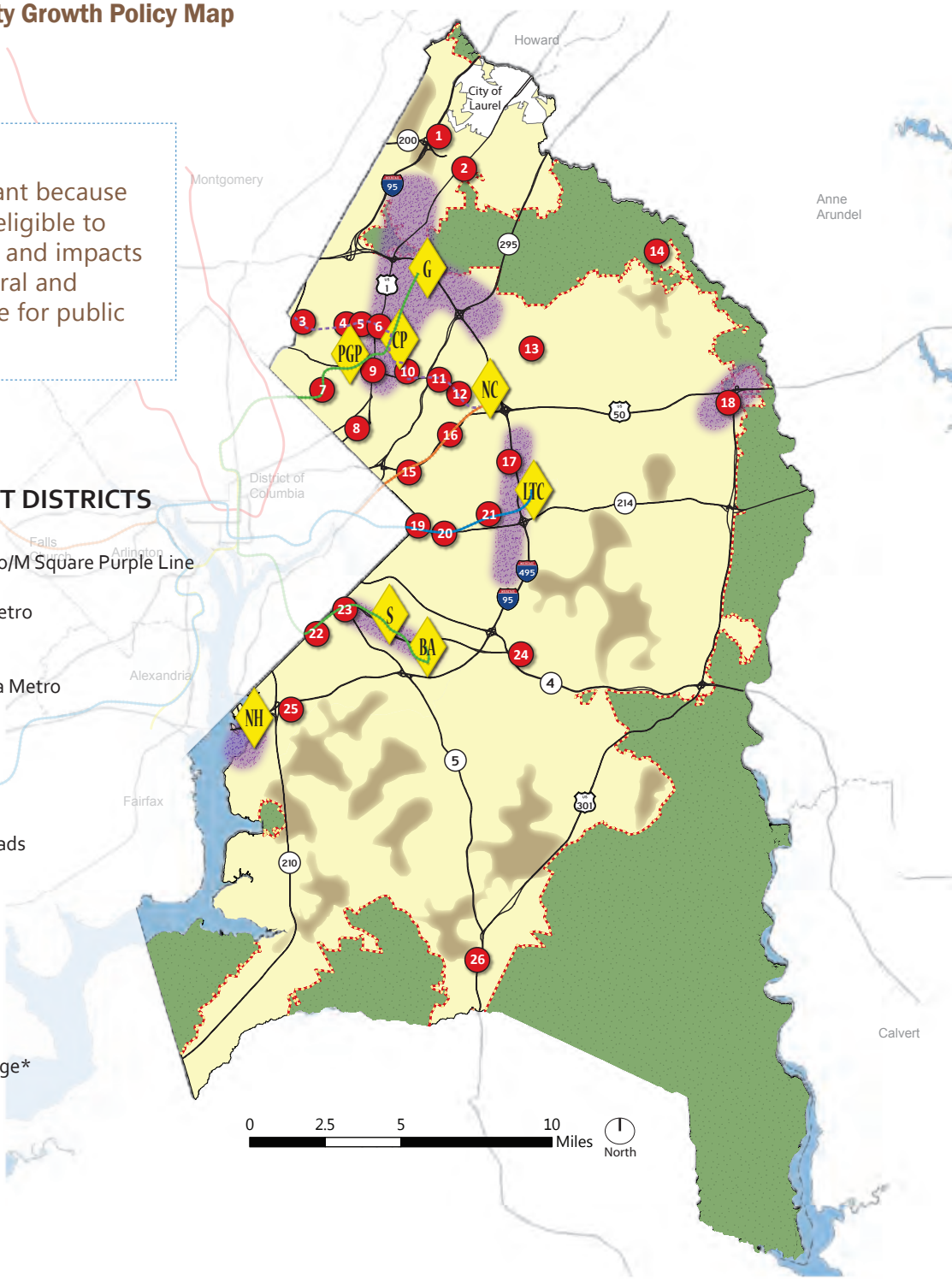
The Growth Policy Map takes into account our existing development patterns, environmental features, existing and planned transportation investments, and projected growth and balances these factors with the County's underlying capacity to meet the needs of existing communities and to accommodate future development. It builds on the input received through the Plan 2035 outreach process and the results of the scenario planning analysis (see Plan Engagement).





Map 1. Prince George's County Growth Policy Map

Growth Boundary:
The growth boundary is important because it designates the areas that are eligible to receive public water and service and impacts where we grow and develop. Rural and Agriculture Areas are not eligible for public water and sewer service.



REGIONAL TRANSIT DISTRICTS

BA - Branch Avenue Metro
CP - College Park/UM Metro/M Square Purple Line
G - Greenbelt Metro
LTC - Largo Town Center Metro
NC - New Carrollton Metro
NH - National Harbor
PGP - Prince George's Plaza Metro
S - Suitland Metro

LOCAL CENTERS

1. Konterra
2. Muirkirk MARC
3. Takoma/Langley Crossroads
4. UMD West*
5. UMD Center*
6. UMD East *
7. West Hyattsville
8. Port Towns
9. Riverdale MARC
10. Riverdale Park*
11. Beacon Heights*
12. Annapolis Road/Glenridge*
13. Seabrook MARC
14. Bowie MARC
15. Landover Metro
16. Cheverly Metro
17. Landover Gateway
18. Bowie
19. Capitol Heights
20. Addison Road
21. Morgan Boulevard
22. Southern Avenue Metro
23. Naylor Road Metro
24. Westphalia
25. Oxon Hill
26. Brandywine

**Future Purple Line Centers*

Legend

- Employment Areas
- Established Communities
- Future Water and Sewer Service Area
- Growth Boundary
- Proposed Purple Line Light Rail
- Rural and Agricultural Areas
- Metrorail



Regional Transit Districts: Plan 2035 designates eight centers with extensive transit and transportation infrastructure and the long-term capacity to become mixed-use, economic generators for the County as Regional Transit Districts. The centers were selected based on a quantitative analysis of 31 indicators that assessed the capacity and potential of each center to support future growth and development (see Appendix A). Plan 2035 recommends directing the majority of future employment and residential growth in the County to the Regional Transit Districts. These medium- to high-density areas are envisioned to feature high-quality urban design, incorporate a mix of complementary uses and public spaces, provide a range of transportation options—such as Metro, bus, light rail, bike and car share, and promote walkability. They will provide a range of housing options to appeal to different income levels, household types, and existing and future residents.

Employment Areas: The Employment Areas were identified as a result of two major County plans: the 2013 *Strategic Economic Development Plan* and the 2014 *Southern Green Line Station Area Plan*. These designated employment areas have the highest concentrations of economic activity in our four targeted industry clusters—healthcare and life sciences; business services; information, communication, and electronics (ICE); and the Federal Government. Plan 2035 recommends continuing to support business growth in these geographic areas—in particular in the targeted industry clusters—concentrating new business development near transit where possible, improving transportation access and connectivity, and creating opportunities for synergies.

Local Centers: Plan 2035 designates 26 Local Centers, which includes new Purple Line stations, as focal points for development and civic activity based on their access to transit or major highways. The plan contains recommendations for directing medium- to medium-high residential development, along with limited commercial uses, to these locations, rather than scattering them throughout the Established Communities. These centers are envisioned as supporting walkability, especially in their cores and where transit service is available. Town Centers will often be larger in size and may rely more on vehicular transportation. See Table 16 for further description of the various centers.

Centers: Each of the centers designated during or following the 2002 *Prince George's County Approved General Plan*, as well as proposed Purple Line Light Rail transit stations, is now categorized as either a **Regional Transit District** or a **Local Center**.









Established Communities: Plan 2035 classifies existing residential neighborhoods and commercial areas served by public water and sewer outside of the Regional Transit Districts and Local Centers, as Established Communities. Established communities are most appropriate for context-sensitive infill and low- to medium-density development. Plan 2035 recommends maintaining and enhancing existing public services (police and fire/EMS), facilities (such as libraries, schools, parks, and open space), and infrastructure in these areas (such as sidewalks) to ensure that the needs of existing residents are met.

Future Water and Sewer Service Areas: Development is largely determined by the availability and capacity of water and sewer service (see Growth Boundary on Page 18). Controlling the expansion of water and sewer service is the easiest and most effective way a jurisdiction can manage and phase growth. Plan 2035 recommends placing properties that are located within the Growth Boundary, but which have not been approved for a water and sewer category change (which would allow for denser development) in Future Water and Sewer Service Areas. The Future Water and Sewer Service Areas are holding zones in which near-term development is deferred until additional residential capacity is required.

Rural and Agricultural Areas: Our Rural Areas are home to low-density residential communities served by well and septic, significant natural resources, and important historic scenic roads and viewsheds. Plan 2035 recommends Rural Areas remain low-density residential or support park and open space land uses and focuses new investment on maintaining existing infrastructure and stabilizing small-scale neighborhood-oriented commercial activities that support the areas' rural lifestyle and character. Following the Priority Preservation Areas (see description on page 24), Plan 2035 defines Agricultural Areas as areas suitable for agricultural activities and forestry preservation. Plan 2035 recommends continuing to protect these areas in order to preserve the agricultural sector and the land base on which it depends.

Plan 2035 underscores the importance of:

- Providing diverse, stable places in which residents can live, work, and recreate, and where businesses can operate.
- Maintaining and enhancing property values.
- Protecting the quality of life, social and economic functions, and character of existing residential and commercial neighborhoods.

Strategic Investment Map

Implementing Our Vision:

Realizing our vision hinges on one important commitment—our commitment to strategically prioritize and target our resources. Plan 2035 developed the Strategic Investment Map to explicitly identify where we should invest the majority of county, state, and federal money and resources in the near- to mid-term to realize meaningful change in the County. The Strategic Investment Map will help Prince George's County determine where and how to focus our Capital Improvement Program, direct grant applications and matching funds, prioritize tax incentive programs and tax increment financing districts, and allocate program resources and funding.

The Strategic Investment Map targets public sector funding and incentives to four areas: Downtowns, the Innovation Corridor, Neighborhood Revitalization Areas, and Priority Preservation Areas.

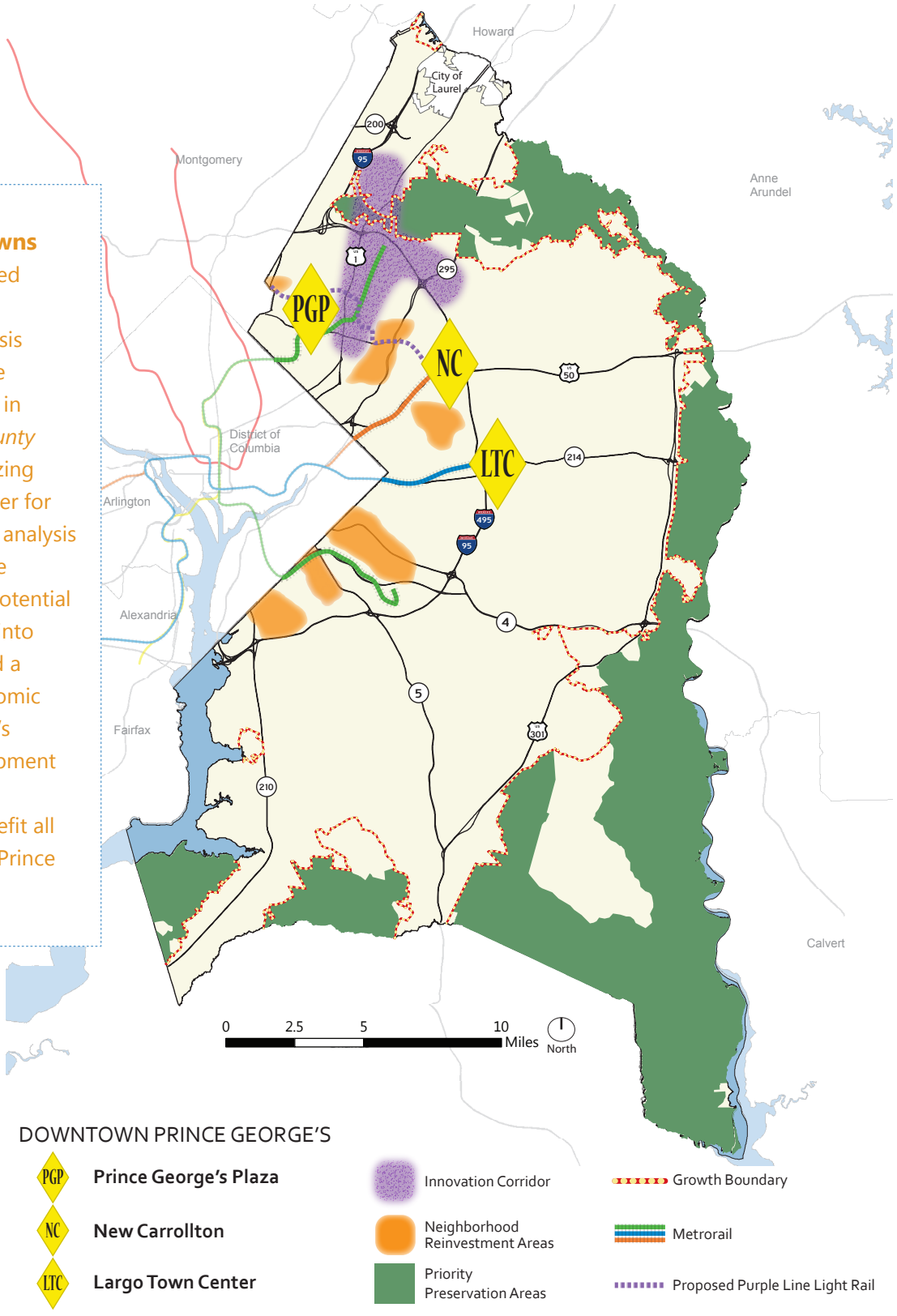




Map 2. Prince George's County Strategic Investment Map

Identifying the Downtowns

The Plan 2035 Team partnered with the CountyStat Team to develop a quantitative analysis tool to evaluate and rank the 27 activity centers identified in the 2002 *Prince George's County Approved General Plan*. Utilizing best practices from the Center for Transit-Oriented Design, the analysis included 31 indicators. These indicators represented the potential each center had to develop into a complete "Downtown" and a regionally competitive economic generator for Prince George's County. Successful redevelopment of our Downtowns and the Innovation Corridor will benefit all residents and businesses of Prince George's County!



Strategic Investment Map

Downtown Prince George's: The designation of Downtowns is the first of two transformative Plan 2035 recommendations. Downtowns are areas best positioned to develop—in the near-term—into vibrant, walkable, regional-serving centers; each will have a robust economic and employment base, a distinct sense of place and identity, a varied housing stock, a multimodal transportation network, and diverse, mixed-income communities. As discussed under Guiding Principles, investment in each Downtown will be coordinated and strategically targeted to expand the County's commercial tax base by attracting and retaining new employers and workers, leveraging private investment, and capitalizing on transit-oriented development opportunities. Each Downtown will serve as a model for future regionally-competitive, mixed-use development across the County. Plan 2035 designates Prince George's Plaza Metro, New Carrollton Metro, and Largo Town Center Metro as the County's first Downtowns. The designation of Downtowns will evolve over time. As Downtowns meet housing and employment targets, new Downtowns should be added to the Strategic Investment Program. These new Downtowns should be transit-oriented.

Innovation Corridor: The second transformative Plan 2035 recommendation is designating parts of the City of College Park, the City of Greenbelt, the City of Hyattsville, the Town of Riverdale Park, the Town of Edmonston, the Town of Berwyn Heights, the Town of University Park, and areas along the US 1 Corridor and around the University of Maryland, College Park and the Beltsville Agricultural Research Center (BARC) as the Innovation Corridor. This area has the highest concentrations of economic activity in our four targeted industry clusters (see Employment Areas on Page 19) and has the greatest potential to catalyze future job growth, research, and innovation in the near- to mid-term. This area is well positioned to capitalize on the synergies that derive from businesses, research institutions, and incubators locating in close proximity to one another and on existing and planned transportation investment, such as the Purple Line.

Neighborhood Reinvestment Areas: Over time, some County neighborhoods have experienced a marked decline in property values, critical services, and neighborhood amenities and an increase in crime. These issues are due, in large part, to a lack of public investment. In 2011, Prince George's County established the Transforming Neighborhoods Initiative (TNI) to revitalize six neighborhoods: East Riverdale/Bladensburg, Glassmanor/Oxon Hill, Hillcrest Heights/Marlow Heights, Kentland/Palmer Park, Langley Park/Suitland, and Coral Hills/Suitland. Plan 2035 supports these revitalization efforts and designates the TNI neighborhoods as Neighborhood Reinvestment Areas.

Priority Preservation Area: Plan 2035 designates a Priority Preservation Area (PPA), which is consistent with the boundaries approved in the 2012 *Priority Preservation Area Functional Master Plan*. The purpose of this designation is to protect agricultural and forest resources and promote the long-term viability of the agricultural sector. Investment in the PPA will require the use of various funding mechanisms including, but not limited to, the Historic Agricultural Resource Preservation Program (HARPP), the Maryland Agricultural Land Preservation Fund (MALPF), Rural Legacy funds, the purchase of agricultural easements, and the encouragement of agricultural economic development activities. While Plan 2035 reinforces County goals for rural and agricultural land preservation, the Priority Preservation Area Functional Master Plan contains specific and detailed policies and strategies to achieve these goals.





Moving Forward

A Blueprint for Tomorrow lays out a clear path for our future and identifies priority investments critical to growing our economy and positioning Prince George's County as a competitive force in the region. Subsequent chapters provide an assessment of the County's current conditions, assets and challenges and establish policies, strategies, and implementation steps to help shape County work programs, allocate resources, and build partnerships. The final step is for all Prince Georgians—leaders, residents, and stakeholders—to work together towards our shared vision and priorities.

Commit to the Vision. Set a Plan. Establish Priorities.
Move into Action. Stay the Course.

Section II: Defining the Context



State, Regional, and Local Planning and Initiatives 30

The 2002 General Plan 36

Plan Engagement 42



Indicates that the definition of a word or term may be found in the Glossary of Terms, which starts on page 282.

State, Regional, and Local Planning Initiatives

There are a number of state, regional, and local planning initiatives that establish a framework for and guide the development of local general plans.

State Planning Initiatives

The State of Maryland has numerous programs that inform state and local planning, including the Maryland Department of Transportation's Priority Transit-Oriented Development Program and the Department of Housing and Community Development's Sustainable Communities Program. Three recent statewide initiatives—PlanMaryland, the 2012 Sustainable Growth and Agricultural Preservation Act, and the Smart and Sustainable Growth Act of 2009—have significant bearing on the future of land use planning across the State of Maryland and within Prince George's County.

PlanMaryland



PlanMaryland was adopted in 2011 and is the State of Maryland's long-range plan for sustainable growth. It promotes best practices in smart growth and the vision set forth by the legislature by protecting Maryland's environment, enhancing communities, and focusing economic development and revitalization on towns, cities, and established neighborhoods that have facilities to support growth. It accomplishes this by improving coordination between state agencies and local governments.

PlanMaryland establishes a framework and guidelines for local governments to identify areas—referred to as designated places—for growth and preservation. The five designated place categories are: Targeted Growth and Revitalization Areas, Established Community Areas in Priority Funding Areas, Future Growth Areas, Large Lot Development Areas, and Rural Resource Areas. The state has since adopted guidelines for designating these areas and directed local jurisdictions, including Prince George's County, to rely on comprehensive planning efforts, such as Plan 2035 and future master and sector plans, to identify or amend the areas within the context of their desired growth patterns.

2012 Sustainable Growth and Agricultural Preservation Act (Senate Bill 236)

The 2012 Sustainable Growth and Agricultural Preservation Act, also known as Senate Bill 236 (SB 236) or "the septics bill," was the culmination of several years of statewide efforts to reduce the impacts by large subdivisions constructed on septic systems on farm and forest land, streams, rivers, and the Chesapeake Bay. The act requires each county to designate septic Growth Tiers that limit the number of dwelling units built based on available tier-specific septic or sewer service.

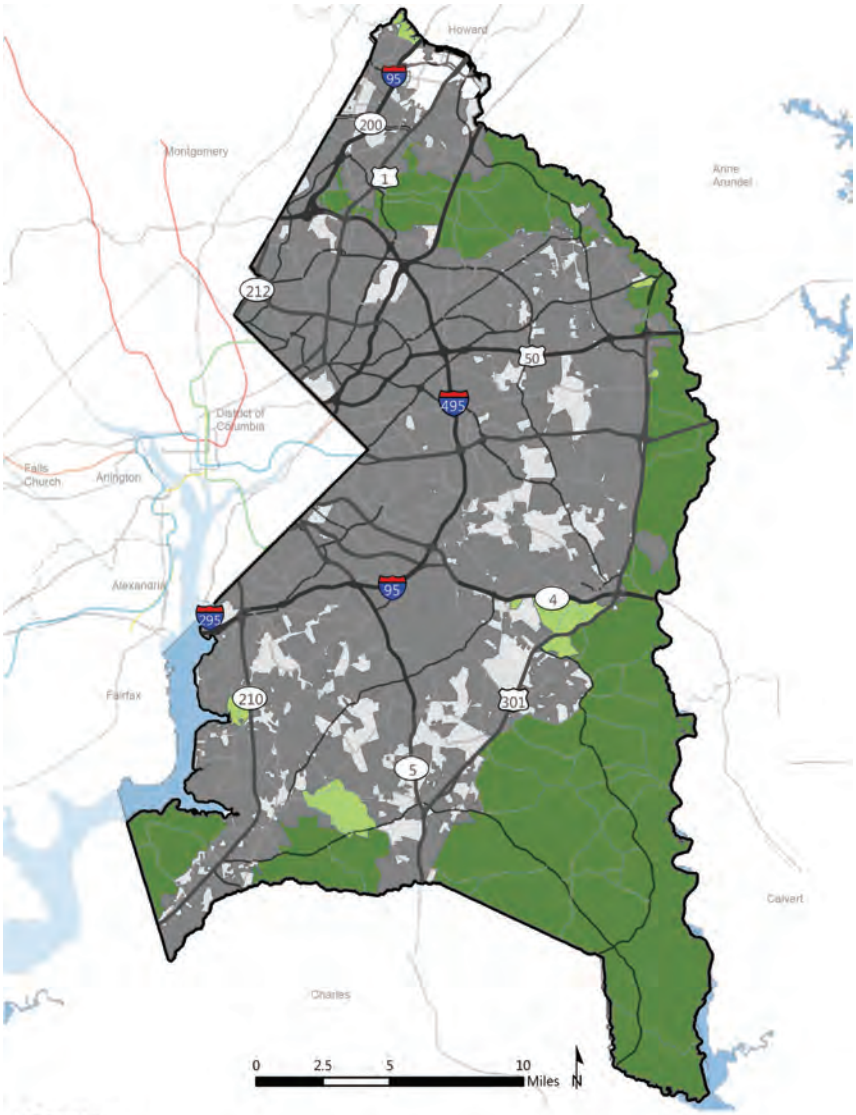
Prince George's County adopted the bill in 2012 and designated its Growth Tiers using the local priority preservation area designation and sewer boundaries (see Map 3). The Growth Tiers encourage the majority of new growth to occur in established areas with existing sewer capacity.

The Smart and Sustainable Growth Act of 2009

The Smart and Sustainable Growth Act of 2009 clarifies the link between local comprehensive plans and local land use ordinances. The act reinforces the importance of planning for sustainable growth and development in all local jurisdictions within the state and replaces the 1992 Maryland Planning Act visions with the following:

1. **Quality of Life and Sustainability**: A high quality of life is achieved through universal stewardship of the land, water, and air, resulting in sustainable communities and protection of the environment.
2. **Public Participation**: Citizens are active partners in the planning and implementation of community initiatives and are sensitive to their responsibilities in achieving community goals.
3. **Growth Areas**: Growth is concentrated in existing population and business centers, areas adjacent to these centers, or strategically selected new centers.
4. **Community Design**: Compact, mixed-use, walkable design consistent with existing community character and located near available or planned transit options is encouraged to ensure efficient use of land and transportation resources as well as preservation and enhancement of natural systems, open spaces, recreational areas, and historical, cultural, and archeological resources.
5. **Infrastructure**: Growth areas have the water resources and infrastructure to accommodate population and business expansion in an orderly, efficient, and environmentally sustainable manner.

Map 3. Prince George's County Sustainable Growth and Agricultural Preservation Act of 2012 (SB236) Map, Adopted November 20th, 2012



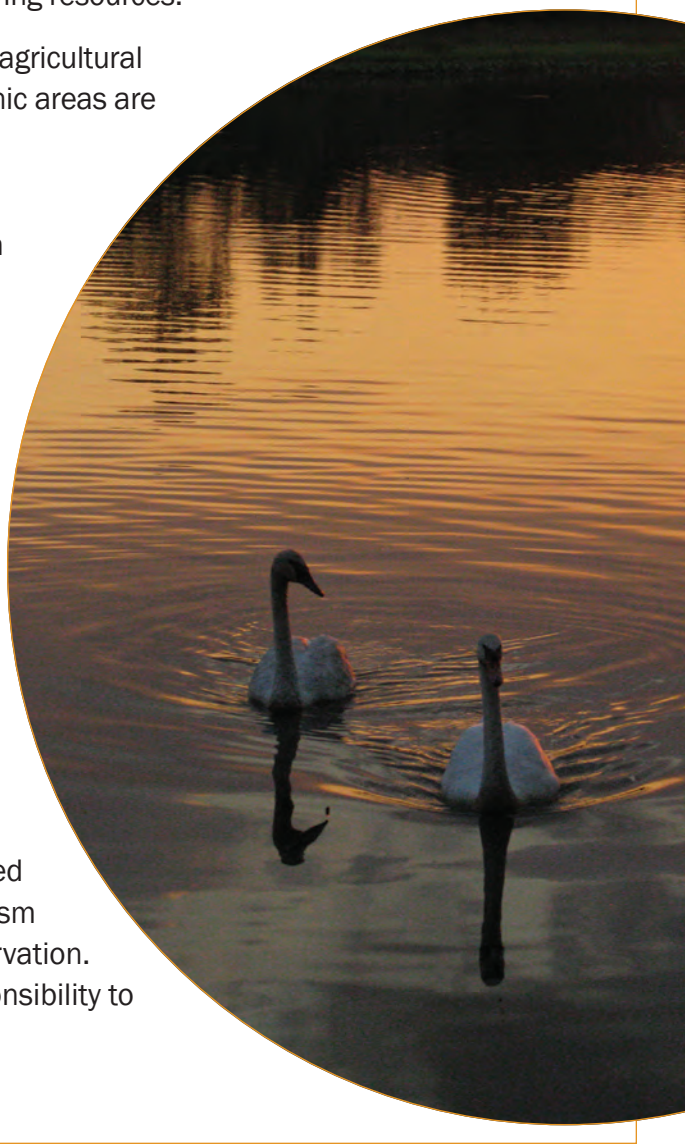
LEGEND

Sustainable Growth Act Tier

- Tier 1 (Approved for sewer service)
- Tier 2 (Planned for public sewer service)
- Tier 3 (Not planned, zoned for public sewer service or preservation)
- Tier 4 (Not planned, zoned for public sewer service; planned for conservation)

Source: M-NCPPC, 2012

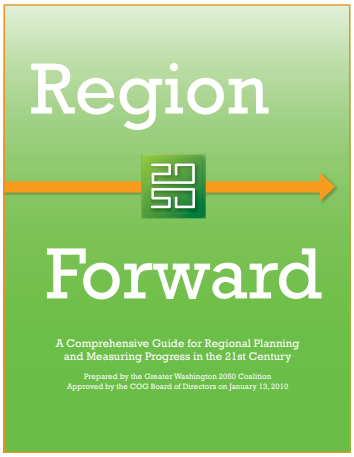
6. **Transportation**: A well-maintained, multimodal transportation system facilitates the safe, convenient, affordable, and efficient movement of people, goods, and services within and between population and business centers.
7. **Housing**: A range of housing densities, types, and sizes provides residential options for citizens of all ages and incomes.
8. **Economic Development**: Economic development and natural resource-based businesses that promote employment opportunities for all income levels within the capacity of the state's natural resources, public services, and public facilities are encouraged.
9. **Environmental Protection**: Land and water resources, including the Chesapeake and coastal bays, are carefully managed to restore and maintain healthy air and water, natural systems, and living resources.
10. **Resource Conservation**: Waterways, forests, agricultural areas, open space, natural systems, and scenic areas are conserved.
11. **Stewardship**: Government, business entities, and residents are responsible for the creation of sustainable communities by collaborating to balance efficient growth with resource protection.
12. **Implementation**: Strategies, policies, programs, and funding for growth and development, resource conservation, infrastructure, and transportation are integrated across the local, regional, state, and interstate levels to achieve these visions



Together, these twelve visions guide how and where growth can best occur without compromising the state's natural and cultural resources. The act acknowledges that the comprehensive plans prepared by counties and municipalities are the best mechanism to establish priorities for growth and resource conservation. Once priorities are established, it is the state's responsibility to support them.

REGIONAL PLANNING INITIATIVE

Region Forward



Published in 2010 by the Metropolitan Washington Council of Governments (MWCOG), the *Region Forward* plan lays out a collaborative framework and vision for how the region can meet its future challenges. Critical issues discussed include where to house two million more residents by 2050, how to maintain aging infrastructure, how to promote sustainable growth, and how to secure regional socioeconomic equity. The plan encourages leaders and Plan 2035 to think regionally when acting locally and will help Prince George's County remain competitive in the greater metropolitan area.

The vision outlined in *Region Forward* is of a more accessible, sustainable, prosperous, and livable Washington metropolitan area.

Accessibility: Walkable, mixed-use communities with housing and transportation choices.

Sustainability: Healthy air, water, and land; abundant renewable energy sources; and a smaller carbon footprint.

Prosperity: Resilient economy and preeminent knowledge hub.

Livability: Vibrant, safe, and healthy neighborhoods.





LOCAL PLANNING INITIATIVE

Role of Functional Master Plans and Master Plans

Since 2002, numerous master plans and sector plans have been approved, along with three transit district development plans (TDDPs), and seven functional area plans. These master plans, sector plans, and TDDPs include implementation strategies relevant to specific geographies in the County. The functional plans include specific implementation strategies for initiatives related to transportation, green infrastructure, water resources, agricultural preservation, parks and recreation, public facilities, and historic sites and districts. The multimodal coordination of capital improvement and transportation projects is critical to accommodate and support the development, such as that within the MD 210 corridor, to support the Plan 2035 vision and land use pattern.

In addition to M-NCPPC functional plans, county agencies also prepare functional plans that inform Plan 2035 and master plans. Examples of these plans include the Water and Sewer Plan, Solid Waste Plan, Health Improvement Plan, and the consolidated Plan for Housing and Community Development. The policies and strategies for the elements of Plan 2035 were informed by these existing plans and do not seek to repeat the information contained within them. The end of each element contains a list of supporting documents, including the relevant functional plans.

For more specific strategies related to the various functional plans, see the functional plans referenced in the supporting document section at the end of each element.

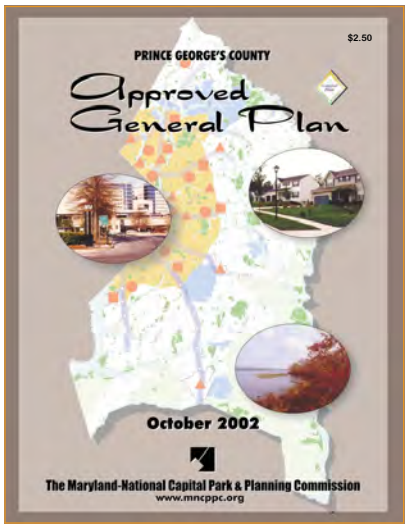
The 2002 General Plan

2002 Prince George's County Approved General Plan

The 2002 *Prince George's County Approved General Plan* made comprehensive recommendations to guide future growth and development in Prince George's County. It provided land use policy direction, development priorities, and broad strategies for the master, sector, and functional plans developed between 2002 and 2014. This section provides an overview of the 2002 General Plan's envisioned development pattern along with a summary of an assessment of the plan's progress towards meeting its goals and objectives.

Overview of 2002 General Plan

Development Tiers



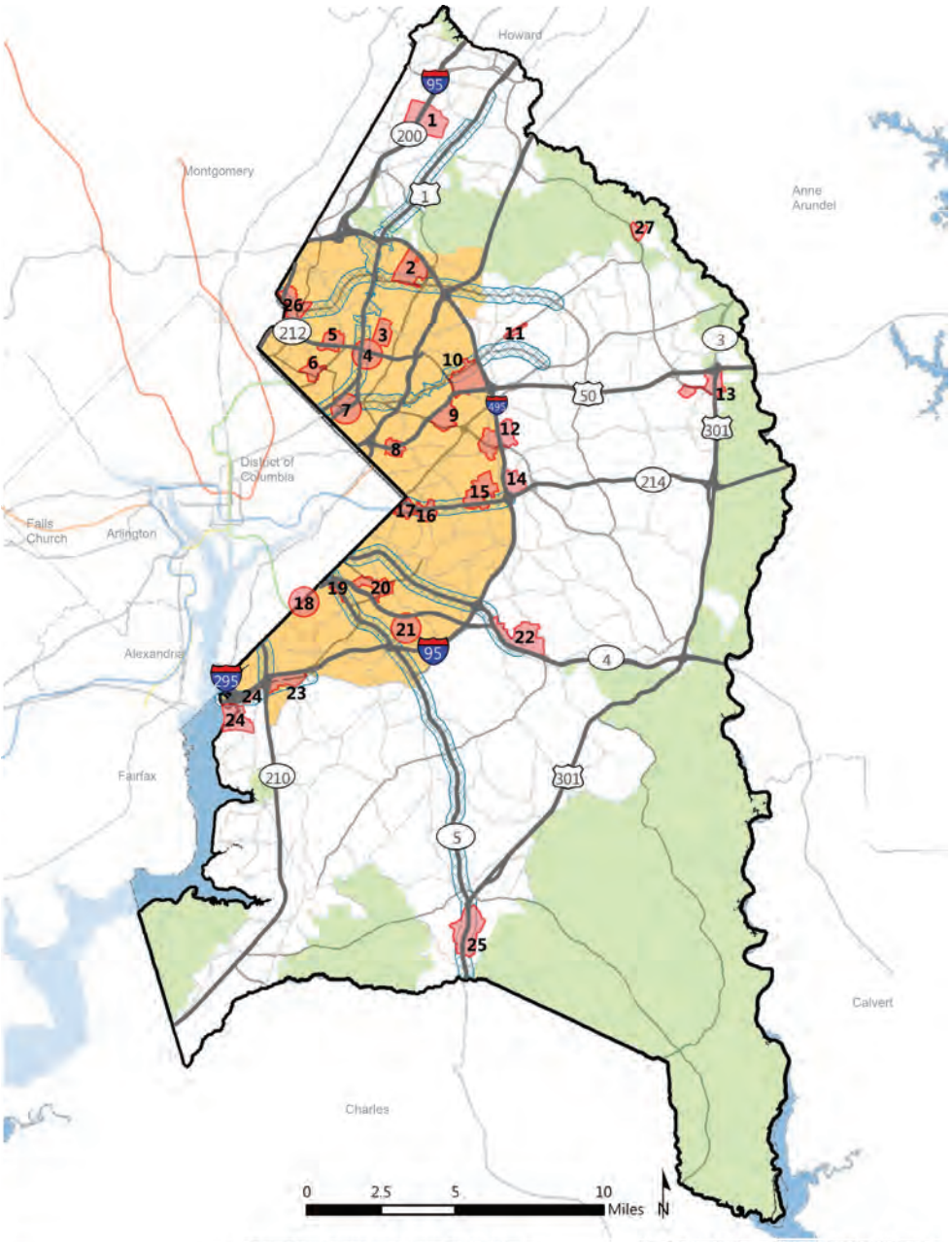
The 2002 General Plan established three development tiers within the County—the Developed, Developing, and Rural Tiers—and tailored policies and goals to guide economic and residential development and land preservation (see Map 4). Each tier is characterized by target densities and intensities and objectives to gauge the success of its implementation. The vision for each of the tiers is described below.

The vision for the Developed Tier was a network of sustainable, transit-supporting, mixed-use, pedestrian-oriented, medium- to high-density neighborhoods. The growth objective for the Developed Tier was to capture at least 33 percent of the County's dwelling units by 2025.

The vision for the Developing Tier was to maintain a pattern of low- to moderate-density suburban residential communities, distinct commercial centers, and employment areas that are increasingly transit serviceable. The growth objective for the Developing Tier was to capture no more than 66 percent of the County's dwelling units by 2025.

The vision for the Rural Tier was the protection of large amounts of land for woodland, wildlife habitat, recreation, and agriculture pursuits, as well as preservation of the rural character and vistas that exist. The growth objective for the Rural Tier was to capture no more than one percent of the County's dwelling units by 2025.

Map 4. 2002 General Plan Centers and Corridors Map (as amended)



Source: M-NCPPC, 2013

Centers

Within the Developed and Developing Tiers, the 2002 General Plan designated 21 centers and five possible future centers as focal points of concentrated mixed-use and pedestrian-oriented (re)development to capitalize on public investments in existing infrastructure and transportation facilities, in particular mass transit. (With the approval of several subsequent master and sector plans, the number of centers increased to 25 plus two possible future centers). All 27 General Plan centers are categorized according to three broad market orientations—metropolitan, regional, or community—to guide the recommended mix of land uses, the definition of core areas, and the development of appropriate intensity targets. The vision for each of the centers is described below.

Metropolitan Centers *have a high concentration of land uses and economic activities that attract employers, workers and customers from other parts of the metropolitan Washington area, such as large government service or major employment centers, major educational complexes, or high-intensity commercial uses. High- density residential development may also be located in or very near Metropolitan Centers. Metropolitan Centers can effectively be served by mass transit.*



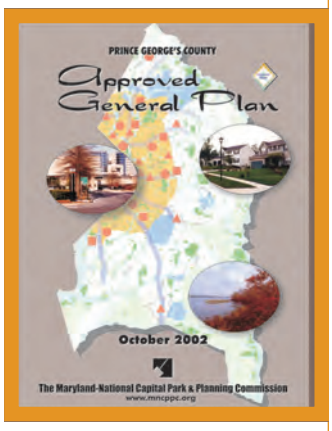
Regional Centers *are locations for regionally marketed commercial and retail centers, office and employment areas, some higher educational facilities, and possibly sports and recreation complexes primarily serving Prince George's County. High-density residential development may be an option at these Centers if the needed public facilities and services, particularly schools and transit, can be provided. Regional Centers should be served by rail or bus mass transit systems.*

Community Centers *are concentrations of activities, services and land uses that serve the immediate community near these Centers. These typically include a variety of public facilities and services—integrated commercial, office and some residential development—and can include mixed-use and higher intensity redevelopment in some communities. Community Centers should also be served by mass transit.*

Corridors

The 2002 General Plan designated seven corridors along key transportation routes in the County; the number of corridors has since increased to eight. The purpose of these designations was to encourage compact pedestrian-friendly, higher intensity development at select nodes (with one quarter-mile of major intersections or major transit stops) and build on existing infrastructure.

The 2002 General Plan also recommended goals, objectives, policies, and strategies for the following plan elements: environmental infrastructure, transportation systems, public facilities, economic development, housing, revitalization, urban design, and historic preservation. It addressed plan implementation through future intergovernmental coordination, public participation, planning, regulatory measures, and plan monitoring.



Looking Back, Moving Forward (An Assessment of the 2002 General Plan)

In December 2012 the Planning Department published *Looking Back, Moving Forward*, an assessment of the County's progress toward achieving the goals of the 2002 General Plan. This report analyzed the successes and shortcomings of the 2002 General Plan and was utilized to inform the policies included in Plan 2035. The report identified County land use challenges and opportunities related to its development pattern, environmental and transportation infrastructure, public facilities, economic development, housing, and community character. It also summarized national, regional, and County economic and demographic trends relevant to Plan 2035.

Looking Back, Moving Forward concluded:

1. **The County's current development trends for its tiers are not consistent with the 2002 General Plan's vision and are not meeting growth targets (see Table 1).**

Table 1. Assessment of the County's Progress Towards Meeting 2002 General Plan Residential Growth Targets

2002 General Plan Tier	2002 General Plan Residential Growth Target	Residential Growth Recorded through 2011	Meeting Growth Target?
Developed Tier	33%	25%	No
Developing Tier	66%	73%	No
Rural Tier	No more than 1%	2%	No

Source: M-NCPPC, 2011

Since October 2002, approved master plans have used the 2002 General Plan as a framework for developing policies, strategies, objectives, and growth targets. However, when examined in aggregate, it appears unlikely that most of these plans have the potential to fully realize their prescribed visions and proposed levels of (re)development over the next twenty five years. As a result, achieving many of the recommendations presented in the plans in the near- to medium-term has proven difficult. The assessment found that an unprecedented level of investment from both the public and private sectors would be required to implement the development envisioned in the 2002 General Plan and subsequent plans.

2. **Development has not been concentrated to effectively capitalize on our existing transportation network, and decision makers have not strategically prioritized public investment.** Growth, development, and investments in public infrastructure and facilities have been allowed to spread thinly across a large number of locations throughout the County—in the Developed and Developing Tiers, 27 centers, and eight corridors—and, overall, have failed to create a critical mass of residents, economic activity, and amenities essential to fostering vibrant and sustainable communities and regionally competitive business environments (see Table 2).

Table 2. 2002 General Plan Centers: Average Densities

Center Type	Dwelling Unit Density		FAR	
	2002 General Plan Target*	Actual Achieved	2002 General Plan Target**	Actual Achieved (Gross)
Metropolitan	22.50	3.36	0.87	0.12
Regional	12.00	3.49	0.62	0.07
Community	6.75	2.60	0.17	0.05

Source: M-NCPPC 2013

Gross FAR is the square footage of non-residential buildings divided by the square footage of all the land in the center.

**Average of core densities (30/24/15) over 1/4 mile and edge densities (20/8/4) over 1/4-1/2 mile*

***Average of core FAR (2/1/0.25) over 1/4 mile and edge FAR (0.5/0.25/0.15) over 1/4-1/2 mile*

3. One of the challenges with implementing the 2002 General Plan is that much of the data necessary to evaluate progress of the plan's objectives has not been readily available. **Developing measurable anticipated outcomes is imperative to assisting decision-makers, guide plan implementation, and track the general plan's achievements**.

Looking Back, Moving Forward identified several issues for consideration during the Plan 2035 planning process. These issues included prioritizing the 27 centers, updating the center classification system, identifying measurable metrics, and removing or renaming the 2002 General Plan tier categories.



Plan Engagement

Comprehensive public participation was critical to the preparation of Plan 2035 and was based on a four-pronged approach.

1. Continue where *Envision Prince George's* left off.
2. Build on past planning efforts. These include 24 community plans, six functional plans, the County's Water and Sewer, Solid Waste, Watershed Implementation Plans, and numerous completed research studies.
3. Pursue an innovative outreach program. Plan 2035 relied heavily on cutting-edge public participation tools, including social media, live video streaming, scenario planning, and a large-scale Town Hall meeting to engage a broad audience, disseminate information, and solicit feedback.
4. Conduct targeted outreach to immigrant communities and municipalities.

A number of high profile initiatives, such as *Formula 2040* and *Envision Prince George's*, yielded significant community input and engagement. Plan 2035 deemed it vital to leverage this input and avoid, to the extent possible, duplicating outreach and exhausting resources and community energy.

Plan 2035 is not starting from scratch; it builds on all the planning efforts conducted during the last decade in Prince George's County.

Envision

Envision Prince George's is a call to action to develop and implement a vision for the future of Prince George's County with a vibrant economy and high quality of life for all. The Envision process involved a very ambitious public outreach and communication strategy that culminated in the *Envision Prince George's* Twenty-First Century Town Meeting that involved more than 1,000 participants. The results of the engagement process were the development of a long-term County vision built around six broad Envision areas and an Action Agenda.

Envision Prince George's Vision Statement

"We are proud of what we have in Prince George's—our people, communities, historical heritage; our natural, recreational, business, and transportation resources; our higher education institutions; our proximity to Washington, D.C.—the world's most powerful capital and its surrounding region."

The Envision Action Agenda, released in 2010, is built around the top 14 goals identified during the engagement process and prioritized as critical to the long-term success of the County. Each goal has a 10–20 year time frame and supports one or more of the six Envision areas.

Six Envision Prince George's Areas

We **LIVE** in safe and flourishing communities that have quality housing, affordable to all; healthy surroundings; and abundant amenities, services, schools, and jobs. Our communities continue to include a diverse mix of new and existing residents and families of all ethnicities, incomes, and ages with great access to quality health care.

We **WORK** in a thriving economy in balance with the natural environment and with ample jobs in the County for County residents. The County capitalizes on new and existing industries that meet the needs of a globalized economy, including green and other cutting-edge technologies; systems that access and deliver renewable energy; and higher education, federal hubs, and the industries and businesses that grow around them. We are known nationally as a great place to live and work.

We **LEARN** in a culture that emphasizes lifelong learning with one of the best systems of Pre-K to graduate education in the country, including a high-performing public school district, a world-class center for higher education institutions, career and technical training programs, a strong focus on multilingual education, and other learning activities for everyone.

We **SERVE** the needs and aspirations of our residents with responsive government; thriving non-profit and business sectors; an active faith-based community; excellence in public safety; high levels of citizen, resident, and youth engagement; and robust community service. We work in powerful, effective, and inclusive ways to address our differences and make effective public decisions that are accountable and benefit all.

We **ENJOY** Prince George's County with its expanded network of recreational facilities and activities, entertainment opportunities, tourist destinations, unique heritage sites, wide array of parks and open spaces, and a vibrant arts community, all of which increase the quality of life for our residents and visitors.

We **SUSTAIN** our county with greener communities, protected natural resources and rural areas, transit-oriented development, green jobs and other sustainable development practices. We proudly utilize resources in ways that allow our people and communities to meet their current needs while ensuring that those of future generations of Prince Georgians are also met. We have the will, the capacity, and the resources to fully implement the vision for the next decade and beyond.





Social Media

Plan 2035 used social media to share and exchange information and ideas through virtual communities and networks. It distributed reports, presentation, videos of team briefings, news articles, and information about upcoming events via Twitter, Facebook, and its project web page—www.PlanPGC2035.com. Plan 2035 also relied on social media to solicit public comments and answer questions related to issues concerning Prince George's County.

Municipal Engagement

Prince George's County contains 27 incorporated municipalities whose elected officials are responsible to voters for various local services through budget and policy setting. Plan 2035 conducted at least one briefing with each of the County's municipalities to survey attitudes, concerns, opinions, and preferences related to the growth of and long-term development priorities for the County.



Meeting Results

Leaders articulated challenges that were often specific to their municipality's geographic location, demographic composition, and fiscal challenges. Many of the issues raised have been identified in existing master plans which proposed relevant strategies that addressed their concerns. Issues ranged from a lack of higher-quality restaurants to the difficulty meeting the demand for affordable retirement and family housing.

The most common point expressed during the municipal briefings was the desire for the County to grant municipalities greater control over land use and zoning decisions. Several municipalities requested zoning authority over properties within their boundaries.

Immigrant Focus Groups

Given the growing immigrant population in the County, it was particularly important to solicit input from Asian-Pacific Islander, Caribbean, Latino, and West African immigrant communities. Collectively, these four immigrant groups account for nearly 27 percent of the County's population. Plan 2035 solicited input through a series of focus groups held in Hyattsville, Fort Washington, and Suitland and conducted individual interviews to gain a better understanding of the communities' concerns related to housing, transportation, employment, job training, land use, and quality of life.



Meeting Results

The focus groups highlighted several shared concerns with regard to housing and employment. The consensus among participants—the majority of whom lived in rental apartments—was that the County has a shortage of quality affordable housing and

employment opportunities. Participants identified high rental rates and poor housing conditions as a major problem and felt that the County lacks a variety of housing options to meet their needs.

Participants also experienced difficulties finding work in the County and often were forced to accept jobs in neighboring counties. Some noted that the costs of childcare and transportation were a barrier to employment as the costs could exceed participants' earning potential.

Town Meeting "Where is Downtown Prince George's"

Approximately 300 Prince George's County residents, community, and business leaders, as well as elected and appointed officials, gathered on Saturday, June 15, 2013, for the Plan Prince George's 2035 Town Meeting titled, "Where is Downtown Prince George's?" The interactive town meeting was held at the University of Maryland's Samuel Riggs IV Alumni Center and was also broadcast live on the internet. Utilizing wireless polling devices, participants were encouraged to vote on challenges and opportunities related to a wide range of land use topics.

The meeting was supplemented with table discussions to facilitate open dialogue among stakeholders from various parts of the County with diverse backgrounds. It educated participants on key planning issues and culminated by asking participants to select three top places for the development of a downtown in the County.

Meeting Results

The majority (79 percent) of Town Meeting participants were in favor of the County annually targeting investment in two to three "downtowns". When specifically asked to identify the top two locations that they felt best primed to become a real downtown, results showed a three-way tie with College Park/University of Maryland Metro, Prince George's Plaza Metro, and Largo Town Center Metro each receiving 21 percent of the votes (see Table 3).

Table 3. Breakdown of "Where is Downtown Prince George's?" Votes

Location Primed to Become a Downtown	Percent of vote
College Park/University of Maryland Metro	21
Prince George's Plaza Metro	21
Largo Town Center Metro	21
New Carrollton Metro	18
Greenbelt Metro	14

Source: M-NCPPC, 2013



Scenario Planning

Plan 2035 designed a scenario-planning tool to help identify a preferred County growth scenario. It utilized specialized, interactive software to help stakeholders understand how our decisions today impact our priorities in the future and to analyze the impacts of potential countywide growth options or "scenarios."

The scenario planning game tested various assumptions to see how well outcomes matched stakeholders' 20-year vision for the future. The game mapped and analyzed six potential growth scenarios focused on stakeholders' preferences regarding where they would like to see the majority of the County's future residential growth locate. The six scenarios included options for the majority of future residential growth to occur inside the Capital Beltway, the suburbs (outside the Capital Beltway), or evenly throughout the County. These options were combined with the option to prioritize new residential growth in four of the County's existing 27 centers. (see pages 44 and 45).

The game was accessed by approximately 1,046 visitors, the majority of whom identified themselves as residents of Prince George's County. User priorities were ranked and recorded. The *Keep My Neighborhood As Is* ranked the highest (see Table 4). When website users were asked to rank the scenarios, the *Grow Primarily in the Beltway With Prioritized Centers* earned the highest ranking, with an average score of 4.44 on a scale of 1 to 5 (see Table 5).

Table 4. Scenario Planning Game Community Rankings of Priorities

Overal Rank	Priority
1	Keep My Neighborhood As Is
2	Grow in Existing Areas
3	Walkable Neighborhoods
4	Efficient Public Investment
5	Complete Neighborhoods
6	Protect the Environment
7	Preserve Agriculture
8	Housing Choice/ Affordability
9	Healthy Communities
10	Transportation Choice
11	Large Lots and Big Houses

Source: Scenario Planning Tool Results 2013

Table 5. Average Community Ratings of Scenario

Scenario	Average Rating
Primarily in Beltway—Prioritized Centers	4.44
Grow Everywhere—Prioritized	3.89
Primarily in Beltway—Not Prioritized	3.68
Grow Everywhere—Not Prioritized	2.69
Primarily in Suburbs—Prioritized	2.36
Primarily in Suburbs—Not Prioritized	2.33

Source: Scenario Planning Tool Results 2013

Six Planning Scenarios

Primarily in Beltway

In this scenario, 66 percent of new development occurs inside the Beltway, 33 percent occurs in the suburbs, and 1 percent occurs in our rural areas. Over half of the new total housing is multifamily, matching regional demographic demands and, therefore, capturing a much larger share of the region's residential growth. Most of that growth occurs at densities that support vibrant, walkable communities that attract additional businesses and employment as well.

Primarily in Beltway—Prioritized Centers

This scenario is similar to the "Primarily in Beltway" scenario with 66 percent of new development occurring inside the Beltway, 33 percent occurring in the suburbs, and 1 percent occurring in rural areas. The difference is that about 30 percent of the development inside the Beltway is concentrated in four prioritized centers on the northern Green Line, creating a high-density mixed use corridor. Concentrating growth in these centers results in less land consumed, greater efficiency for bus and transit service, and creates walkable 24/7 communities that attract a larger share of the region's businesses and residents. To match the projected regional demographic demands, over half of the new total housing is multifamily.

Primarily in Suburbs

In this scenario, 25 percent of new development occurs inside the Beltway, 73 percent occurs outside the Beltway, and 2 percent occurs in rural areas. This scenario assumes that the trends from the last 50 years of development continue, producing more single-family detached suburban homes. The dispersed pattern of suburban expansion requires the expansion of infrastructure (such as roads and schools) and services (such as fire and police protection) to new areas of the County. Low-residential density requires the use of the car to get to critical services, thereby increasing greenhouse gas emissions and congestion.

Primarily in Suburbs—Prioritized Centers

This scenario is similar to the "Primarily in Suburbs" scenario with 25 percent of new development occurring inside the Beltway, 73 percent occurring outside the Beltway, and two percent occurring in rural areas. The difference is that, of the development that occurs outside the Beltway, about 30 percent is concentrated in four prioritized centers. Higher densities in these centers create walkable neighborhoods, but most still require a car for access, because all except Largo are not located on a Metro line. Because these are new centers, the County must invest in building new roads, schools, and other infrastructure.

Grow Everywhere

In this scenario, 50 percent of new development occurs inside the Beltway, 49 percent occurs outside of the Beltway, and 1 percent occurs in rural areas. Redevelopment inside the Beltway revitalizes existing communities and creates more dense and walkable mixed-use neighborhoods that make good use of existing infrastructure, but might require incentives or rezoning in order to spur investment. These revitalized areas are better able to support neighborhood shops and services as well as attract new residents and businesses. Development that falls outside the Beltway will continue to be suburban in nature. The dispersed pattern of suburban expansion consumes more land and requires the expansion of infrastructure (such as roads and schools) and services (such as fire and police protection) to new areas of the County.

Grow Everywhere—Prioritized Centers

This scenario is similar to the "Grow Everywhere" scenario with 50 percent of new development occurring inside the Beltway, 49 percent occurring outside of the Beltway, and 1 percent occurring in our rural areas. The difference is there are four prioritized centers that are the focus of development, both inside and outside the Beltway, which receive 20 percent of all projected growth.

These four centers currently exist, and the use of existing infrastructure would make for an efficient use of infrastructure. All of these prioritized centers are on a Metro line and near the Beltway. Concentrating development in these centers provides them with enough residents and jobs to become true mixed-use, walkable centers. Redevelopment inside the Beltway also makes good use of existing infrastructure and revitalizes existing communities but might require incentives or rezoning in order to spur investment.

The remaining development that falls outside the Beltway will continue to be suburban in nature, consuming more land and requiring the expansion of infrastructure (such as roads and schools) and services (such as fire and police protection) to new areas of the County.

Figure 1. Build Your Future Planning Scenario Game

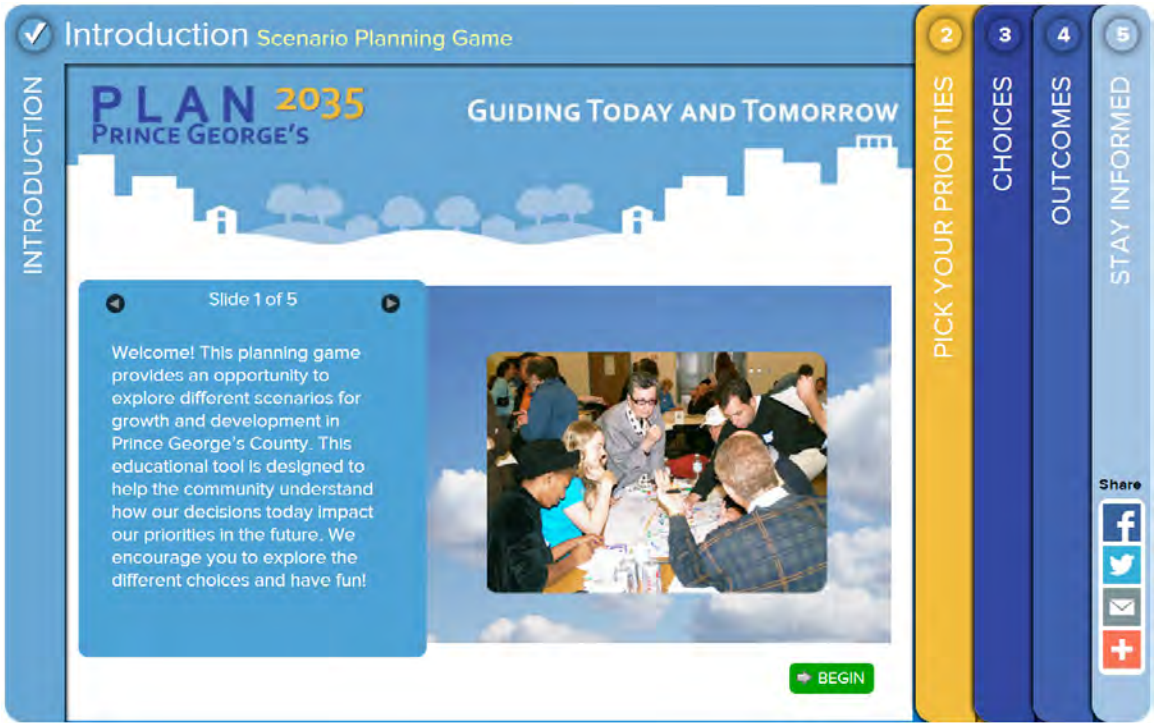
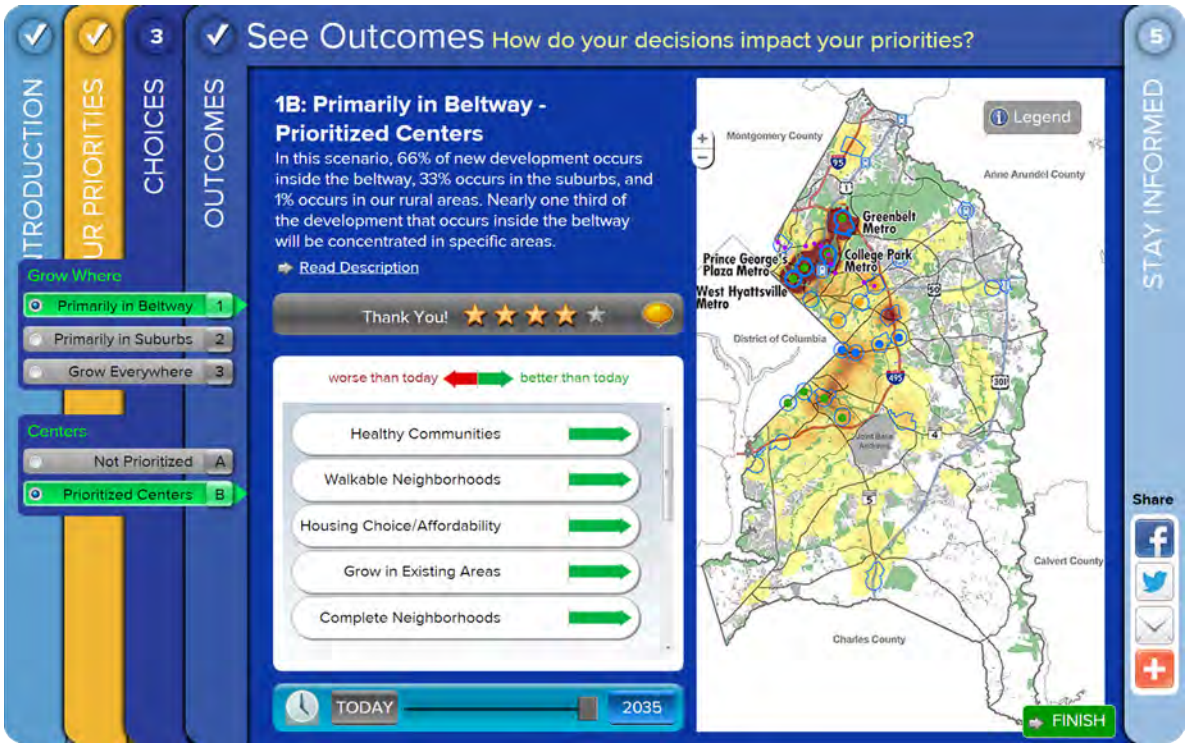


Figure 2. Scenario Planning Game



pgc.metroquest.com/

Section III: County Profile



County Profile and Analysis 54

Assets and Challenges 72



Indicates that the definition of a word or term may be found in the Glossary of Terms, which starts on page 282.

County Profile and Analysis

Understanding who Prince George's County is today and who it is becoming is critical to developing effective policies and strategies to meet the needs of current and future residents.

Regional Context

Prince George's County consists of 498 square miles (approximately 320,000 acres). It is bounded by Howard County to the north, Anne Arundel County and Calvert County to the east, Charles County to the south, and Montgomery County, Fairfax County, Virginia, and the District of Columbia to the west (see Map 5).

Prince George's County is located within the Washington metropolitan area, which is home to 5.6 million residents and 3.9 million jobs. The region's strong and diverse economy is fueled by federal spending that has weathered recent recessions and nurtured growing research, commerce, information, and technology sectors.

Municipalities

Prince George's County has 27 incorporated municipalities which help provide a range of critical services for County residents (see Public Facilities Element).

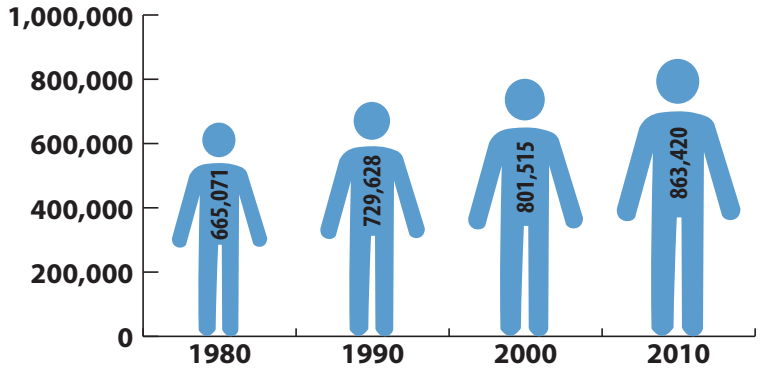
Demographic Profile

Population

With an estimated population of 881,130 in 2012, Prince George's County is the third most populous jurisdiction in the Washington metropolitan area, following Fairfax County (1,118,602), Virginia and neighboring Montgomery County (1,004,709).

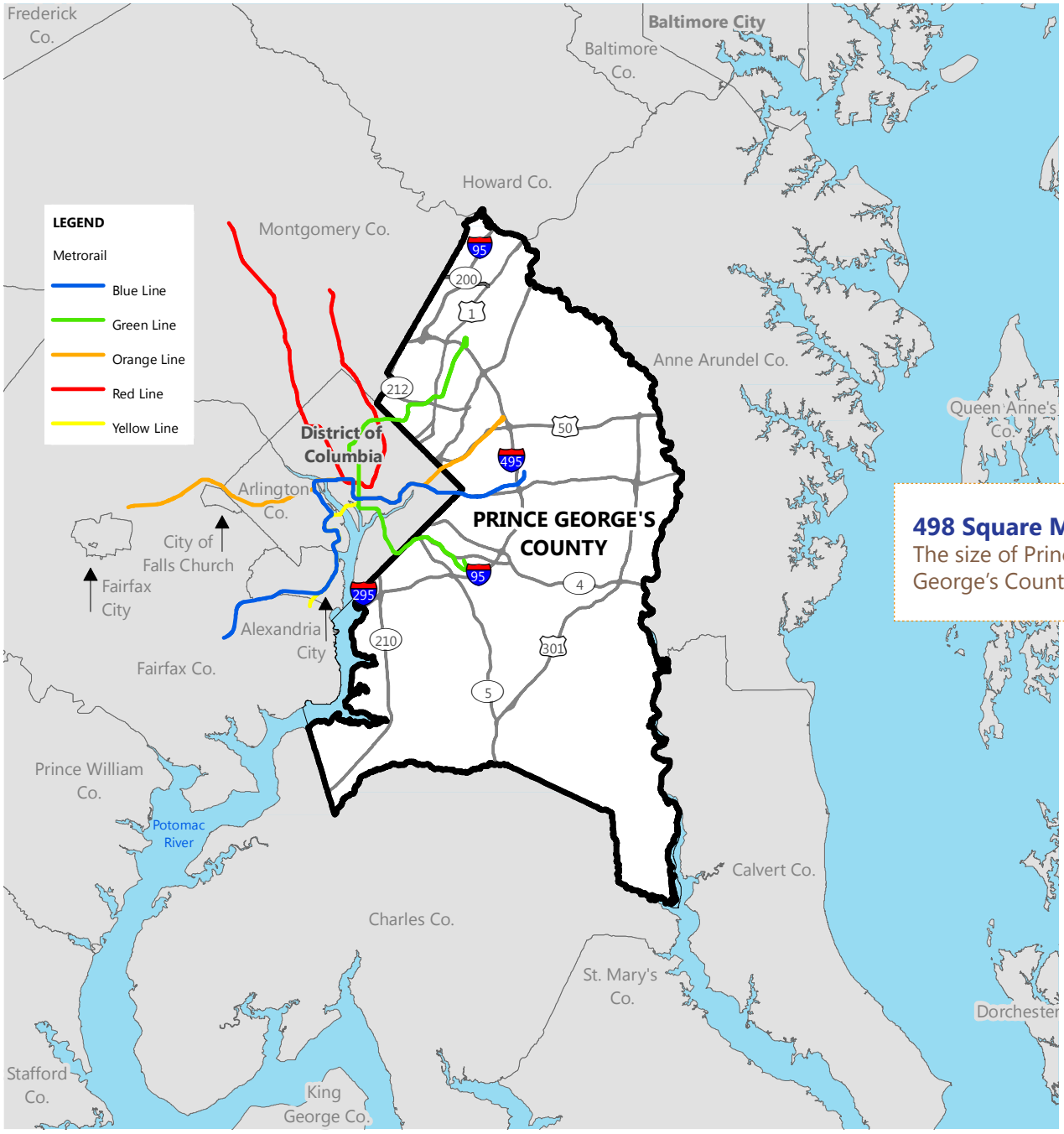
While the County's population increased seven percent between 2000 and 2010 (see Chart 1), its population rate of growth has lagged behind that of its neighbors.

Chart 1. Population Change in Prince George's County (1980-2010)



Source: U.S. Census Bureau, 2010

Map 5. Regional Map



498 Square Miles
The size of Prince George's County.

Source: M-NCPPC 2013

Baby Boomers and Millenials

The U.S. Census Bureau defines the **Baby Boomer Generation** as those born between 1946 and 1964.

The **Millenials** are generally defined as the demographic group born between the early 1980s and the early 2000s.

The County's population is projected to increase by approximately 109,000 residents between 2010 and 2035. Three major population groups—the Millennial, senior, and Hispanic populations—will shape the needs, opportunities, and challenges Prince George's County faces during this period.



Millenial Population



Senior Population



Hispanic Population

Age

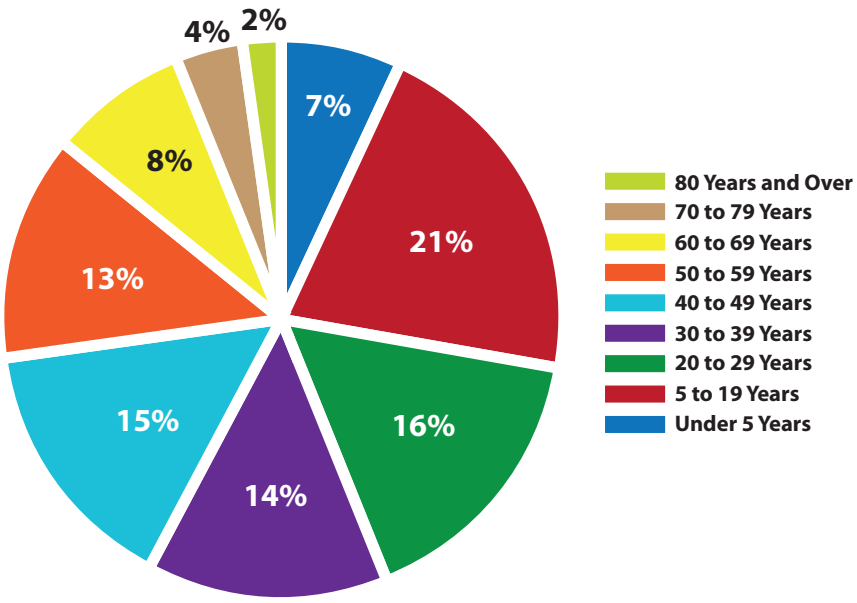
The Prince George's County population is relatively young (see Chart 2). While its median age increased from 33.3 years in 2000 to 34.9 years in 2010, it remained significantly lower than the national median of 37.2 years (U.S. Census Bureau, 2010 Census).

Between 2000 and 2010, the County witnessed noticeable growth in two age groups. The 15 and 29 age group, commonly referred to as the Millennial Generation, steadily grew from 176,177 in 2000 to 202,763 in 2010.

Why Does This Matter?

It matters because the housing preferences of the millenials will—as did those of the baby boomers before them—likely drive the County's and the region's future housing market. The housing needs of this generation relate to affordability, unit size, layout, access to transit and amenities, accessibility, and walkability. While the Millennial Generation now resides overwhelmingly in student and rental housing, in ten years, its housing preferences will shift to starter homes (both rental and homeowner geared towards couples and young families).

Chart 2. Age Distribution in Prince George's County



Source: U.S. Census Bureau, 2010 Census

The 55 to 64 age group, commonly referred to as the Baby Boomer Generation, grew by approximately 30,000 residents or 36 percent. This was more than any other age group in the County. Forecasts indicate that over the next ten years seniors aged 65 years and older will account for the largest population gains in the County.

Why Does This Matter?

Recent trends show that seniors and the elderly will demand opportunities to age in place and reside in neighborhoods offering smaller, lower-maintenance housing options in walkable and transit-accessible locations.



43.1 percent of Prince Georgians in 2010 were 29 years old or younger.

23.5 percent of Prince George's County residents belonged to the Millennial Generation in 2010.

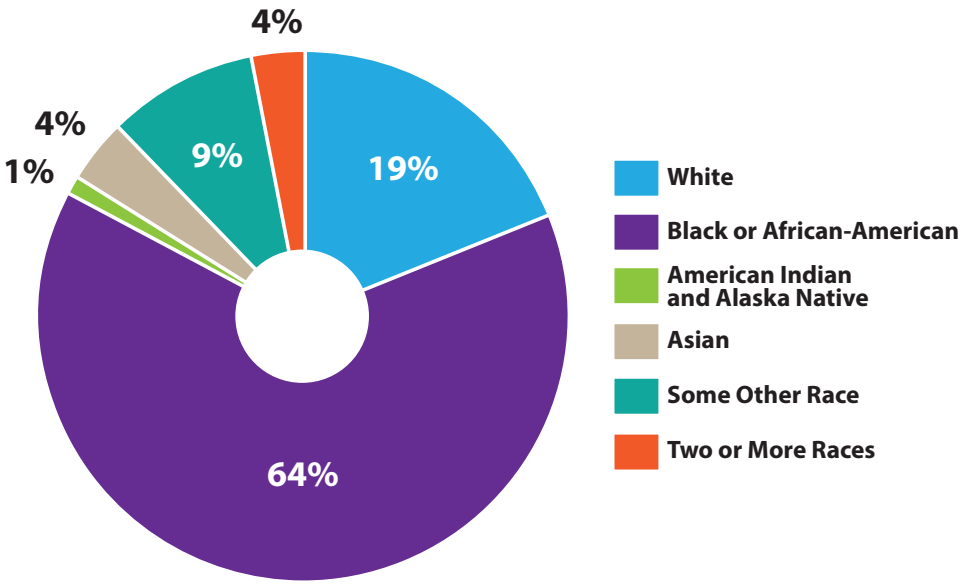
55 to 64 is the age group that experienced the highest growth rate between 2000 and 2010.

128,972 was the number of Hispanic residents in Prince George's County in 2010.

Diversity

Prince George's County's population is racially, ethnically, and culturally diverse. In 2010, 64 percent of County residents were African-American, 19 percent were White, 9 percent were some other race, and 4 percent were Asian (see Chart 3).

Chart 3. 2010 Racial Make Up of Prince George's County



Source: U.S. Census Bureau, 2010 American Community Survey

18 percent higher The median household income in the region was 18 percent higher than in Prince George's County in 2010.

19 percent of Prince George's County residents who spoke a language other than English at home in 2010.

International migration has further diversified the County's makeup accounting for 24 percent of the County's population growth between 2000 and 2010. In 2010, foreign-born residents constituted 20 percent of the County's population, up from 14 percent in 2000.

The fastest growing group is the County's Hispanic population which increased by 126 percent between 2000 and 2010. The majority of Hispanic residents live in communities that lie inside the Capital Beltway, such as Langley Park, East Riverdale, Riverdale Park, Edmonston, and Brentwood.

Why Does This Matter?

It matters because many Hispanic residents share unique socioeconomic characteristics related to their educational attainment, language skills, employment status, household size, and incomes suggesting that targeted policies and strategies may be required to address their needs and concerns.

Population Density

The County's most densely populated communities lie inside the Capital Beltway (see Map 6). Higher concentrations of residents are also located in Laurel, Largo, and Bowie.

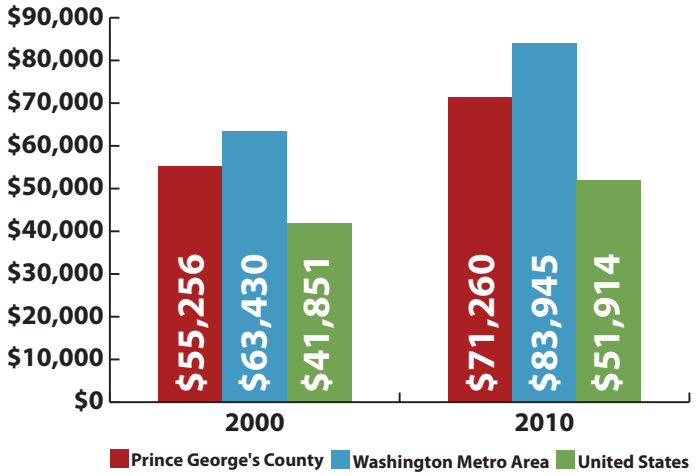
> WHY DOES THIS MATTER?
> Density, a reflection of the number of people inhabiting an area, is an important factor in prioritizing public services and amenities, infrastructure investment, and economic revitalization.

Households

Income and Poverty

There were 304,042 households in Prince George's County in 2010. The median household income for Prince George's County is higher than the nation's, but continues to be outpaced by the region's earnings (see Chart 4).

Chart 4. Median Household Income in Prince George's County Compared to the Region and Nation

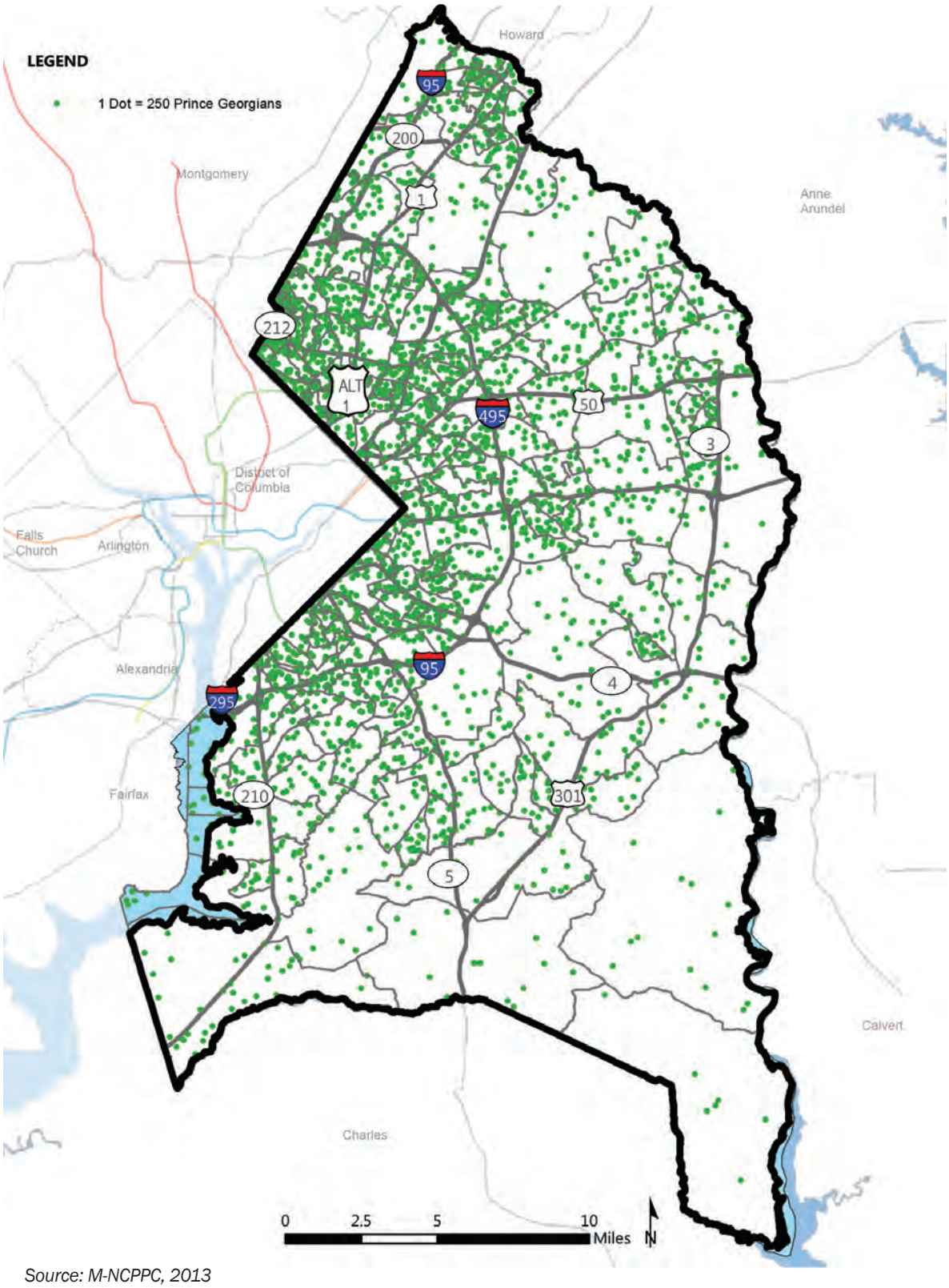


Source: U.S. Census Bureau, 2000 Census and 2006-2010 American Community Survey 5-Year Estimates

Despite rising median household incomes, over 9 percent of County residents lived in poverty in 2010, up from 7.7 percent in 2000. The poverty rate in the County remains higher than in neighboring jurisdictions (see Chart 5).

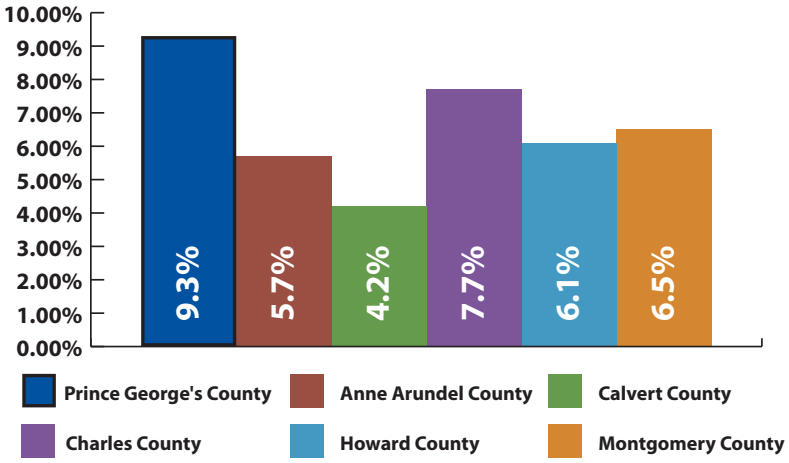
28,000 is the approximate number of households in Prince George's County that received cash public assistance or food stamps in 2011.

Map 6. 2010 Population Density by Census Block



Source: M-NCPPC, 2013

Chart 5. 2011 Poverty Rates in Compared to Neighboring Jurisdictions



Source: U.S. Census Bureau, 2011 American Community Survey

Household Characteristics

Notable changes between 2000 and 2010 included the decline in married-couple families and households with children under the age of 18. There was an increase in households consisting of people living alone or with unrelated members (referred to as nonfamily households by the U.S. Census Bureau) (see Table 6).

Table 6. Household Characteristics (2000 and 2010)

	2000		2010	
	Number	Percent	Number	Percent
Family Households	198,066	69.1	203,520	66.9
Married-couple Families	126,012	44.0	122,000	40.1
Female Householder, No Husband	56,077	19.6	62,001	20.4
With Own Children Under 18 Years	32,410	11.3	30,802	10.1
Nonfamily Households	88,544	30.9	100,522	33.1
Median Household Size	2.74	n/a	2.78	n/a

Source: U.S. Census Bureau, 2000 and 2010 Decennial Census

Approximately one-fifth of the County's households had a female head of household with no spouse present, as compared to 13.1 percent of households nationwide.

Why Does This Matter?

It matters because households with a female head of household with no spouse present are more likely to be socioeconomically vulnerable.

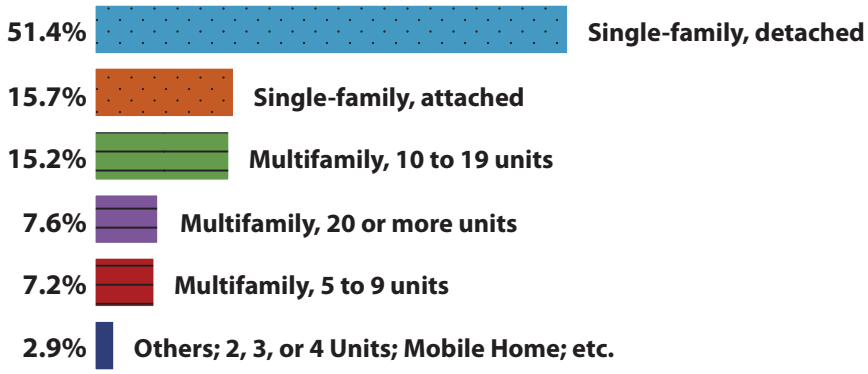
65 percent or more of new housing completions in the County between 2002 and 2010 were single-family homes located outside the Capital Beltway.

Housing

Types of Units and Tenure

There were 329,855 housing units in the County in 2010; 67 percent of these units were designated single-family (see Chart 6).

Chart 6. The Types of Housing Units in Prince George's County



Source: U.S. Census Bureau, 2010 American Community Survey 1-year Estimates

Why Does This Matter?

It matters because it exposes a mismatch between the type of housing the County has and the type of housing it will need in the future. The age groups that are projected to experience the greatest growth—the Millennial and Baby Boomer generations—are increasingly interested in transit-accessible, multifamily units, not single-family housing. Over the next 10 to 15 years, the millenials are expected to transition from renting to buying their first homes.

The proportions of housing units in the County that are owner-occupied or renter-occupied remained consistent between 2000 and 2010 with close to two-thirds of the County's housing stock being owner-occupied (see Table 7).

Table 7. Housing Tenure and Occupancy (2000 and 2010)

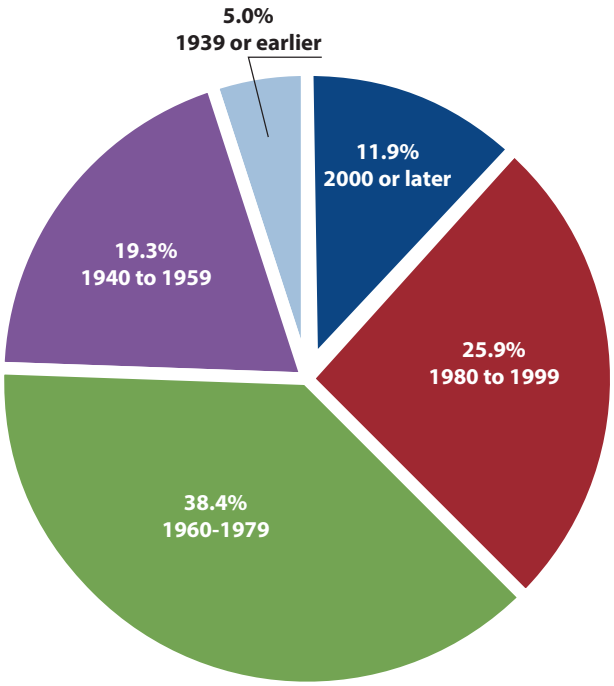
	2000		2010	
Owner-occupied Housing Units	177,177	61.8%	190,993	62.8%
Renter-occupied Housing Units	109,433	38.2%	113,049	37.2%
Total Occupied Housing Units	**286,610**	**100.0%**	**304,042**	**100.0%**

Source: U.S. Census Bureau, 2000 and 2010 Decennial Census

Age of Housing Stock

In the County, 24 percent of housing units were built in 1959 or earlier and were more than 54 years old (see Chart 7).

Chart 7. Year of Construction of Housing Units in Prince George's County



Source: U.S. Census Bureau, 2010 American Community Survey 1-year Estimates

WHY DOES THIS MATTER?

It matters because older housing units are more likely to require frequent, extensive, and expensive repairs, maintenance, and upgrades.

Housing Affordability

In 2010, 47 percent of owner-occupied households and 51 percent of renter households in Prince George's County experienced housing cost burden—defined as spending 30 percent or more of their incomes on housing-related costs.



Oldest Housing Stock

The majority of the County's oldest housing stock is located in communities inside the Capital Beltway, such as Capitol Heights, Fairmont Heights, North Brentwood, and Landover.

Housing Cost Burdens

In 2010, 60 percent of senior renters and approximately 38 percent of senior owner-occupied households, experienced housing cost burdens.

30.1 percent versus 48 percent
A comparison of the County's and region's populations 25 years and older who had bachelor's degrees or higher in 2011.



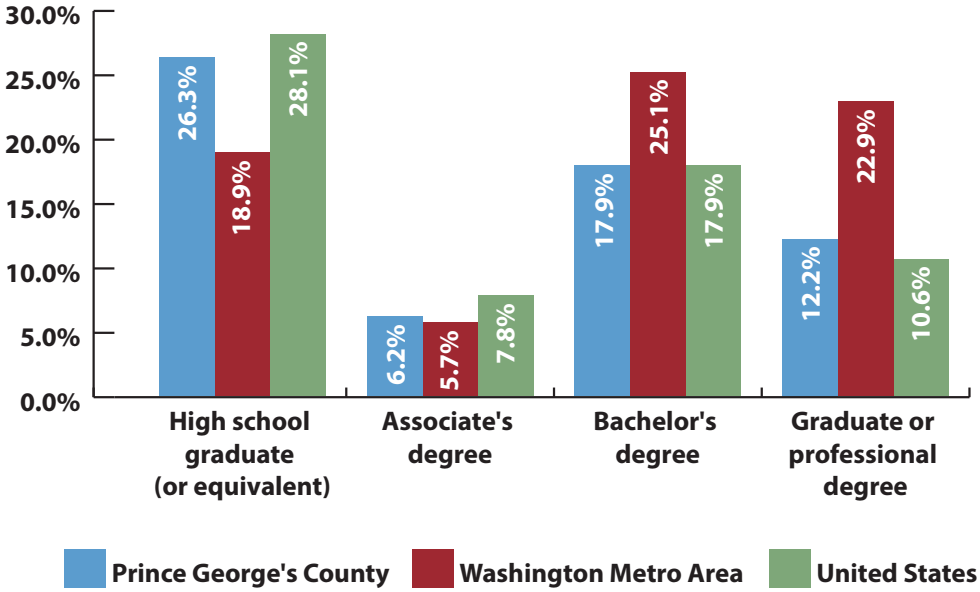
While the seven percent decline experienced by the private sector employment between 2002 and 2012 could be tied to the recent recession, it is important to note that both the State of Maryland and the Washington metropolitan area recorded gains in public and private sector jobs during the same period.

Economic Profile

Educational Attainment

Prince Georgians' educational attainment is comparable to the nation's, but lags behind the region's (see Chart 8).

Chart 8. The Educational Attainment of Prince George's County Residents Compared to the Region and the Nation



Source: U.S. Census Bureau, 2011 American Community Survey

Why Does This Matter?

It matters because an important way to increase incomes and create jobs is to ensure that the County's labor force meets the education and skill set requirements of current and future employers. As the U.S. transforms from a manufacturing- to a knowledge- and information-based economy and as the regional economy grows, the demand for a highly educated and skilled labor force is expected to accelerate.

Employment

Regional Share of Employment

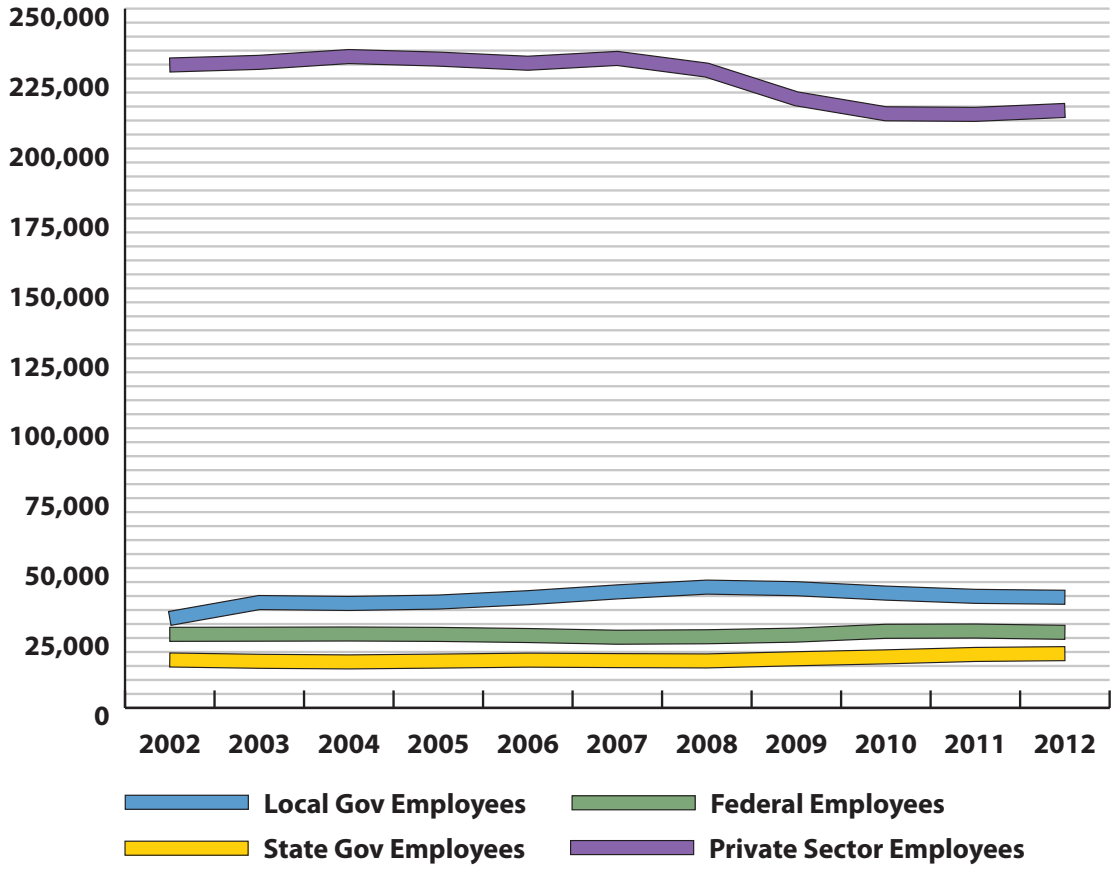
There were approximately 300,000 jobs in Prince George's County in 2012. While the County remains an important contributor to the regional economy, its share of the Washington metropolitan area's employment base has steadily declined from 10.24 percent in 2002 to 8.84 percent in 2012. This

trend helps explain the County's steadily declining jobs-to-population ratio, a measure of how many jobs there are in the County compared to residents, as well as its commuting patterns (discussed below).

Private and Public Sector Employment

Seventy-one percent of the County's labor force was employed in the private sector in 2012 down from 75 percent in 2002 (see Chart 9).

Chart 9. Prince George's County Private and Public Sector Employment



Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages 2002-2012 (Preliminary data for 2012)

Leading Industries

Public sector employment, in conjunction with four of the five largest private sector industries, accounted for over 65 percent of the County's economy in 2012. These industries generated over 197,000 jobs offering a range of pay scales (see Table 8).

19.7 is the percentage of growth in the healthcare sector in Prince George's County between 2002 and 2012.

Table 8. Employees in and Average Wages for Leading Industries (2012)

Sector	Employees	Average Wages
Federal, State, and Local Government	85,983	$66,202
Retail Trade (NAICS 44-45)	37,983	$29,310
Health Care and Social Assistance (NAICS 62)	27,711	$46,743
Construction (NAICS 23)	24,892	$60.231
Professional and Technical Services (NAICS 54)	20,624	$82,493

Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages (Preliminary data for 2012)

Between 2002 and 2012, three of the top five sectors experienced employment growth while two declined.

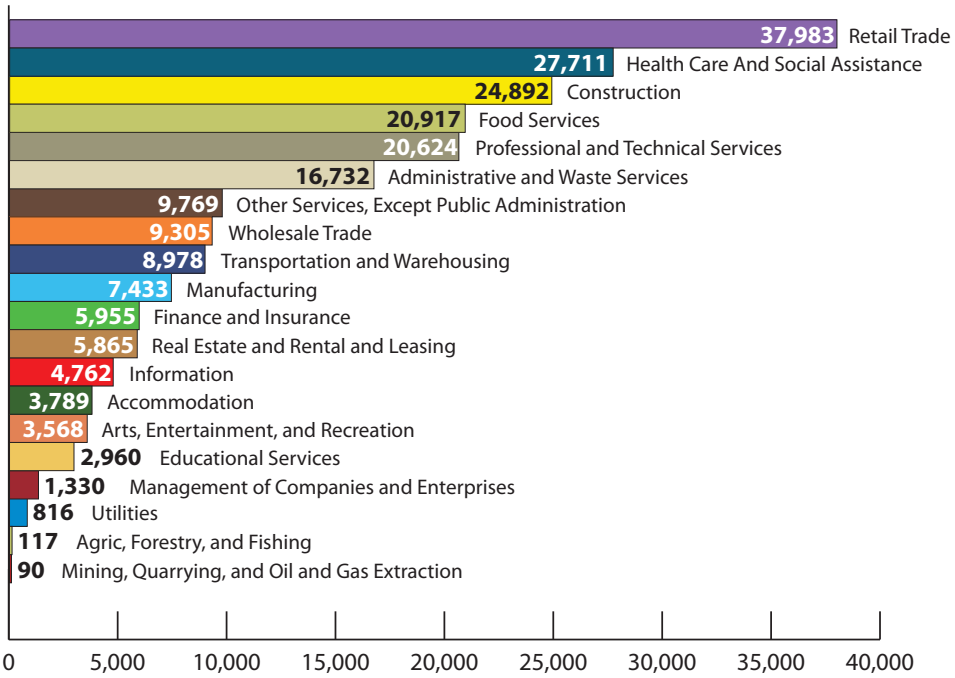
- Healthcare +19.7 percent
- Federal, State, and Local Government +12.7 percent
- Professional, Science, and Technical +7.7 percent
- Construction -8.5 percent
- Retail Trade -5.2 percent

Other Private Sector Industries

Food Services, Administrative and Waste Services, Manufacturing, Wholesale Trade, Transportation and Warehousing, and Other Services, except for Public Administration, Information industries account for the bulk of the County's other private sector businesses (see Chart 10).



Chart 10. Prince George's County Private Sector Industries (2012)



Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages (Preliminary data for 2012)

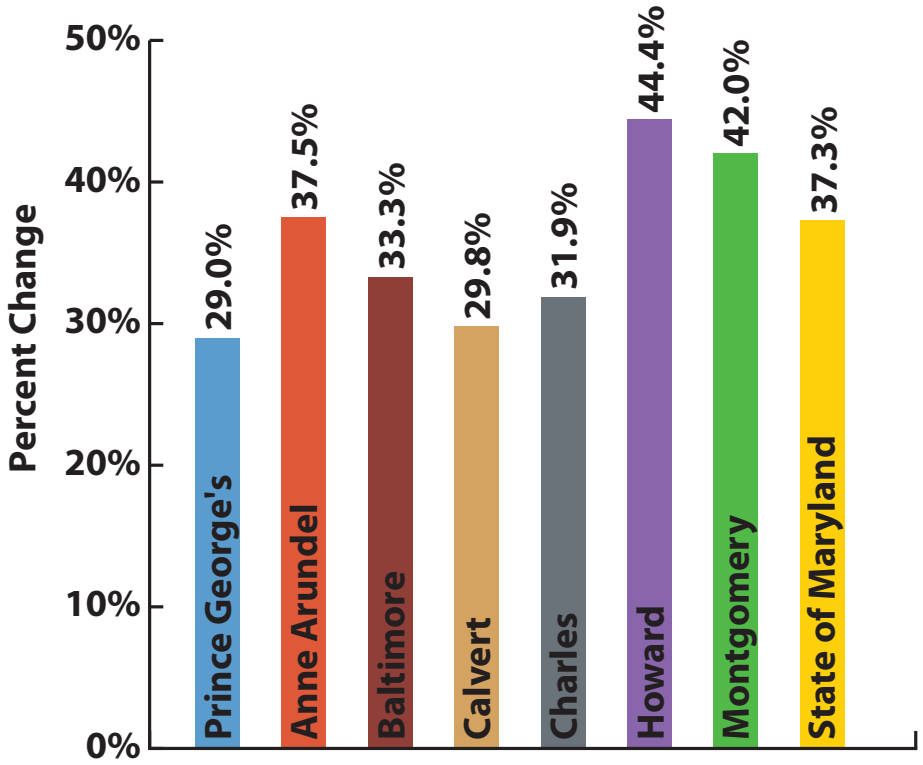
Wage Growth

Wages in Prince George's County have not kept up with wages in neighboring jurisdictions or in the State of Maryland as a whole. While average weekly wages increased 29 percent in the County between 2002 and 2012, in surrounding counties they rose between 29.8 percent and 44.4 percent (see Chart 11). The State of Maryland reported an overall increase of 37.3 percent.



At the Bottom
Wage increases in Prince George's County compared to neighboring jurisdictions.

Chart 11. Changes in Average Weekly Wages: Comparing Prince George's County With Its Neighbors (2002-2012)



Source: State of Maryland, Department of Labor, Licensing and Regulations, 2002-2012

6.4 percent versus 7.5 percent
The County versus the nation's unemployment rate in April 2013.

The **highest rates of unemployment** occur mostly inside the Capital Beltway.

Labor Force and Unemployment

The County's labor force was approximately 450,000 strong in 2011. Despite a shrinking labor force—the labor force declined by 1.5 percent between 2008 and 2011—the County's unemployment rate increased from 3.7 to 6.8 percent, an indicator that the County's economy contracted during this period.

> WHY DOES THIS MATTER?
> It matters because a contracting economy underscores the need to prioritize public investment and strategically promote economic growth and development to ensure the County maximizes the impact of its limited resources.

At the same time, it is important to note that the County's unemployment rate has been comparable to that of the Washington metropolitan area and lower than the national average.

Commuting Patterns

The majority of the County's workforce commutes to other jurisdictions for work. Currently, 19 percent of residents work in the State of Maryland, but outside of the County, while 42 percent work outside the state, mostly in Washington, D.C., and Virginia.

61 percent of employed Prince Georgians work outside the County.

WHY DOES THIS MATTER?

It matters because long commutes are associated with a number of health, financial, and environmental-related costs.

Commercial Real Estate

The breakdown of the County's commercial real estate reveals that Prince George's County supplies a disproportionate share of the region's industrial land, but commands less than five percent of its office market (see Table 9). The County's office market has also struggled with high vacancy rates.

4.7 percent is Prince George's County's share of the region's rentable office space.

30.5 percent is Prince George's County's share of the region's rentable industrial space.

Table 9. Commercial Real Estate in Prince George's County and Washington Metropolitan Area

Sector	Prince George's County		Washington Metropolitan Area		County Share of Metropolitan RBA
	Rentable Building Area (square feet)	Vacancy Rate	Rentable Building Area (square feet)	Vacancy Rate	
Office	26,383,319	19.00%	562,600,402	13.80%	4.7%
Retail	40,635,420	5.70%	287,835,511	5.10%	14.1%
Industrial	49,918,455	8.50%	163,589,021	9.90%	30.5%
Flex	9,761,516	18.30%	68,459,493	14.20%	14.3%

Source: CoStar Realty Information, July 2013

WHY DOES THIS MATTER?

It matters because the types of commercial uses, their vacancy rates, and ultimately their value to the County's economy help inform Plan 2035's land use and economic development policy and strategies.

County Forecasts

Cooperative Forecast

Prince George's County uses the "cooperative forecast" when conducting transportation and land use planning and analyzing regional trends. The cooperative forecast is a regional forecast on population, employment, dwelling units, and households developed by the Metropolitan Washington Council of Governments (MWCOG) with assistance and direction from each of its member jurisdictions, including Prince George's County.

The MWCOG forecasts that the Washington, D.C. region will add more than 1 million new jobs and 1.7 million new residents by 2035 and estimates the amount of growth Prince George's County will capture (see Table 10).

Table 10. Prince George's County Round 8.1 Cooperative Forecast

Year	Population	Employment	Dwelling Units	Households
2010	863,420	342,588	328,182	304,042
2015	881,379	356,958	342,144	323,364
2020	899,712	377,879	355,942	336,404
2025	926,744	403,134	368,850	348,604
2030	950,030	427,514	380,779	359,878
2035	972,926	457,275	391,641	370,144
Change	**109,506**	**114,687**	**63,459**	**66,102**

Source: MWCOG, Round 8.1; M-NCPPC, Research Section (Prepared 2/17/12)

A development capacity analysis, sometimes referred to as "build-out analysis" or "buildable lot inventory," is an estimate of the total amount of development that may be built in an area under a certain set of assumptions, including applicable land-use laws (for example zoning), policies, and environmental constraints. It is a necessary step in planning because it provides a framework to manage future growth.

Development Capacity

Based on an analysis of existing zoning and development approvals, Prince George's County has sufficient residential development capacity to meet the needs of the growth forecasted in Table 10. Utilizing Average Zoning Yields (as of 2011) and approved zoning; areas formerly referred to as the Developed and Developing Tiers can accommodate up to 94, 897 new dwelling units. It also important to remember that residential development capacity can change over time as new zoning regulations or laws enacted, such as the 2012 Sustainable Growth and Agricultural Preservation Act.

Alternate Forecasts

It is not uncommon for agencies and research groups to develop population forecasts that differ from the official jurisdiction forecast. This may occur due to differences in the time frame and data being analyzed or in the type of forecast model being used. For example, a 2011 study conducted by George Mason University estimated that by 2030 ten percent fewer jobs would be created in the County, but that a comparable number of new dwelling units would be needed (see Table 11).

Table 11. Amount of Growth Anticipated in Prince George's County by 2030

Year	Employment	Dwelling Units
MWCOG	85,000	52,600
GMU Study	76,578	28,286-52,382

Source: MWCOG, Round 8.1; George Mason University



Assets and Challenges

Identifying and understanding the County's assets and challenges is critical to shaping future growth and development, prioritizing public investment, and implementing change in Prince George's County. Assets are resources that have the potential to produce positive social, environmental, and economic benefits for the County. Conversely, challenges are issues that have the potential to slow the County's progress or move it further away from achieving the vision and goals.

ASSETS

Location, Location, Location!

Prince George's County is in an enviable position. Linked to the nation's capital by a dense transit and road network (including the I-95/495 and I-295 corridors), it is an important part of the Washington, D.C.'s, robust regional economy. It is positioned to capitalize on the region's large federal presence, diverse workforce, strong educational institutions, and high median incomes. Prince George's County is also strategically located in the State of Maryland between Washington, D.C. and the City of Baltimore. Its location is one of many building blocks for sustained job creation, social equity, and economic prosperity.

National Rankings
The Washington, D.C. Metropolitan Statistical Area is ranked second after New York in average wages.

Federal Hubs

In 2012 there were approximately 27,000 federal employees and a range of federal facilities in the County. These facilities comprise several large employers, such as Joint Base Andrews (JBA), the IRS, and the U.S. Census Bureau; major research engines, such as NASA Goddard Space Flight Center, the Beltsville Agricultural Research Center, the NOAA Center for Weather and Climate Prediction, and the FDA Center for Drug Evaluation and Research; and other agencies. While an important source of high-paying jobs, Prince George's County has neither captured its proportionate share of federal leases, especially for office space, nor been successful in promoting spin-off development associated with its federal facilities. Several initiatives will help alter these trends. The Defense Base Closure and Realignment (BRAC)

A Sampling of Federal Agencies in the County

- Naval Intelligence Support Center
- USDA's Animal and Plant Health Inspection Service
- FDA's Center for Food Safety and Applied Nutrition
- NASA Goddard Space Flight Center
- National Archives and Records Administration
- Department of Health and Human Services, National Center for Health Statistics
- Smithsonian Institute Museum Support Center

activity has directed several thousand new jobs to JBA expanding the base's footprint even further in the County. A HUD Community Challenge Grant has funded the preparation of an action plan to identify market-driven strategies and development incentives to attract federal and spin-office tenants and mixed-income housing along the southern Metro Green Line. The JBA Joint Land Use Study Implementation Committee is working on a range of issues, including how to promote base-related economic development. And lastly, a site adjacent to the Greenbelt Metro Station has submitted a bid to house the new headquarters for the FBI which could bring upwards of 11,000 new jobs to the County.

Transit Rich

The County boasts the second highest number of Metrorail stations in the region—15—in addition to 8 Maryland Area Regional Commuter stations, and 1 Amtrak intercity rail station. To date, we have not capitalized on these valuable assets and actually lost employment around our Metrorail stations between 2004 and 2010. With targeted investment and phased prioritization, we can reverse this trend. Our transit stations have enormous potential to become dynamic, mixed-use transit-oriented communities and job centers generating critical tax revenue for the County, attracting new employers, and retaining the County's recent graduates and budding innovators, investors, and entrepreneurs.

Major Infrastructure Investment—the Purple Line

The proposed 16-mile, $2.2 billion Purple Line light rail transit system is the largest transportation infrastructure investment in Prince George's County since the Intercounty Connector and the Woodrow Wilson Bridge Improvement project. It is envisioned to have 21 stations, 11 of which are in Prince George's County. As a major new east-west connector between New Carrollton and Bethesda in Montgomery County, it will enhance mobility and reduce travel times for thousands of area residents. It will serve as a critical economic driver by linking existing employment centers to emerging development areas and by leveraging public investment.



$3.1 billion is the amount of property tax revenue generated annually by development around the region's Metrorail stations.

Declining TOD Employment

While the areas within one-half mile of the region's transit stations captured 13.8 percent of the metropolitan statistical area employment growth between 2004 and 2010 (excluding Washington, D.C.), Prince George's County actually lost employment around its Metrorail stations during the same period.

Economic Catalyst–Regional Medical Center

The August 2013 decision by Dimensions Healthcare System to construct a new $650 million regional medical center at the Largo Town Center Metro Station sets the stage for the advancement of the County's healthcare and life sciences cluster. The center is expected to become a "hotspot" in the County for medical and biopharmaceutical research, health care services, and health-related education and training. It creates an enormous opportunity in one of the Plan 2035's designated Downtowns to catalyze job growth, attract investment, grow our commercial tax base, and promote transit-oriented development.

Figuring out the Why and How—Research Institutions

Prince George's County is home to one of the nation's preeminent research institutions and the flagship of the University System of Maryland—the University of Maryland, College Park. As the largest university in Maryland and in the Washington region, its proximity to the capital and research institutions, such as the Beltsville Agricultural Research Center (BARC), facilitates strong research partnerships with federal agencies, including NASA Goddard Space Flight Center, the National Institutes of Health, and the Department of Homeland Security. Its internationally ranked programs in engineering, bioscience, physical science, and computer science also make it a key driver of Maryland's burgeoning biotech industry.

BARC—the largest agricultural research complex in the world—conducts research on the production and protection of plants and animals. BARC houses approximately 20 laboratories, including ones dedicated to bee research, crop systems and global change, genetic improvement for fruits and vegetables, and sustainable agricultural systems.

The University of Maryland, College Park has produced 400 patents and licensed more than 500 technologies to industry over the past 25 years. As of 2013, the university has generated about 130 invention disclosures annually that have resulted in approximately five tech start-ups each year.

Brain Power

The University of Maryland, College Park, Bowie State University, and Prince George's Community College annually enroll more than 60,000 students, including 12,000 graduate students. They provide a ready supply of skilled workers to support the growing economies of the County and region. The institutions' workforce development and cutting-edge academic, continuing education, and apprenticeship programs have played a critical role in fostering core competencies or "know how" in primary industry clusters, such as research, development and engineering, software, and computer services, and biosciences.

Emerging Industry Clusters

Four existing and emerging industry clusters have the potential to accelerate economic growth through spin-off development and job creation in the County. These clusters are in business support services, health care and life science, information, communication, and electronic industries, and federal government leasing opportunities. Six submarkets in the County contain concentrations of these industries. The College Park/Riverdale Park submarket rates highest in terms of its overall and office-specific investment opportunities. The Greenbelt/Berwyn Heights and the Largo–Capital Beltway Corridor submarkets also score well in terms of their office development potential.

Welcoming and Diverse Communities

One of our greatest assets are our diverse communities which range from historic areas (such as Mount Rainier, Riverdale Park, Greenbelt, Glenarden, Bradbury Heights, Fairmount Heights, and Broad Creek) and rural communities (Baden, Croom, and the Town of Eagle Harbor) to suburban subdivisions and master planned communities (including Beechtree, Marlton, Fairwood, Lanham, Landover Hills, Beltsville, and Calverton) and waterfront developments (such as National Harbor). While the US 1 (Baltimore Avenue) corridor and University Town Center have been successful in accommodating more urban lifestyles, Prince George's County has historically been more effective in meeting the needs and housing preferences of families and those seeking a suburban lifestyle. As is discussed throughout Plan 2035, it is vital that Prince George's County continue to support its established communities while proactively working to diversify its housing options. By promoting new vibrant, mixed-income and mixed-use, transit-oriented communities and opportunities for residents to age in place, the County will help ensure it retains its upcoming workforce—its recent college graduates—and responds to the needs of its changing demographics, namely its growing senior population.



A Beautiful Place to Live–Natural Areas and Trails

More than 27,000 acres of M-NCPPC-owned parkland, forests, open space, and stream valleys, along with thirteen special conservation areas (SCAs), highlight the breadth of the County's environmental resources and natural places. The SCAs—areas of designated countywide significance—are the Beltsville Agricultural Research Center, Patuxent Research Refuge, Greenbelt National Park, main stem of the Anacostia River, Belt Woods, Suitland Bog, Patuxent River Corridor, Jug Bay complex, Piscataway Park, Mattawoman Creek Stream Valley, Cedarville State Forest and Zekiah Swamp Watershed, Potomac River Shoreline, and Broad Creek. The County's trail system, important both regionally and locally and over 90 miles long, crisscrosses the County and helps connect these environmental assets. Major trails include the Anacostia Tributary Trail System, Henson Creek Trail, Patuxent Water Trail, WB&A Trail, and Woodrow Wilson Bridge Trail.

A Regional Destination—National Harbor

Strategically located at the I-295 and the Capital Beltway interchange, National Harbor is a 350-acre, mixed-use waterfront development, featuring five hotels, a range of upscale dining and shopping options, Class A office space, and condominiums and townhouses. The site is a major destination and revenue generator in Prince George's County, attracting over eight million visitors a year. It is home to the Gaylord National Resort and Convention Center (the largest hotel in the Washington, D.C., area), and the Tanger Outlets. A new casino is slated to open in 2016. National Harbor generated an average of $13.2 million per year in tax receipts (split between the hotel and special tax) during fiscal years 2011, 2012, and 2013.

Don't Forget about the Industrial Sector

Industrial activities accounted for 32 percent of the County's employment base or approximately 68,000 jobs in 2013. Established and economically healthy industrial areas, such as Beltsville, Capitol Heights, Cheverly, Landover, Forestville, and Melwood, are vital generators of higher wage jobs with good benefits and upward mobility for residents with lower levels of formal educational. The industrial sector is also important because it is more likely to hire County residents—reducing congestion associated with Prince Georgians commuting outside the County—and accommodates activities critical to county and municipal operations; local start-ups and innovation; and back offices supporting other sectors, such as finance, insurance, and tourism. Expanding the industrial sector into promising new fields, such as the green economy and high-tech, information-intensive sub-sectors, and leveraging its potential as an economic engine are essential to maintaining a diverse and healthy county economy.

Our Municipalities—Engines for Revitalization

There has been a groundswell of revitalization efforts across our municipalities. In partnership with county and state agencies and local nonprofits, Prince Georgians have been pursuing funding, volunteering, advocating, and implementing changes in their neighborhoods, towns, and cities. The following is just sampling of ongoing activities. The City of Greenbelt is developing a pedestrian and bicyclist master plan and a comprehensive wayfinding signage program. The City of College Park is actively enhancing its parks and recreation system, coordinating with the State Highway Administration to improve US 1, and helping local business owners improve their retail spaces and signage. The City of Bowie supports the Bowie Business Innovation Center at Bowie State University, issues annual beautification awards and community outreach grants, and organizes annual stream cleanups. The Town of Fairmount Heights is working with the Neighborhood Design Center to convert an existing roundabout into a vibrant public space.

Arts and Entertainment Districts

Established in 2003, the Gateway Arts District has been a key contributor to the revitalization of the US 1 corridor in Mount Rainier, Brentwood, North Brentwood, and Hyattsville. By supporting local art events, affordable artist workspace and housing, and infrastructure improvements, it has helped revitalize neighborhoods, created jobs in arts-related businesses, and sustained a vibrant arts community in the County. The Gateway Arts District features well-known anchors such as the Arts District Hyattsville, the Prince George's African American Museum & Cultural Center, the Gateway Arts Center managed by the Gateway Community Development Center, and the Mount Rainier Artists' Lofts.



CHALLENGES

School Progress

Quality education is a major concern in Prince George's County where many middle-class families continue to send their children to private schools. The County's public school district is ranked second from the bottom, or twenty-third out of twenty-four in the State of Maryland. Between 2007 and 2010, its high school graduation rates were consistently outpaced by neighboring jurisdictions in the state. During the 2011–2012 school year, only 44 percent of high school graduates were considered college or career ready. Furthermore, 135 of the County's 200 schools were found to contain a student population where 50 percent or more were eligible for free or reduced-price meals.

While worrisome, these statistics obscure significant County progress. More than 27 percent of Prince George's County students earned a passing grade on advanced placement exams during the 2011–2012 school year. This was a 25 percent increase over the previous school year. Absenteeism declined, and more students took college-entrance exams. Even greater gains have been recorded on County proficiency exams. In 2007, 53 percent of eighth-graders passed the Maryland School Assessment exams in reading, and 37.6 percent of the students were proficient in math. Five years later, the County reported double-digit gains in both categories—among the biggest in the State—with 69.6 percent of its eighth-graders proficient in reading and 50.4 proficient in math.

The County's economic competitiveness and appeal to future residents will hinge on public and private investment in and commitment to strengthening its public school system and reducing poverty.

Crime—Real or Perceived?

Real and perceived crime are an impediment to growth and development in Prince George's County. When compared to neighboring jurisdictions and the state, overall crime rates in the County are particularly troubling to future residents, employers, and investors. Recent trends, however, reveal marked improvements in the County's public safety record. Between 2006 and 2011, through unprecedented federal, state, and local law enforcement collaboration, Prince George's County has seen a 30.1 percent reduction in total crime. Violent and property crime declined 39.1 percent and 28.6 percent, respectively. In addition, the County experienced significant reductions in homicides (-26.9 percent), rapes (-36.2 percent), robberies (-37.8 percent), aggravated assaults (-40.9 percent), larceny/thefts (-23.5 percent), and motor vehicle thefts (-54.1 percent). Enhancing the County's image will hinge on aggressively promoting this downward trend and marketing its recent public safety improvements.

Business As Usual=Sprawl

Contrary to the 2002 *Prince George's County Approved General Plan*'s development objectives and regional trends to cluster employment in transit-accessible urban centers, the majority of recent development in the County occurred in suburban locations outside the Capital Beltway and outside of designated growth centers and corridors. Forecasts predict this undesirable pattern is likely to continue perpetuating sprawl, constraining economic growth, and straining public resources. There are approximately 17,000 units that have been approved but not yet built (see Map 7). This five-year construction backlog is concentrated outside designated growth centers far from existing transit networks and threatens to cement the County's sprawling

development pattern. The location and magnitude of the pipeline will continue to strain the County's resources and impact Prince Georgians' quality of life, health, mobility options, and economic opportunities.

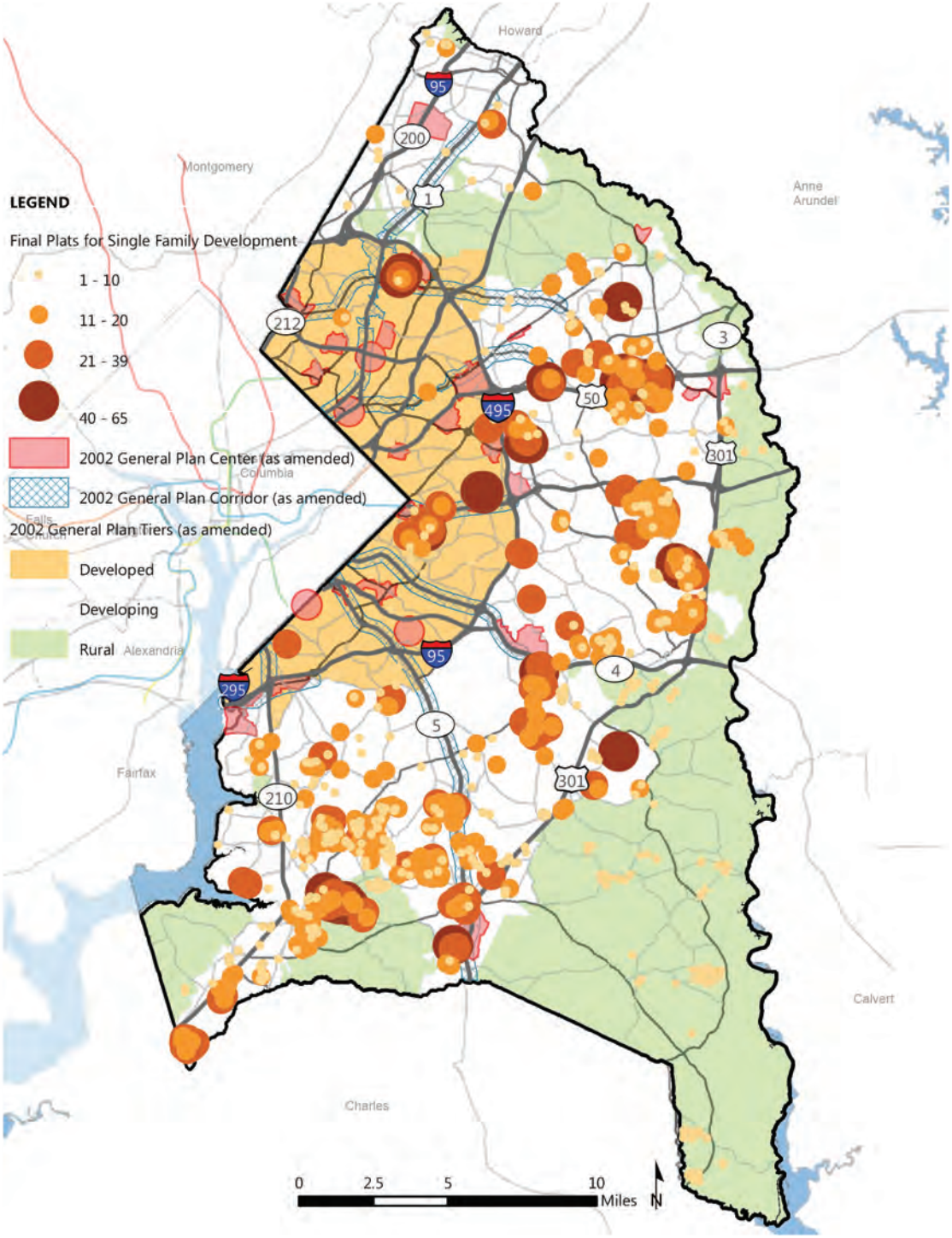
The costs of sprawling development patterns have been the subject of numerous studies. While the methodologies, scale, scope, and purpose of the studies have varied widely, there is general agreement that sprawl is a more costly form of development than compact growth. The tangible costs of sprawl can easily be measured from a financial standpoint. Per capita, geographically dispersed or sprawling development typically requires greater physical infrastructure (such as longer roads and water and sewer extensions), and the provision of public services (namely schools, bus and transit, police, fire, and emergency services) are provided over large geographic areas. In contrast, compact areas, due to the density and intensity of their development, require the construction of less infrastructure and can more easily share existing public services, effectively reducing the extent of road and utility construction maintenance and the number of needed bus routes, police, fire, and emergency medical services stations. Compact areas typically create greater economic activity and more jobs per acre than sprawling development, which generates a higher proportion of tax revenue in relationship to the amount of land that they consume.

New Homes in Centers

Between 2002 and 2010, only 1,900 (8 percent) of 23,798 dwelling units were located in designated centers. Projects, such as Konterra, Westphalia, National Harbor, and subdivisions along US 301 near Upper Marlboro and in the Brandywine/ Piscataway area, are expected to continue to propel housing growth outside the Capital Beltway.



Map 7. Development Pipeline—Final Plats



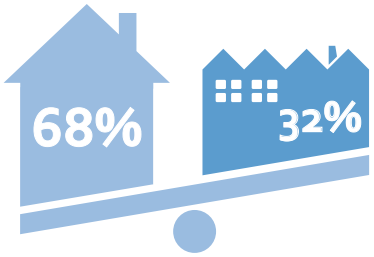
Source: M-NCPPC, 2011

Housing Stock ≠ Future Demand

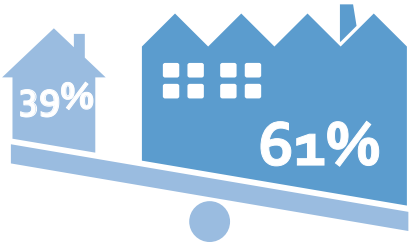
Demographic forecasts reveal a looming gap in the County's housing supply (see Chart 12). While only 32 percent of Prince George's housing stock is multifamily, demand for this housing type—driven by the housing preferences of seniors and the Millennial generation (people currently aged 18 to 30)—is projected to reach 61 percent. This housing disconnect is expected to worsen; the overwhelming majority of units in the County's pipeline are single-family. Failure to address this trend will weaken the County's ability to compete for critical new employers and workers.

89 percent of housing development in the pipeline—defined as development that is approved but not yet constructed—that is single-family in suburban locations.

Chart 12. Existing Housing Stock and Proposed Housing Will Not Meet Future Demand



Current Housing Stock:
Single-Family 68%
Multi-Family 32%



Projected Housing Demand:
Single-Family 39%
Multi-Family 61%

Sources: U.S. Census Bureau, American Community Survey. Lisa Sturtevant and Stephen Fuller "Housing the Region's Future Workforce: Policy Challenges for Local Jurisdictions," George Mason University, Center for Regional Analysis, 2011.

High Housing Costs+Expensive Commutes=Priced Out

Many County residents find the cost of housing too high even though the County has lower than average rents and home values. High commuting costs, combined with limited transit service and sprawling development patterns outside the Capital Beltway, have further exacerbated the cost of living in the County.

5.6 percent of households in Prince George's County neighborhoods that experienced high housing and high transportation burdens in 2009. This figure was eclipsed only by Washington, D.C. when compared to the values for the region's central jurisdictions—Washington, D.C., Arlington County, and the City of Alexandria—and inner-ring suburbs.

14 percent of Prince Georgians have graduate degrees as compared to 25 percent in the Washington, D.C., region.

45 percent of all housing units in Prince George's County were built in 1969 or earlier.

Bedroom Community
A bedroom community is a primarily residential suburb that provides few employment opportunities, whose workforce commutes out for employment opportunities each day.

Fewer Diplomas and Loss of Skilled Workforce

Prince Georgians have comparatively lower rates of educational attainment, positioning a disproportionate number of residents for low-wage jobs and dampening the County's appeal to high-tech employers and investors. While Prince George's County continues to grow, it is also faced with a troubling outward migration of its higher-skilled and higher-income residents and recent university graduates.

Deteriorating Housing Stock

The County's housing stock is among the oldest in the Washington, D.C., region and included over 24,140 vacant units in 2010. Vacant and aging homes—concentrated in the County's older communities inside the Capital Beltway—will increasingly require upgrades, repairs, or demolition to ensure the structures are attractive to potential tenants and home buyers and do not trigger further neighborhood decline and disinvestment.

Sustaining Existing Communities

Strengthening and revitalizing the County's 27 municipalities and, in particular, its unincorporated neighborhoods, is also of critical importance to the County's overall wellbeing. The County will need to capitalize on and prioritize investment in its Downtowns and the Innovation Corridor to generate the revenue necessary to maintain and enhance the schools, public safety facilities, parks, transportation networks, and infrastructure in its existing communities.

Forever a Bedroom Community?

Within the Washington Metropolitan Region, competition is fierce for jobs, new residents, and financial resources. Prince George's County has historically lagged behind the region in private- and public-sector job creation. Compared to neighboring counties, job growth in the County during the past five year period (2007–2012) was among the weakest (see Table 12). The County also struggled to retain jobs during the 2007–2009 recession, recording higher job loss rates than the region and state. Job creation will continue to be weak if recent trends continue.

The County can attract new jobs and increase its commercial tax base by focusing (re)development in walkable communities in transit-accessible locations. Successful pedestrian-oriented, mixed-use communities require a

delicate balance of residential and commercial density to support desired amenities, such as restaurants, retail, recreation facilities, and frequent bus and rail service.

Table 12. Employment Growth (2007-2012)

	Change in Employment 2007-2012 (%)
Anne Arundel County, MD	4.9
Calvert County, MD	-2.7
Charles County, MD	2.2
Howard County, MD	5.7
Montgomery County, MD	1.1
Prince George's County, MD	1.1
Fairfax, VA	5.4

Source: U.S. Bureau of Labor Statistics, LAU Databases

Our Health Crisis

Many Prince Georgians are in poor health. Compared to their neighbors, they are less likely to exercise, more likely to smoke, and more likely to be overweight or obese.

Many Prince Georgians also do not have convenient access to a range of food options. Approximately 100,000 County residents lived in food deserts in 2010, defined as low-income census tracts where a significant share or number of residents are more than one mile (in urban settings) or ten miles (in rural settings) from the nearest supermarket (Source: USDA). The majority of food deserts (approximately 73 percent) are concentrated inside the Capital Beltway.

Neglected Environment

Environmental conditions in Prince George's County—reflected by poor water and air quality—are especially troubling for the well-being of its current and future generations. The County is also faced with the high cost of implementing ambitious greenhouse gas emission reduction, impervious surface retrofit, and stream restoration goals.

5 percent
The percent of regional jobs projected to be generated between 2010 and 2030 and captured by Prince George's County.

16 out of 24
Prince George's County health ranking out of 24 Maryland counties.

71 percent of all restaurants in Prince George's County were classified in 2012 as fast food.

90 percent of watersheds in Prince George's County rated as poor or very poor.

The Foreclosure Crisis

Prince George's County was among the jurisdictions hardest hit by the nation's housing foreclosure crisis. Between 2008 and 2011, almost 31 percent of all foreclosures in Maryland occurred in the County. While this troubling statistic dropped to 24.9 percent in 2012—equivalent to 4,265 foreclosure events—the effects of the crisis continue to reverberate throughout the County. High rates of foreclosure have depressed the housing market, destabilized neighborhoods, fueled property neglect and crime, and reduced County tax revenues.

Concluding Thoughts

We face many challenges—the sprawling growth patterns of the past, the County's reputation and reality as being a "bedroom community" for the region, rising obesity rates among our residents, weak job growth, impediments to transit-oriented development, significantly degraded waterways and air quality, the effects of the recent foreclosure crisis, and perceptions of crime and underperforming schools. We also have significant assets and opportunities—the University System of Maryland's flagship campus, several preeminent research institutions (including the Beltsville Agricultural Research Center, the Patuxent Wildlife Research Center, and the Goddard Space Flight Center), a planned $650 million regional medical center, 15 underutilized Metro rail stations, future Purple Line light rail, emerging industry clusters, a model arts district, and ongoing revitalization efforts.

How we chose to address our challenges and capitalize on our strengths today will define our quality of life for decades to come. We have the opportunity to strategically concentrate our investments on targeted areas best suited to mature into strong economic engines and to capture a greater share of the region's job growth. As these targeted areas become successful regional economic drivers, they will generate the commercial tax base we desperately require to meet our needs and the needs of future Prince Georgians. An expanded commercial tax base is critical because it will allow us to upgrade our libraries, parks, and schools, install pedestrian and bicycling facilities, support community health initiatives, and protect our natural resources.



Section IV: Elements


Obrien



Land Use 92



Economic Prosperity 120



Transportation and Mobility 140



Natural Environment 162



Housing and Neighborhoods 180



Community Heritage, Culture, and Design 194



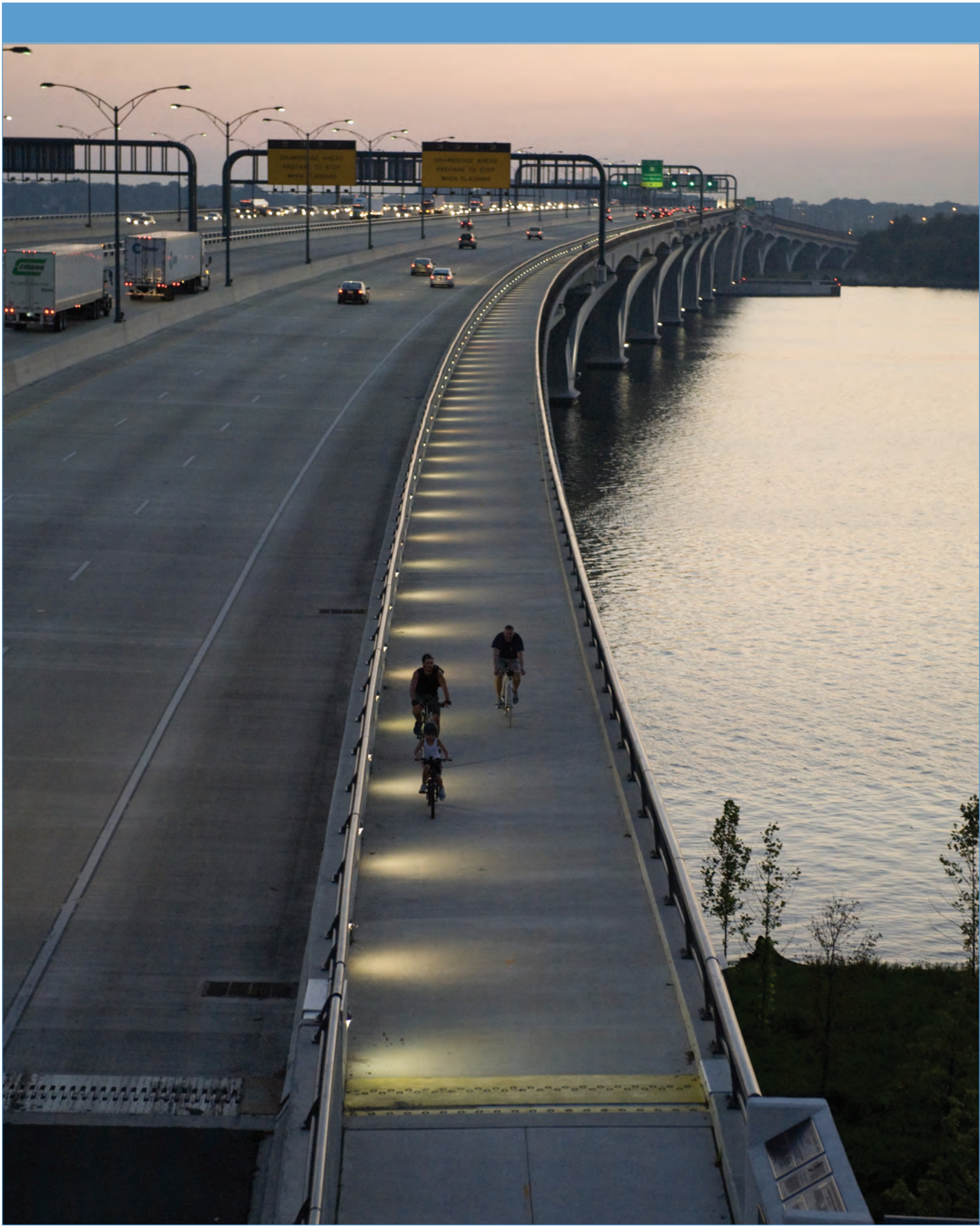
Healthy Communities..... 220



Public Facilities..... 230



Indicates that the definition of a word or term may be found in the Glossary of Terms, which starts on page 282.



Key Terms

The following terms are essential to understanding the recommendations of Plan 2035:

Vision

The vision statement describes, in aspirational terms, what Prince Georgians want the County to become by 2035 and establishes the broadest context for decision-making.

Goal

A goal reflects desirable future conditions and is the end state toward which actions are aimed. Each Plan 2035 element starts with a goal.

Policy

A policy is a statement of intent upon which government decisions are evaluated. Plan 2035 policies are intended to guide County planning efforts, policies, and operating and capital budgets. Policies should be read by starting with "Prince George's County commits to..."

Strategy

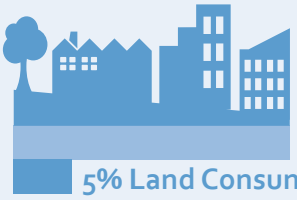
A strategy is an initiative, program, project, or regulatory change that is a specific action to achieve a goal. Strategies can be directly incorporated into a work program and are often accomplished by a variety of stakeholders, such as county and state agencies, municipalities, nonprofits, and residents.

Land Use



15 Metro stations (out of 89 in the region)
are located in Prince George's County

Growth and Land Consumption by Tier



Developed Tier
25% Growth
5% Land Consumption



Developing Tier
73% Growth
59% Land Consumption



Rural Tier
2% Growth
36% Land Consumption



90% of approved, but **unbuilt development** is located outside of the **Capital Beltway**

2035 Land Use Goal

Direct future growth toward transit-oriented, mixed-use centers in order to expand our commercial tax base, capitalize on existing and planned infrastructure investments, and preserve agricultural and environmental resources.

Introduction

Plan 2035 addresses land use issues that affect the County as a whole, specifically where future growth and development should be concentrated, where land should be preserved or dedicated, and how our established communities and municipalities can be strengthened. It establishes a framework that governs the preparation of master plans, smaller area plans, functional plans, and county policies that, in turn, shape land use, zoning, and recommendations specific to our centers, neighborhoods, and individual properties.

As discussed in **Section II: Defining the Context**, recent development trends in the County have not been consistent with the goals and objectives of the 2002 *Prince George's County Approved General Plan*. Projected residential and commercial growth has not been concentrated in our 27 centers leaving our centers without the density necessary to support vibrant, mixed-use communities and to attract critical business investment and new employers. Residential development has continued to encroach on our rural and agricultural areas endangering our farmland and natural resources, resulting in costly water, sewer, and road expansions, and triggering the construction of large stormwater management facilities. Sprawling development since the 1960s has undermined our transit network, contributed to our health crisis, and constrained our competitiveness in the region (see Maps 8a-8d). These trends, in conjunction with changing local needs and housing preferences, regional growth forecasts, and fiscal considerations, underscore the urgency of new land use policies and priorities to help change the course of development in the County.

Work

Integrating a mix of uses in our employment areas and maximizing the potential of our transportation assets, especially our transit stations, will help attract potential employees and employers, retain existing businesses, and expand the County's tax base.

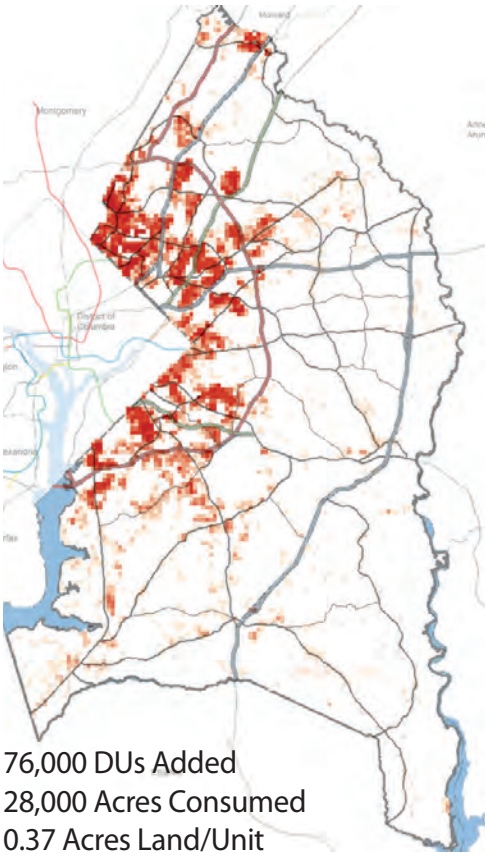
Live

Changing how and where we grow will create new options for where Prince Georgians can live, play, learn, and recreate. By building around our rich transportation network, we will increase our accessibility to shopping, jobs, recreation, and public facilities. By building new walkable and interconnected communities, we will improve our quality of life and the health of our children.

Sustain

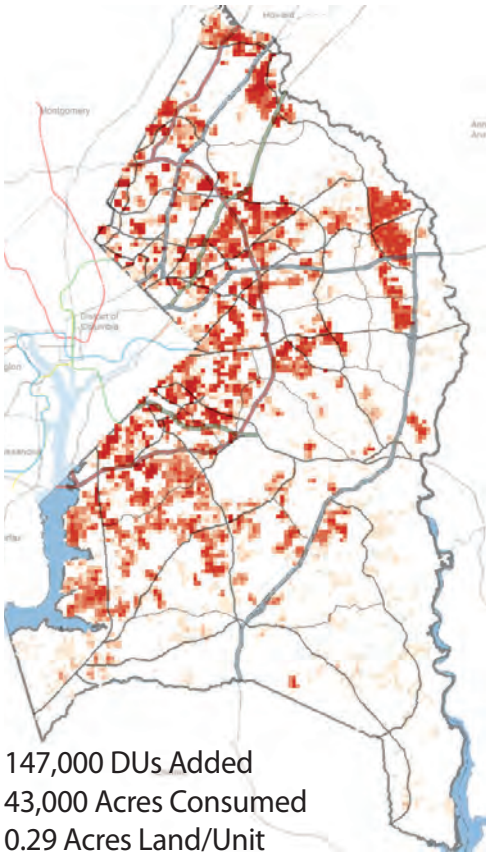
Prioritizing denser, mixed-use, transit-oriented growth and promoting infill and redevelopment in existing communities will reduce pressures on undeveloped land and conserve forest and agricultural resources, improve water and air quality, and reduce our reliance on vehicular transportation.

Map 8a. 1935–1960 Suburbanization



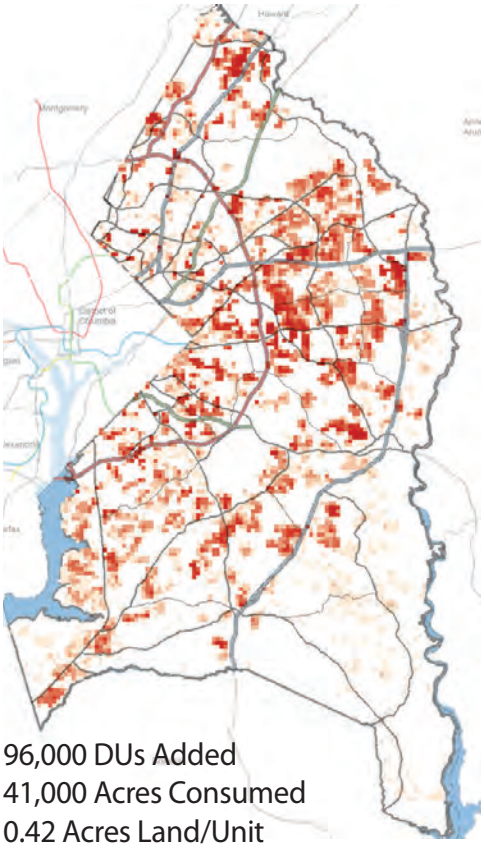
76,000 DUs Added
28,000 Acres Consumed
0.37 Acres Land/Unit

Map 8b. 1960–1985 Leapfrog



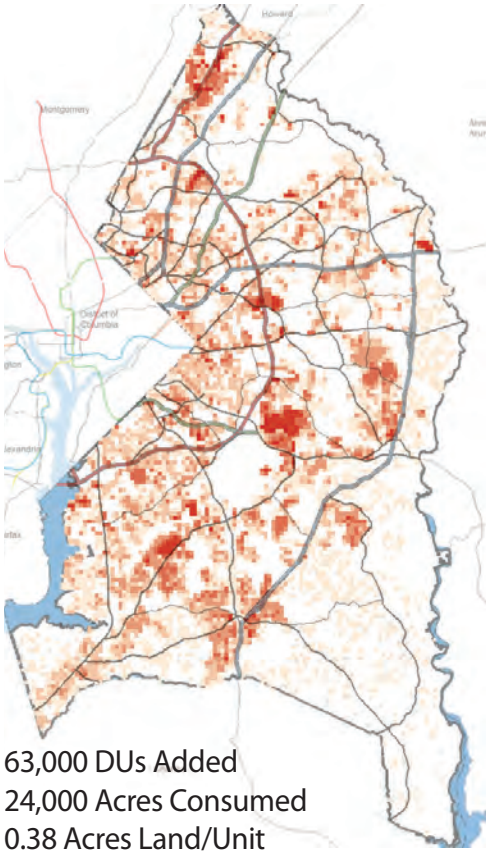
147,000 DUs Added
43,000 Acres Consumed
0.29 Acres Land/Unit

Map 8c. 1985–2010 Sprawl



96,000 DUs Added
41,000 Acres Consumed
0.42 Acres Land/Unit

Map 8d. 2010–2035 Business As Usual



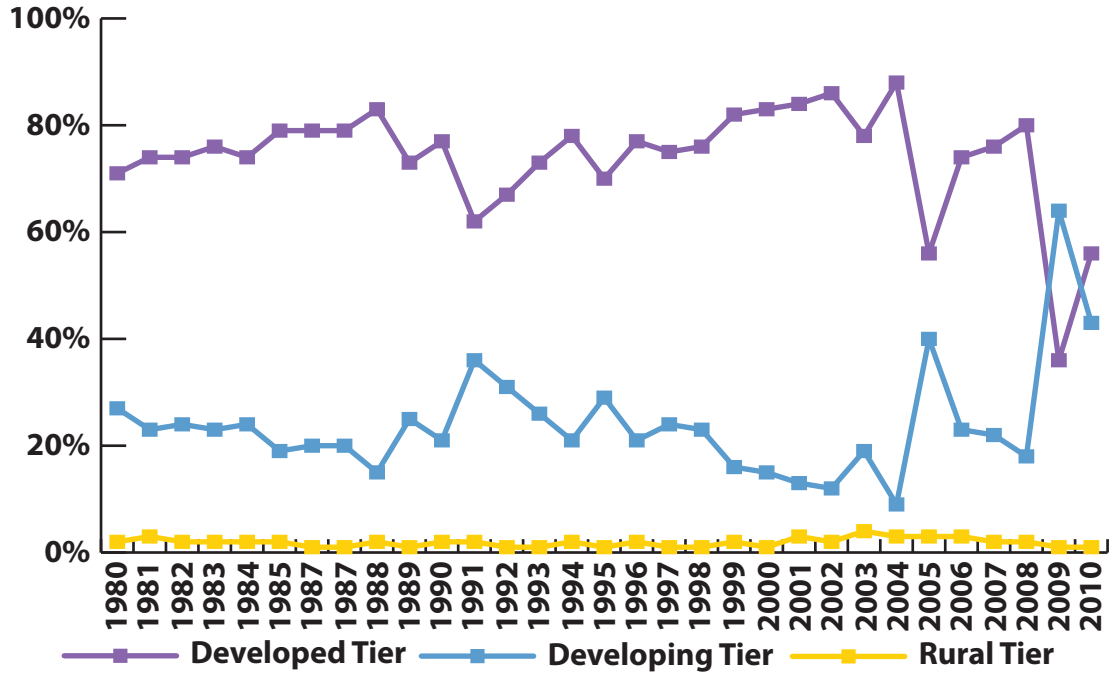
63,000 DUs Added
24,000 Acres Consumed
0.38 Acres Land/Unit

Where We Are Today

The County continues to sprawl outside of the Capital Beltway—away from its transit network—and lose prime agricultural and resource land, predominately to low- to medium-density residential development. Between 2002 and 2010, the County experienced a 7.7 percent increase in developed land and a 6.3 percent decrease in resource land—agricultural, forest, and wetlands (Source: Maryland Department of Planning).

The majority of residential growth between 1980 and 2010—measured by the number of issued building permits—occurred in our communities outside of the Capital Beltway far from our transit stations (see Chart 13). Approximately 60 percent of nonresidential growth occurred outside of the Capital Beltway during the same period. These trends are particularly problematic because suburban development during the past three decades has not been compact and has, as a result, consumed a disproportionate amount of land and required extensive new infrastructure investment. Between 2002 and 2011, suburban development outside of the Capital Beltway accounted for 73 percent of all growth and 59 percent of all consumed land, while more urban areas inside the Capital Beltway accounted for 25 percent of all growth and only 5 percent of all consumed land.

Chart 13. Residential Growth Trends (1980-2010)



Source: M-NCPPC, 2013

Existing Land Use

Existing land use reflects how land is currently being used. It establishes a baseline for analysis and, when compared to future land use patterns approved through the master plan process (see Future Land Use below), it helps identify areas suitable for change and redevelopment or areas appropriate for preservation and stabilization.

Using the state's Tax Assessor land use categories described in Table 13, Map 9 presents a snapshot of the dominant land uses in Prince George's County. The highest percentage of the County's 282,589 acres is devoted to single-family dwelling units (27 percent). Land dedicated to agricultural and natural resource activities accounts for 16.7 percent of the County, while parks and open space, institutional uses, and vacant property consumes approximately 20 percent of our land. Only 37 acres, or 0.013 percent, of County land is classified as mixed use.

Existing land use may be different from what is envisioned by an approved master plan and may transition as a result, over time, to a new use through rezoning and/or redevelopment. For example, a site that is home to a struggling commercial shopping center today might evolve into a future mixed-use neighborhood. Other areas, however, may not experience land use changes in the future because their predominant character is consistent with the vision and goals of Plan 2035.

Future Land Use

To help residents, elected officials, investors, and state and federal agencies understand the *current* long-term land use pattern for the County, Plan 2035 has compiled and *generalized* future land use designations envisioned by approved sector and master plans into a Generalized Future Land Use Map (see Map 10). The criteria used to generalize the future land uses are described in Appendix E. This map is intended to be dynamic and subject to change as master and sector plans are amended in the future to align with the Plan 2035 vision.

The purpose of the Generalized Future Land Use Map is to:

- Assist with data collection, monitoring and analysis, and modeling at the County level on issues such as water quality and transportation.
- Inform public facility and infrastructure investment decisions at the local, state, and federal level.

It is important to note that master and sector plans will continue to evaluate land use at the local level, guide site specific development, and implement zoning recommendations based on demographic trends, population forecasts, and market analyses.

Land Use Categories

Land use categories provide general guidance on the intensity, character, and location of land uses. As of 2013, approved county plans relied on 27 different land use categories. To ensure land use categories are applied consistently across the County and allow for effective countywide land use analysis and monitoring, Plan 2035 establishes 11 general land use categories in all future planning efforts (see Table 14). Sector and master plans may use text and graphics to identify common subcategories and accompanying descriptions and densities, as needed.

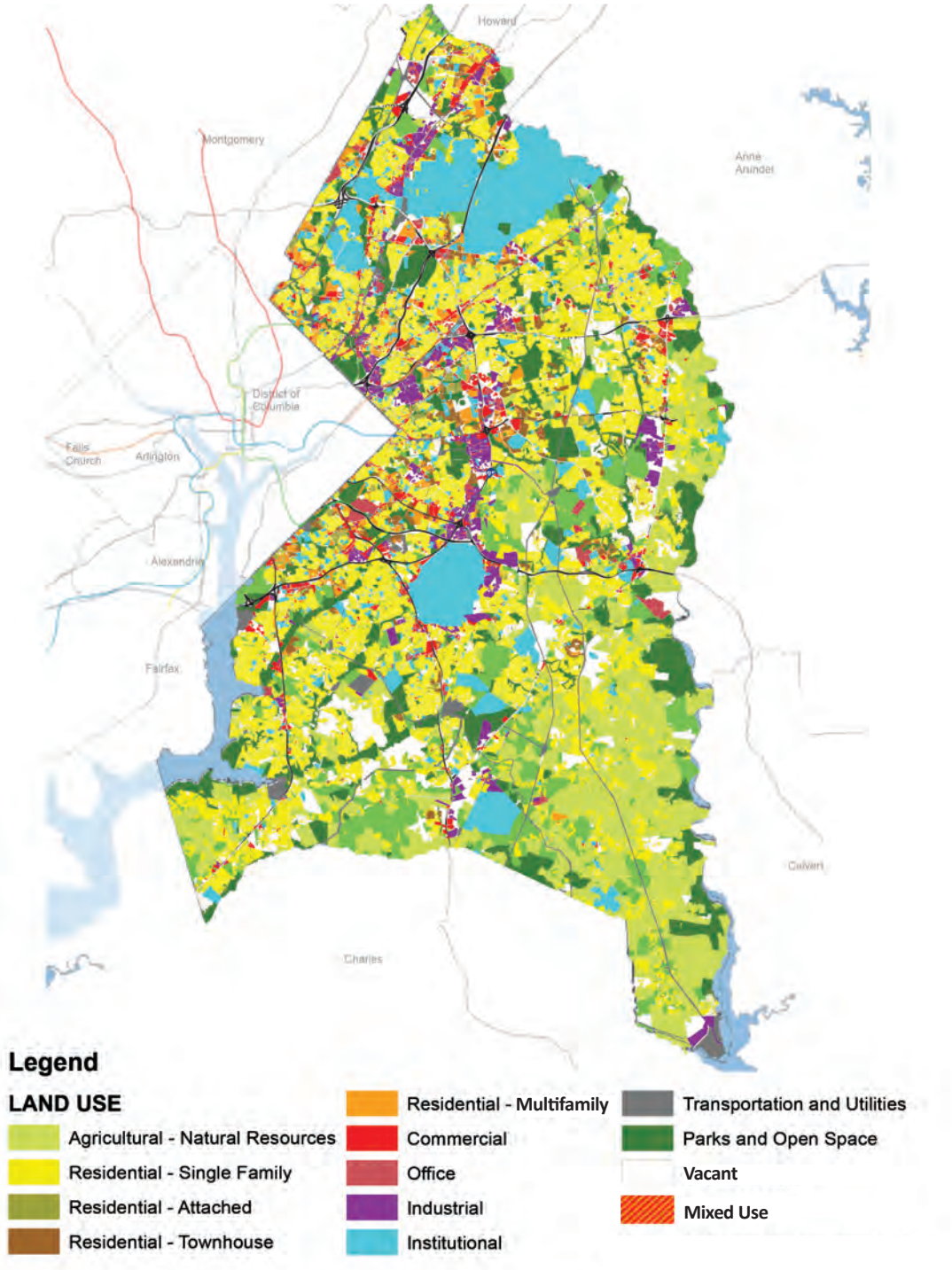


Table 13. Existing Land Use

	Land Use	Acres	%	Description
	Agricultural–Natural Resources	47,134	16.7	Agricultural or natural resources activities.
	Residential–Single-Family	76,412	27.0	Single-family detached units.
	Residential–Attached	1,190	0.4	Single-family attached units, such as duplexes or triplexes.
	Residential–Townhouse	4,878	1.7	Single-family townhouse units.
	Residential–Multifamily	5,431	1.9	Multifamily units, such as apartments or condos.
	Commercial	5,832	2.1	Commercial activities, such as shopping, service, trade, or restaurants.
	Office	3,446	1.2	Office activities.
	Industrial	8,150	2.9	Industrial, manufacturing, and storage activities.
	Institutional	32,662	11.6	Social, institutional, or public facilities.
	Transportation and Utilities	7,186	2.5	Transportation and utility-related activities.
	Parks and Open Space	34,475	12.2	Parks and open space activities.
	Vacant	55,756	19.7	Undeveloped land.
	Mixed Use	37	0.0	Mixed uses on a single lot, typically housing or office over retail.
	Total	282,589	100.0	

Source: M-NCPPC, 2013

Map 9. Existing Land Use Map

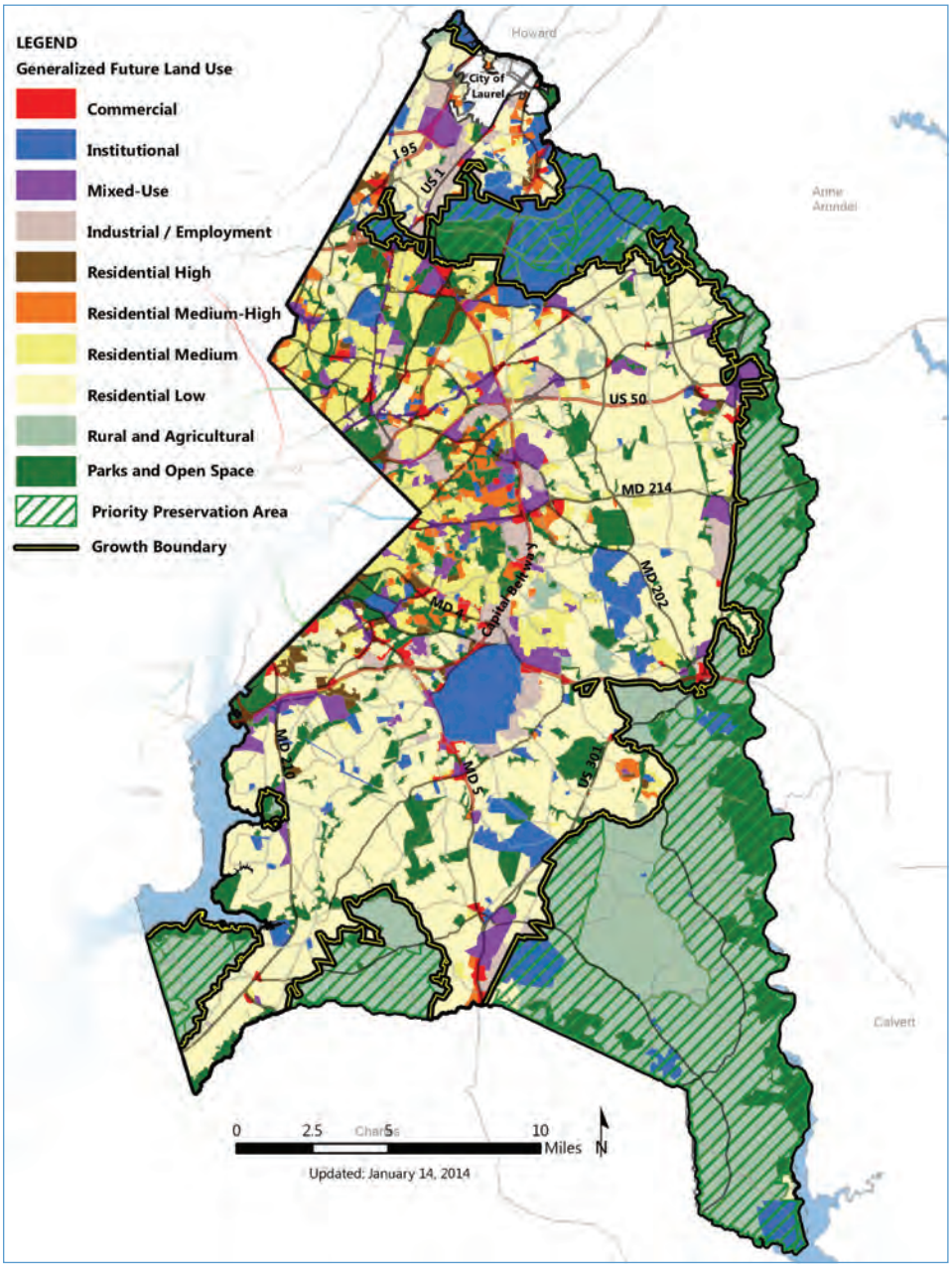


Source: M-NCPPC Property Information Layer, September 13, 2013

Table 14. Generalized Future Land Use Categories

Color	Designation	Description	Density Per Acre
	Mixed-Use	Areas of various residential, commercial, employment and institutional uses. Residential uses may include a range of unit types. Mixed-use areas may vary with respect to their dominant land uses, i.e. commercial uses may dominate in one mixed-use area, whereas residential uses may dominate in another.	See Center Classification Table
	Commercial	Retail and business areas, including employment uses such as office and service uses. A range of services are provided at the neighborhood to regional level. New commercial areas have access to multimodal transportation options.	N/A
	Industrial/ Employment	Manufacturing and industrial parks, warehouses and distribution. May include other employment, such as office and service uses.	N/A
	Institutional	Uses such as military installations, hospitals, sewage treatment plants, and schools.	N/A
	Residential High	Residential areas exceeding 20 dwelling units per acre. Mix of dwelling unit types, including apartments.	(>20)
	Residential Medium-High	Residential areas between eight and 20 dwelling units per acre. Mix of dwelling unit types, including apartments.	(>8 and <=20)
	Residential Medium	Residential areas between 3.5 and 8 dwelling units per acre. Primarily single-family dwellings (detached and attached).	(>3.5 and <=8)
	Residential Low	Residential areas up to 3.5 dwelling units per acre. Primarily single-family detached dwellings.	(>.5 and <=3.5)
	Rural and Agricultural	Low-density residential uses with areas of agricultural and forestry production. Agricultural land (cropland, pasture, farm fields), forest, and very low-density residential.	(<=.5)
	Parks and Open Space	Parks and recreation areas, publicly-owned open space (federal, state, county, municipal, and M-NCPPC), and privately-owned open space.	N/A

Map 10. Generalized Future Land Use Map



Source: M-NCPPC, 2014

The Generalized Future Land Use Map is not a zoning map and is not intended to identify land uses and zoning for specific properties.

This map generalizes future land use designations as shown in approved sector and master plans. It does not follow parcel boundaries, and its land use categories do not identify permitted uses or imply dimensional standards. By definition, this map should be interpreted broadly and is intended to provide a countywide perspective of future land use patterns. To identify the future land use designation for a specific property, please refer to the property's relevant approved sector or master plan.

Challenges and Opportunities

Challenges

Housing Stock Does Not Meet Anticipated Housing Preferences

As discussed in **Section II: Defining the Context**, Prince George's County is not prepared to meet the housing preferences of many of its seniors—a growing segment of its population—and young professionals—a critical component of its workforce and economic competitiveness. Simply put, we are facing a looming deficit in multifamily housing, particularly in walkable and mixed-use, transit-accessible locations. While only 32 percent of our housing stock is multifamily, demand for this housing type is projected to reach 61 percent by 2030.

The County's pipeline—defined as development that has been approved but has not yet been built—will further compound this housing gap (see below for more detailed analysis). Only 11 percent of housing units in the pipeline were multifamily, and 11 percent were located inside of the Capital Beltway (within the 2002 General Plan's Developed Tier), in closer proximity to transit.

Past Development Approvals Impact Future Growth

As of December 31, 2011, there were approximately 17,000 approved residential dwelling units that had not yet been constructed in the County. Eighty-six percent were located in suburban areas outside of the Capital Beltway, and 89 percent were single-family homes (see Map 7). If we do not pursue change, the magnitude of this pipeline will ensure that past development trends and policies will continue to shape Prince George's County for decades, undermining its economic competitiveness in the region and its ability to accommodate the needs of its changing population.

In Prince George's County, there are three types of pipeline development: issued building permits, lots of record (record plats), and approved preliminary plans of subdivision, which have not yet been recorded. Table 15 shows the breakdown of pipeline development by the 2002 General Plan tiers. Pipeline development levels change as development applications are either constructed or are not pursued.

Table 15. Pipeline Development by the 2002 General Plan Tiers

2002 General Plan Tiers	Pipeline Development			
	Issued Building Permits	Record Plats (Lots of Record)	Approved Preliminary Plans of Subdivision	Total
Developed	80	984	737	1,801
Developing	96	10,373	4,060	14,529
Rural	7	621	18	646
Total	183	11,978	4,815	16,976

Source: M-NCPPC, August 2013 (Data as of December 31, 2011)

As Table 15 reveals, recorded plats in the 2002 General Plan Developing Tier accounted for the majority (85 percent) of our pipeline development. What is problematic about this finding is that, while many of the lots of record are very old and unlikely to develop—due to environmental or size constraints—without lot consolidation, they are treated similarly to recently approved preliminary plans of subdivision. As such, a lot of record is not required to post bond for proposed public infrastructure improvements (bonding of infrastructure is not required until the time of building permit application in Prince George's County). As a result, development is frequently not constructed shortly after it is platted, but is allowed to absorb development and transportation capacity in perpetuity. Even though development is frequently not constructed shortly after it is platted (and therefore not generating any actual vehicular traffic), it is considered as having been constructed and therefore generating vehicular trips. As a result, new development must perpetually take these "phantom" trips into account (since plats do not expire).

Too Many Centers Undermine Economic Growth

It is critical that we concentrate residential development and employment in a limited number of centers to achieve the density, intensity, and form necessary to support successful mixed-use, walkable communities and economic generators. Even with robust regional demand for transit-accessible development, Metropolitan Washington Council of Governments (MWCOG) has projected that the County will attract only 63,000 new dwelling units and 114,687 jobs by 2035. This projected growth cannot be spread over the 27 centers envisioned by the 2002 General Plan (as amended) or over the 28 centers envisioned by Plan 2035. (The number of centers increased to 28 with the designation of the new Muirkirk MARC Station. The number of centers will reach 34 once the construction of the Purple Line has been approved and funded; 5 of the proposed 11 Purple Line stations in the County are already within existing centers.)

To create viable mixed-use centers with adequate densities and a balance of jobs and housing, Plan 2035 proposes concentrating the bulk of future growth and development in eight Regional Transit Districts and reclassifying the remaining centers to Local Centers (see Planning for the Future).

WalkUp

As described in Christopher Leinberger's 2012 report on walkable urban places (WalkUPs) in the Washington, D.C., region ("DC: The WalkUP Wake-Up Call"), WalkUPs are anticipated to be the major driver in the region's real estate market. They are also valuable sources of tax revenue, in particular, when compared to the amount of land that they consume. (For example, the seven WalkUPs identified in Arlington County, VA occupy only ten percent of the County's land, but produce more than 50 percent of the County's tax revenue.)

According to the report, there were 43 regionally significant WalkUPs in the Washington metropolitan area in 2012, largely concentrated in northwest Washington, D.C., Arlington, Montgomery, Fairfax, and Loudon Counties. Three WalkUps were identified in Prince George's County—at Prince George's Plaza, around the New Carrollton Metro Station, and at National Harbor.

Since 2000, focused (re)development and revitalization efforts have successfully fostered new Walk-UPs along the southern Green Line around the Navy Yard, the National's Baseball Stadium, and the U.S. Department of Transportation and along the northern Green Line around the Columbia Heights Metro Station. These efforts involved a range of coordinated tools, such as creative incentives and parking strategies, land assembly, by-right zoning, and publicly-funded critical infrastructure, and can serve as a model for how new walkable, transit-oriented places can be developed and strengthened in Prince George's County.



Opportunities

Economic Growth Hinges on Transit-Oriented Development

A 2011 study by the George Mason University Center for Regional Analysis (GMU) concluded that robust economic growth in the region cannot be guaranteed unless the housing preferences of its workforce have been met. The study recommended that a majority of new housing be located in compact developments with convenient access to jobs and transportation options to meet the workforce's growing demand for mixed-use, walkable, transit-accessible communities.

To be competitive in the new economy, jurisdictions such as Prince George's County, must be viewed as an attractive place for a broad spectrum of people to live.

Across the region young professionals have been flocking to walkable urban communities, and perhaps even more importantly, employers have increasingly been following their employees, bringing both jobs and investment. The County's greatest opportunity to build a strong commercial tax base and generate the type and scale of economic development opportunities that will enhance its competitiveness within the region rests on creating and enhancing such places.

Protect Our Natural Resources and Prime Agricultural Land

Although the County has been losing natural resource land to residential and commercial development, opportunities remain to invest in the protection of our prime agricultural land, to preserve green infrastructure corridors, and to enhance the quality of life countywide. With the adoption of the *Priority Preservation Area (PPA) Functional Master Plan* in 2012, the County identified prime agricultural and forest resources worthy of protection from development and critical to ensuring the long-term stability of our rural areas (see Growth Policy Map).

> *The County's goal is to preserve 80 percent of its remaining undeveloped land, or approximately 46,220 acres (this figure includes land within the Beltsville Agricultural Research Center and the Patuxent Research Refuge). With approximately 21,451 acres already under protection, the PPA's focus has been to protect the remaining 24,769 acres over a 16-year period, or roughly 1,500 acres per year.*

The **Natural Environment Element** discusses how water and air quality laws and programs impact the County's growth pattern.

Reconcile Future Land Use Patterns with the Plan 2035 Vision

As is discussed under Future Land Use, the Generalized Future Land Use Map is a compilation of generalized future land uses envisioned by sector and master plans approved in accordance with prior general plans—the 1982 and 2002 General Plans and the 2000 *Biennial Growth Policy Plan*. In some instances, envisioned future land use designations may prove inconsistent with the Plan 2035 vision and goals to concentrate higher density, mixed-use development at our centers, curb commercial and residential sprawl, and preserve our natural areas. As sector and masters plans are amended, future land use designations will need to be reviewed to ensure they help support and implement, rather than undermine, Plan 2035.

Planning For the Future

The Plan 2035 vision is a compilation of two maps—the Growth Policy Map and the Strategic Investment Map (see **Section I: A Blueprint for Tomorrow**).

Growth Policy Map

The Growth Policy Map visually communicates where and how we should grow as a county for the next 20 years. It classifies centers based on their function and desired density and intensity of development (see Plan 2035 Center Classification) and identifies areas critical for preservation and long-term neighborhood stabilization and investment.

The Growth Policy Map consists of six components highlighted below and described in detail in **Section I: A Blueprint for Tomorrow**.

Regional Transit Districts are high-density, vibrant, and transit-rich mixed-use areas envisioned to capture the majority of future residential and employment growth and development in the County (also see Plan 2035 Center Classification).

Employment Areas are areas commanding the highest concentrations of economic activity in four targeted industry clusters—healthcare and life sciences; business services; information, communication, and electronics; and the Federal Government.

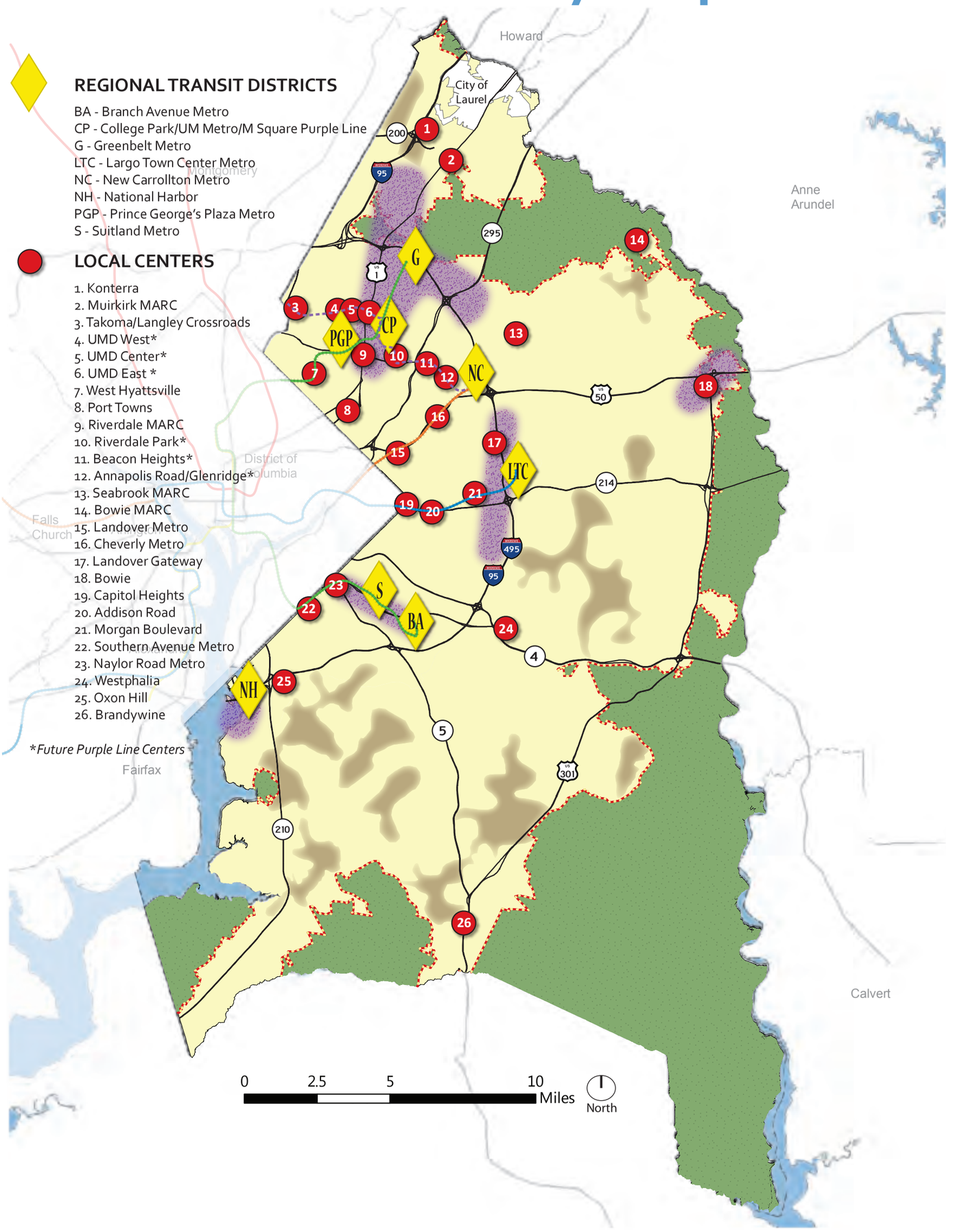
Local Centers are focal points of concentrated residential development and limited commercial activity serving our Established Communities (also see Plan 2035 Center Classification).

Established Communities make up the County's heart—its established neighborhoods, municipalities, and unincorporated areas outside designated centers.

Future Water and Sewer Service Areas are holding areas that are located inside the Growth Boundary, but have not been approved for a water and sewer category change.

Rural and Agricultural Areas are areas with significant natural and agricultural resources that are best suited for low-density residential development on well and septic, agricultural activity, and forest preservation.

Growth Policy Map



Legend

- Employment Areas
- Established Communities
- Future Water and Sewer Service Area
- Growth Boundary
- Proposed Purple Line Light Rail
- Rural and Agricultural Areas
- Metrorail

Table 16

Plan 2035 Center Classification System

Regional Transit Districts (Regional)



- Branch Avenue Metro
- College Park/UM Metro/M Square Purple Line
- Greenbelt Metro
- Largo Town Center Metro
- National Harbor
- New Carrollton Metro
- Prince George's Plaza Metro
- Suitland Metro

Moderate- to high-density and intensity regional-serving centers. Destinations for regional workers and residents that contain a mix of office, retail, entertainment, public and quasi-public, flex, and medical uses; the balance of uses will vary depending on the center's predominant character and function. Walkable, bikeable, and well-connected to a regional transportation network via a range of transit options. Density and intensity are often noticeably greater within a quarter mile of Metro and light rail stations.

The recommended jobs-to-household ratio ranges from three jobs to one household (3:1) to six jobs to one household (6:1) for more mixed-use centers and six jobs to one household or greater (> 6:1) for larger employment centers. In employment centers, housing and retail uses are secondary, but essential to creating competitive and vibrant environments attractive to employers and employees.

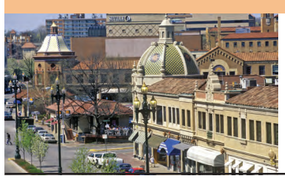
New Housing Mix: Predominantly high-rise and mid-rise apartments and condos, townhouses

Average Net Housing Density for New Development: 40+ Dwelling Units/Acre

FAR for New Commercial Development: 3+

Transportation Characterstics: Metrorail with frequent local feeder connections (bus and shuttle service) and intermodal facilities—commuter rail (Amtrak and MARC service), fixed guideway (light rail and bus rapid transit), and interstate highways and arterials.

Local Transit Centers (Local)



- Addison Road Metro
- Capitol Heights Metro
- Cheverly Metro
- Landover Metro
- Takoma/Langley Crossroads
- Morgan Boulevard Metro
- Naylor Road Metro
- West Hyattsville Metro

Smaller-scale, mixed-use centers that are well connected by transit. Many of these areas are integrated with an established street grid and offer local-serving retail and limited office uses.

New Housing Mix: Mid-rise and low-rise apartments and condos, and townhouses

Average Net Housing Density for New Development: 15-30 Dwelling Units/Acre

FAR for New Commercial Development: 1.5-3

Transportation Characterstics: Metrorail or light rail with potential for localized parking and local transit connections with all types of bus service.

Neighborhood Centers (Local)



- Annapolis Road/ Glenridge*
- Beacon Heights*
- Muirkirk MARC (new designation)
- Oxon Hill
- Port Towns
- Riverdale MARC
- Riverdale Park*
- Seabrook MARC
- Southern Avenue Metro

**Future Purple Line centers*

Primarily residential areas that are often lower in density. These areas generally have fewer transit option and offer neighborhood-serving retail and office uses.

New Housing Mix: Mid-rise and low-rise apartments and condos, townhouses, and small-lot single-family

Average Net Housing Density for New Development: 10-15 Dwelling Units/Acre

FAR for New Commercial Development: 0.5-2

Transportation Characterstics: Typically light rail, commuter rail, or local bus hub with limited or no parking.

Campus Centers (Local)



- Bowie MARC
- UMD East*
- UMD Center*
- UMD West*

**Future Purple Line centers*

Transit accessible low- to medium-density, mixed-use development oriented toward supporting university research, as well as community housing and retail needs, and student housing needs at Bowie MARC.

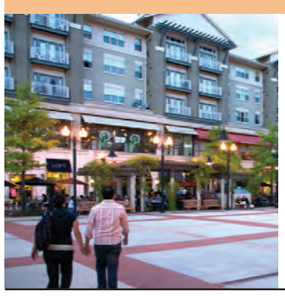
New Housing Mix: Mid-rise and low-rise apartments and condos, townhouses, and small-lot single-family

Average Net Housing Density for New Development: 10-15 Dwelling Units/Acre

FAR for New Commercial Development: 0.5-3

Transportation Characterstics: Light or commuter rail, arterial roadways, and local/express bus service.

Town Centers (Local)



- Bowie
- Brandywine
- Konterra
- Landover Gateway
- Westphalia

A range of auto-accessible centers that anchor larger areas of suburban subdivisions. Overall the centers are less dense and intense than other center types and may be larger than a half mile in size due to their auto orientation. The centers typically have a walkable "core" or town center. Often the mix of uses is horizontal across the centers rather than vertical within individual buildings. While master plans may call for future heavy or light rail extensions or bus rapid transit, no transit alternatives have been approved for construction.

Town Centers, such as Brandywine, Konterra, and Westphalia, are currently under construction and have received significant public and private investment for infrastructure improvements. These centers are envisioned to develop per the guidelines of Plan 2035 to help fulfill countywide goals.

New Housing Mix: Low-rise apartments and condos, townhomes, and small, single-family lots.

Average Net Housing Density for New Development: 10-60 Dwelling Units/Acre

FAR for New Commercial Development: 1-2.5

Transportation Characterstics: Largely automobile-oriented with access from arterial highways. Limited bus service along with on-demand bus service.

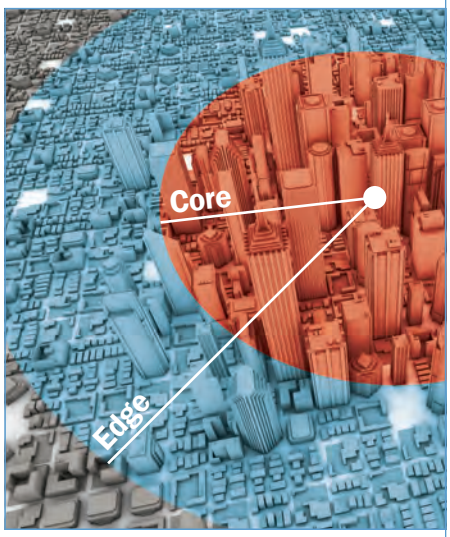
Plan 2035 Center Classification

As was discussed in **Section II: Defining the Context**, the 2002 General Plan (as amended) classified its 28 centers into three types—Metropolitan, Regional, and Community. The 2012 assessment of the general plan, *Looking Back, Moving Forward*, concluded that this classification system was no longer adequate. It did not capture the full range of center types in the County nor adequately describe the desired development character and function of each. The assessment also found that there was no consistency in the application of density ranges for the centers in master plans, the result of which was detailed planning at the center level that often did not take into consideration countywide housing and employment goals.

Plan 2035 developed a new center classification system to address these issues and help implement the Plan 2035 vision for the County. The system reorganizes the County's centers into two principal categories—Regional Transit Districts and Local Centers. The Local Centers are further broken down into four types—Local Transit Centers, Neighborhood Centers, Campus Centers, and Town Centers. Table 16 provides guidance on the preferred housing mix and density and transportation characteristics, as well as the floor area ratio (FAR) for new commercial developments for the Regional Transit Districts and each of the Local Center types.

Core and Edge

In the Regional Transit Districts, the development is more dense, often with offices, apartments, condominiums, retail, and other uses arranged vertically within buildings. Mixed-use development may be arranged vertically, but uses may also be integrated horizontally, especially in Local Centers, in a series of buildings organized and sited to support walkability. The ground floor of development in centers should have frequent openings such as windows or doors and include active uses to improve the environment for pedestrians. More information about urban design for the centers is included in the Community Heritage, Culture, and Design Elements of the plan.



Walkable, mixed-use areas, including transit-oriented developments, are often roughly one-half mile in diameter and organized around a core and edge. An entry to a Metro station or another transit stop is often located at the center of the core, with the most dense and intense development growing out from this point. Best practices dictate employment and retail uses be concentrated in the core and that the edge include more of a residential mix with less of an emphasis on commercial uses. Master plans and sector plans will map the core and edge within the designated centers and specify the necessary development pattern to meet the targets identified in Table 17.

Policies and Strategies

Policy 1 Direct a majority of projected new residential and employment growth to the Regional Transit Districts in accordance with the Growth Policy Map and the Growth Management Goals set forth in Table 17.

Table 17. Growth Management Goals

Growth Policy Map Areas	Percentage of New Dwelling Units	Projected Dwelling Units	Percentage of New Jobs	Projected New Jobs
Regional Transit Districts	**50%**	**31,500**	**50%**	**57,000**
Local Centers	**25%**	**15,750**	**20%**	**22,800**
• Local Transit, Neighborhood, and Campus Centers	15%	9,450	15%	17,100
• Town Centers	10%	6,300	5%	5,700
Employment Areas	**4%**	**2,520**	**20%**	**22,800**
Established Communities	**20%**	**12,600**	**9%**	**10,260**
Future Water and Sewer Service Areas	**0%**	**0**	**0%**	**0**
Rural and Agricultural Areas	**1%**	**630**	**1%**	**1,140**
Total County Projected Growth	**100%**	**63,000**	**100%**	**114,000**

**The goals identified in Table 16 are 25-year goals that provide guidance on the success of the Growth Policy Map and Plan 2035. These goals are not designed to be applied to, and shall not be tested against, individual development projects.*

Source: MWCOG 8.1 Projections, 2012

LU1.1 To support areas best suited in the near term to become economic engines and models for future development, encourage projected new residential and employment growth to concentrate in the Regional Transit Districts that are designated as Downtowns (see the Strategic Investment Program under the Implementation section).

LU1.2 Revise and update the Zoning Ordinance, Subdivision Ordinance, and other County regulations to ensure they are consistent with and support the Plan 2035 growth management goals, vision, and policies. Conduct a comprehensive analysis of the Zoning Ordinance, including its use tables, zoning districts and densities, and variance criteria.

LU1.3 Evaluate the existing zoning districts in the Regional Transit Districts to ensure that sufficient development capacity is available to meet desired population and employment targets set forth by the Center Classification System (see Table 16).

LU1.4 Annually review and report on County growth trends to measure progress toward meeting Plan 2035 growth management goals. Identify potential revisions to policies and ordinances to assist with meeting the goals.

LU1.5 Annually review the CIP program to ensure consistency with the Plan 2035 vision, goals, and policies. The Planning Board will review proposed public facility and infrastructure projects and submit its recommendations to the District Council and County Executive for consideration (also see Strategic Investment Program under the Section V: Implementation).

LU1.6 Identify the key capital improvement projects for each of the centers identified in Table 16 that are necessary to promote and facilitate economic and residential development within the center. Identify and coordinate the capital improvement projects with county agencies and key stakeholders. Prepare a summary of the Center Diagnostic score for each center.



Policy 2 Limit the expansion of public water and sewer outside the Growth Boundary in Rural and Agricultural Areas.

LU2.1 Coordinate the provision of public water and sewer, as outlined in the Public Facilities Element, with the Department of the Environment (DoE) and the Washington Suburban Sanitary Commission (WSSC) and in accordance with the Growth Policy Map to ensure that water and sewer facilities are not extended beyond the Growth Boundary. The Growth Boundary should be reviewed on a periodic basis to assess compatibility with Plan 2035 goals.

LU2.2 Coordinate amendments to the Growth Boundary with future updates to the Septic Tier Map and the County's Water and Sewer Plan.

Policy 3 Use Plan 2035, including the Growth Policy Map and Center Classification System, to guide the development of land use policies for all future master and sector plans, functional plans, and other county planning documents.

LU3.1 Evaluate the Plan 2035 future land use categories and apply to new master plans so that, over time, all plans use a common nomenclature to describe similar land uses. Allow plans to develop common land use subcategories.

LU3.2 Review preliminary master plans and rezoning requests to ensure that proposed development is consistent with the Growth Policy Map and the Center Classification System (see Table 16). (See also Section V: Implementation, under Plan Administration for Amendments and Updates.)

LU3.3 Review approved master plans to evaluate the consistency of existing Regional Transit Districts and Local Centers with the Center Classification System (see Table 16). To ensure consistency, future master plan revisions and/or rezonings may be warranted.

Policy 4 Phase new residential development to coincide with the provision of public facilities and services.

LU4.1 Annually evaluate the County's residential and employment forecast projections to identify the amount of new land area required to meet demand.

LU4.2 Create a working group to address the magnitude of the residential pipeline in Established Communities and Rural and Agricultural Areas. Potential strategies to reduce the pipeline include amending the County code to limit validity periods, reevaluating approved adequate public facilities for projects that have not provided assurances that public infrastructure will be constructed in a timely manner, and requiring performance bonding prior to recordation of final plat.

LU4.3 Evaluate strategies to phase development countywide. Potential strategies include establishing a residential allocation process.

LU4.4 Identify additional strategies that may reduce the amount of residential and commercial development that is no longer economically viable and has been approved but not constructed throughout the County. Evaluate various codes and procedures including validity periods and the effect on adequate public facilities.



Policy 5 Implement the Growth Policy Map through coordinated multimodal transportation and mobility planning and programs.

Related Policies and Strategies

See Policy 1 and Associated Strategies in the Transportation and Mobility Element for Integrated Land Use and Transportation Planning Recommendations.

Land Use and Transportation Linkages

Land use planning and transportation are closely linked. During the past half century, transportation meant new roads and highway interchanges, often spurring sprawling development with each new facility regardless of its location or potential impact on existing communities. Transportation has since expanded from the highway system to encompass transit, bicycles, pedestrians, bikeshare, and car sharing, as well as complete streets policies (see the Transportation and Mobility Element). This shift toward multimodal transportation, in particular transit, is critical to supporting compact development and promoting economic development and growth in our Regional Transit Districts.

Policy 6 Support new employment growth in Employment Areas in accordance with the Growth Policy Map and the Growth Management Goals (see Table 17).

LU6.1 Align the Economic Development Corporation's work program with the Growth Policy Map to establish programs and policies to support employment growth in the Employment Areas, with a particular emphasis on the Innovation Corridor (see the Strategic Investment Program under Implementation).

Related Policies and Strategies

See Policies 1-12 and Associated Strategies in the Economic Prosperity Element.

Policy 7 Limit future mixed-use land uses outside of the Regional Transit Districts and Local Centers.

LU7.1 Reevaluate mixed-use land use designations outside of the Regional Transit Districts and Local Centers as master plans are updated.

LU7.2 Consider developing, as part of the Zoning Ordinance update, alternative lower density zoning districts that promote walkability and allow for a mix of uses.

Policy 8 Strengthen and enhance existing residential areas and neighborhoods in the Plan 2035 Established Communities.

LU8.1 Coordinate land use planning with County municipalities.

LU8.2 Use conservation subdivisions in areas adjacent to Rural and Agricultural Areas to transition density and to encourage preservation of green infrastructure corridors as defined by the County's Green Infrastructure Plan.

LU8.3 Encourage municipalities to designate Development Review Districts to promote and preserve the integrity of high-quality and complementary infill development in the Established Communities.

LU8.4 Revise and update the Zoning Ordinance, Subdivision Ordinance, and other County regulations to ensure they help protect, strengthen, and revitalize the Established Communities.

LU8.5 Continue to coordinate, apply for, and use state and federal programs and resources for neighborhood revitalization and reinvestment of low- and moderate-income communities. Programs and resources include Sustainable Community designations, HUD program funds, and tax incentives.

Related Policies and Strategies

See Policy 3 and Associated Strategies under the Housing and Neighborhoods Element for Neighborhood Stabilization Recommendations.

See Policy 3 and Associated Strategies under Implementation for Neighborhood Reinvestment Area Recommendations.

Policy 9 Limit the expansion of new commercial zoning outside of the Regional Transit Districts and Local Centers to encourage reinvestment and growth in designated centers and in existing commercial areas.

LU9.1 Evaluate rezoning requests to determine if the location, population projections, and market demand justify an increase in commercially-zoned property.

LU9.2 Develop a countywide strategic plan for future retail development and implement its recommendations through the Zoning Ordinance update, master plan process, and public private partnerships with county agencies. As part of this retail plan, inventory older commercial areas and shopping centers to identify candidates for potential (re)development and rezoning to accommodate residential infill or other neighborhood-serving uses.

Policy 10 Retain Future Water and Sewer Service Areas in water and sewer categories S5 and W5 until additional residential development capacity is needed to meet growth projections.

LU10.1 Evaluate the Future Water and Sewer Service Areas through annual reviews of the residential pipeline and residential development capacity analysis. Establish criteria to determine when land within the Future Water and Sewer Service Areas should be reclassified.

LU10.2 Review the annual water and sewer amendments to retain the S5 and W5 water and sewer categories until additional residential capacity is required and public facilities are in place to serve projected development.

LU10.3 Evaluate Future Water and Sewer Service Areas as potential woodland conservation banks or stormwater management offset areas to meet the requirements of the Watershed Implementation Plan (see the Natural Environment Element).

Policy 11 Preserve and protect the Rural and Agricultural Areas to conserve agricultural and forest resources.

LU11.1 Continue to implement the Priority Preservation Plan (PPA) to achieve identified agricultural and forestry land preservation goals and coordinate with the Prince George's County Soil Conservation District, University of Maryland Extension Service, the agricultural community, residents, and community groups.

LU11.2 Amend the Zoning Ordinance and Subdivision Ordinance to support agricultural production and forest preservation in the Rural and Agricultural Areas.

LU11.3 Evaluate the impacts of extractive industries, such as sand and gravel mining, on resource lands, rural character, economic development, and post-reclamation requirements in the Rural and Agricultural Areas. Map remaining sand and gravel natural resources to locate potential future sand and gravel operations, update and revise development standards, and identify post-reclamation land uses, including residential development, agriculture, and forestry. Propose comprehensive legislation to revise county codes and identify recommendations for the Zoning Ordinance update.

LU11.4 To preserve environmentally sensitive land and to encourage development in the Regional Transit Districts, evaluate a transfer of development rights program, density exchanges, or purchase of development rights program for the Rural and Agricultural Areas. Explore opportunities to transfer development rights within areas and to coordinate with the Watershed Implementation Plan and Maryland Accounting for Growth Policy.

Policy 12 Participate in regional planning activities to enhance collaboration, coordination, and implementation. Regional issues include employment, transportation, sustainability, health, air quality, climate change, workforce and affordable housing, food system planning, infrastructure, water quality, and land use.

LU12.1 Participate in the Washington Metropolitan Council of Governments' regional planning activities to improve coordination on transit and land use planning. Provide periodic briefings to the Planning Board on regional issues to identify potential land use strategies and programs.

LU12.2 Coordinate with the Washington Metropolitan Council of Governments to develop forecasts for residential and employment growth based on the Plan 2035 vision, goals, and policies. The forecast should include an analysis of the remaining development capacity in Prince George's County based on approved zoning, residential and commercial pipeline development, and the Growth Management Goals (see Table 17).

LU12.3 Collaborate with adjacent jurisdictions and county municipalities to ensure coordinated land use patterns, connected transportation networks, and continuous environmental networks, in particular during the preparation of master, sector, and functional plans.



SUPPORTING DOCUMENTS

Where and How We Grow
Policy Paper, January 24, 2013

Center Prioritization and Typology Policy Paper, February 14, 2013

24 Approved Master and Sector plans

Jobs-Housing Ratios: National Perspectives and Regional and Local Benchmarks, Fairfax County, 2012

2002 Prince George's County Approved General Plan

Functional Master Plans, Water and Sewer Plan, Solid Waste Plan, Watershed Implementation Plan

Economic Development Strategic Plan

Priority Preservation Plan for Agriculture

Star-Spangled Banner Scenic Byway Corridor Plan

Momentum: The Next Generation of Metro Strategic Plan 2013-2025, Washington Metropolitan Area Transit Authority

PlanMaryland, Maryland Department of Planning

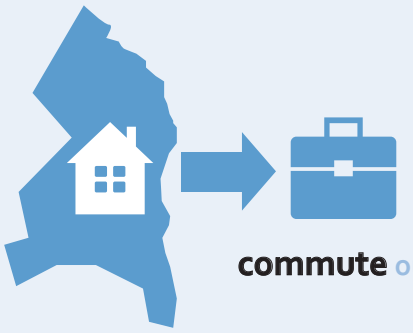
Region Forward, Metropolitan Washington Council of Governments

Economic Prosperity

The **top 5 employers** in the County:

University System of Maryland
Joint Base Andrews Naval Air Facility Washington
U.S. Internal Revenue Service
U.S. Census Bureau
United Parcel Service

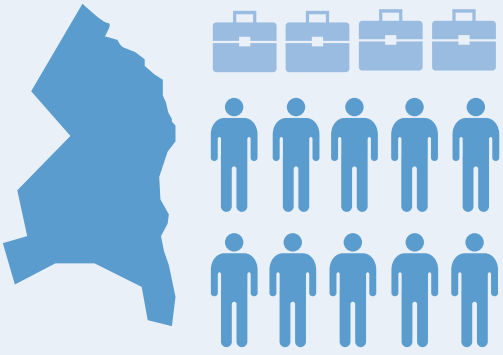




61% of employed residents **commute** outside the County every day for work

Between 2010 and 2030, **115,000 new jobs** are expected to locate in Prince George's County





The **job-to-population ratio** in Prince George's County is **0.40**

2035 Economic Prosperity Goal

Create a diverse, innovative, and regionally competitive economy that generates a range of well-paying jobs and strategically grows the tax base.

Introduction

Prince George's County has a strong, high-value economic base poised to capitalize on a series of competitive advantages. These advantages include numerous federal agencies; proximity to the nation's capital; a robust regional economy; a transportation network that includes 15 Metro stations, three international airports, a network of railways, and access to interstates and highways; higher education institutions, including the University of Maryland, the region's top research university; a new regional medical center; a diverse workforce; a high level of minority and small business activity; land available for transit-oriented development; and a stock of competitively priced commercial and industrial real estate. The Prince George's County Economic Development Corporation plays a critical role in promoting economic development in the County by providing business services that help attract, retain, and expand businesses, create high-quality jobs, and expand our commercial tax base.

Two recently completed county studies, the 2013 *Economic Development Strategic Plan* and the 2010 *Prince George's County Industrial Needs and Employment Study*, highlighted economic sectors with high growth potential. The 2013 *Economic Development Strategic Plan* identified four industry clusters with the capacity to create high-wage jobs and sustained economic growth. They are: the Federal Government; Business Services (defined as the range of activities that support the operations of companies and government agencies); Healthcare and Life Sciences (see the discussion on the County's new regional medical under Where We Are Today and Opportunities and Challenges); and Information, Communication and Electronics, and Advanced Technology Industries.

Work

Strategic investment in growth industries, cutting-edge technologies, higher education, and research institutions will generate a range of employment opportunities and grow our tax base.

Live

Robust economic growth attracts investors and businesses to the County resulting in good jobs and higher incomes. Increased local revenues deliver amenities, public facilities, and services critical to the County's quality of life.

Sustain

Thoughtful and targeted economic development can protect our natural resources by concentrating development and revitalization in Downtowns, the Innovation Corridor, and local centers in addition to expanding employment opportunities in green technology sectors that promote health, conserve resources and generate revenue.

The 2010 *Prince George's County Industrial Land Needs and Employment Study* found that industrial production, distribution, and repair activities are also vital to the County's economic health because this sector generates well-paying jobs for workers with lower levels of formal education and is more apt to hire locally. The study categorized approximately 7,374 acres of industrially zoned land in the County as economically healthy.

Did You Know?

Prince George's County has recently introduced new development tools and initiatives to restructure its regulatory system and promote growth, including:

- Establishing a $50 million Economic Development Incentive Fund
- Securing state authorization for a new Payment in Lieu of Taxes system
- Creating the new Department of Permitting, Inspection, and Enforcement (DPIE)
- Coordinating the new Transforming Neighborhoods Initiative (TNI)

The 2011 *Study of Occupational Shifts and Workforce Characteristics* noted that, while Prince George's County possesses a strong pipeline of highly skilled talent, 61 percent of employed residents commute outside the County. These out-commuters tend to be more highly educated than residents working in the County. The study found that the workforce pipeline includes a large percentage of graduates in highly skilled occupational areas, such as computer sciences, engineering, and business and financial operations, whose numbers exceed expected job forecasts.

The 2012 *Urban Agriculture: A Tool For Creating Economic Development and Healthy Communities in Prince George's County, Maryland* Study identified strategies to make urban agriculture a viable economic sector in the County. The 2012 *Approved Priority Preservation Area Functional Master Plan* also set forth strategies to bolster the agriculture sector, including exploring tools to support urban agriculture and providing new market opportunities for County farmers. Also see the **Healthy Communities Element.**

Where We Are Today

As discussed in the **County Profile** and **Assets and Challenges** within **Section II: Defining the Context**, Prince George's County is not maximizing its economic development potential and strengths. While the Washington, D.C.-Baltimore region expanded an impressive 6.4 percent (adding 250,000 jobs) between 2001 and 2011, the County's economy contracted 1.4 percent (losing 5,346 jobs). During this period, the County's industry drivers also performed weakly. Two outcomes of the County's underperforming economy have been higher unemployment rates and lower median household incomes than those recorded across the region.

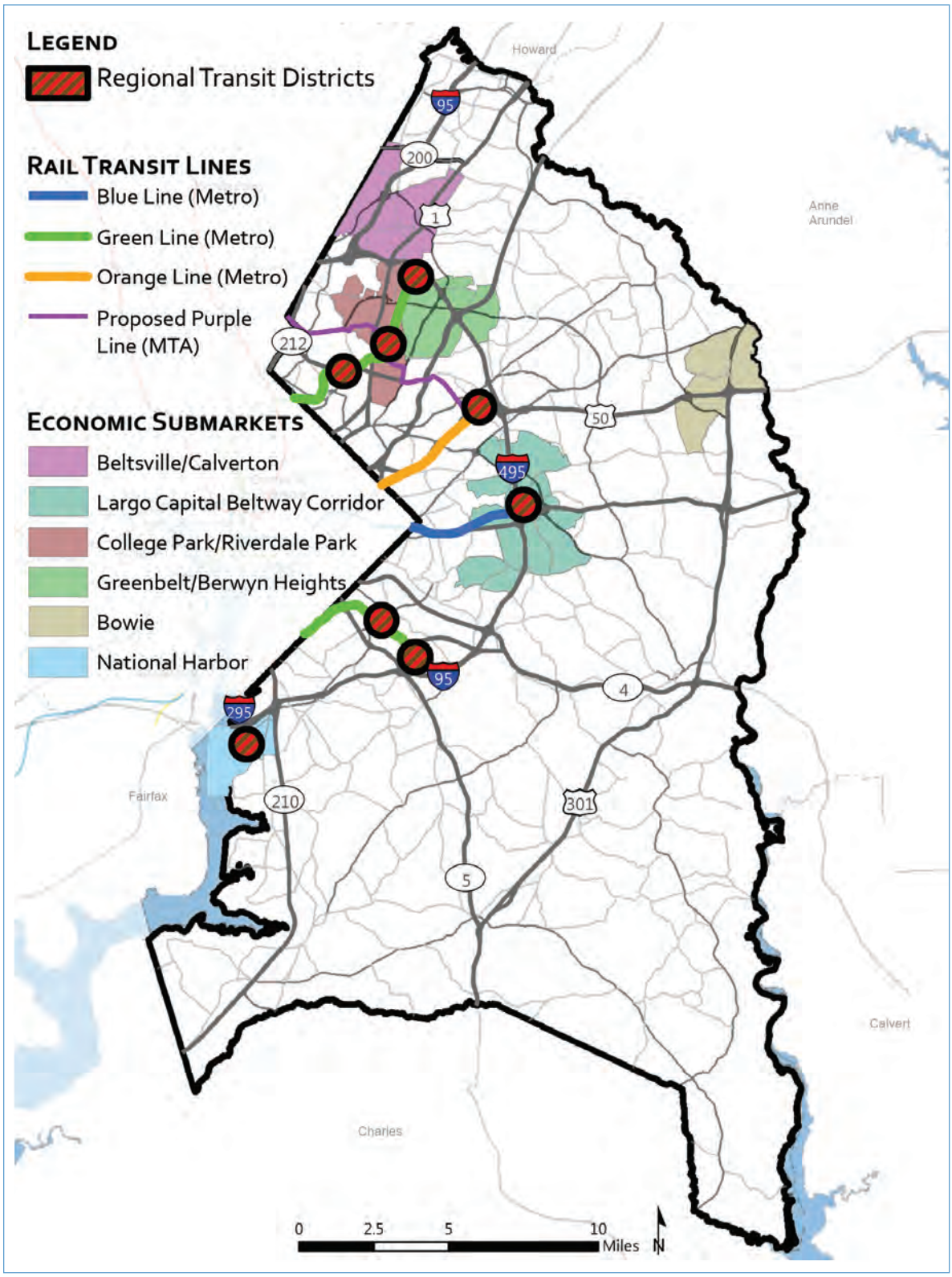
The 2013 Strategic Economic Development Plan identified the locations of niche market areas in which businesses in the County's four industry clusters are concentrated. These locations provide opportunities for the County to focus strategic marketing and investment to spur economic development. Six geographic areas were identified as "Economic Submarkets" because of existing concentrations of targeted industry clusters or Class A office uses within the fields of health and medicine, business services, information and technology, and federal government-leased space. The six "economic submarkets" are Bowie, College Park/Riverdale Park, Greenbelt/Berwyn Heights, Largo-Capital Beltway Corridor, National Harbor, and Beltsville/Calverton. Due to the presence of federal institutions like the U.S. Census Bureau and the potential for future General Service Administration (GSA) installations, the southern Green Line stations, including Branch Avenue, Naylor Road, and Suitland, were added to the Employment Areas on the Growth Policy Map.

The Southern Green Line Station Area Plan (2014) includes specific strategies to promote the economic development of the Suitland and Branch Avenue Metro Stations, and generally supports opportunities for economic development and employment within these station areas.

Plan 2035 designates the Greenbelt/Berwyn Heights, College Park/Riverdale, and Beltsville/Calverton market areas as the County's Innovation Corridor due to their high concentrations of businesses and office users in targeted industry clusters, exceptional transportation access, relatively healthy real estate and housing markets, and wide range of services and amenities critical to attracting and supporting new residents and companies. Both the College Park and Greenbelt Metro Stations, as well as several proposed Purple Line stations, are located in the Innovation Corridor creating opportunities for transit-oriented development and corresponding employment growth. This Innovation Corridor is described in the Strategic Investment Map.



Map 12. Economic Submarkets



Source: M-NCPPC, 2013

The August 2013 decision by Dimensions Healthcare System to construct a new $650 million regional medical center at the Largo Town Center Metro Station sets the stage for the advancement of the County's healthcare and life sciences cluster.

Broadband is vital to our economy and our residents. Broadband Internet facilitates innovation, a key economic driver, and helps individuals find and apply for jobs, obtain information about their community, continue their education, and access public services. In 2011, approximately 78 percent of Americans used the Internet, a dramatic increase from 2000 when only it was only 46 percent. According to the National Telecommunication and Information Administration, broadband internet infrastructure in Prince George's County is far more widespread than in the nation as a whole (see Table 18).

Table 18. Access to Broadband Technologies in Prince George's County and the U.S. as of June 30, 2012

Technology	Access to Broadband Technologies in the County	Access to Broadband Technologies Nationwide
DSL	89.4%	89.5%
Fiber	89.7%	20.5%
Cable	94.0%	87.6%
Wireless	100.0%	99.0%

Source: National Telecommunications and Information Administration, 2012

Therefore, identified "digital divides" or variations in internet usage amongst population groups will most likely be due to socioeconomic factors.

The Inter-County Broadband Network (ICBN) is the largest state-led effort to help complete the County's access to high-speed broadband internet. (The ICBN is part of the One Maryland Broadband Network that was granted $115 million under the Broadband Technology Opportunities Program funded by the American Recovery and Reinvestment Act of 2009.) The ICBN was created to provide affordable, accessible high-speed broadband access to community institutions, businesses, and residents throughout the State of Maryland. The network will

Did You Know?

The new regional medical center is a partnership between Prince George's County, the State of Maryland, the University of Maryland Medical System, and Dimensions Healthcare System. Ground breaking is expected in 2015 with an anticipated opening in 2017.

Internet Usage

The 2012 Pew Internet and American Life Project found that age (being 65 or older), education (having less than a high school education), income (earning less than $20,000 per year), and linguistic skills (identifying Spanish as the preferred language) are the strongest negative predictors for internet use. While County-level internet adoption data is currently not available, it is reasonable to assume that Prince George's County would follow national trends.

provide economic development benefits, cost savings, health care and public safety improvements as well as educational opportunities to people around the state. ICBN also offers dark fiber leasing opportunities to all qualified private entities that commit to use the ICBN middle mile fiber as a platform for building out the last mile to constituents.

Prince George's County is one of nine jurisdictions to benefit from the ICBN. The County recently completed construction of the ICBN which connects 136 schools, libraries, and community facilities, delivering high-speed internet and other advanced network services over approximately 110 miles of new, County-owned lines. One challenge moving forward is to ensure these facilities are equipped to handle and capitalize on the ICBN.

Challenges and Opportunities

Challenges

Priority Investment

Historically, the County has not strategically prioritized its investments, diluting their overall impact on the County's economy. This trend can be reversed by targeting emerging economic hubs that exhibit the highest potential for sustained job generation, such as our Downtowns and the Innovation Corridor, and capitalizing on our existing and planned transit infrastructure, including the Purple Line (see the Transportation Element).

One such example is the planned $650 million state-of-the-art regional medical center adjacent to Largo Town Center Metro Station. The center will become a "hotspot" in the County for medical and biopharmaceutical research, health care services, and health-related education and training. It creates an enormous opportunity in one of the Plan 2035's designated Downtowns to catalyze job growth, attract investment, grow our commercial tax base, and promote transit-oriented development.

Economic Performance

The County's economic performance over the past decade has made it clear that "business as usual" will not attract the investments and generate the jobs and incomes to support a high quality of life for Prince George's County residents.

Regional Competitiveness

The County has not effectively competed for regional investment. Administrative and other disincentives are commonly cited as discouraging potential investors. By streamlining the development approval processes in targeted areas, and ensuring consistency and transparency in decision making, the County will enhance its appeal to businesses and development.

Opportunities

Workforce

Investment is attracted to an educated and entrepreneurial workforce. Maximizing job training programs, capitalizing on higher education and research institutions, strengthening small businesses, and fostering entrepreneurship will help retain recent graduates and start-ups (in particular from the knowledge-based sectors) in the County.

These efforts will also address the County's wage gap. Low wages not only impact the quality of life of our residents, but constrain economic growth by diminishing the County's overall purchasing power, which is essential to attracting and supporting local businesses. Tackling the digital divide presents another opportunity to reduce the County's wage gap by enhancing access to educational and economic opportunities, as well as to public services.



Choice Neighborhoods

Investment is also drawn to areas with a high quality of life. Developing transit-oriented, vibrant places, providing the right type of housing, establishing a County brand, and responding to quality of life concerns—related to crime and the public school system—are all critical to attracting new employers and workers. To meet workers' changing housing preferences, it will be particularly important to encourage significant multifamily development in our economic submarkets, especially those with strong office markets such as College Park/Riverdale, Greenbelt/Berwyn Heights, and Largo.

Digital Infrastructure

Strategically deploying advanced digital infrastructure will draw high-tech and research and development businesses to targeted locations spurring innovation, spin-off development, and job creation.

Federal Jobs

While federal government employment is expected to decline nationally in the coming years, it will remain a major employer in the region with a high level of specialization and a strong presence in Prince George's County. The County has an opportunity to capture an even greater share of federal employment and General Services Administration (GSA) at its leases at its 15 Metro stations if it invests in necessary infrastructure improvements and amenities. The challenge is to provide the infrastructure, amenities, and other location requirements to make the County competitive for future federal government lease opportunities.

Green Economy

Opportunities to capitalize on emerging sectors, including the green economy, will also continue to present opportunities for future employment and business growth.

Community Health

In addition to introducing open space and landscape diversity into urban environments and providing residents and restaurants with high quality, locally produced food (see Community Health), urban agriculture employs residents, provides training (see ECO City Farm profile in Community Health), and increases property values. It creates jobs because its intensive growing techniques require manual labor, its high-tech production methods require agricultural and related specialists, engineers, and computer experts, and its direct marketing requires marketing specialists, as well as sales and distribution personnel. Conversion of abandoned properties into gardens and farms also improves the overall image of neighborhoods, bolstering property values.


REMOVE PLUG
FOR VENTING

Policies and Strategies

Policy 1 Support targeted industry clusters—identified in the 2013 Economic Development Strategic Plan—that have the capacity to create high-wage jobs and sustained economic growth.

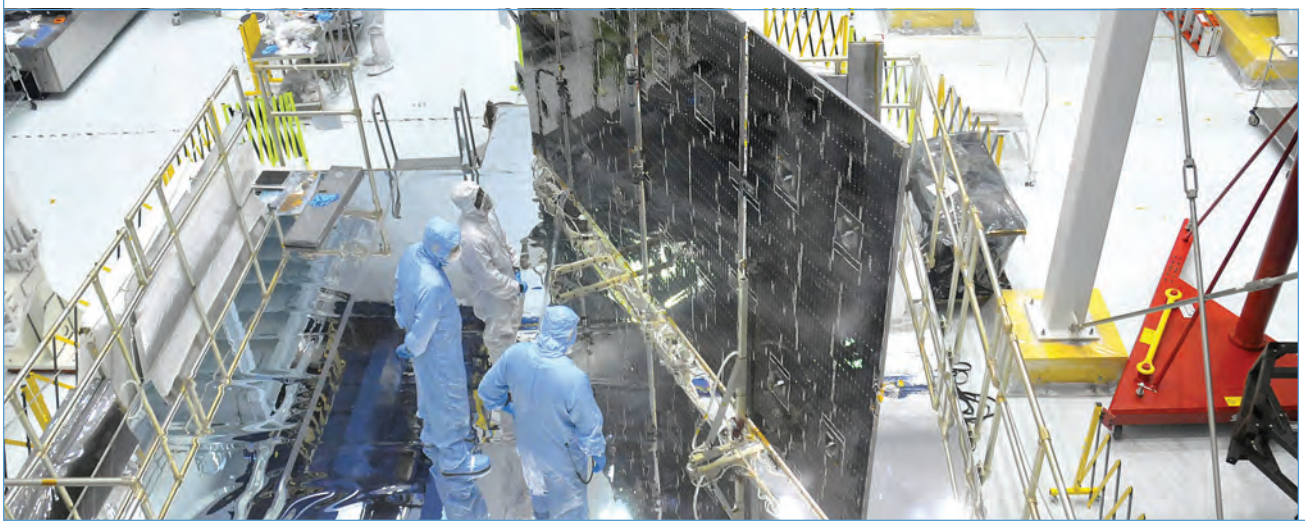
EP1.1 Dedicate County resources to attract businesses to the Downtowns, the Innovation Corridor, and economic submarkets in order to promote synergies. Implement development tools and incentives such as predesignated Tax Increment Financing, Business Improvement Districts, and targeted industry incentives such as real estate tax abatements for targeted tenants and the use of grants and/or loans.

EP1.2 Promote networking and talent bridges to connect companies in targeted industry clusters with top talent being generated or attracted by universities and federal labs in the County.

EP1.3 Establish competitive places for business development with cutting-edge digital infrastructure, high-quality amenities and services, and physical environments that facilitate walkable, mixed-use environments.

EP1.4 Revise the County Code to create a streamlined development review process and standards for the Downtowns and the Innovation Corridor to encourage business development at these locations.

EP1.5 Market the County's competitive advantages by launching a proactive marketing and branding campaign.



EP1.6 Establish a Technology Innovation workgroup to explore ways to deploy and utilize advanced digital infrastructure and technologies as an economic development tool in targeted industry clusters.

Industry clusters have become a mainstay in regional economic analysis with the finding that individual industries do not operate in a vacuum. With their synergistic relationship, clusters achieve individual and mutual benefit by settling in close proximity and creating identifiable, high-quality business environments that spur innovation, boost productivity, and attract investment.

Policy 2 Maximize the competitiveness of County sites to maintain existing and secure new, General Services Administration (GSA) leases.

EP2.1 Dedicate County economic development staff to proactively engage the private development and broker community to increase GSA lease space. Pursue federal leasing opportunities with GSA through the County Executive's Office.

GSA manages, builds, constructs, and leases over 100 million square feet of federal workspace in the Washington, D.C. region, comprising 42 million square feet of owned space and 58 million square feet of leased space. The rules, created to implement the Budget Enforcement Act of 1990, require the GSA to establish rent caps or the maximum rents it pays per square foot by area. The 2013 caps are $34 in Maryland, $38 in Virginia, and $49 in the District of Columbia.

EP2.2 Negotiate with the GSA to increase the County's rent cap to match that of other jurisdictions in the region. Allow rates that reflect the differences between a basic lease renewal in an existing building and one that requires new construction or costly upgrades.

EP2.3 Advocate for more stringent "proximity" clauses in federal government contracts to increase the presence of government contractors in the County.

Proximity clauses in federal government contracts require that government contractors locate within a certain distance or travel time of the federal agency they are supporting. The adoption and enforcement of proximity clauses would encourage a greater share of federal contractors to locate in the County.

Policy 3 Develop a business services industry cluster.

EP3.1 Market and support existing clusters to retain existing and attract new business services companies.

EP3.2 Conduct outreach to business services companies connected to key federal agencies in the County.

Policy 4 Develop a healthcare and life sciences industry cluster targeting specific fields, such as clinical research, nutrition, and food safety.

EP4.1 Promote the development of a healthcare industry cluster around the planned University of Maryland Medical System regional medical center by supporting tools to attract related business. Tools include land assembly, marketing, and relocation assistance.

EP4.2 Partner with the Beltsville Agricultural Research Center (BARC) in its Enhanced Use Lease (EUL) Capacity to offer a site for life sciences companies and, in particular, satellite labs for companies that have cooperative research and development agreements with BARC.

The EUL is a pilot technology transfer tool delegated to the Agricultural Research Service (ARS) to be used strictly as a technology transfer tool. EUL authorizes the Secretary of Agriculture to lease real property, either facility space or land, at BARC and the National Agricultural Library to tenants who are engaged in a joint research project, or are licensees of a United States Department of Agriculture technology.

EP4.3 Provide funding and resources to nurture, scale-up, and commercialize the County's burgeoning biotech sector.

Policy 5 Expand the information, communications, and electronics industry cluster in the Downtowns and the Innovation Corridor.

EP5.1 Accelerate the transformation of the College Park/Riverdale Park Regional Employment Center into high-quality mixed-use development. See Center Classification Chart, Table 16.

EP5.2 Partner with existing research industry drivers—in particular, with the University of Maryland, College Park—to implement a County-focused technology transfer and enterprise capacity building initiative to grow the information, communication, and electronics sector.

An Innovation and Commercialization Collaborative brings together teams of advisors to assess, advance, and commercialize university technology transfer as well as to mentor local start-ups.

EP5.3 Advance industry networking in Prince George's County to focus on digital media, e-commerce, and big data to serve both federal and commercial activities and leverage statewide efforts of the Technology Council of Maryland and other organizations in the region.

Policy 6 Promote entrepreneurship, small business development, and innovation.

EP6.1 Create a Prince George's County Innovation and Commercialization Collaborative.

EP6.2 Establish creative and reliable financing approaches; provide ample adaptable and modern office, workshop, and lab space; and offer administrative, management, and marketing support to help start-up companies grow and remain in the County.



CASE STUDY

An excellent example of industry networking taking place at a county level was the formation of the Montgomery County High Technology Council in the 1980s. The council used networking efforts to bring together academics, industry, and the public sector. The council's monthly biotechnology network became a place where firms connected with each other, undertook joint research and development, shared personnel and equipment, and learned about trends and developments. An outgrowth of this network were business relationships with the Maryland Biotechnology Institute (University of Maryland), the Maryland Bioprocessing Center, the National Institutes of Health, and the National Institute of Science and Technology.

EP6.3 Connect potential employees and innovation activities—research results, discoveries, and technical innovations originating from the universities and research labs—with local minority business enterprise development. Enhance opportunities for qualified job seekers, and attract employers to local talent, by assisting with the process of applying for security clearance.

The Maryland Industrial Partnerships (MIPS) program accelerates the commercialization of technology in Maryland by jointly funding collaborative R&D projects between companies and University System of Maryland faculty. MIPS provides funding, matched by participating companies, for university-based research projects that help companies develop new products. The Technology Advancement Program (TAP) helps entrepreneurs build some of the most successful technology companies in Maryland by supplying furnished offices and flexible lab space while TAP staff—seasoned startup and venture capital firm veterans—provide business support.

EP6.4 Create a centralized and accessible clearinghouse of information for starting, operating, and growing small businesses.

EP6.5 Conduct a comprehensive review of County Code provisions specific to the operation of small businesses—including licensing, permitting and inspections, and zoning and subdivision regulations—to facilitate and support small business development.



Policy 7 Maintain and promote the economically healthy industrial areas identified in the 2010 *Prince George's County Industrial Land Needs and Employment Study*.

EP7.1 Target economically healthy industrial districts for infrastructure improvements and incentives programs.

EP7.2 Establish a public-private partnership involving the Redevelopment Authority, owners of industrial enterprises, landowners, and community leaders to revitalize, protect, and promote economically healthy industrial sites.

Policy 8 Support the preservation and expansion of the County's agriculture sector as an important component of its rural economy and its commitment to environmental stewardship, and recognize urban agriculture as a viable industry (also see the Healthy Communities Element).

EP8.1 Develop a long-term, parkland-based agriculture program to support the County's agriculture sector while balancing the County's growing demand for parkland suitable for active recreation.

EP8.2 Create a new staff position at the Prince George's County Economic Development Corporation dedicated to agriculture and urban agriculture.



CASE STUDY

The University of the District of Columbia's Agricultural Experiment Station Muirkirk Research Farm focuses on sustainable urban agriculture research and experiments with intensive growing techniques and specialty crops. Since March 2012, nine acres have been transformed into an urban farm. The research farm will conduct research on a variety of composting techniques, including the use of cooked food. Cultivated areas will include demonstration projects on permaculture and vertical growing techniques. Long-term plans include a research center with wet labs enabling more scientific research on urban agriculture.

EP8.3 Develop partnerships with regional and national foundations and other funders to invest in urban agriculture in the County.

EP8.4 Promote economic development programs and initiatives and reduce regulatory barriers to encourage the retention and expansion of agricultural activities. Coordinate with the Soil Conservation District, Extension Service, and the Economic Development Corporation to encourage new agribusiness development, promote agritourism, and explore the potential of alternative bio-based forest products (such as wood waste) and biofuels.

EP8.5 Provide financial incentives, including research and infrastructure grants, loans, and state urban agriculture property tax credits, and technical assistance, in areas such as business plan development and organic farming, to farmers to foster a viable agricultural industry.



Policy 9 Develop and maintain a skilled workforce to attract and support business growth and improve the County's economic competitiveness.

EP9.1 Prioritize science, technology, engineering, and math education in public schools and at Prince George's Community College.

EP9.2 Establish workforce-based partnerships, including internships, apprenticeships, and work study programs to connect students to future employers, particularly in targeted industry clusters.

EP9.3 Establish and secure federal, state, and private grants and resources to support age-appropriate career and technical training, counseling, and placement programs focused on the skill requirements of small businesses, targeted industry clusters, and the County's industrial sector.

EP9.4 Coordinate workforce development programs in the various institutions of higher education to generate a pool of skilled employees that will attract investors and businesses, and expand employment opportunities.

Policy 10 Nurture emerging industries, such as the green business sector, that have the potential to become strong economic engines and job generators.

EP10.1 Strategically identify sectors that have significant growth potential and could capitalize on the County's competitive advantages and assets.

EP10.2 Assess the need for strategic technical and financial support and incubator and workforce training programs.

Policy 11 Enhance the County's economic competitiveness by deploying and improving advanced and robust information and communication technology (ICT) infrastructure throughout the County and addressing the digital divide.

EP11.1 Build upon the ICBN backbone to extend the backbone/ICT infrastructure to all areas of the County (to provide access within each census block) and especially at anchor institutions, such as schools and libraries.

EP11.2 Establish at least one technology cluster in each council district and/or in key ICT clusters and develop science, technology, engineering, and math (STEM) and ICT business collaborations and partnerships.

EP11.3 Work with Internet providers and the State of Maryland to provide best available internet technology in the Downtowns and the Innovation Corridor.

EP11.4 Assess which population groups have lower internet adoption rates and develop strategies to address identified gaps: including examining ways in which existing public institutions, such as libraries and community centers, can increase computer literacy and Internet skills.

EP11.5 Improve and develop ICT literacy and life-long learning skills to advance STEM curriculum and instruction and advanced technology access in healthcare and life sciences.

EP11.6 Utilize the Universal Service Fund to provide needed funds to wire schools, libraries, community centers, and other public facilities.

EP11.7 Continually upgrade the ICBN to keep pace with technology improvements and growing capacity requirements.

EP11.8 Fully "wire" all new public buildings during construction and complete the "last mile" for all public buildings, including emergency response facilities, to ensure they are connected to the ICBN.

Policy 12 Support the economic integration of the mentally and physically disabled into the County's economy.

EP12.1 Invest in rehabilitation services, vocational training, and other programs oriented to building self-sufficiency among the mentally and physically disabled through the Prince George's County One-Stop Career Center and partnering local nonprofits.



SUPPORTING DOCUMENTS

2011 Study of Occupational Shifts and Workforce Characteristics in Prince George's County

Economic Drivers and Catalysts: A Targeted Economic Development Strategic Plan for Prince George's County, 2013

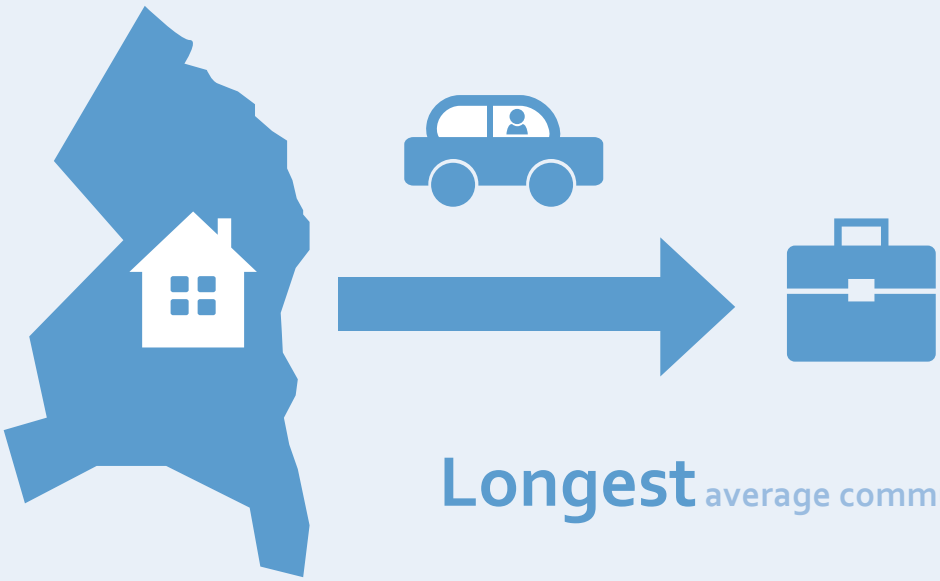
2010 Prince George's County Industrial Land Use and Employment Study

Housing the Region's Workforce: Policy Challenges for Local Jurisdictions

Transportation and Mobility



41% of the County's **CO2** emissions come from single-occupancy vehicles



Longest average commute in **metro area**



Since 2005, **vehicle miles** traveled have decreased **3.6%**

2035 Transportation and Mobility Goal

Provide and maintain a safe, affordable, accessible, and energy-efficient multimodal transportation network that supports the County's desired land use pattern and Plan 2035 goals.

Introduction

Transportation and mobility refer to the complementary networks of roads, rail and bus transit, and trail facilities for drivers, pedestrians, bicyclists, and equestrians within the County. These systems play a vital role in the daily lives of Prince Georgians and in the economy of both the County and the region. They deliver workers to jobs and products to markets. They influence where businesses choose to settle. They also help determine where residents work, live, play, and shop. Plan 2035 creates transportation policies and strategies that build on the County's network of transit, trail, and road facilities and positions Prince George's County to compete for a greater share of the region's population and job growth over the next two decades. Transportation and mobility are essential to achieving Plan 2035's future land use vision and economic development goals and policies.

The Plan 2035 transportation policies and strategies build on the 2009 *Approved Countywide Master Plan of Transportation* (MPOT). The 2009 MPOT envisions a single integrated transportation network for Prince George's County that reflects and supports the goals and policies of the 2002 *Prince George's County Approved General Plan* and subsequent approved master and sector plans. It includes recommendations supporting an extensive network of trails in existing and future M-NCPPC parkland, as well as accommodations for bicyclists and pedestrians along county and state roads. In addition, the MPOT recommends policies and procedures that are intended to be consistent with existing state, regional, and local transportation plans and programs, as well as county, state, and federal transportation legislation.

Work:

Strategic investment in growth industries, cutting-edge technologies, higher education, and research institutions will generate a range of employment opportunities and grow our tax base.

Live:

A multimodal transportation network is critical to the competitiveness and marketability of the economy because it helps attract and retain businesses, deliver workers to jobs, and deliver products and customers to markets.

Sustain:

A multimodal transportation network lessens our reliance on vehicular travel reducing our greenhouse gas emissions and improving air quality in the County and the region. Prioritizing the maintenance of existing transportation facilities over the construction of new facilities helps protect our natural resources, such as forest and streams, and ensures that County resources are used efficiently.

Plan 2035 policies and strategies are also shaped by our desire to create a transportation network that provides convenient and equitable multimodal access to jobs and services. The proposed Purple Line, and several planning efforts and legislative initiatives, are critical to moving us in that direction.

The Purple Line is a proposed 16-mile, twenty-one station east-west light rail transit line extending inside the Capital Beltway from New Carrollton to Bethesda in Montgomery County. The Purple Line will:

- Connect the major central business districts and activity centers of Takoma/Langley Park, College Park/University of Maryland, New Carrollton, Bethesda, and Silver Spring.
- Provide direct connections to Metrorail at New Carrollton, College Park, Bethesda, and Silver Spring, which will link the Orange, Green, and Red lines.
- Connect to both MARC lines, Amtrak, and local bus routes.

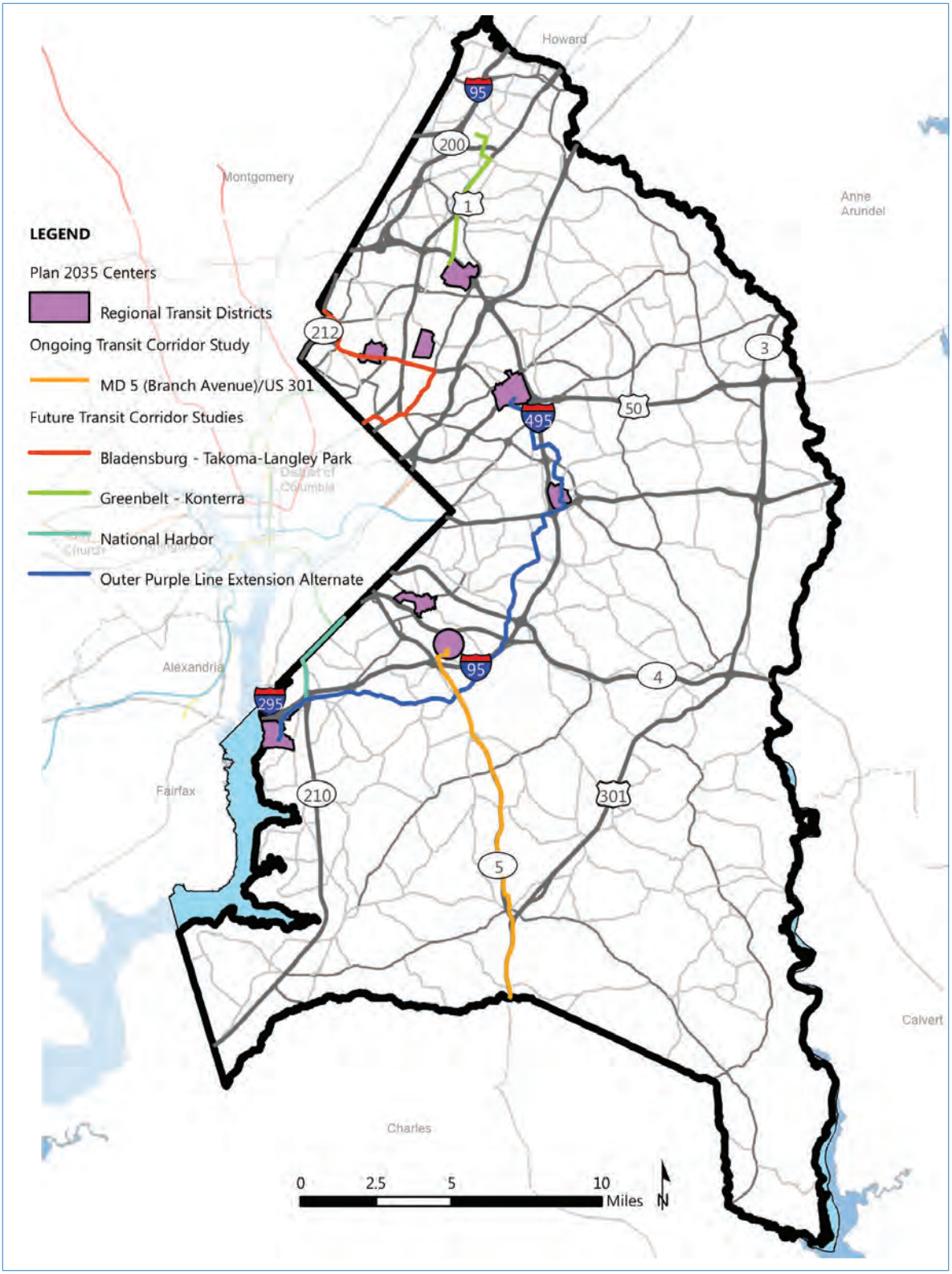
The 2012 *Prince George's County Transitway Systems Planning Study* provides an initial framework for the development of a fixed-guideway transit system beyond Metrorail and the Purple Line. It recommends several corridors for concept-level studies (see Map 13):

- Bladensburg-Takoma-Langley Park (via Kenilworth Avenue, East West Highway, and Riggs Road)
- National Harbor (connection to the Washington, D.C. streetcar system)
- Purple Line Extension (from New Carrollton to the Woodrow Wilson Bridge)
- Greenbelt/Konterra (via CSX corridor, US 1, and Virginia Manor Road)



Given the rapid growth in Charles County and southern Prince George's County and the resulting congestion along US 301 and MD 5, transit along the MD 5 corridor has been the subject of a series of studies. In 2010, the Maryland Transit Administration (MTA) completed the Southern Maryland Transit Corridor Preservation Study to evaluate a number of potential alignments along the corridor. It selected a preferred alignment from White Plains to the Branch Avenue Metro Station (to be preserved through local land use plans), along with nine proposed and two future station locations (see Map 13). Using 2009 dollars, it estimated that construction costs would range from $1.0 billion (for bus rapid transit) to $1.4 billion (for light rail). In 2013, the Southern Maryland Rapid Transit Study was initiated for the purpose of determining a Locally Preferred

Map 13. Potential Transitway Corridors



Source: M-NCPPC, 2013

Alternative for the Federal Transit Administration and developing an environmental document, including updated costs and ridership estimates.

The Washington Metropolitan Area Transit Authority's (WMATA) 2013-2025 strategic plan, *Momentum—The Next Generation of Metro*, establishes priorities for near- and long-term actions and identifies seven pivotal capital improvements. One of the pivotal improvements that is of particular importance to Prince George's County is the Metrobus Priority Corridor Network (PCN) Plan. PCN was developed to improve bus service, travel speeds, and reliability on 24 regional corridors that serve half of Metrobus ridership. Seven corridors in the PCN are within, or partially within, Prince George's County.

Three influential legislative initiatives have been enacted recently. The State of Maryland enacted the Transportation Infrastructure Investment Act of 2013. This state law resulted in the first revenue increase for the Transportation Trust Fund since 1993. During the same year, the Prince George's County Council passed Council Resolution CR-37-2013, which established a pedestrian and bicycle safety work group to review and evaluate ways and to recommend appropriate policies and/or legislation to address pedestrian and bicycle safety in the County. A year earlier, the Prince George's County Council enacted Council Bill CB-2-2012 to promote pedestrian and bikeway facilities in targeted areas.

Pedestrian and Bike Facilities

CB-2-2012 established an adequate pedestrian and bikeway facilities test during subdivision in 2002 General Plan centers and corridors. This legislation created requirements for both on-site and off-site pedestrian, bikeway and streetscape improvements needed to ensure the adequacy of these facilities when an application for new development is under consideration by the Prince George's County Planning Board. It is an important opportunity to implement complete streets principles in the County.

Where We Are Today

While Prince George's County ranks high in the region and third highest in the state for overall commute times (see Table 19), it has made progress in enhancing residents' transportation and mobility options. The Metrorail Blue Line was extended to Largo Town Center in 2004 and the Green Line now accommodates Yellow Line rush service to and from Virginia. Also, the Blue Line will carry Silver Line service to and from Virginia in late 2013. The County has also seen an expansion of its trail network. Additions to its trail system, including stream valley trail corridors, trails along abandoned railroad rights-of-way, and neighborhood trails are helping to enhance connectivity between communities and to other modes of transportation, such as rail stations and bus stops. These improvements have collectively contributed to a reduction in the County's vehicle miles traveled (VMT) between 2005 and 2009 (Maryland

State Highway Administration, 2010 Highway Annual Mileage Report), an increase in bus and Metrorail ridership during the same period, and an overall high rate of public transportation use (see Table 20).

Table 19. Average Commute Times (2011)

Commute Times	Prince George's Co.	Washington, D.C.	Montgomery Co.	Howard Co.	Anne Arundel Co.	Arlington Co.	Fairfax Co.	Metro Area
Less than 10 minutes (%)	4.7	6.0	5.1	6.3	9.1	7.3	6.2	6.5
60 or more minutes (%)	19.6	9.2	17.1	12.9	12.6	4.9	15.4	17.2
Average travel time to work (minutes)	36.6	30.1	35.0	31.0	29.7	27.3	32.9	34.5

Source: U.S. Census Bureau, American Community Survey, 2011

Table 20. How Workers (16 Years and Older) Commute Work

Mode of Transportation	Prince George's Co.	Washington, D.C.	Montgomery Co.	Howard Co.	Anne Arundel Co.	Arlington Co.	Fairfax Co.	Metro Area
Drove alone (%)	64.1	35.9	66.1	80.8	80.3	52.8	72.5	66.0
Carpooled (%)	12.6	6.5	10.3	8.1	9.4	7.4	10.5	11.0
Public Transportation (%)	17.4	37.6	15.0	3.8	3.1	27.4	8.9	13.9

Source: U.S. Census Bureau, American Community Survey, 2011

Pedestrian and bicyclist safety, however, remains of paramount concern. Prince George's currently has the highest number of pedestrian deaths per 100,000 residents of any county in Maryland. Between 2007 and 2011, the rate of pedestrian fatalities within the County was nearly double that of all other large jurisdictions in the state (Baltimore City, Baltimore County, and Montgomery County).

Let's Commit to Growing Smarter!
Growing smarter means taking advantage of and supporting our existing transportation system—our 15 Metrorail stations, 8 MARC stations, Amtrak station, and extensive bus, trail, and road network—to attract new jobs, create safer and healthier communities, protect our natural and agricultural resources, and improve our air and water quality.

Pedestrian Fatalities
Between 2006 and 2011, more than 83 percent of pedestrian fatalities occurred on state roads even though the state was responsible for only 12 percent of total lane miles in the County.

Challenges and Opportunities

Challenges

Commuting Patterns and the Jobs Housing Imbalance

Six out of ten Prince Georgians commute outside of the County for work, straining the County's road and transit network and resulting in long and expensive commutes. The County's congested road network is also burdened by residents from neighboring jurisdictions, such as Howard, Anne Arundel, Calvert, and Charles Counties, as they commute through Prince George's County to the region's major employment centers—the District of Columbia, Fairfax County, and Montgomery County. To reverse these trends and reduce out- and through-commuting, Prince George's County must begin to capture a greater share of employment growth locally, incentivize transit-oriented development with a strong employment component, and support innovative and flexible transportation and traffic management in designated growth and employment areas.

Air Pollution
According to the County's *2012 DRAFT Climate Action Plan*, air pollution from single-occupancy vehicles contribute to approximately 41 percent of the carbon dioxide emission in the County.

Prioritizing Investment

In order to develop targeted areas, the County needs to prioritize and coordinate where public funds are being channeled. Over the past four decades, transportation improvements have predominantly focused on vehicular transportation at the expense of building a comprehensive multimodal network. In recent years, funding priorities have shifted to transit and alternative modes due to air quality regulations and the increasing cost of widening existing roads in congested areas. Adapting our emerging land use patterns as well as established patterns to these new realities of transportation planning and implementation remain an important challenge for the County.

CTP
The CTP, MDOT's six-year funding program, reflects all transportation projects that receive state capital and operating funding. It includes proposed revenue and expenditures in the current fiscal year's budget and projected revenue and expenditures for the following five fiscal years.

Transportation program funding decisions affecting Prince George's County are made through state, county, and municipal governments which set the various tax rates under their authority and decide how much funding to allocate to their transportation programs. County priorities for state projects are communicated through the Maryland Department of Transportation (MDOT) Priority Letter process, which MDOT uses to develop annual updates to the Consolidated Transportation Program (CTP). County priorities for County-funded projects are determined through the Capital Improvement

Program (CIP) review process. The CIP budget is part of the County's annual budget which is approved by the District Council.

Aging Infrastructure and Fiscal Constraints

Our transportation infrastructure is aging and requires significant investment to sustain its network of roads, highways, trails, and sidewalks. Financial constraints, however, will continue to restrict the scale and scope of transportation improvements as the County attempts to address existing and projected transportation needs. The national, state, and local transportation infrastructure network is significantly underfunded, the result of which is considerable maintenance backlogs and deferred infrastructure construction. An increase in funding to maintain and improve the County's transportation network will improve access to jobs and services and is critical to the County's long-term financial viability and sustainability.

Outdated Technology

Technology upgrades, such as real-time service updates at bus shelters, and basic improvements, such as covered bus stops and adequate lighting, will be important to modernizing the transit experience.

Getting It Done on The Ground

A number of planning documents and studies are already dedicated to improving the County's transportation network. Implementation will require continued and timely coordination and collaboration of local, state, and regional agencies and the development community. Alignment of capital programs with County transportation plans and economic development policies is essential to meeting this challenge.

Services for Suburban and Rural Areas

Parts of the County are not well-suited for public transit service, but are home to aging residents who are driving less. The challenge will be balancing transportation improvements and access to these areas without continuing to promote an unsustainable development pattern.

CIP

The CIP is the six-year funding program for the Prince George's County Government and other local agencies. It contains all capital projects that receive capital funding and includes proposed revenue and expenditures in the current fiscal year's budget and projected revenue and expenditures for the following five fiscal years. The Department of Public Works & Transportation administers the portion of the CIP that funds transportation projects.

Green Streets
A street or road that safely and adequately accommodates and incorporates best management practices of environmental site design for addressing stormwater runoff, including using small-scale stormwater management practices, nonstructural techniques, and better site planning to minimize the impact of road and sidewalk development on water resources.

Physical Connections Between New Development and Existing Communities

Many of the County's recent residential developments have discouraged physical connections—roads and trails—with neighboring communities due to concerns over privacy, noise, and cut-through traffic. However, reducing connectivity has been shown to actually cause, rather than remedy, congestion. It also discourages walking and biking, which worsens commute time, air quality, and community health.

Opportunities

Complete and Green Streets

In 2012, Council Bill CB-83-2012 established the official complete and green streets policy for Prince George's County. This bill requires that all County-financed and approved road projects include accomodations for all modes of transportation. It also included a provision that all County-funded projects must meet complete streets standards unless they are found to be cost prohibitive.

Complete Streets
The concept of complete streets places priority on ensuring that all users—pedestrians, bicyclists, transit riders, and drivers—regardless of age and ability, can safely, comfortably, and efficiently travel within and outside their communities.

Consumer and Employer Preferences and Transit-Oriented Development

The Millennial and Baby Boomer Generations are increasingly driving the market for greater transportation options. They are seeking alternatives to owning a car and prefer to live in walkable, transit-rich mixed-use communities, commonly referred to as transit-oriented developments. As the County's upcoming workforce, the Millenials are also influencing where employers choose to locate their businesses. Building attractive, urban environments centered around our transit hubs will help the County attract employers, retain its recent graduates and high-skilled workforce, and expand and diversify its tax base.

Purple Line

The proposed $2.2 billion Purple Line light rail transit system is the largest transportation infrastructure investment in Prince George's County since the Intercounty Connector and the Woodrow Wilson Bridge Improvement Project. As a new major east-west connector, it will enhance mobility and reduce travel times for thousands of area residents. It will serve as a critical economic driver by linking existing employment centers to emerging development areas and leveraging public investment.

Purple Line
Daily ridership is projected to reach 69,000 in 2030 and 74,500 by 2040.

Stimulating Job Growth through Transit Planning

Building on the Transitway Systems Planning Study and WMATA's Momentum report, the next phase of transit planning study in Prince George's County will evaluate key transit corridors to connect residents to jobs and employment centers and implement the Plan 2035 land use vision. New transit systems can take the form of light rail, bus rapid transit, and enhanced bus service.

Equity, Safety, and Community Health

By diversifying available transportation options, the County has an opportunity to ensure that the physically, economically, and socially disadvantaged have safer and more equitable access to jobs, public services, recreational facilities, and neighborhoods. Enhancing mobility does not just make communities more walkable and bikeable, it also makes them healthier.



Transportation Adequate Public Facilities Ordinance and Plan 2035 Level of Service

The purpose of Adequate Public Facilities Ordinances (APFOs) is to ensure that infrastructure necessary to support proposed new development is built at the same time as, or prior to, that new development. APFOs affect public facilities such as public schools, roads, and fire/EMS and police service.

In regards to transportation, APFOs identify a level of service standard as a way of measuring the impact of new growth on existing transportation infrastructure. A Level of Service (LOS) is a way of characterizing the performance (or adequacy) of portions of the transportation system, such as freeways, signalized intersections, and local streets.

The 2002 General Plan identified LOS criteria by three tiers—Developed, Developing, and Rural—and centers and corridors. Plan 2035 replaces the tier designations with Transportation Service Areas (see Map 14) and guides APFO level of service as identified in Table 21.

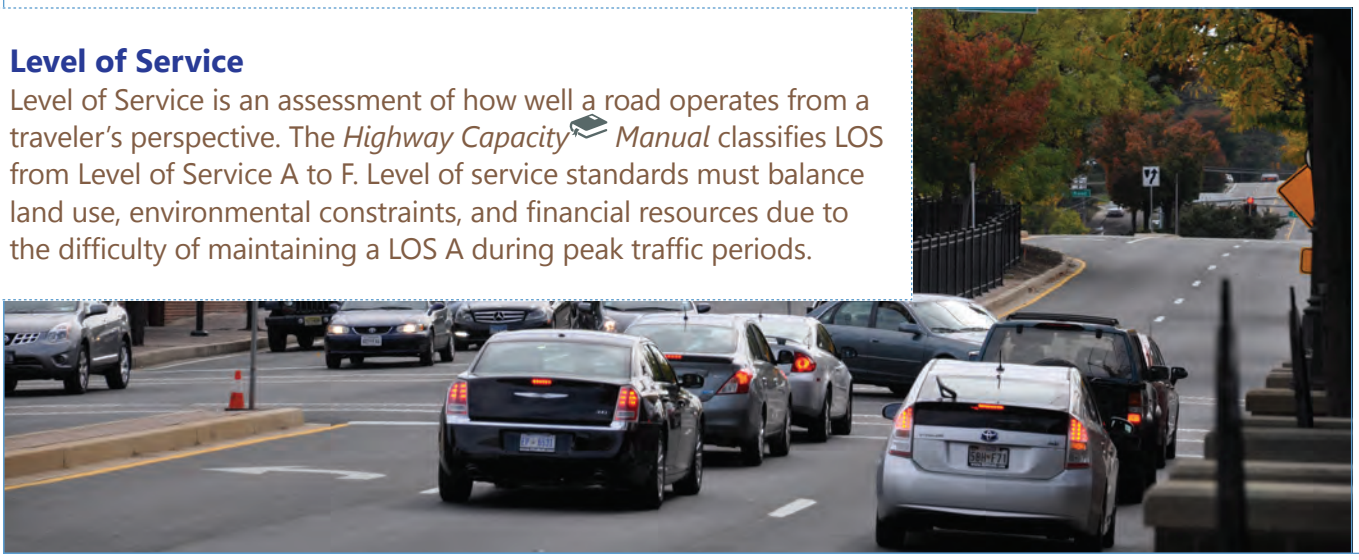
Table 21. Level of Service Criteria by Transportation Service Area

Transportation Service Area (TSA)	LOS A	LOS B	LOS C	LOS D	LOS E	LOS F
TSA 1 (area wide)					X	
Regional Transit Districts					X	
Local Centers					X	
TSA 2 (area wide)				X		
Local Centers				X		
TSA 3			X			

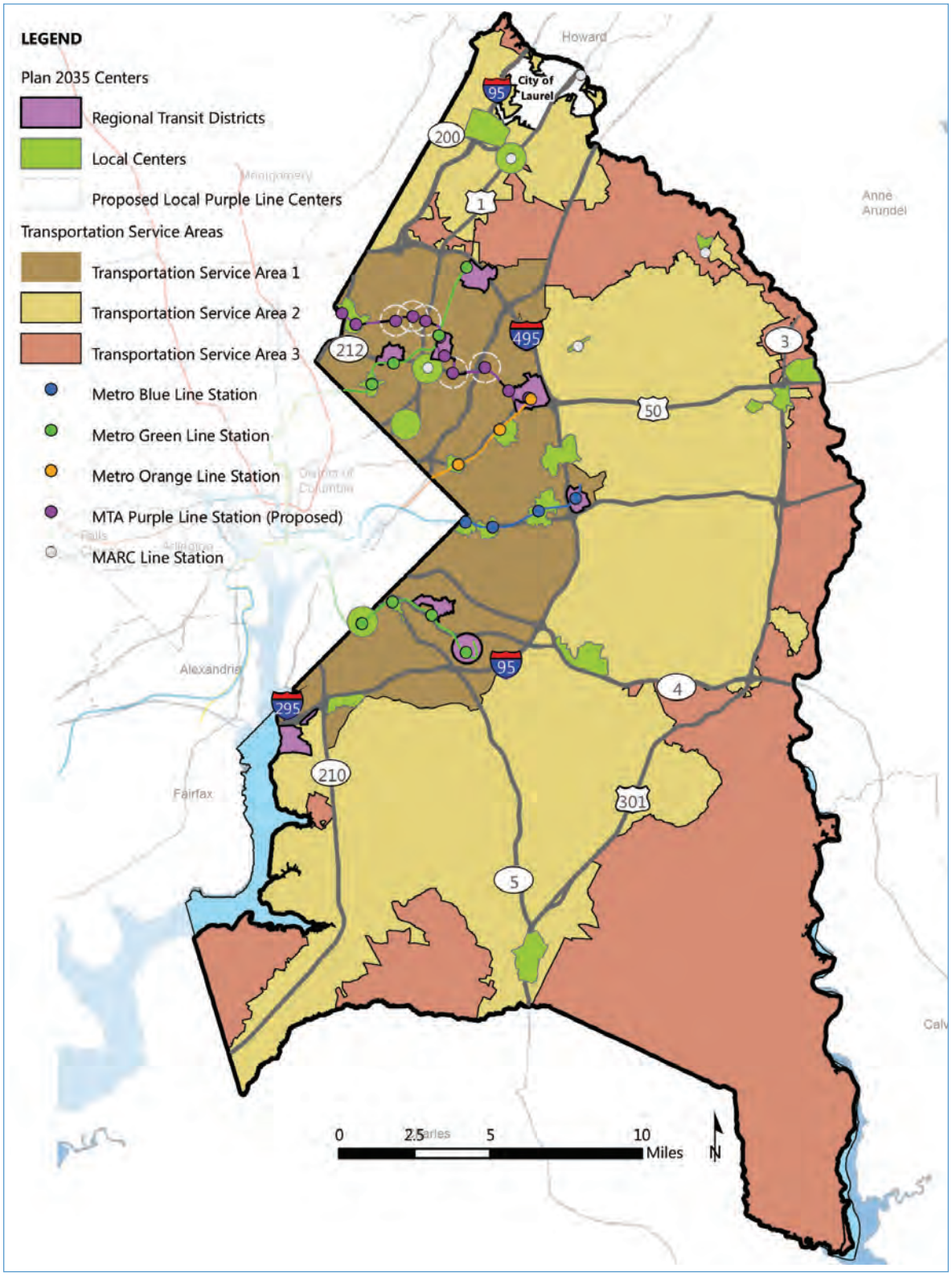
Source: M-NCPPC, 2014

Level of Service

Level of Service is an assessment of how well a road operates from a traveler's perspective. The *Highway Capacity Manual* classifies LOS from Level of Service A to F. Level of service standards must balance land use, environmental constraints, and financial resources due to the difficulty of maintaining a LOS A during peak traffic periods.



Map 14. Map of Transportation Service Areas



Source: M-NCPPC, 2013

Policies and Strategies

Policy 1 Ensure that countywide transportation improvements are integrated with and support the Plan 2035 vision and land use pattern.

TM1.1 Design all capital road improvements and streetscape enhancements and all new development in the Regional Transit Districts, the Innovation Corridor, and Local Centers, to improve multimodal travel for pedestrians, cyclists, transit, and other alternatives to the automobile. The primary transportation improvements in these areas should be focused on pedestrian and bicyclist facilities and public transit upgrades and retrofits.

TM1.2 Designate Bicycle-Pedestrian Priority Areas (BPPAs) within Downtowns, the Innovation Corridor, Regional Transit Districts and Local Centers, and in proximity to planned Purple Line stations to provide the highest level of accommodation for pedestrians and bicyclists.

TM1.3 Starting in 2019, update the 2009 *Approved Countywide Master Plan of Transportation* to reflect the investment priorities of Plan 2035, especially as they relate to prioritizing transportation investment at designated centers and discouraging new infrastructure in Future Water and Sewer Service Areas and Rural and Agricultural Areas.

The Annotated Code of Maryland includes a general provision for BPPAs. The Maryland Department of Transportation (MDOT) is currently refining this concept through the state's pedestrian and bicycle master plan. The master plan will finalize BPPA's criteria and designation process. Prince George's County will work with MDOT to identify appropriate locations within Prince George's County and take advantage of any future funding for making bicycle-related improvements within these areas.

TM1.3 Evaluate the need for and implement bike sharing programs in the Regional Transit Districts, the Innovation Corridor, and Local Centers. Placement of these stations should be coordinated with other regional bike sharing locations, municipalities, and pertinent agencies.

TM1.4 Promote the expansion of car sharing programs in Downtowns, the Innovation Corridor, and Regional Transit Districts and Local Centers. Potential locations for these stations include higher density residential developments, employment centers, and transit hubs.

TM1.5 Fund improvements to the trail network that serves the Downtowns. Explore alternative trails, such as water trails, and fill gaps in the trail network.

TM1.6 Where feasible and practical, require physical connections—such as trail connections, bus-only streets, and roads—within new and between new and existing developments in our Established Communities, while making adequate provisions for the mitigation of privacy, noise, and cut-through traffic concerns.

TM1.7 Evaluate the potential to strategically convert existing arterials to multi-way boulevards, where feasible and practical, that enhance pedestrian and bicycle connectivity without impeding traffic flow.

A multi-way boulevard is a landscaped roadway that is designed to maintain automobile capacity while providing local service roads to buffer activity areas from through traffic, ensure safe and attractive pedestrian and bicycle access, and provide on-street parking.

TM1.8 Coordinate future transportation and mobility improvements as outlined in the *Master Plan of Transportation*, the Plan 2035 Transportation and Mobility Element, and the *Star-Spangled Banner Scenic Corridor Plan* to ensure the County's rural character is preserved. Improvements include promoting the County's equestrian heritage—focused on trails that facilitate access to the Prince George's Equestrian Center, Jug Bay Natural Area, and Rosaryville State Park—and preserving existing equestrian trail corridors within the Rural and Agricultural Areas.

TM1.9 Support innovative and flexible transportation and traffic management in designated Regional Transit Districts, Local Centers, and Employment Areas.

Policy 2 Expand and improve transit service, particularly on routes connecting Downtowns, the Innovation Corridor, and Regional Transit Districts in order to maximize the economic development potential and synergies between these areas.

TM2.1 Invest in existing bus service and in new bus and light rail transit service to connect Downtowns, the Innovation Corridor, and Regional Transit Districts. Coordinate transit planning initiatives with local municipalities, the County, the Washington Metropolitan Transit Authority (WMATA), and the State of Maryland.

TM2.2 Identify new transitway corridors that will support the Plan 2035 development priorities and amend the *Master Plan of Transportation* Transit Element to include the updated corridors. Concentrate medium- to high-density residential development along priority transit way corridors to provide the density necessary to sustain higher levels of rail and bus service.

TM2.3 Implement the recommendations for MetroBus Priority Corridor Networks recommended in *Momentum—The Next Generation of Metro* (Strategic Plan 2013-2025) through continued coordination with WMATA, the State of Maryland, and the County. Amend the *Master Plan of Transportation* as necessary.



TM2.4 Update the *Transit Services Operating Plan* (TSOP) to reflect the Plan 2035 future land use plan and local and regional transit planning initiatives.

TSOP identifies the County's local and regional bus transit priorities including TheBus, WMATA Metrobus, Connect-A-Ride, and on-demand transit that provides transportation services to seniors, the disabled, and those not served by transit.

TM2.5 Continue close coordination with MTA through the final engineering and construction of the Purple Line to ensure proper streetscape improvements, multimodal access, and station amenities.

TM2.6 Invest in technology upgrades to modernize and improve transit experience and use.

Policy 3 Maintain levels of service standards for roads and highways as identified by Plan 2035.

TM3.1 Apply the LOS standards in Table 20 for the analysis of vehicular traffic congestion in the findings of adequate transportation facilities. Amend the *Adopted Transportation Review Guidelines* to reflect the new transportation service areas established by Plan 2035.

TM3.2 Evaluate the LOS standards for all modes in Regional Transit Districts to determine appropriate levels of service.

TM3.3 Create and maintain a comprehensive list of transportation improvements identified by the adequate public facilities analysis for development applications to assist with the prioritization of transportation capital projects. Improvements shall be identified by location using Geographic Information Systems to allow for future analysis of capital projects and pipeline development.

TM3.4 The Planning Board's *Transportation Review Guidelines* shall be reviewed and updated as needed to incorporate best multimodal practices during implementation of the strategies in Plan 2035 and adopted and approved master plans and sector plans, as well as future amendments to the MPOT.

TM3.5 Adopt a single set of multimodal LOS standards (superseding the standards for each mode) at a future time when multimodal LOS analysis procedures have been fully accepted. The Planning Board should amend its *Transportation Review Guidelines* to utilize the new multimodal standards and analysis procedures at that time.

TM3.6 Evaluate projects proposed in the County's Capital Improvement Program using the LOS standards in Table 20.

Policy 4 Use complete and green street practices to design, operate, maintain, and retrofit the transportation network in order to improve travel conditions for pedestrians, bicyclists, transit riders, and vulnerable populations consistent with the surrounding area's character.

TM4.1 Using context sensitive design, rebuild existing roads as complete and green streets when they are scheduled for reconstruction.

TM4.2 Periodically reevaluate various codes and standards, including, but not limited to, the Road Standards and Zoning and Subdivision Ordinances, to promote the implementation of complete and green street principles and designs.

TM4.3 Coordinate the County complete and green streets policy with a school route analysis, planning, and implementation by the Prince George's County Planning Department, the Board of Education, DPW&T, Maryland State Highway Administration, and municipalities (see the **Public Facilities Element** on the Safe Routes to School initiative). This analysis should inform the prioritization of projects in the MDOT CTP, the County CIP, and grant applications.

TM4.4 Design new transportation systems to accommodate all modes of transportation. Continuous sidewalks on both sides of the road and on-road (bike lanes) bicycle facilities should be included, to the extent feasible and practical, and based on the type and location of the facility proposed.

TM4.5 Enhance bike lanes and trails connections with key population and employment areas, historic sites and recreational areas. This includes Downtowns and the Innovation Corridor.

TM4.6 Encourage bike commuting by providing bike lockers and showering facilities at centers and employment areas. Evaluate zoning requirements for mixed-use developments.



Policy 5 Improve overall safety levels within the County's transportation network.

TM5.1 Identify areas with high pedestrian accident incidents and implement appropriate traffic-calming measures to increase safety while maintaining designated levels of service.

TM5.2 Expand the use of traffic-calming devices and pedestrian safety features to slow traffic and increase safety for all roadway users. Examples include Americans with Disabilities Act compliant curb ramps, curb extensions, raised crosswalks, improved lighting, safety signage, median islands, and speed cameras.

TM5.3 Prioritize pedestrian safety and mobility improvements that have been identified in completed implementation plans and studies prepared by the Planning Department and DPW&T. Identify a comprehensive funding strategy to construct priority projects.

TM5.4 Develop a countywide multilingual education campaign with the aim of reducing pedestrian accidents and improving pedestrian and bicycle safety.

TM5.5 Coordinate with DPW&T, MTA, and WMATA to ensure safe and convenient interline and intermodal transfers and access to stations. Provide adequate lighting along pedestrian corridors and consistent wayfinding signage to stations from neighboring communities.

Policy 6 Pursue a range of transportation facility and systems funding sources and strategies to maintain and enhance the existing transportation network in order to encourage the safe and efficient mobility of all persons.

TM6.1 Through the MDOT Priority Letter, the state's *Consolidated Transportation Plan*, and the County's Capital Improvement Program, prioritize implementation of transportation projects that reduce overall vehicle miles traveled and increase transit ridership within Downtowns and Reinvestment Areas.

TM6.2 Develop a coordinated approach to pursuing a range of diverse transportation funding sources. Establish an interagency work group that includes M-NCPPC, MDOT, DPW&T, and Maryland Department of Planning representatives as recommended in MPOT Strategic Transportation Policy and Master Plan Implementation Policy 2.

TM6.3 Establish an interjurisdictional working group that includes M-NCPPC, MDOT, DPW&T, the Maryland Department of Planning, and adjacent jurisdictions in order to identify priority congestion management corridors that cross jurisdictional boundaries, and recommend land use and transportation strategies to address congestion issues.

TM6.4 Create a strategic transportation planning implementation and review process as recommended in MPOT Strategic Transportation Policy and Master Plan Implementation Policy 4.

Policy 7 Promote the use of low-carbon transportation methods countywide to improve air quality and traffic congestion. Public investment that supports innovative infrastructure systems should be targeted at Downtowns.

TM7.1 Develop a countywide strategy that promotes the use of alternative fuel vehicles. This includes facilities for plug-in electric vehicles on streets and in parking facilities. Amend codes and standards to implement policies and strategies.

TM7.2 Develop a priority parking initiative for alternative fuel and carpooling vehicles at County buildings, commuter parking lots, and other popular areas to encourage the use of alternative fuel vehicles and carpooling countywide.

TM7.3 Continue to incorporate alternative fuel vehicles into County agency fleets.

TM7.4 Promote technology upgrades in Downtowns and the Innovation Corridor that encourage telecommuting opportunities for regional employers.

Policy 8 Ensure that minimum and maximum parking requirements for transit-accessible areas are appropriate to advance the overall goals of Plan 2035.

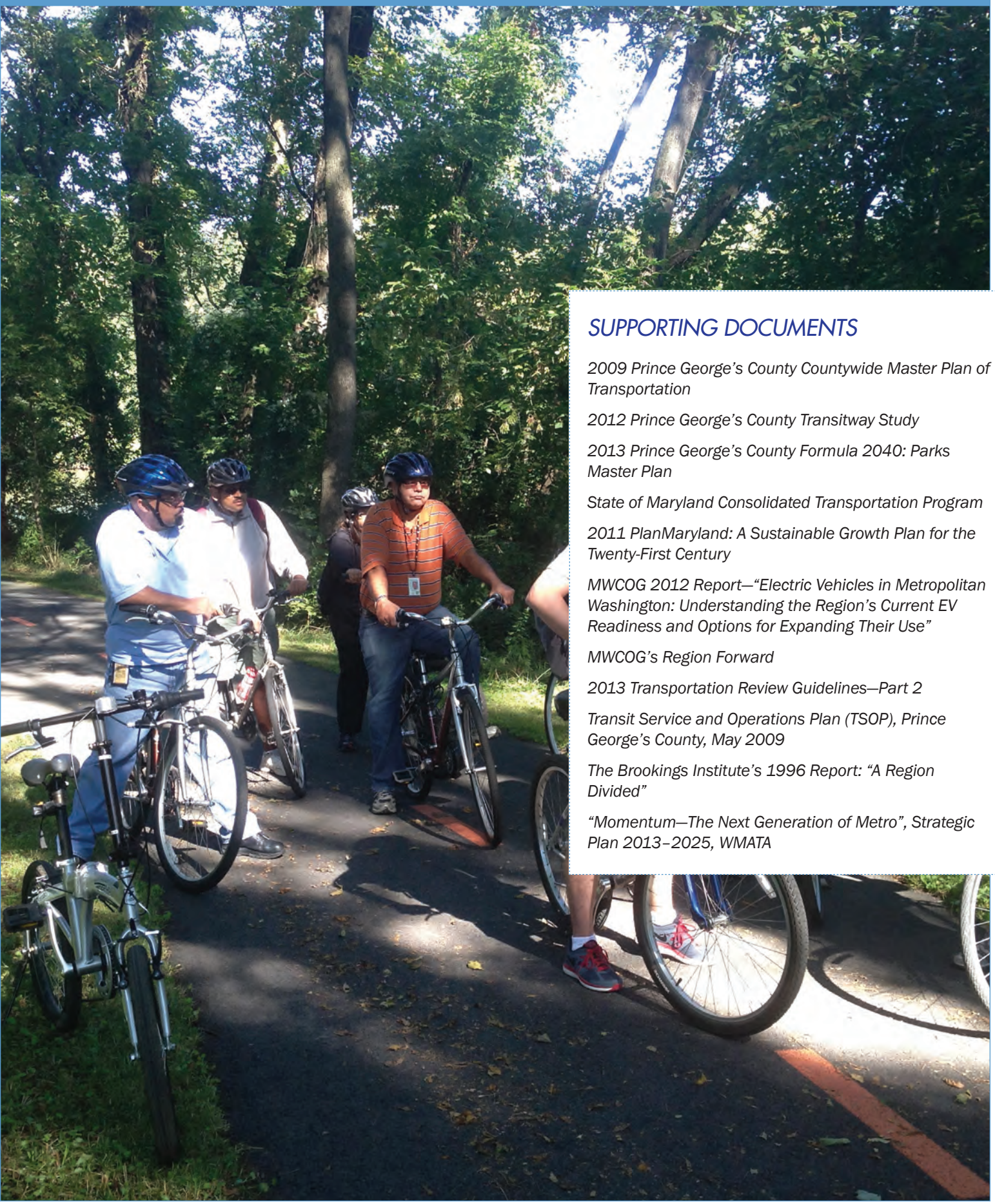
TM8.1 Revise the parking regulations of the Zoning Ordinance for transit-accessible areas to establish both minimum and maximum parking space requirements, incorporate bicycle parking regulations (including parking and storage requirements), provide guidance for the location and design of off-street parking facilities (including both surface lots and structured parking), amend parking space size, phasing, and loading area requirements to address urbanizing areas, add incentives and regulations for electric car charging areas and automobile and bicycle share programs, and strengthen links to landscaping, screening, and tree canopy coverage requirements for parking areas.

TM8.2 Support parking reduction strategies such as shared parking, transportation demand management strategies and programs, car and bike share programs, and new sidewalk and trail connections between transit facilities and residential and employment areas in the Regional Transit Districts, the Innovation Corridor, and Local Centers.

TM8.3 Eliminate minimum parking requirements in Downtowns.

Policy 9 Improve mobility options for targeted population groups, particularly our elderly, mentally and physically disabled, and low-income households, in suburban and rural areas not served on a regular basis by transit.

TM9.1 Evaluate on-demand public transportation services to ensure that reliable access to a range of critical services, such as health care and recreation facilities, libraries, and grocery stores, is available.



SUPPORTING DOCUMENTS

2009 Prince George's County Countywide Master Plan of Transportation

2012 Prince George's County Transitway Study

2013 Prince George's County Formula 2040: Parks Master Plan

State of Maryland Consolidated Transportation Program

2011 PlanMaryland: A Sustainable Growth Plan for the Twenty-First Century

MWCOG 2012 Report—"Electric Vehicles in Metropolitan Washington: Understanding the Region's Current EV Readiness and Options for Expanding Their Use"

MWCOG's Region Forward

2013 Transportation Review Guidelines—Part 2

Transit Service and Operations Plan (TSOP), Prince George's County, May 2009

The Brookings Institute's 1996 Report: "A Region Divided"

"Momentum—The Next Generation of Metro", Strategic Plan 2013–2025, WMATA

Natural Environment



In 2008, the County released

11.5 million metric tons of **CO2**, the equivalent of

2.2 million passenger vehicles per year



There are **127** registered **LEED® projects** in the County

92% of our **streams** are in poor or very poor condition



2035 Natural Environment Goal

Preserve, enhance, and restore our natural and built ecosystems to improve human health, strengthen our resilience to changing climate conditions, and facilitate sustainable economic development.

Introduction

Preserving the remaining resources and restoring lost and degraded areas by developing strategically and compactly is essential to providing economic and social benefits for current and future generations.

Prince George's County has proactively planned for and protected natural resource areas to ensure the long-term protection, restoration, and enhancement of our natural environment.

There are two ongoing planning efforts that have important implications for the County's natural resources and the environment. *Phase II of the Watershed Implementation Plan* (WIP) is intended to address nutrient and sediment impairments in local streams in Prince George's County to help improve the conditions of the Chesapeake Bay Watershed. This plan is focused on strategic measures to help reduce the impact of existing development on our rivers and streams. The second initiative is the County's Climate Action Plan (CAP), which identifies ways to reduce greenhouse gas production from various activities, including transportation, land use, and government operations.

Work

A healthy environment is a prerequisite for many companies looking to relocate to the region. Green industries are potential new job generators for County residents.

Live

A healthy natural and built environment is the basis for a healthy community. Its forests and waterways provide clean air and water and opportunities for recreation.

Sustain

Protecting and enhancing our natural and built ecosystems now will help ensure we preserve our unique resources for future generations.

Where We Are Today

Water Quality and Resources

The County's sprawling suburban development pattern and increasing stormwater runoff have degraded the County's natural resources and the environment. Despite having all or portions of 19 stronghold watersheds where endangered aquatic species reside, approximately 92 percent of watersheds in the County are rated as "poor" or "very poor" for habitat conditions.

Stronghold Watersheds

Stronghold watersheds are the places where rare, threatened, or endangered species of fish, amphibians, reptiles, or mussels are concentrated. These areas are critical to protect because of their remarkable levels of biodiversity. These areas are designated by the Maryland Department of Natural Resources.

Stormwater runoff is generated when precipitation from rain and snow events flows over land or impervious surfaces and does not percolate into the ground. As the runoff flows over these surfaces such as paved streets, parking lots, and building rooftops, it accumulates debris, chemicals, sediment, or other pollutants that harm County streams and waterways if the runoff is not treated. While centralized stormwater retention ponds and detention facilities have been the dominant approach to addressing the quality and quantity of runoff, updates to the County's stormwater regulations now reflect a more comprehensive and smaller-scale approach to stormwater management practices, referred to commonly as low-impact development or Environmental Site Design (ESD). ESD relies on small-scale stormwater management practices, nonstructural techniques, and better site planning to mimic natural hydrologic runoff characteristics and minimize the impact of land development on water resources. Examples of ESD include rain gardens, landscape (filter) strips, and conservation landscaping with native plants.

Did You Know?
The cost of the County's Phase II Watershed Implementation Plan has been assessed at approximately $377 million between 2013 and 2017. This estimate reflects the cost of construction of in-the-ground projects related to meeting the County's MS4 permit and does not include programmatic and other operational costs associated with implementing the WIP.

There are several plans and guidelines that are of particular importance to water quality and quantity in the County.

- The 2010 *Approved Water Resources Functional Master Plan* fulfills the requirement for a Water Resources Element, one of several state planning requirements signed into law in 2006 and mandated by Article 66B of the Annotated Code of Maryland. The master plan discusses how drinking water supplies, wastewater effluents, and stormwater runoff can be anticipated and managed to support existing and planned growth. Specific water-related policies and strategies are found in the Water Resources Element.
- Following the 2002 General Plan, the 2005 *Countywide Green Infrastructure Plan* was developed to delineate the network of ecological resources of countywide significance and identify policies and strategies for implementation. This plan contains specific metrics and objectives to track water quality improvements countywide.
- The 2007 *Bioretention Manual*, produced by the Department of the Environment (DoE), provides detailed design and construction information for building bioretention, or ESD areas. This important manual is utilized by various jurisdictions all over the nation when designing these types of stormwater management measures.

- The comprehensive *Hazard Mitigation Plan* was updated in 2010 to focus on natural hazard prevention and mitigation with an emphasis on flooding.

Forest and Tree Canopy

Three legislative efforts updated ordinances and plans affecting forests and tree canopy coverage in the County.



- The Woodland and Wildlife Habitat Conservation Ordinance was updated in 2010 to meet the new state requirements under the Maryland Forest Conservation Act.
- The 2005 *Approved Countywide Green Infrastructure Master Plan* included strategies relevant to addressing regulatory changes regarding natural resource management during the development process, many of which were implemented in a comprehensive legislative update in 2010.
- The Tree Canopy Coverage Ordinance was enacted in 2010 to address the need to increase tree canopy coverage countywide with a focus on existing communities where forest and tree canopy coverage is sparse.
- In 2010, the County's Landscape Manual was updated in order to set a new standard of excellence in the design, sustainability, and quality of landscaping in the County and to generate aesthetic, economic, environmental, and health benefits for the County's residents, businesses, and visitors.

Air Quality

The American Lung Association gave the County a grade of "F" for air quality and respiratory problems because of continuously high concentrations of ground-level ozone. An estimated 70,000 of the County's 309,000 acres were converted from agricultural and forested lands between 1973 and 2010 fueling the County's decline in air quality. While air quality is a regional issue and cannot be solved at a county-scale alone, there are a number of proactive steps Prince George's County can take to reduce its contributions to air pollution. One extremely important step involves encouraging more compact land development to support multimodal transportation (such as walking, biking, and transit) and decrease the County's reliance on vehicular transportation, a major source of local air pollutants.

Light Pollution
Light pollution can disrupt the migratory patterns and schedules of birds and interrupt flower pollination. Pollination is important to commercial crops and sustainable landscapes.

Light Pollution

Light pollution occurs when outdoor environments are artificially illuminated at night. It is typically caused by misdirected or poorly placed lighting that shines outward and upward into the sky rather than downward towards its users. Artificial lights' collective luminosity obscures the night sky and stars, impairs the character of the County's rural landscapes, and disrupts the circadian rhythms of wildlife and humans.

Alternative Energy
Two noteworthy projects in 2011 illustrate demand for alternative energy sources.

As part of the Maryland Energy Administration Project Sunburst Initiative, 2,600 solar panels were installed on the Severn Building at the University of Maryland College Park. The Washington Redskins organization installed 8,000 solar panels in the FedEx Field parking lot meeting all of the facility's power on non-game days and 20 percent on game days.

Energy Production and Infrastructure

Prince George's County is served by three private electric utility companies: Potomac Electric Power Company (PEPCO), Baltimore Gas and Electric, and Southern Maryland Electric Cooperative. PEPCO, the County's largest energy provider, generates approximately 40 percent of its electricity from coal, followed by 36 percent from nuclear power, 19 percent from gas, 5.5 percent from renewable energy sources and 0.5 percent from oil as of June 2012. PEPCO intends to generate 18 percent of its energy in Maryland from renewable resources by 2020.

Challenges and Opportunities

Challenges

Land Consumption and Water Quality

One of the County's greatest challenges will be to reverse its development pattern and begin to redevelop areas around existing infrastructure, in particular near our 15 Metro stations. Greenfield development over the last century has resulted in a loss of approximately 112,000 acres of natural land to development. The current pipeline of approved, but unbuilt development threatens to worsen this trend. The pipeline contains 16,976 dwelling units, of which approximately 90 percent are located in greenfields. Accessible primarily by car, these areas will continue to contribute to county greenhouse gas emissions and the loss of forests and habitat areas, essential to maintaining the County's biodiversity and biological integrity.

Greenfield
A greenfield is an undeveloped area of farm or forest land or a site that has never been built on.

The County's current development pattern has also degraded many of the County's streams and wetland ecosystems. The restoration of these environmental assets is constrained by the level of development surrounding them and by sobering fiscal realities of the costs of

restoration. According to recent state-issued stormwater permits, the County must retrofit approximately 8,000 acres of impervious surfaces by 2017. This undertaking will require new stormwater controls on existing parking lots, buildings, and roadways.

Climate Change

Another challenge confronting the County comes from the unknown impacts of climate change, in particular, flooding caused by more frequent and intense storms. The extent of the risks to County and private infrastructure is unknown and therefore challenging to address in the present. Vulnerability studies and analyses are necessary to determine potential impacts.

There are two approaches used to address the issue of climate change:

- **Mitigation:** reduces greenhouse gas emissions for greater benefit.
- **Adaptation:** reduces vulnerability of individual sectors without necessarily addressing the root cause.

The role of local government in climate change adaptation or mitigation includes:

- Adopting plans to promote mixed-use and walkable development.
- Requiring water and energy conservation practices.
- Updating building codes to provide for low-carbon buildings.
- Creating multimodal transportation options to reduce dependency on the single occupancy vehicle and reduce the total miles travelled.
- Evaluating climate change impacts relative to all scales of land use development.

Greening the Built Environment

Prince George's County has developed under a range of envrionmental regulatory requirements. Making currently developed, as well as future growth areas, more sustainable will be critical to implementing Plan 2035. Incorporating green building features into new development and redevelopment can enhance indoor air quality, water quality, health, and energy efficiency; promote the adoption of renewable energy and water conservation; and reduce stormwater, the use of toxins, and waste.

Did You Know?
Maryland's National Pollutant Discharge Elimination System (NPDES) Municipal Separate Storm Sewer System (MS4) Permits allow Prince George's County to control pollution that comes from storm drains. It also stresses reducing pollution that comes off of roads, driveways, and rooftops, and requires the implementation of trash reduction strategies and ESD for new and redevelopment projects to the maximum extent practicable. The permit is issued for five years.

Opportunities

Green Infrastructure and Open Space

In 2005, Maryland's first-ever countywide green infrastructure plan was approved in Prince George's County. This functional master plan contains policies and strategies to be implemented to preserve, protect and enhance the designated network of natural resources of countywide significance. Implementation of this plan has been successful and an update of the Green Infrastructure plan is necessary to address changes in regulations and to align the goals with the Plan 2035 vision and goals. The plan also needs to be revised to address green infrastructure at all scales, ranging from green roofs and bioretention areas to the County's three river basins.

The County's development pattern has resulted in a greater need for carefully planned and designed green and open spaces. These public and semi-public spaces can provide multiple ecosystem service such as improving water and air quality, reducing the urban heat island effect, and reducing light pollution. They should be designed as multi-functional landscapes that can serve as gathering places while providing opportunities for the arts, urban agriculture, transportation facilities, and other community uses.

In 2012, the County approved the Priority Preservation Area (PPA) Functional Master Plan, which contains specific goals, policies, and strategies relevant to agricultural land preservation and supporting programs for the County. The plan recommends:

- Seeking funds for agricultural preservation.
- Minimizing development and barriers to farming in the priority preservation area.
- Conducting valuations of farm and forest land for environmental and economic value.
- Reclaiming land for agricultural enterprises and agricultural support services.

Did You Know?
Americans typically spend 90 percent of the day indoors and as such, are exposed to a variety of potential pollutants from mold emissions and off-gassing products that can axecerbate allergies to asthma, and can contribute to other health concerns.

Ecosystem Services
Prince Georgians receive many life-sustaining benefits from nature, known as "ecosystem services." These services include clean air and water, fertile soil for crop production, pollination, and flood control. While critical to both environmental and human health, they are, by nature, limited in quantity and often times degraded by human activity.

Forest and Tree Canopy

The Forest Preservation Act of 2013 set a "no net loss" goal of 40 percent forest and tree canopy in Maryland. The act requires maintaining the state's current percentage of forest and tree canopy. Prince George's County is well positioned to meet this requirement with 52 percent forest and tree canopy as of 2010. The challenge facing the County lies in finding ways to direct growth away from greenfield sites to preserve existing forests. Importantly, this challenge also creates an opportunity to help meet WIP requirements through protected forested ecosystems.

52 percent of the County was covered by forest and tree canopy in 2010.

While there are many countywide forest and tree canopy benefits, the State of Maryland has focused on the reforestation of buffers along streams specifically in order to improve water quality. Forested stream buffers improve water quality, provide additional forest canopy, and facilitate green infrastructure connectivity. The WIPII commits to the addition of approximately 84 miles of stream buffer reforestation on public land. The Maryland Department of Natural Resources has provided forested stream buffer data that identifies priority areas for reforestation. This information should be used as a guide for the prioritization of forest buffer restoration projects along designated streams.

The 2002 General Plan has a goal of retaining 44 percent forest coverage countywide by 2025 (this goal does not account for individual trees, which comprise eight percent of the County's canopy). Plan 2035 recommends sustaining the County's combined forest and tree canopy coverage at 52 percent.

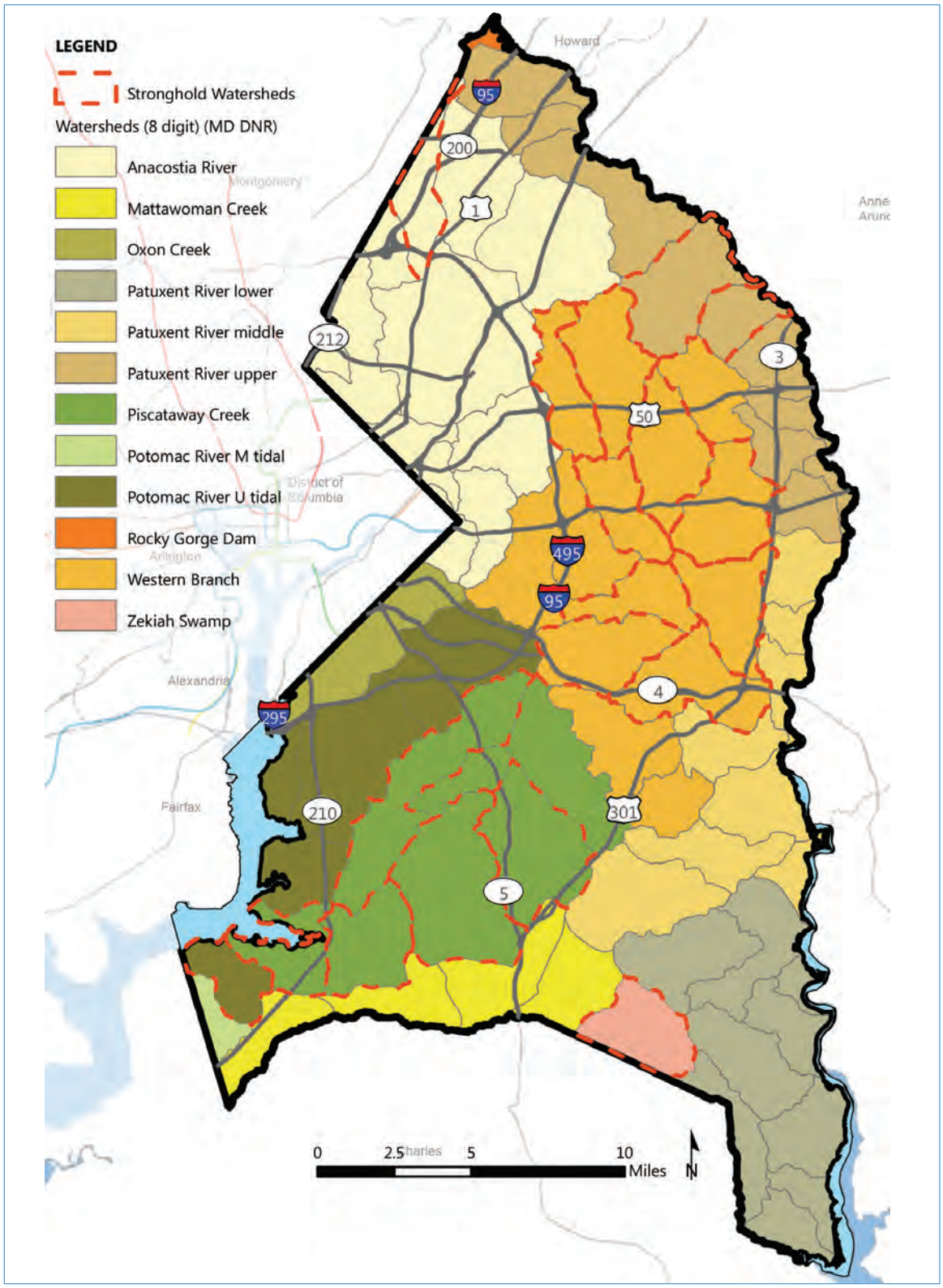


Energy Infrastructure

There are potential opportunities for the generation of renewable energy via solar panels, wind farms, and other sources.

As plug-in electric cars begin to command a larger share of vehicle ownership in the County, they may justify the installation of charging stations at Metro stations, multifamily complexes, and major employment centers.

Map 15. Watersheds



Source: M-NCPPC, 2013



Policies and Strategies

Land Consumption and Water Quality

Policy 1 Reduce the rate of land consumed by greenfield development countywide.

For more strategies related to land preservation, reference the Land Use Element.

Policy 2 Improve and maintain water quality through stormwater management and water resource protection.

NE2.1 Undertake measures and conditions, as appropriate, to help implement and meet the state and federal pollution reduction requirements of the local Phase II Watershed Implementation Plan for the Chesapeake Bay Total Maximum Daily Load (TMDL) and county MS4 requirements in coordination with county efforts.

Under the County's state-issued stormwater management permit, 30 percent of currently untreated impervious surfaces must be retrofitted by 2017.

NE2.2 Utilize the local Clean Water Act fees to fund projects and programs to meet the stormwater pollutant load reductions mandated under federal and state law and to improve the water quality of local streams and the Chesapeake Bay.

NE2.3 Prioritize restoration projects from the WIP that will support the future land use pattern. Downtowns should be given priority for stormwater retrofits, especially environmental site design practices. Land acquisition or ecological restoration activities should be targeted to stronghold watersheds.

NE2.4 Create a comprehensive and coordinated tracking program to monitor implementation of WIP projects. Water quality and habitat measures should be continually tracked at the 12-digit watershed scale countywide using readily available data.

NE2.5 Identify strategies to reduce impervious surfaces by amending County codes and coordinating County agencies.

NE2.6 Develop a program to utilize vacant land (both publicly and privately owned) for stormwater management. Acquire land to serve the dual purpose of green infrastructure/stormwater infiltration and recreational/open space.

NE2.7 Evaluate the U.S. Army Corps of Engineers Anacostia Watershed Restoration Plan's identified list of projects and prioritize. Seek a variety of funding sources including public, private, and public/private partnership opportunities.

NE2.8 Continue to coordinate with the State of Maryland on the proposed nutrient trading program and on policies to reduce nonpoint source pollution to meet the requirements of the Watershed Improvement Plan.

NE2.9 Implement the remaining policies and strategies of the 2010 Water Resources Functional Master Plan (WRE). Continue to evaluate master plans, planning studies, and development review applications for WRE.

Greening the Built Environment

Policy 3 Implement green building techniques and green neighborhood design to reduce energy use, stormwater runoff, the heat island effect, improve air and water quality, and increase opportunities to reduce, reuse, and recycle construction waste.

NE3.1 Evaluate the County's various regulatory codes and manuals to assess how to comprehensively provide urban green and open areas.

There are numerous regulations that address open space, such as the Zoning Ordinance, Tree Canopy Ordinance, Landscape Manual, and the Subdivision Ordinance. Formula 2040, the County's Functional Master Plan for Parks, Recreation and Open Space also proposes new standards for urban parks.

NE3.2 Revise the tax code or other appropriate regulations to provide developer incentives for LEED® Silver, Gold, and Platinum certifications (or equivalent green building rating programs) for residential and commercial buildings and neighborhoods. Incentives should be commensurate with achieved levels.

NE3.3 Remove barriers in the building code and County Code that discourage green building and green neighborhood design.

NE3.4 Revise and update the Zoning Ordinance and Subdivision Regulations to require green building features consistent with Plan 2035 to help fulfill the requirements of the WIP and CAP, as well as other relevant plans, and should vary by land use, location, density,[graduation cap] intensity, and scale of development, and type of project.

NE3.5 Redevelop brownfield[graduation cap] and superfund sites in priority growth locations.

Brownfield

Brownfield refers to real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. Source: Public Law 107-118 (H.R. 2869)

Superfund

Superfund sites are those properties that have been placed on the National Priorities List. The Superfund consists of funds from taxes imposed upon the petroleum and chemical industries, an environmental tax on corporations, and from general tax revenues that are used for clean-up efforts.

NE3.6 Study and implement methods to increase the amount of construction and demolition waste that is diverted as part of solid waste recycling in the County. Possible methods include tax incentives and reduced permitting fees.

Climate Change

Policy 4 Assess land use decisions for potential climate change impacts.

NE4.1 Perform a flooding and sea level rise analysis for the County. Prioritize climate adaptation upgrades to at-risk areas with the greatest population impacts and include implementable actions and policy.

NE4.2 Include more detailed hazard information related to climate adaptation and mitigation strategies when updating the County's Hazard Mitigation Plan. This plan should utilize the information obtained in the sea level rise and flooding analysis, and should also include implementable actions for areas at high risk for flooding.

NE4.3 Create a countywide standard for reviewing infrastructure installation, upgrades, and maintenance projects against projected climate change impacts.

NE4.4 Locate major road, transit, electrical, wastewater treatment, stormwater, and other infrastructure out of high-risk areas. Where relocation is not feasible, update existing infrastructure with climate-resilient technologies.

NE4.5 Implement the County's CAP and identify strategies related to land use. Integrate climate action strategies into County codes as appropriate.



Forests and Tree Canopy

Policy 5 Preserve and enhance existing forest and tree canopy coverage levels.

NE5.1 Prepare a comprehensive forest and tree canopy coverage strategy that supports Plan 2035's vision, goals, and development pattern.

NE5.2 Identify strategies in the Regional Transit Districts that will increase the tree canopy coverage by utilizing green roofs and environmental site design. Amend ordinances as necessary to implement the strategies.

NE5.3 Annually evaluate tree canopy and woodland conservation metrics. This includes data on fee-in-lieu, off-site tree plantings, and mitigation. Report findings to the Planning Board, County agencies, and elected officials.

NE5.4 Update the 2005 Green Infrastructure Plan to reflect updates and amendments to the regulated areas. This update should include policies and strategies that support the Plan 2035 development pattern and increase green infrastructure connectivity throughout the County, and should delineate Natural Resource and Climate Change Impact Areas pursuant to the PlanMaryland's Preservation/Conservation Planning Areas.

NE5.5 Integrate into the work programs of all county agencies the priority status of the designated green infrastructure network as the County's highest priority areas for preservation, restoration and enhancement of natural resources.



Lighting

Policy 6 Reduce overall sky glow, minimize the spill-over of light from one property to the next, and reduce glare from light fixtures.

NE6.1 Amend the County Code to include lighting standards for appropriate development activities.

NE6.2 Evaluate lighting design standards and practices for public buildings and spaces to ensure that safety, energy conservation, and light spillover are addressed.

NE6.3 Review and amend the County Code to ensure that new roadway lighting meets the guidelines for minimization of light spill-over and sky glow, and relies on low-energy light sources such as LED or solar-powered street lights.

Noise

Policy 7 Provide adequate protection and screening from noise to ensure that the State of Maryland noise standards are being met through the provision of earthen berms, plant materials, fencing, and the establishment of a building restriction line.

NE7.1 Evaluate and revise the County Code to mitigate and enforce noise standards and identify uses and/or activities that require additional restrictions. Use the 2012 State of Maryland noise standards as guidelines.



CASE STUDY

Landfill Gas-to-Energy Project—In 1987, the Brown Station Road Landfill became one of the first landfills in the nation to operate landfill-gas (LFG) fired electric generators. Three 1,700 kW electric generators and two 350-HP boilers fueled by LFG provide power and steam to the County's correctional facility. Excess electricity is sold to PEPCO generating approximately $8,500 per month in revenue for the landfill. According to the Environmental Protection Agency, the LFG project's annual energy production equates to powering 3,985 homes and reduces 31,915 tons of CO2 emissions per year.

Energy Infrastructure

Policy 8 Promote the efficient use of energy resources by providing education, outreach, and technical assistance to residents and businesses.

NE8.1 Develop a Sustainable Energy Education and Outreach Strategy to inform residents and businesses about the benefits of reducing energy consumption and carbon emissions.

NE8.2 Create an Energy Savers Volunteer Roundtable to assist with the implementation of education and outreach initiatives.

NE8.3 Encourage the use of energy management tools, such as the EPA's Portfolio Manager—a free energy management tool that allows businesses to track, assess, and disclose their buildings' energy and water performance.

Policy 9 Encourage investment in energy infrastructure, renewable energy, and the use of smart grid technologies to improve the efficiency, reliability, affordability, and sustainability of energy production and distribution.

NE9.1 Promote the use of innovative energy financing mechanisms such as on-bill financing, property-assessed clean energy, energy performance contracting, power purchase agreements, and home energy loan programs for moderate- to low-income residents.

NE9.2 Encourage the installation of the latest smart-grid/metering technology by offering incentives and technical assistance.

NE9.3 Create an energy assurance framework to assess strategies for enhancing energy security and community resiliency.

NE9.4 Participate in regional efforts to support the deployment of electric vehicles (EVs) and EV charging infrastructure.

NE9.5 Partner with local energy providers to develop alternative fueling stations for compressed natural gas, liquefied propane, biofuels, and electric vehicles.

Policy 10 Encourage the generation of low-carbon and clean, renewable energy sources.

NE10.1 Promote the development of "energy positive" homes and buildings that generate more energy than what is used in the production, construction, and operation of the home or building through the application of geothermal, solar, and wind technology.

NE10.2 Utilize solar panels or similar technology to increase the energy efficiency of outdoor lighting in appropriate areas, such as streets, parking lots, parks, and/or signage.

NE10.3 Evaluate and modernize, as warranted, the regulations in the zoning ordinance that impact the location, size, and design of solar, wind, and alternative energy production facilities. Include options for streamlining development review of permit procedures.

NE10.4 Develop a range of incentives to encourage the adoption of solar facilities on vacant roofs, parking structures, and unused open spaces.

NE10.5 Revise and update the Zoning Ordinance and Subdivision regulations to include standards and criteria for siting renewable energy facilities at different scales.

SUPPORTING DOCUMENTS

Natural Resources Policy Paper, October 11, 2012, M-NCPPC

2005 Countywide Green Infrastructure Plan

2010 Water Resources Element Functional Master Plan

2010 Prince George's County Hazard Mitigation Plan

2010 Woodland and Wildlife Habitat Conservation Ordinance

2012 Phase II Watershed Implementation Plan

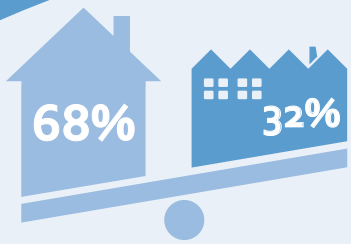
2012 Priority Preservation Area Functional Master Plan

2012 Prince George's County (Draft) Climate Action Plan

2012 Prince George's County Land Preservation, Parks, and Recreation Plan

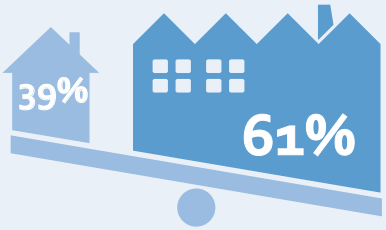
Prince George's County, Office of Central Services, Sustainable Energy Program

Housing and Neighborhoods

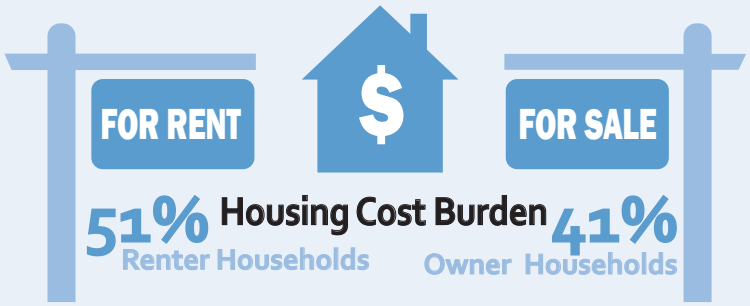


Current Housing Stock:
Single-Family 68%
Multi-Family 32%

Future Residents Want Different Housing



Projected Housing Demand:
Single-Family 39%
Multi-Family 61%



51% Renter Households **Housing Cost Burden** **41%** Owner Households

75% is 49 years old and newer

25% is 50 years old and older

Aging Housing Stock



2035 Housing and Neighborhoods Goal

Provide a variety of housing options—ranging in price, density, ownership, and type—to attract and retain residents, strengthen neighborhoods, and promote economic prosperity.

Introduction

As discussed in **Section II: Defining the Context**, recent trends reveal that the County's existing housing stock and pipeline—defined as development that has been approved, but not yet constructed—do not meet the anticipated needs of future residents and employers in Prince George's County. As the County's population grows, its housing stock will need to better accommodate the changing needs and preferences of its progressively diverse population. Similarly, as the County works to capture a greater share of regional forecasted job growth, housing development will need to increasingly concentrate on building well-designed, mixed-income, multifamily housing in higher-density, transit-oriented, mixed-use communities with easy access to jobs. These changing dynamics call for new policies and priorities in the County's housing sector, Consolidated Housing Plan, and Plan 2035.

Providing housing to meet the County's growing and changing population, while strengthening existing neighborhoods, can be acheived by engaging stakeholders, nonprofits, and County agencies and developing housing and neighborhood revitalization activities.

The Department of Housing and Community Development (DHCD) manages a variety of programs that implement housing policies:

- Neighborhood Stabilization
- Rental Assistance Programs
- Weatherization Programs
- Federally Funded Programs
- Community Development Block Grants

Work

Supplying a range of housing options in walkable, transit-oriented, mixed-use neighborhoods positions the County to attract and retain young, highly educated residents that will form the base of the County's future economy. Meeting the County's emerging housing needs and preferences will attract new employers drawn to a diverse workforce and ensure that the County remains competitive in, and relevant to, the regional economy.

Live

Preserving and providing a variety of housing choices at different price ranges in close proximity to transit, amenities, and employment centers is essential to ensuring a high quality of life for all Prince Georgians including its current and future workforce, seniors, youth, and special needs populations.

Sustain

Sustainable design and construction practices reduce the environmental impacts of growth by reducing energy use, air and water pollution, and land consumption.

Many of these programs encourage the participation of nonprofit corporations and municipalities to help meet local needs in communities.

Two quasi-government agencies also assist in implementing the County's vision with the assistance of appointed representatives—the Housing Authority and Redevelopment Authority.

Housing Authority

The Housing Authority of Prince George's County, Maryland (HAPGC) is a semi-autonomous governmental agency charged with the provision of housing assistance services via the Housing Choice Voucher Program, Moderate Rehabilitation Program, Rental Allowance Program, and County-owned public housing. HAPGC is composed of three branches: the Housing Assistance Division, Rental Assistance Division, and Financial and Administrative Services.

Redevelopment Authority

The mission of the Redevelopment Authority of Prince George's County is to be the County's principal development/redevelopment entity with a specific focus on the development of mixed-income, mixed-use, and mixed-tenure housing in targeted communities and the development and preservation of workforce/affordable housing near transit centers.

Where We Are Today

Key findings from the detailed assessment of the County's housing inventory and pipeline include the following:

- The County's housing stock is aging; almost a quarter of all residential units were built in 1959 or earlier.
- Sustaining residential communities requires investment; this is especially true in communities with an aging housing stock. More than 10 percent of the County's housing stock was built before 1940. Older homes may contain lead based paint or weatherization to reduce heating and cooling costs. A challenge in the future will be adapting older homes to allow residents to age in place.
- Home value and rent remain below regional averages. Existing housing stock values are low, compared to the region, for both homeowners and rental units. Fifty-eight percent of home values are under $200,000 and 75 percent of rental market units are under $1,250.

- The economic downturn affected home values and median rents throughout the State of Maryland. Even with lower rents and home prices, many homeowners and renters spend more than 30 percent of their household income on housing. Low home values can also be tied to the inability to refinance, contributing to foreclosure.
- The impact of the nation's foreclosure crisis continues to reverberate throughout the County.
- Vacant homes, as a result of foreclosures, can impact the stability of a community if the properties are not maintained properly and if they are vandalised. To address these issues state and federal resources have been allocated to assist homeowners with financing, education, and loan modification. Recent development has concentrated on single-family construction in suburban subdivisions at the expense of mixed-income, multifamily housing in urban, transit-oriented neighborhoods.
- The predominant housing type in the County is the single-family home, especially in suburban and rural communities. Providing a range of housing types, such as condos and apartments, at our transit stations creates opportunities for new jobs and housing to be located in transit-accessible neighborhoods. The changing demographics and the demand for jobs and housing to have access to a variety of transportation modes will increase investment in these areas. Approximately half of all renters and homeowners spend more than 30 percent of their income on



housing related expenses, a burden that is exacerbated when commuting costs are included.

- Driving to afford has been a common practice in many suburban communities where homowners will drive further distances to afford a home and then commute to work. However, most residents do not include the cost and time of a long commute in their calculations. Long commutes, coupled with spending more than 30 percent of their income on housing and transportation, reduces the buying power and disposable income of residents. Providing opportunities for housing adjacent to transit is one solution to reducing housing cost burden, provided mixed-income communities are created.
- While anticipated future demand for housing will be driven mostly by the Millennial Generation—the County's future workforce—it will also be influenced by the housing preferences of its growing senior and Hispanic populations.

Challenges and Opportunities

Challenges

Housing Affordability

Despite below average rent and home values in the County, housing affordability remains a challenge that impairs the quality of life of many households and reduces the time available to spend with family and friends. Long commutes to employment centers—compounded by high commuting costs—further strain the budget of many Prince Georgians. Just as important, the high incidence of housing cost burden hampers economic development by limiting disposable incomes and, as a result, business growth and job creation. These trends underscore the importance of promoting high-quality and affordable mixed-income housing at transit locations.

Community Stability

Foreclosure events—totalling 4,265—occurring in Prince George's County during 2012, represented 25 percent of the state's total. Of the 40 zip codes in the County, 29 were categorized as severe or very high foreclosure hot spots during the same year, depressing housing demand, destabilizing communities, and straining county resources. Proactively mitigating the foreclosure crisis will need to remain a county priority.

Housing for Vulnerable Populations

Homeless rates continue to be troubling in the Washington metropolitan area and within Prince George's County. The increasing threat of becoming homeless affects lower- and

middle-income households and includes youth, single parents, married couples, the elderly, people with disabilities, and returning veterans. Adequate transitional housing, group homes, and shelters with services are needed in transit-accessible locations to help residents transition to stability.

Opportunities

Housing Preference

Growth forecasts and evolving workforce preferences clearly indicate the need for a different approach to County housing policy. Proactive action by the County will prompt an evolution in the mix of housing types, increasing the supply of workforce and higher-value units necessary to realize the development of vibrant, mixed-use, and mixed-income neighborhoods around existing transit hubs. The County's aging population creates additional opportunities for new compact communities and infill development featuring smaller, accessible units where residents have the options to age in place.



TNI

The County's Transforming Neighborhoods Initiative (TNI) is an ongoing partnership targeting select neighborhoods that face significant economic, health, public safety, and educational challenges. Through TNI the County is working to improve the quality of life in six neighborhoods and identifying ways to enhance service delivery throughout the County for all residents. Prince George's County is currently conducting a Residential Market Value Analysis with the assistance of the Reinvestment Fund to assess neighborhood and housing conditions across the County in order to help identify future qualifying neighborhoods and to develop an expanded revitalization program.

TNI Neighborhoods

Current TNI neighborhoods are East Riverdale/ Bladensburg, Glassmanor/Oxon Hill, Hillcrest Heights/Marlow Heights, Kentland/Palmer Park, Langley Park, and Suitland/Coral Hills. Key indicators of success include improvements in violent crime, property crime, 3rd grade and 5th grade reading and math scores, school absentee rates, foreclosure rates, concentrations of Section 8 housing, income levels, pedestrian deaths/ injuries, and the number of residents on public assistance.



Policies and Strategies

Policy 1 Concentrate medium- to high-density housing development in Regional Transit Districts and Local Centers with convenient access to jobs, schools, child care, shopping, recreation, and other services to meet projected demand and changing consumer preferences.

HN1.1 Provide tax credits, financial assistance, zoning, and other tools to promote the development of higher-density housing in transit-oriented, mixed-use communities. A variety of tools and financing options are identified in the 2011 Economic Development Toolbox and the TOD Toolbox.

HN1.2 Prioritize public investment in critical infrastructure, streetscape improvements that include landscaping and lighting, public facilities, parks, public art, and other amenities in the Regional Transit Districts and the Innovation Corridor.

Policy 2 Preserve and expand the range of housing types and ownership opportunities, such as owner/resident of multifamily building and housing cooperatives, at different price points ranging from workforce and affordable units to upper-income housing to reduce housing and transportation cost burdens.

HN2.1 Adopt an inclusionary zoning ordinance to require market-rate housing projects set aside a percentage of units for low and moderate income household to create mixed-income communities. Units should be distributed within individual projects and the larger community to maximize their contributions to diversity and quality of life.

HN2.2 Promote and support public-private partnerships, nonprofit housing providers, expand existing housing programs, and pursue state and federal funding to rehabilitate and maintain the County's existing affordable housing stock.

HN2.3 Support tools, such as residents' right-of-first offer, that enable renters to individually purchase their units or collectively purchase their apartment buildings when faced with a condominium conversion.

HN2.4 Target student housing at locations identified by the University of Maryland, Bowie State University, the City of College Park, and the State of Maryland in order to accommodate future demand and preserve existing neighborhoods.

HN2.5 Revise and update the Zoning Ordinance to encourage a range of housing types and ownership opportunities.

Related Policies and Strategies

See Strategy 11.1 in the Public Facilities Element for Public Facility Surcharge Fees.

Policy 3 Stabilize existing communities and encourage revitalization and rehabilitation.

HN3.1 Prepare revitalization plans for individual neighborhoods under the Transforming Neighborhoods Initiative using the Prince George's County Residential Market Value Analysis that is currently being prepared by the County.

HN3.2 Biannually inventory foreclosed and neglected properties to ensure effective monitoring and mitigation of housing blight. Continue to work with state and county agencies to provide assistance to areas with high concentrations of foreclosures. The Prince George's County Residential Market Value Analysis will provide additional data on neighborhood stabilization strategies.

HN3.3 Partner with nonprofits and DHCD to expand access to foreclosure prevention counseling services and financial literacy.

HN3.4 Enforce housing maintenance standards and building codes. Particular attention should be directed towards Neighborhood Reinvestment areas and established communities.

HN3.5 Provide additional funding to purchase and rehabilitate deteriorated rental and single-family properties in Neighborhood Reinvestment Areas. Allocate initial operating

and capital funding to a rehabilitation program with the intent of moving to a self-sustaining program by using the proceeds from sold rehabilitated properties to fund further acquisitions. This effort should be coordinated by DHCD and the Redevelopment Authority.

HN3.6 Partner with private developers, community organizations, and county agencies to construct and repair public facilities, amenities, and services in established communities. Establish an inventory of critical service infrastructure repairs and maintenance.

Policy 4 Expand housing options to meet the needs of the County's seniors who wish to age in place.

HN4.1 Encourage new housing development to incorporate universal design features by providing incentives through the zoning ordinance, reduction in permit fees, tax credits, streamlined permit review, and other tools.

HN4.2 Encourage universal design renovations by providing grants and loans to enable residents to modify existing dwelling units by removing architectural barriers, adapting units, installing handicap accessories, and adding accessory apartments. Potential grant funding could be established through nonprofits or through DHCD with assistance from social service agencies.

Essential universal design features include: at least one no-step entry into the house, entryway doors that are 36 inches wide, passageways measuring 42 inches wide, light controls, electrical outlets and thermostats that are easily reachable for a person in a seated position, and bedroom, kitchen, entertainment area, and a full bathroom on one level of the home.



HN4.3 Educate nonprofit organizations and the senior community on the programs and services available to assist those who choose to age in place.

Aging in place refers to your ability to continue to live, safely and independently, in your home or neighborhood as you age and as your mobility and health change. Aging in place can be promoted through a combination of policies, such as efficiently delivering services in the home, providing more transportation choices, particularly for older adults who no longer drive, and improving affordable, accessible housing to prevent social isolation. Incorporating universal design principles–which essentially accommodate the needs of residents of all ages and abilities–can also promote independence as you age.

Policy 5 Increase the supply of housing types that are suitable for, and attractive to, the County's growing vulnerable populations. These include the elderly, the homeless, and residents with special needs.

HN5.1 Expand housing options by eliminating regulatory barriers to the construction of elderly accessible housing, accessory apartments, and assisted living facilities. Revise the zoning ordinance to encourage a variety of housing types.

HN5.2 Provide financial incentives, such as low-interest revolving loan funds, to landlords of multifamily housing to retrofit existing dwelling units. This can be used to remove architectural barriers, adapt units, and improve handicap accessibility for the elderly and residents with special needs.

HN5.3 Pursue state, federal, and private-sector funds to expand programs that deliver down payment and closing cost assistance and loans for rehabilitation and accessibility modifications for low-income, vulnerable populations.

HN5.4 Build partnerships with, and provide technical support and incentives to, faith-based institutions and nonprofits to undertake housing projects and programs for vulnerable populations, in particular the homeless, the mentally ill, at-risk veterans, residents with special needs, and those living with HIV/AIDS. Projects and programs could include transitional housing, group homes, and shelters with services to help residents transition to stability.

Policy 6 Increase funding for county housing projects and programs and leverage state, federal, and nonprofit funding and resources.

HN6.1 Establish and capitalize a County Housing Trust Fund with a dedicated source of revenue. This will help construct and rehabilitate low- and moderate-income housing.

Setting aside a certain amount per $100 of assessed value of real estate property revenue could provide significant funding. A few counties and cities surrounding Prince George's County have enacted housing trust funds that have provided financing for thousands of affordable housing units over the past two decades.

HN6.2 Pursue state, federal, private sector, and foundation support to complement Community Development Block Grants, the HOME Investment Partnership, and other sources of funding.

HN6.3 DHCD will partner with County agencies, municipalities, neighborhood organizations, private nonprofit organizations, foundations, religious institutions, and for-profit housing developers to leverage County investments in housing projects to create new housing through sharing of resources.



CASE STUDY

The One Penny for Housing Flexibility Fund is a dedicated, ongoing fund, created in 2005 in Fairfax County, VA, to preserve affordable housing. The fund supplements existing federal and state funding resources and provides financing to nonprofit and for-profit developers to acquire, rehabilitate, replace, or develop affordable housing. The District of Columbia's Housing Trust Fund was established in 1988 and is funded by 15 percent of the Washington, D.C. Real Estate Recordation and Transfer Tax. The Fund has produced and preserved over 7,500 units of affordable housing across every ward in the city, disbursing $320 million and leveraging another $794 million from private and other sources.

Policy 7 Integrate green building practices and achieve LEED® or equivalent certification in housing construction and rehabilitation to enhance indoor air quality, health, energy efficiency, and water quality, among other factors.

Related Strategies

See Strategies 3.2, 3.3, and 3.4 in the Natural Environment Element for Green Building.

Policy 8 Strengthen the County's institutional capacity to streamline, administer, and implement the housing programs.

HN8.1 Increase staffing and funding for DHCD and supporting agencies to effectively manage housing production and rehabilitation and to streamline and administer housing programs and services.

HN8.2 Recruit established national and regional nonprofit housing organizations and foundations to develop new affordable housing, rehabilitate existing housing, and provide homeowner education, nonprofit mentoring, and job training in the County.

HN8.3 Recruit experienced housing developers to serve as mentors to nonprofit organizations in order to strengthen their financial, project, and construction management, and other skills critical to cost-effective and sustainable housing production.



SUPPORTING DOCUMENTS

Housing Policy Paper, December 6, 2012

2010 Coalition for Smart Growth, "Building Stronger Communities: Moving Toward a Comprehensive Housing Strategy for Prince George's County"

2012, Prince George's County, Department of Housing and Community Development Strategic Housing Plan

2011 George Mason University Center for Regional Analysis, "Housing the Region's Future Workforce: Policy Challenges for Local Jurisdictions"

2009 Prince George's County Planning Department, "Trends and Current Status of Workforce Housing in Prince George's County"

"Analysis of Impediments to Fair Housing Choice: Prince George's County and City of Bowie," Revised June 2012, Prepared by Mullin, Longergan Associates

Preliminary Affordable Housing Strategies, Takoma/Langley Crossroads Section Plan Implementation, April 2012

Community Heritage, Culture, and Design

Since 2007, the County has awarded more than **$2.5 million** in **grants for the acquisition and restoration** of historic properties

35 M-NCPPC manages and operates all County **Historic Sites and Resources**

6 M-NCPPC manages and operates **performing and visual arts facilities**

The Gateway Arts District was designated in **2002**

2035 Community Heritage, Culture, and Design Goal

Create walkable places that enable social interaction and reflect community character, and preserve and promote our cultural, historic, and rural resources to celebrate our heritage and encourage new investment.

Introduction

The Community Heritage, Culture, and Design element includes findings, policies, and strategies relevant to historic preservation and heritage conservation, arts and culture, and urban design in Prince George's County.

Historic Preservation and Heritage Conservation

The protection of historic sites and districts within Prince George's County accomplishes more than just preserving reminders of the County's past. Historic buildings, structures, and sites provide a sense of place and the context for new development.

A thorough appreciation of context—the architectural and cultural character and setting of an area—is the starting point for designing a distinct place. Context includes the area's natural and human history, the forms of its settlements, its buildings and spaces, its ecology and archaeology, its location, and the routes that pass through it. It also includes an area's culture and people—the individuals and groups living in or near it. Taking context into account is crucial because it helps preserve our heritage and identity and seamlessly integrate new development into existing communities.

Work

Creating mixed-use, amenity-rich communities makes economic sense. Younger generations (the Millenials) and the businesses that employ these highly educated workers are increasingly attracted to these types of places. Leveraging our historic resources and arts and culture industries helps revitalize neighborhoods, stimulate job growth, and cultivate new destinations in the County.

Live

Preserving and adapting historic buildings can provide a sense of permanence, connect us to our past, and build a collective memory. Promoting art and culture in public places can help foster a unique "sense of place" by reflecting the character and history of our communities. Requiring high-quality urban design will improve our quality of life and health by encouraging the development of walkable, safe, and attractive places welcoming to all Prince Georgians—including our youth and elderly—visitors, and businesses. Designing compact, mixed-use neighborhoods allows us to efficiently use our infrastructure and public resources and support critical services, amenities, and a range of transportation options.

Sustain

Investing in the reuse and repurposing of our existing infrastructure and buildings reduces our demand for raw materials, our solid waste production, and our carbon emissions. Replacing our historic sites and resources is not an option; they are non-renewable.

Arts and Culture

There are number of benefits to public art. It can increase social interaction, create more "eyes on the street," broaden learning and awareness, contribute to economic development and cultural tourism, and establish a sense of place. Public art can inspire thought, instill pride, raise awareness, and honor events from the past. The presence of public art can also be a sign of a community's maturity because a commitment to public art requires resources, reflection, and investment.

Urban Design

Urban design is the process of conceiving and laying out cities, towns, suburban areas, and rural villages. It focuses on designing groupings of buildings, neighborhoods, and the public realm and fostering a sense of place. Urban design is also concerned with the way that people experience and use these places and spaces.

Urban design is equally relevant to the planning and design of urban and suburban established communities as it is to rural areas. Problems such as encroaching sprawl, lack of architectural quality, loss of natural and rural landscapes, crime-prone areas, and unsafe pedestrian and bicycle conditions can be mitigated, or even solved, through forward thinking and context-sensitive urban design.

Where We Are Today

Historic Preservation and Heritage Conservation

Prince George's County is rich with sites and stories that are significant to local and national history. These sites are part of the County's strong cultural heritage and build upon the diversity of its many nationalities and ethnicities.

The County has made significant progress towards preserving its historic assets with the approval of the 2010 *Approved Historic Sites and Districts Plan*, the implementation of the Historic Property Grant Program, the passage of legislation to ensure archeological investigations, and the pursuit of public education efforts on the value of archeology. The 2010 plan added 98 properties as historic sites and 32 properties as historic resources. Since historic sites and districts can now be designated outside of the master plan amendment process, new sites can be continually added to the County's inventory of historic properties. Outside of the local designation process, new properties and districts are also being listed on the National Register of Historic Places.

Did You Know?

The Historic Sites and Districts Plan has been supported with:

- The 2010 publication of the Prince George's County, Maryland, Cemetery Preservation Manual
- The 2011 publication of the revised Illustrated Inventory of Historic Sites and Districts
- The 2012 publication of the revised African-American Historic and Cultural Resources in Prince George's County, Maryland.

M-NCPPC's Department of Parks and Recreation plays an important role in preserving our heritage and celebrating our diversity. It owns and/or manages 46 historic sites and resources, offer public programs, operates museums, and hosts festivals that celebrate local heritage.

The Historic Property Grant Program, which began its sixth year in 2013, has to-date awarded $2.5 million in grants for the acquisition and restoration of historic properties. Thirty-one historic sites are now protected by perpetual preservation easements held by M-NCPPC. In addition, historic preservation and heritage conservation policies and recommendations are integrated into every county master and sector plan.

Did You Know?
The Prince George's County Planning Board implemented regulations mandating the review of all subdivision developments to determine whether archeological investigations should occur on development properties. The new regulations implemented the Guidelines for Archeological Review.

Recent heritage conservation planning efforts have focused on the rural communities of Aquasco, Baden, and Croom in southeastern Prince George's County—the Rural Villages Study, the Prince George's Star-Spangled Banner Scenic Byway (SSBSB) Corridor Management Plan, and the Mount Vernon Viewshed. The purpose of the Rural Villages Study was to develop design recommendations and economic and business development strategies to strengthen and preserve these communities. The SSBSB Corridor Management Plan developed recommendations for roadway improvement standards and historic landscape conservation appropriate for designated scenic corridors and rural roads. Through the implementation of the Corridor Management Plan, the County will be eligible for state and federal funding to promote heritage tourism based on the local history associated with this historic route and the War of 1812. Efforts to protect the Mount Vernon Viewshed focus on developing tools to facilitate appropriate land development practices that retain and enhance the local character of its communities while conserving a significant cultural landscape.



The Lower Patuxent portion of the SSBSB and National Trail follows Croom Road (MD 382) from US 301 to MD 381, where it continues along MD 381 as a connecting road segment to the SSBSB in Charles County, and includes other areas and sites associated with historic events of the War of 1812.

Arts and Culture

In 1988, the Prince George's County Council approved legislation that required that at least one percent of construction costs of certain new County civic buildings and major renovations of County civic buildings be used for the acquisition

and installation of public art. Building on this legislation, the Arts in Public Places program identifies opportunities and partnerships to encourage the installation of public artwork in both civic and private sector construction projects throughout the County. Prominent installations of public art can now be seen at new public libraries and firehouses throughout the County as well as National Harbor.

The Department of Parks and Recreation manages and operates five performing and visual arts facilities throughout the County, providing opportunities for residents and visitors to engage in the arts. The department also runs Community Arts Services, which provides professional, affordable activities and services in dance, music, theatre and visual arts to County residents, artists and arts organizations. Performances, exhibitions, art classes, camps, and workshops, publications, technical assistance, part-time employment for county artists, and various competitions create opportunities for a diverse community of professional artists and community-based arts organizations, as well as youth, teens, and adults.

Performance and Visual Arts Facilities

The Department of Parks and Recreation manages and operates:

- The Brentwood Arts Exchange at Gateway Arts Center in Brentwood
- Harmony Hall Regional Center in Fort Washington,
- Montpelier Arts Center in Laurel
- The Prince George's Publick Playhouse for the Performing Arts in Cheverly
- The Community Arts Services in Greenbelt.

Urban Design

With the rise of motorized transportation over the last six decades, our County has largely evolved from a collection of walkable, compact residential neighborhoods, rural villages, and towns and cities to one of pedestrian-unfriendly, automobile-dominated sprawl. In addition, many of our newer communities increasingly lack an identifiable character or sense of place. Without distinctive physical characteristics—such as public spaces or plazas, a walkable main street, distinctive signage, landscaping, lighting, and architectural details, high quality construction and materials, and other defining features and amenities—our communities are visually blending into each other. Rather than reflecting the values, interests, and cultural and historic heritage of their residents, many neighborhoods have become indistinguishable one from another.

Transformation is on the horizon, though, for some of our aging inner-Beltway suburban communities. Redevelopment and infill create opportunities for enhanced walkability, connectivity, public amenities, and economic development. Strong design principles, applied correctly and proactively, will provide a structure for shaping or reshaping future development and enhancing the character of our communities and public spaces.

Challenges and Opportunities

Challenges

Historic Preservation and Heritage Conservation

Although there is considerable and sustained enthusiasm on the part of some individuals and organizations on specific historic preservation and heritage conservation issues, Prince George's County should place greater emphasis on the conservation of historic neighborhoods and the adaptation and reuse of historic buildings. Our county has historic communities with attractive housing stock and rich cultural history that could support cultural tourism and draw new residents to the area. While several new National Register districts have been designated, this type of designation is largely honorific and does not provide protections or foster community enhancement by itself. Many historic County neighborhoods have not pursued local historic designation as a way to safeguard and enhance their community's unique character.

Acquiring, restoring, and maintaining historic properties require significant resources, as do managing and staffing historic sites and cultural events. As the County's buildings and infrastructure continue to age, sustained commitment to investing in our cultural and historic assets will be necessary.

Developing a countywide heritage tourism plan would identify opportunities to advance heritage tourism and support economic development in the County. Possible activities include crafting a comprehensive branding and marketing campaign and partnering with local organizations to pursue grants, loans, and tax credits.

Did You Know?
The County's Historic Preservation Tax Credit increased from ten percent to 25 percent in September 2013. The credit for new construction was also increased, doubling from five percent to ten percent.

CASE STUDY



Part of a system of Certified Maryland Heritage Areas, the Maryland Milestones & Anacostia Trails Heritage Area Inc. (ATHA) is the regional Heritage Area program for Prince George's County and the Washington metropolitan area. The program celebrates the region's unique historical innovations, major community moments, and amazing resources; it connects residents to their history, culture, arts, and natural resources. The 2001 *Approved Anacostia Trails Heritage Area Management Plan* describes the heritage tourism program for ATHA. Consisting of approximately 84 square miles in northern Prince George's County, ATHA is home to one of the most significant events in the War of 1812, the Battle of Bladensburg; four National Register Historic Districts (Hyattsville, Mount Rainier, University Park, and Greenbelt); Montpelier Mansion, one of the finest examples of 18th-century Georgian architecture in the state; the College Park Airport, the world's oldest continuously operated airport; several important African American sites; and numerous other historical and cultural resources and natural and recreational amenities.

Opportunities

Arts and Culture

Did You Know?
Supporting the visual and performing arts and public art throughout the County can be an effective tool to encourage revitalization and reinvestment in older, established communities.

Established in 2003, the Gateway Arts District has been a key contributor to the revitalization of the US 1 corridor in Mount Rainier, Brentwood, North Brentwood, and Hyattsville. By supporting local art events and affordable artist workspace and housing, it has helped revitalize neighborhoods, created jobs in arts-related businesses, and sustained a vibrant arts community in the County. Continuing to promote and leverage its achievements will create new opportunities to foster economic development along US 1 and solidify the corridor's position as an important destination in the County.

The Gateway Arts District features well-known anchors such as the Arts District Hyattsville, the Prince George's African American Museum & Cultural Center, the Gateway Arts Center managed by the Gateway CDC, and the Mount Rainier Artists' Lofts.

Urban Design

Did You Know?
A Transit District Development Overlay Zone (TDOZ) creates design standards and guidelines to guide and coordinate development around transit stations, encourage transit use, promote an integrated mix of uses, and enhance connectivity and safety. A Development District Development Overlay Zone (DDOZ) has a similar purpose. It is intended to ensure that development meets established master plan goals, is compact, compatible, and walkable, promotes a sense of place, and encourages economic vitality and investment. New development in TDOZs and DDOZs is generally subject to the approval of a detailed site plan.

As we accommodate population growth in the region and the County, we will continue to be challenged by traffic congestion, loss of open spaces, vistas and viewsheds, nondescript and poorly connected developments, and inadequate pedestrian- and bicycle-friendly facilities. These trends, combined with a lack of critical investment in our older neighborhoods, have eroded our county's sense of place, ignored the historic context of our communities, and dismissed the importance of centers and the activities that take place there.

Our Zoning Ordinance has historically been unable to reverse these outcomes and has increasingly been an impediment to creating high-quality, walkable and compact places featuring a mix of uses. To compensate for the Zoning Ordinance's age, inadequate, and out-of-date regulations, many of the County's sector and master plans have relied on Development (or Transit) District Overlay Zones (TDOZ/DDOZs). Sixteen master plans have either a DDOZ or a TDOZ in Prince George's County. Each overlay zone has its own unique design standards and guidelines and applicability and exemption clauses. These regulatory tools function as small zoning ordinances to control

the type and appearance of development within a plan's boundaries. Each of these overlay zone results in unique regulations that dictate permitted uses and key design elements, such as building heights, setbacks, and parking standards.

This is problematic because the overwhelming number and range of different standards and requirements created by the overlay zones make our development process unpredictable, difficult to navigate, and costly. As the County continues to streamline its development review and approval processes, it is imperative that the Zoning Ordinance be revised and that a comprehensive set of modern urban design standards be developed to obviate the need for individualized design-related overlay zones.

We have a range of opportunities to encourage walkable, safer, and more compact communities. Thoughtful design can improve public safety. How a building is "sited"—oriented to the street—where its entrances are located, how its landscaping and lighting is designed and placed, as well as other elements are important factors in promoting pedestrian activity, increasing "eyes on the street," and limiting lifeless spaces that can support illegal activities. These actions, in turn, are proven crime deterrents.

Our transportation network, in particular our trails and mass transit system, establishes a strong foundation for us to move from an auto-centric county to one in which owning a car is not a necessity. This is particularly important due to the growing number of seniors and other populations who chose to not own or do not have access to a car. As was discussed in the Transportation Element, we have a strong local, regional, and intraregional rail system—composed of 15 Metrorail, eight MARC, and one Amtrak station and 11 proposed stations—and extensive bus and trails networks. If supported and leveraged, these multimodal transportation options can help reduce our reliance on cars, combat sprawl, and promote vibrant and pedestrian-friendly neighborhoods.

The County's ongoing effort to develop a Complete Streets policy, as directed by the County Council in 2012, also provides opportunities to improve the physical character of the County. By ensuring multimodal access, complete streets support the visual transformation of spaces, improve public safety, and enhance economic opportunities (see text boxes and Transportation and Mobility Element).

Formula 2040, the master plan for the Department of Parks and Recreation, recommends the creation of approximately 310 new miles of trails to help connect our neighborhoods, enhance community health, and improve access to jobs, shopping, critical services, public facilities, and recreational centers.



Now is the time for us strengthen our existing communities by preserving our historic assets, promoting arts and culture, creating new civic spaces, and leveraging and expanding our existing multimodal transportation network.



Now is the time for us to foster new neighborhoods featuring a distinct sense of place and a mix of uses that are within walking distance of each other or are accessible by convenient and reliable public transit.





Urban Design Principles

The intent of Plan 2035's urban design principles is to serve as a guide for the development of urban design standards and guidelines for master plans and for the review of site plan submissions. Although the principles are not legally binding, they embody Plan 2035's vision and the desired physical form of future (re)development and neighborhood revitalization efforts in our communities.

Urban design is simply a physical reflection of our values. We value walkability. Urban design helps ensure that trails and wide sidewalks connect our homes to schools, libraries, local shops, jobs, and bus or train stations. We value good health. Urban design helps ensure that we have convenient access to public parks, that there is bicycle parking at our stores and offices, and that there are public places for urban gardens and farmers markets. We value safety. Urban design helps ensure that our streets are well lighted and that our buildings and public spaces are designed to discourage crime. We value sustainability. Urban design helps ensure that our communities include green spaces, that our streets are tree lined, that our homes and offices use less energy, and that our parking lots generate less stormwater runoff. We value our young and our elderly. Urban design helps ensure that our public spaces and parks are inviting and safe for our children and that our homes are designed so that they allow our seniors to age-in-place. We value our diversity. Urban design helps ensure that public art and the architecture of new development reflect our cultural and historic heritage.

While healthy, safe, and vibrant neighborhoods come in all different shapes and sizes, they have two common elements—they reflect the character of their communities and are connected.





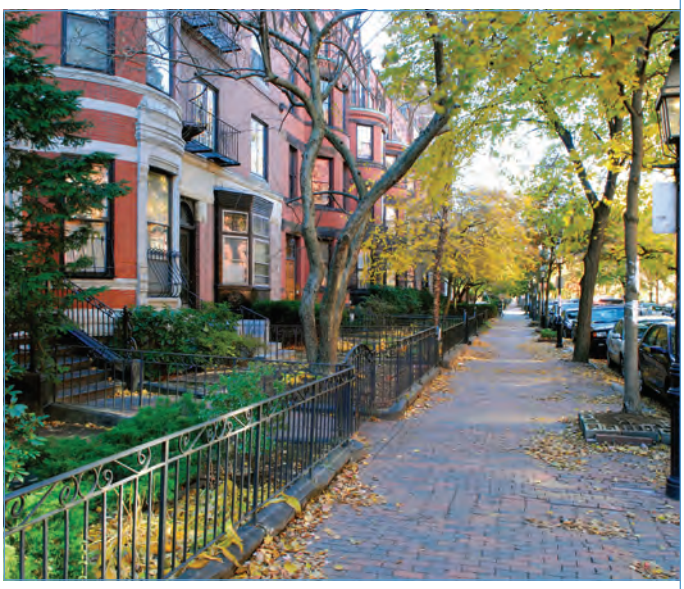




I. Community Character Principles

Community character is what makes a neighborhood distinct and recognizable. To preserve, strengthen, and foster community character on a neighborhood scale, new development and redevelopment should follow the community character principles below.

1. **Appreciate context** by ensuring that proposed development reinforces, rather than undermines local character; creates places of distinction by drawing inspiration from its cultural, natural, historic, and architectural setting; and integrates with the surrounding landscape and built environment. Use compatible materials, architecture, and natural elements, respect existing footpaths and street connections, and relate to existing structures.



2. **Design sustainably** to reduce energy use, improve community health, and protect environmental resources as well as to create a sense of place. For example, including a mix of uses promotes walking and biking and fosters a vibrant environment. Incorporating low-impact stormwater management addresses and treats runoff on-site and introduces new green spaces and opportunities for passive recreation. Incentivizing the creative and adaptive use of existing structures reduces waste and helps preserve historic and cultural assets and strengthen established neighborhoods.



3. **Prioritize infill, reinvestment, and revitalization** in existing neighborhoods. Promote redevelopment around existing infrastructure and facilities to leverage public investment, promote the efficient use of County resources, strengthen older communities, and preserve open space and environmental assets.



4. **Phase and plan development** carefully so that each phase builds upon its predecessor and is able to meet the urban design vision for the project area, even if later phases are delayed or not completed. This can be achieved by introducing temporary uses and landscaping or staging development such that early phases are designed and constructed so that they do not look incomplete.

5. **Promote compact, transit-serviceable development**. New neighborhoods should be designed so that they preserve open space, make efficient use of public infrastructure, maximize access to public transit, and connect to surrounding retail and/or civic uses.

6. **Transition development to ensure that new development in Regional Transit Districts** does not overwhelm lower-density and smaller-scaled neighborhoods. Transitions should emphasize gradual reductions in building heights, building massing adjustments, and landscaping rather than buffering. Careful attention should also be paid to development that is near the border between Established Communities and Rural Areas where suburban sprawl is encroaching on pastoral land.

7. **Promote thoughtful design in Local Centers and Regional Transit Districts**. Centers are the heart and hub of the County. Although they intentionally vary in density, intensity, and function, they are by nature compact, mixed-use, and walkable and are connected to surrounding neighborhoods and transportation systems. Centers typically:



    - *Design areas around a core*. Centers should be focused around or along a central place or core—usually a transit station, public park, plaza, retail



center, main street, or civic center. Best practices recommend centers be roughly within a 15-minute walk, or half a mile, of their core (as context allows), and that the most dense and intense development radiates out from the core, transitioning to more moderate densities closer to surrounding established neighborhoods. A mix of uses, with an emphasis on employment and retail, are typically best concentrated within a five-minute walk, or a quarter-mile, of the core while outlying areas may accommodate a more residential mix of uses.

- *Integrate a strategic mix of uses that fosters an inviting and vibrant environment and is market-supported*. Where there is a sufficient mix of uses, centers should focus on renovating and adapting vacant or underutilized buildings and/or on promoting infill development on vacant lots. Where centers lack a sufficient mix of uses, new development and infill should focus on filling in gaps as the market allows.

- *Incorporate parks and open space*. Centers should provide opportunities for social functions, such as farmers markets, gatherings, and special events, and passive and active recreation. The size and type of such spaces will vary depending on location, context, and primary use and function.

- *Celebrate an area's cultural and historic identity*. Centers should support the inclusion of public art and encourage coordinated wayfinding signage, gateways, and streetscape amenities (such as lighting, benches, and transit stops) to help create and enhance a distinct sense of place.



II. Connectivity Principles

A connected neighborhood is one that makes walking, biking, or public transit as easy and appealing as driving a car. To ensure residents have these options, new development and redevelopment should follow the connectivity principles below.



1. **Link new development and redevelopment to existing routes and surrounding communities**. A network of connected streets and trails that responds to topography and respects scenic and historic context is an essential component of a functional neighborhood. This applies to existing neighborhoods where there are closed or missing connections, as well as to new developments built adjacent to existing neighborhoods. Concerns about privacy, speeding, and noise should be addressed without limiting neighborhood circulation.

2. **Provide a range of mobility options.** A well-connected neighborhood allows residents and visitors to safely, comfortably, and conveniently get from place to place using different modes of transportation, such as by automobile, public transit, bicycle, and on foot, and through car- and bike-sharing.

   Compact blocks—within an interconnected street network with sidewalks and/or paths—are essential to ensuring that a neighborhood is walkable and bikeable. Compact blocks typically range from 150 to 300 feet in length. Blocks exceeding 600 feet are typically not considered pedestrian friendly.

3. **Use connections to foster a sense of place.** Design roads and trails to respond to their local context—such as their historic, natural, and scenic settings—and to implement a community's vision for the future. Their design should engage its users through architectural details, unique features, and/or interesting breaks, stopping places, and public spaces.





4. **Create safe routes for all (referred to as Complete Streets).** Complete Streets—as discussed in the Transportation Element—balance the needs of pedestrians, bicyclists, transit riders, and drivers when designing roads and pedestrian, bicycle, and transit facilities and associated amenities. They highlight the importance of high-quality streetscapes, including such elements as a healthy, full-grown tree canopy, green or low-impact stormwater management infrastructure, benches, human-scaled lighting and signage, well designed transit stops, and special paving that designates pedestrian crossing points and walkways.

5. **Manage the flow and speed of traffic** by relying first on the design and orientation of buildings and second on signage and traffic calming, such as speed humps, raised intersections, textured surfaces, and mid-block bulbouts. Placing buildings close to or up to the sidewalk helps frames a street, naturally slows traffic, and encourages pedestrian and bicycle mobility.

6. **Do not allow parking to dominate the pedestrian realm or inhibit pedestrian and bicyclist mobility and accessibility.** Automobiles are part of a robust transportation network, but should be only one of several transportation options. Parking accommodations for new developments should be located in shared or private garages accessed via alleyways. When surface parking cannot be avoided, it should be located behind buildings to help foster a pedestrian-friendly and human-scaled environment.



Policies and Strategies

Historic Preservation and Heritage Conservation

Policy 1 Promote stewardship of and adaptive reuse of historic properties.

HD1.1 Identify and pursue opportunities to reuse economically viable and historically significant structures threatened by neglect and possible demolition.

HD1.2 Continue to provide incentives to encourage the preservation and/or adaptive reuse of historic resources.

HD1.3 Utilize the master plan process to evaluate historic sites and districts for designation.

HD1.4 Review and update the Historic Preservation and Heritage Conservation Ordinance to reflect best practices.

HD1.5 Support the development of state legislation, such as tax credits, that reward LEED® or equivalent green building certification for the rehabilitation of historic structures and communities.

Policy 2 Encourage local historic district designation of eligible communities to protect their historic character and the County's diverse heritage.

HD2.1 Using established criteria, identify communities with contributing character to be protected through designation.

HD2.2 Promote rehabilitation financing options and incentives available to designated historic districts.

Policy 3 Integrate historic resources, sites, and districts into the County's development pattern by promoting compatible urban design and enhanced connectivity.

HD3.1 Encourage compatible and context-sensitive design of surrounding development and appropriate streetscape enhancements and façade improvements.

HD3.2 Link historic resources and sites with the County's trails and sidewalk system, where appropriate.

HD3.3 Integrate environmental settings of historic sites with proposed parks and open space plans, such as the Glenn Dale Hospital site and the surrounding park land.

Policy 4 Enhance and expand heritage tourism as a component of the County's economic development.

HD4.1 Develop a countywide heritage tourism plan to celebrate the County's unique history, stimulate local economic development, and fund capital improvement projects. Build on existing efforts, including the 2001 *Approved Anacostia Trails Heritage Area Management Plan* and Maryland Milestones program.

HD4.2 Design a comprehensive branding and marketing campaign with a countywide focus to elevate the profile of the County's cultural and heritage attractions.

HD4.3 Encourage planning and coordination between local cultural resources and heritage organizations.

HD4.4 Partner with local organizations to identify opportunities and pursue grants, loans, and tax credits to promote cultural and heritage tourism.

Policy 5 Encourage greater incorporation of archeological resource protection through site identification and preservation into land use and comprehensive planning processes.

HD5.1 Evaluate and amend County regulations to strengthen the protection of archeological resources.

HD5.2 Conduct archeological surveys on properties in the process of being evaluated for historic sites or historic district status.

HD5.3 Promote the public understanding of the significance of archeological resources.

Policy 6 Protect the character of historic, cultural, and scenic viewsheds.

HD6.1 Utilize HARPP and other funding sources to protect key elements of historic viewsheds.

HD6.2 Utilize scenic easement tax credits to protect historic viewsheds and vistas.

HD6.3 Identify potential amendments to the County Code to protect the character of heritage corridors, significant viewsheds, and cultural landscapes, identified in the Historic Sites and Districts Plan and subsequent studies. Coordinate amendments with the update to the Zoning Ordinance.



CASE STUDY

Scenic vistas and viewsheds are an important component of the cultural heritage and historic qualities of our communities and some, such as the view from Mount Vernon or the Star-Spangled Banner Scenic Byway, have national significance. The protection of scenic vistas and viewsheds can range from the conservation of a large-scale cultural landscape covering 15,000 acres to a historic tobacco barn set along a 16-mile long heritage corridor.

Conservation of these important components depends, in large part, on how new development relates to its landscape. Careful siting of development is essential to complement the surrounding landscape and minimize adverse impacts on neighboring homes, natural areas, and local vernacular character. Development and design standards are an effective way to protect a viewshed or cultural landscape because they can address issues such as the massing and siting of new structures, vegetation retention, lighting, signage, architectural materials, and landscaping.

HD6.4 Implement the recommendations of the Croom and Aquasco Roads Scenic Byway Plan Elements: A Corridor Management Program for these roadways and other related Star-Spangled Banner historic roadways in Prince George's County in coordination with state and federal partners.

HD6.5 Support the Croom and Aquasco Roads Scenic Byway Advisory Committee.

Arts and Culture

Policy 7 Promote cultural and arts awareness, exploration, and expression in Prince George's County.

HD7.1 Increase awareness of our communities' diverse heritage and cultural traditions by promoting cultural preservation programs and activities.

HD7.2 Partner with nonprofits, such as the Prince George's Arts and Humanities Council, and for-profit arts, culture, music and educational organizations to foster opportunities for life-long cultural exploration for all residents.

HD7.3 Establish partnerships to develop appropriate performance spaces, exhibit areas, and venues.

HD7.4 Establish a brand for arts, culture, and historic preservation and heritage conservation to promote the County's history, diversity, and cultural heritage and spur economic development and tourism.

HD7.5 During the master plan process, identify opportunities to support arts and culture in the County. Opportunities include incorporating public art and informal performing arts spaces in public parks and plazas, developing public-private partnerships, and celebrating cultural heritage through architecture and urban design.

Policy 8 Support the established Gateway Arts District, as well as future arts and cultural districts, to foster synergies among artists and arts-related business opportunities and promote the districts as destinations and economic generators in the County.

HD8.1 Continue to support local artists and arts organizations and attract new artists through incentives, such as affordable housing and work space.

HD8.2 Increase opportunities for artists to participate in the creative delivery of public services, the planning and design of capital improvements, and in the design and delivery of public information.

Urban Design

Policy 9 Use urban design to guide development, promote community health, protect our natural, historic, and cultural resources and quality of life, and enhance mobility.

HD9.1 Rewrite the Zoning Ordinance to include a set of modern, user-friendly urban design standards and guidelines that promote sustainability, allow for creativity and individuality, and respect context instead of creating unique development and transit district overlay zones through the master plan process.

HD9.2 Locate and promote opportunity sites for future public buildings, civic spaces, and urban parks during the master plan process.

HD9.3 Require new developments at all scales to be designed around an interconnected street network rather than limited access culs-de-sac.

HD9.4 Enhance the public realm by installing public amenities and art in central places and ensuring public buildings model high-quality urban design and architecture and multimodal access.

HD9.5 Evaluate the phasing strategies for large-scale developments to ensure that each phase of the project can meet established urban design goals and requirements for the project area, even if subsequent phases are delayed or not completed.

HD9.6 Orient and relate building frontages, rather than parking, to the street.

HD9.7 Identify and prioritize areas for street tree installation.

HD9.8 Implement tree planting initiatives at County entry points and key gateways and along all major transportation corridors.

HD9.9 Implement urban design solutions to ensure appropriate transitions between higher intensity and density development and surrounding lower-density residential neighborhoods. Urban techniques include decreasing (stepping down) building heights, reducing development densities, and otherwise modifying architectural massing and form.



Related Policies and Strategies

See Policy 4 in the Transportation and Mobility Element for Complete Streets.

See Strategy 1.6 in the Transportation and Mobility Element for Improved Connections Within and Between Existing and New Developments.

See Policy 4 in the Public Facilities Element for Sustainable Design of Public Facilities.

See Policy 3 in the Natural Environment Element for Greening the Built Environment.

Policy 10 Encourage crime prevention through environmental design (CPTED) principles in all developments.

HD10.1 Continue to coordinate with county, municipal, and other police agencies, as well as the Maryland-National Capital Park Police, during the preparation of master plans and the development review process.

HD10.2 Provide training for staff on CPTED principles.

CPTED stands for Crime Prevention Through Environmental Design, a proactive approach to preventing and discouraging crime through urban design. CPTED is based on the understanding that individuals are more likely to commit crimes in places where they cannot easily be observed; therefore, places much be designed so that criminals feel more at risk when committing a crime.

Policy 11 Research and apply urban design best practices during the master plan process and when evaluating development proposals.

HD11.1 Explore the use of LEED® for Neighborhood Development (LEED-ND) rating system, which provides comprehensive sustainable design strategies and metrics, to ensure that development projects meet the Plan 2035 Natural Environment goal.

HD11.2 Promote the use of the Planning Assistance to Municipalities and Communities Program as a tool to complete small-scale urban design analyses to address urban design challenges and opportunities.

HD11.3 Initiate urban design contests to explore innovative products, such as accessory units, eco-communities, co-housing, and modern multifamily units.

HD11.4 Expand the use of 3D modeling to visualize and evaluate urban design proposals during the master plan process, development review, and when siting public buildings.

HD11.5 Prepare streetscape analyses of roadways and the adjacent public realm, as appropriate, to identify implementation strategies, such as adding bike lanes, widening sidewalks, or planting street trees to support Complete Street recommendations.

Related Policies and Strategies

See Policies 3 and 4 in the Housing Element for Universal Design and Housing Types for Vulnerable Populations.

Policy 12 Emphasize compact design strategies for new development and redevelopment in Regional Transit Districts and Local Centers.

HD12.1 Identify and address the barriers to the redevelopment of existing parking lots as development sites.

HD12.2 Include block size, building placement, and density requirements in the Zoning Ordinance that support walkable, mixed-use development in identified Regional Transit Districts and Local Centers.



Policy 13 Preserve and enhance the County's rural and agricultural character.

HD13.1 Initiate cultural landscape and land preservation efforts to support the character of rural and agriculture areas.

HD13.2 Amend applicable codes to implement context-sensitive design for roadways and residential and commercial development to preserve the County's rural character.

HD13.3 Use conservation subdivisions or other site planning and landscape conservation tools when developing in Established Communities near Rural and Agricultural Areas to cluster development and preserve land for resource protection or open space.

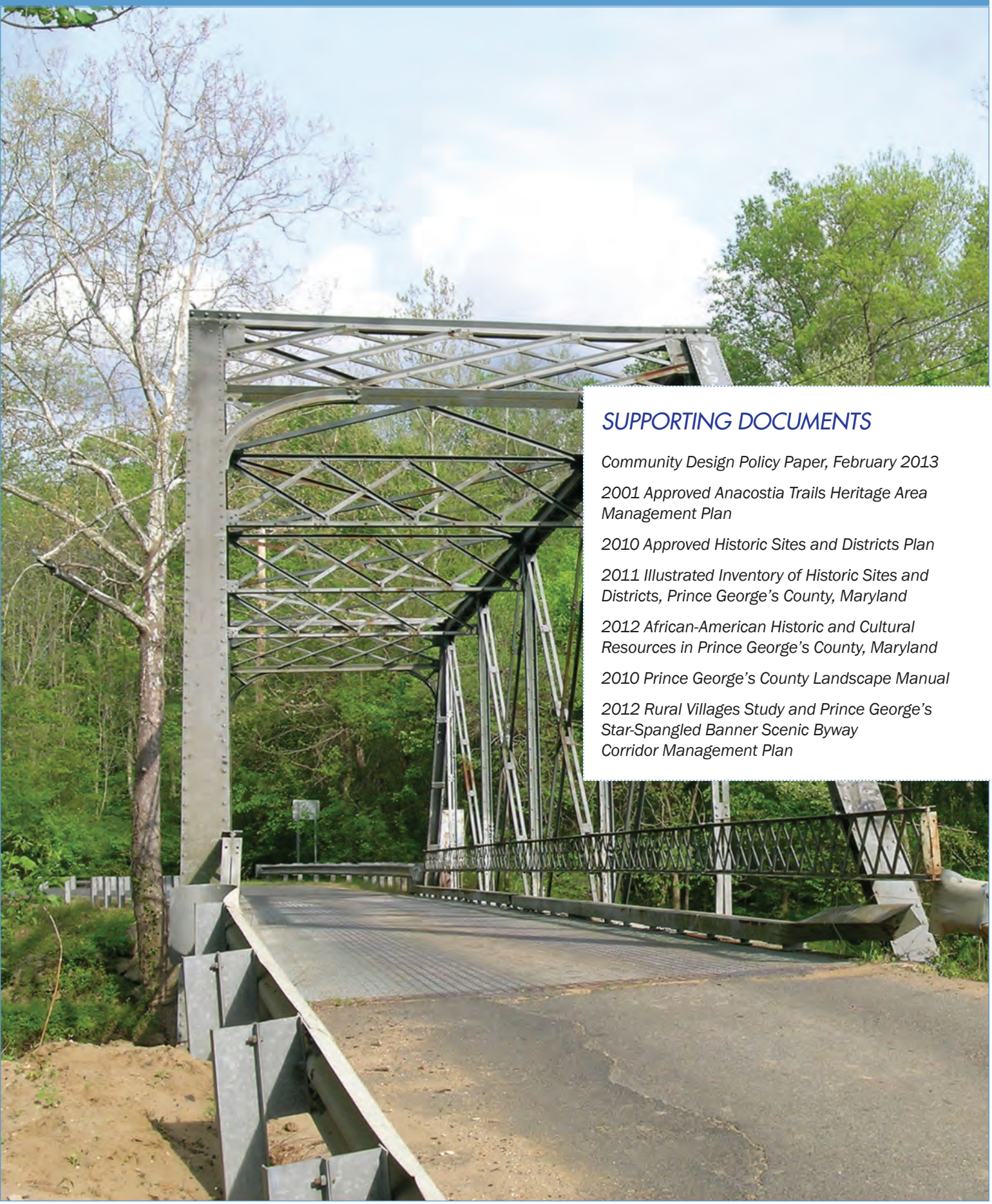
HD13.4 Finalize the recommendations of the 2013 *Conserving Significant Cultural Landscapes: Protecting the Piscataway and Accokeek Historic Communities and the Mount Vernon Viewshed* study to conserve the cultural landscape of the rural communities of Piscataway and Accokeek.

Related Policies and Strategies

See Strategy 1.8 in the Transportation and Mobility Element for Coordinated Implementation of Transportation and Mobility Improvements to Preserve Rural Character.

See Strategy 9.4 in the Economic Prosperity Element for Agritourism.





SUPPORTING DOCUMENTS

Community Design Policy Paper, February 2013

2001 Approved Anacostia Trails Heritage Area Management Plan

2010 Approved Historic Sites and Districts Plan

2011 Illustrated Inventory of Historic Sites and Districts, Prince George's County, Maryland

2012 African-American Historic and Cultural Resources in Prince George's County, Maryland

2010 Prince George's County Landscape Manual

2012 Rural Villages Study and Prince George's Star-Spangled Banner Scenic Byway Corridor Management Plan

Healthy Communities

80,000 Prince Georgians don't have **health insurance**

The County is ranked **16th** (of 24) in terms of **health** in Maryland

The County's death rate from **heart disease** is **15%** higher than the state average and **17%** higher than the national average

There are **17** **farmers markets** in the County

71.4% of adults in the County are **obese** or **overweight**

64.1% of youth in the County are **obese** or **overweight**

2035 Healthy Communities Goal

Create safe, connected communities that promote active lifestyles and provide convenient access to healthy foods.

Introduction

With nearly three-fourths of the adult population in Prince George's County considered overweight or obese, the obesity epidemic demands a public policy solution. Given that heart disease kills more people in the United States than any other cause, and the mounting costs of health care, creating healthier communities is essential to the quality of life and economic prosperity of Prince Georgians. The purpose of this chapter is to present, from a land use perspective, how the physical environment can be changed, and how communities can be built, to improve the health of County residents.

Prince George's County, led by the County Health Department, is pursuing a number of steps to improve the health of Prince Georgians. The *Prince George's County Health Improvement Plan 2011 to 2014: Blueprint for a Healthier County* (HIP) is one important step. The HIP, prepared by the Prince George's County Health Department with input from a range of stakeholders, provides a framework for addressing the County's most pressing health needs, as well as overarching concerns from the health community. In addition to identifying County health priorities and implementation strategies, the HIP also includes measurable targets over a ten-year time frame (through 2020).

The recently completed 2012 *Urban Agriculture: A Tool for Creating Economic Development and Healthy Communities in Prince George's County, MD Study* is also helping to inform the County's efforts to improve community health. The study examined ways in which agriculture in urban areas can improve access to healthy, affordable, and ethnically appropriate foods, as well as how it can strengthen the economic conditions of the County's inner-Beltway communities.

Work

Unhealthy communities constrain local economic development by increasing the amount of money individuals spend on health care. Poor health diminishes worker productivity and academic performance, reducing current and future economic output both in the County and the region as a whole.

Live

Designing walkable communities and increasing access to recreation facilities, urban parks, and healthy food will improve the health and quality of life for Prince Georgians and help make Prince George's County a county of choice in the Washington metropolitan region.

Sustain

Creating multimodal, walkable communities—critical to improving public health—will also reduce the County's greenhouse gas emissions and regional carbon footprint.

Where We Are Today

Access to Healthy Food

Did You Know?
Healthy foods are typically defined as fruits and vegetables, whole grain breads and cereals, lean meats and poultry, and low-fat milk.

From a land use perspective, two factors are key predictors of public health conditions: access to healthy food and levels of daily physical activity. While there are a number of ways to define areas with poor access to healthy food, access to healthy food remains a problem in Prince George's County. Using the traditional "food desert" measure, 10 percent of our census tracts—73 percent of which are located inside the Capital Beltway—struggle with this issue (Source: USDA, 2010). Expanding the measure to include vehicle availability—an important indicator of supermarket access in areas with limited transit service—increases this percentage to 18 percent.

There are many ways to define which areas have poor access to food. Most definitions take into account accessibility to sources of healthy food, as measured by distance to a store or by the number of stores in an area; individual-level resources that may affect accessibility, such as family income or vehicle availability; and neighborhood-level indicators of resources, such as the average income of the neighborhood and the availability of public transportation.

Did You Know?
Integrating a mix of residential, commercial, and institutional uses—such as libraries, community centers, and schools—and investing in pedestrian and bicycle improvements can have a big impact on how we choose to travel. The 2009 National Household Survey by the Federal Highway Administration revealed that 35 percent of people walk to work if their job is within a mile of where they live, 40 percent choose to walk if shops are within a mile, and 46 percent will walk if a school or church is within one mile.

Our commitment to pursuing healthier diets is further constrained by the abundance of unhealthy food options in the County, such as fast food restaurants and convenience stores that carry foods high in fat, sodium, and sugar. 71 percent of all restaurants in the County are fast food restaurants, 11 percentage points higher than in the whole State of Maryland.

Development Pattern

The sprawling suburban development pattern in much of our county has limited our accessibility to, and restricted our options for, daily physical activity. It has separated our neighborhoods from each other and from employment and shopping centers, frequently making nonvehicular travel impractical and unsafe. It has deemphasized pedestrian and bicycle infrastructure (such as wide sidewalks and bike lanes) and driven our county to claim the highest pedestrian and bicycle fatality rate in Maryland.

Costs of Poor Health

The Integrated Benefits Institute found that poor health costs the United States economy $344 billion a year due to lost productivity and sick

days. Considering this figure and the magnitude of the obesity epidemic in the County, the economic burden on Prince George's County is likely staggering.



Urban Agriculture

Urban agriculture is not new to Prince George's County. People have been growing food in their back yards and community gardens in non-rural parts of the County for many years. What is new and exciting is the changing nature of urban agriculture in the County. Growing food is no longer simply the pursuit of a hobby or economic necessity. County residents are becoming more conscious about their health and its connection to what they eat. Community and school gardens are booming, and new organic urban farms are being established. People from all walks of life are learning how to grow fruits and vegetables, and a new generation of "urban farmers" is emerging.

Formula 2040

Formula 2040 has underscored the importance of improving the health outcomes of its programs. The Department of Parks and Recreation's master plan recommends conducting outreach to neighborhoods and community associations on health-related issues—for example, through neighborhood walking clubs and community health fairs—and promoting healthy eating as an essential component of healthy lifestyles through community gardens, farmers markets in County parks, and healthy food options in day camps and after school programs.

Challenges and Opportunities

Challenges

Retrofitting Older Communities

Many of the County's neighborhoods, shopping centers, and employment areas built since the 1960s have been designed around the automobile at the expense of pedestrian and bicycle infrastructure. The County's road network took decades to construct and retrofitting it to accommodate a range of users (pedestrians, bicyclists, the elderly, young, and disabled) will require long-term commitment and dedicated resources.

Healthcare Access

Another issue confronting Prince George's County is its number of uninsured citizens. According to the 2011-2014 *Prince George's County Health Improvement Plan*, an

estimated 80,000 County residents are uninsured. This is more than twice the number in Howard County and one-third higher than that of Montgomery County. This strains the County's public health system as the uninsured are more likely to rely on emergency room services when sick or injured, rather than on preventative medicine.

Did You Know?
Most development applications at the subdivision, conceptual, and detailed design stage are referred to the Prince George's County Health Department through the health impact assessment process to ensure the health impacts and implications of new development are identified and addressed.

Opportunities

Health Enterprise Zone

The Health Enterprise Zone (HEZ) initiative is an innovative four-year pilot program, jointly administered by the Community Health Resources Commission and Maryland Department of Health and Mental Hygiene, to reduce health disparities among racial and ethnic minority populations and among geographic areas, improve health care access and health in underserved communities, and reduce health care costs. Community coalitions in HEZ areas will receive a range of incentives, benefits, and grant funding. The Town of Capitol Heights was one of five areas selected during the first phase of the pilot program in 2013. The Prince George's County Health Department's proposal recommends creating 5 new patient-centered medical homes in the Capitol Heights HEZ to serve a minimum of 10,000 residents and adding a total of 25 new providers.

Agriculture

The benefits of the County's agriculture sector extends beyond serving as an important source of fresh and healthy foods. The sector, in both traditional and nontraditional forms (such as urban farming), can also generate direct economic returns by creating new jobs and offering hands-on training (see the **Economic Prosperity Element**).

Public-Private Partnerships

Recent and ongoing initiatives, plans, and pilot programs create opportunities for new public-private and interagency partnerships and innovative approaches to community health and food access issues. Examples include the Prince George's County Food Equity Council, *Formula 2040*, Port Town's Wellness Opportunity Zone, and the HEZ.

> *The Wellness Opportunity Zone, as outlined in the 2009* Port Towns Sector Plan*, promotes incentives that encourage innovative alignments to public, private, and government sectors for promoting community health.*

Policies and Strategies

Policy 1 Integrate community health into the master plan and development review processes.

HC1.1 Incorporate new, and update existing, community health elements as master and sector plans are developed and amended. Assess the impact the proposed development pattern has on community health and wellness and identify strategies to enhance access to healthy food and recreational opportunities, improve connectivity between communities and residential and commercial areas, and address gaps in pedestrian and bicycle infrastructure. Coordinate with the Health Department, the Food Equity Council, the Department of Parks and Recreation, and local and regional nonprofits.

HC1.2 Reevaluate and enhance the existing Health Impact Assessment process to improve its effectiveness and consider whether revisions should be made to address specific health impacts, including indoor air quality and potential exposure to hazards, such as lead paint.



Policy 2 Improve residents' access to fresh foods, in particular for households living in low-income areas with limited transportation options, and promote sources of fresh foods countywide.

HC2.1 Evaluate and revise, as appropriate, the County Code to accommodate urban agriculture and ease restrictions on the production of locally-grown food.

HC2.2 Evaluate and revise, as appropriate, the County Code and incentive programs to reduce the prevalence of food swamps.

HC2.3 In partnership with local nonprofits and community groups, the County Health Department, and the Department of Parks and Recreation, identify suitable local infill, brownfield, and other sites that may be appropriate for urban agriculture activities, community gardens, and farmers' markets during the master planning process.

HC2.4 Incentivize, through tax abatements or other mechanisms, full-service grocery stores in designated regional urban transit centers and food deserts.

HC2.5 Support the Prince George's County Food Equity Council.

Did You Know?
Prince George's County created a new food equity council in 2013. The mission of the council is to significantly improve public health and the well-being of all who live, work, study, worship, and recreate in the County. The council will develop and support policies, practices, and initiatives to create systemic change to the County's food system, which will promote health, economic opportunity, and food security.

Related Policies and Strategies

See Policy 9 in the Economic Prosperity Element for Support to Farmers.

Policy 3 Educate and build awareness of health and wellness initiatives that prevent and control chronic disease.

HC3.1 Develop online tools and GIS mapping to inform the general public of food swamps and food deserts. Annually update mapping and data collection.

HC3.2 Assist the Health Department with education efforts as outlined in the ongoing 2011-2014 Prince George's County Health Improvement Plan.

HC3.3 Build on existing state and local programs and collaborate with the Department of Parks and Recreation, the Board of Education, municipal partners, and others to educate residents of all ages and businesses on healthy lifestyles.

Policy 4 Improve access to health services and programs.

HC4.1 Work with the Department of Health, the Maryland State Community Health Resources Commission, and Maryland Department of Health and Mental Hygiene to evaluate, leverage, and replicate the achievements of the HEZs in the County.

Related Policies and Strategies

See Strategy 1.1 in the Public Facilities Element for Collocation of Public Facilities.

See Strategy 3.1 in the Public Facilities Element for Access to Public Facilities.

Did You Know?

The 2013 *Approved Greenbelt and MD 193 Corridor Sector Plan* recommends the creation of a Medical Mile—a network of trails, mini parks and open spaces, recreation and workout amenities, educational signage, and contemplation spaces to enhance the mental health and physical fitness of the surrounding community and area employees. In addition, the sector plan envisions that the Medical Mile will help forge stronger partnerships between the nearby Doctors Community Hospital, established medical and healthcare practices, the City of Greenbelt, and local residents and businesses.



CASE STUDY

ECO City Farms is an urban farm in Edmonston that is working to enhance food security, safety, and access and improve nutrition and health in Prince George's County. The nonprofit has converted land—leased for a nominal price for 15 years from the Prince George's County Department of Parks and Recreation—into a highly productive farming enterprise that produces Certified Naturally Grown vegetables and fruits. ECO City Farms provides hands-on training, including an urban agriculture certificate program through the Prince George's Community College. It sells produce directly through the Riverdale Farmers Market and through its farm share/community supported agriculture (CSA) program. With funding from a USDA Community Food Project grant, ECO City Farms is creating another farm and composting operation in Bladensburg, which will be a national model for a residential farm in a low-income apartment complex.





SUPPORTING DOCUMENTS

Community Health and Food Access Policy Paper, November 15, 2012

2009 Port Towns Sector Plan and Sectional Map Amendment

2011-2014 Prince George's County Health Improvement Plan

2011 Safe Routes to School National Program

2013 Community Health and Food Access Policy Paper, Plan Prince George's 2035

2013 Transportation/Land Use Connection Program, MWCOG

Formula 2040: Functional Master Plan for Parks, Recreation and Open Space

Public Facilities

Recreational facilities countywide:

27,000 acres of park land
148 neighborhood parks
90 miles of hiking and biking trails
295 athletic fields



# of public facilities:

19 libraries
54 Fire and EMS stations
126 elementary schools
24 middle schools
27 high schools
7 police facilities
43 staffed community centers
27 unstaffed recreation buildings





The County's **recycling** rate is **49%,** with a goal of **60%** by **2020**

2035 Public Facilities Goal

Enhance the quality of life and economic competitiveness of Prince George's County through the efficient, equitable, and strategic siting of education, public safety, water and sewer, solid waste, and parks and recreation facilities.

Introduction

Plan 2035 addresses the provision of public facilities—fire and rescue, police, schools, parks and recreation, water and sewer, solid waste, and libraries—needed to serve existing and future county residents and businesses. The effectiveness, sustainability, design, and location of these facilities are essential components of the County's quality of life, economic competitiveness, and environmental health.

A range of public and quasi-public agencies and jurisdictions are involved in planning for, financing, managing and operating, and siting these facilities (see Table 22). Effective coordination of these stakeholders' complex and, at times, conflicting priorities and approaches is critical to maximizing the impact and the return on the County's investments in its public facilities.



Work

By nurturing an educated workforce, ensuring a safe environment, and providing a range of services, public facilities can strengthen the economic competitiveness of the County and enhance its appeal to future businesses and employees.

Live

Public facilities are critical to maintaining a high quality of life for residents and creating opportunities for personal enrichment, professional development, and healthy living.

Sustain

The location and design of public facilities have important implications for the fiscal health of the County and the vitality of our environment by promoting the efficient use of public resources and preserving our natural assets.

Table 22. Public Facility Providers

Public Facility	Prime Agencies	Supporting Agencies
Police	Prince George's County Police Department Municipal police departments	M-NCPPC, Prince George's County Planning Department
Schools	Prince George's County Board of Education Prince George's County Public Schools	M-NCPPC, Prince George's County Planning Department
Libraries	Prince George's County Library Memorial System	M-NCPPC, Prince George's County Planning Department
Fire and EMS	Prince George's County Fire/EMS Department Volunteer fire departments	M-NCPPC, Prince George's County Planning Department
Parks and Recreation	M-NCPPC, Prince George's County Department of Parks and Recreation Municipal departments	M-NCPPC, Prince George's County Planning Department
Water and Sewer	Washington Suburban Sanitary Commission	M-NCPPC, Prince George's County Planning Department Prince George's County Department of Environment, The City of Bowie
Solid Waste	Prince George's County Waste Management Division Municipalities Private Contractors	Prince George's County Department of Environment

Source: M-NCPPC, 2014

Did You Know?
The City of Greenbelt, the City of Laurel, the City of District Heights, and Election Districts 4 and 8 (Baden and Aquasco) are not within the Metropolitan District—the County's park and recreation taxing district—and, therefore, fund and coordinate their own park and recreation services.

The County's 27 municipalities play an important role in maintaining a high quality of life for Prince Georgians. Contingent upon their charters, they provide a range of services to their residents, such as police, code enforcement, parks and recreation, public works, social services, solid waste and recycling, and planning and economic development.

Where We Are Today

Several initiatives have assessed the conditions of existing public facilities and the demand for new public facilities in the County.

Schools, Libraries, and Fire and EMS

Prince George's County is served by a growing educational system and network of professional and volunteer-run fire and emergency medical service (EMS) stations. The 2013 *Public Facilities Needs Assessment* (PFNA) concluded that forecasted population growth will require the construction of two new public libraries, four new fire and EMS stations, and nine new public schools by 2035 (see Table 23).

School Renovations
The approximate budget required to address the 2012 backlog of repair and renovations to school buildings is approximately $2.13 billion. The continuing aging of facilities and their systems will add approximately $715 million to the level of funding needed over the next ten years.

Table 23. New Public Facilities Needed in 2035

2002 General Plan Policy Area	Libraries	Fire and EMS	Schools
Developed Tier	One new library	N/A	N/A
Developing Tier	One new library	Two new fire and emergency medical service stations	N/A
Rural Tier	N/A	Two new fire and emergency medical service stations	N/A
Countywide	N/A	N/A	Seven new middle schools Two to three new high schools

Source: Public Facilities Needs Assessment Study, May 2013

Assumes public facilities budgeted in the FY 2012-2017 CIP will be constructed and operating by 2035

As public facilities age, renovations to existing facilities and the construction of replacement facilities will be critical to addressing facility deficiencies through 2035.

Police

A strong, responsive, and strategically located public safety network is vital to maintaining a high quality of life and attractive business environment in Prince George's County. The County's public safety needs were evaluated by the 2008 *Approved Public Safety Facilities Master Plan* (PSFMP) and subsequently reaffirmed by the PFNA. The PSFMP made recommendations for the construction, relocation, and consolidation of public safety facilities needed to serve the County through 2021 and beyond (see Table 23). It calls for the number of County patrol districts to be increased from six to eight.

The PSFMP recommendations were based on service needs, growth patterns, operational factors, and changes resulting from security concerns.

Table 24. Planned and Programmed Police Facilities

District	Project Type
District V	Relocate and Replace with New Police Facility
District VI	Relocate and Replace with New Police Facility
District VII	New Police District Station and Formation of New Police District
District VIII	New Police District Station and Formation of New Police District

Source: 2008 Approved Public Safety Facilities Master Plan

The Police Department further recommends the relocation and new construction of its Administrative Police Headquarters, currently located at Barlowe Road in Landover, and a combined public safety training facility to serve both county and municipal police departments.

As police district stations and other police facilities age, renovations and the construction of replacement facilities will be necessary to address facility deficiencies.

Parks, Recreation, and Open Space

Health is more than access to fresh food. Health depends on being active-walking and riding bicycles. Check out the Transportation and Mobility Element and Community Heritage, Culture, and Design Element to see health related policies and strategies.

Prince George's County is distinguished by an award-wining parks and recreation system—boasting over 27,000 acres of land, 148 neighborhood parks, 90 miles of hiking/biking trails, and 295 athletic fields. By 2040, it is anticipated that the County will be largely developed, with limited opportunities to acquire major tracts of land for conservation, facilities, and/or maintenance yards. This finding prompted the preparation of *Formula 2040*, the County's new master plan for parks and recreation, to strategically address future needs, improve the economic sustainability and fiscal benefits of its services, and enhance the health and wellness of Prince Georgians. Key recommendations of *Formula 2040* include evaluating existing centers and facilities for reinvestment and repositioning and shifting its service delivery model to multigenerational centers with aquatics components.

Water and Sewer

Water and sewer management secures adequate water supplies and healthy drinking water, promotes public health, and protects our natural resources. It is also an important tool to guiding and phasing development and curtailing further sprawl in the County.

The provision of public water and sewer service is limited to the County's designated sewer envelope. The purpose of the sewer envelope is to promote the efficient use of public infrastructure investment, concentrate growth in communities where services are sufficient to accommodate development, and preserve the County's rural and environmentally sensitive land.

The County uses four water and sewer categories to guide water and sewer expansion:

Category 3. Community System
This category comprises all developed land (platted or built) on public water and sewer, and undeveloped land with a valid preliminary plan approved for public water and sewer.

Category 4. Community System Adequate for Development Planning
This category includes all properties inside the sewer envelope for which the subdivision process is required.

Category 5. Future Community Service
This category consists of land inside the sewer envelope that should not be developed until water and sewer lines are available to serve the proposed development.

Category 6. Individual Systems
This category consists of all areas outside the limit of planned water and sewer service (sewer envelope), and of certain larger tracts of parkland and open space inside the sewer envelope. Development in Category 6 must use permanent individual water supply and wastewater disposal systems (i.e., well and septic systems) or shared facilities and smaller community systems as approved by the County.

Did You Know?
The City of Bowie is responsible for the collection and treatment of raw sewage within its service area. The city's water plant serves approximately half of the residents of Bowie. With a few limited exceptions, this system does not expand into newly developing areas. The system was constructed by the Levitt Corporation in the early 1960s.



Did You Know?
The County does not provide refuse collection service to commercial or industrial establishments, apartments, or other non-county institutional uses.

County municipalities provide refuse collection services to all single-family homes within their boundaries and, in limited instances, extend service to apartments and small businesses.

Collectively they service approximately 50,000 households.

Recycling Activities
Various waste recycling initiatives exist in the County including:

- Prince George's County Yard Waste Composting Facility (Western Branch)
- Proper Disposal of compact fluorescent light bulbs
- Prescription drugs/ medications
- Electronics Recycling Acceptance Site
- Household Hazardous Waste Acceptance Site

Solid Waste Management

Solid waste management is the collection, transport, disposal, and/ or recycling of solid waste (as opposed to sewage) and one of the most basic services a government can provide. The Waste Management Division (WMD) of the Department of the Environment is responsible for refuse collection for nearly 158,000 households and provides recycling pick up and single-stream recycling at the Prince George's County Materials Recycling Facility in Capitol Heights.

In 2011, the WMD estimated that the County generated 1,239,812 tons of waste, of which 49 percent was recycled. In 2012, House Bill 929 put forth a voluntary statewide recycling goal of 55 percent by 2020 and a voluntary statewide waste division goal of 60 percent by the same year.

The WMD is shifting from disposing of waste within the County at the Brown Station Sanitary Landfill in Upper Marlboro to constructing a solid waste transfer station from which waste can be transported to other jurisdictions. Concurrent with this effort, the County has committed to minimizing waste generation, encouraging source reduction, and increasing county recycling rates.



Challenges and Opportunities

Challenges

Aging Infrastructure

Aging school facilities will require maintenance and system upgrades. This can create opportunities for colocation with complementary facilities, such as libraries and community centers, as well opportunities for energy efficiency improvements leading to cost savings and new synergies.

Fiscal Constraints

Growing fiscal constraints will threaten public programming and services. This trend can prompt the consideration of alternative funding mechanisms, public-private partnerships, more effective prioritization of public resources, and closer collaboration with County agencies.

Did You Know?

Population growth, changes in consumer preferences, demographic shifts, innovations in technology and construction, and budgetary constraints pose challenges and create new opportunities for the County's public facilities.

The mounting cost of providing and maintaining water and sewer service will increasingly burden the County's budget. This trend can promote innovative recycling, reuse, and reduction strategies and underscores the importance of curbing the County's sprawling development pattern.

Opportunities

Neighborhood Revitalization

Development will prompt the construction and/or renovation of facilities. These facilities can help revitalize neighborhoods and catalyze economic development and job creation. Thoughtful design, coupled with coordinated planning of related transportation investments, can ensure facilities are accessible to a range of users, including our youth, elderly, and the disabled.



Policies and Strategies

Policy 1 Ensure public facilities provide efficient and equitable service to existing and future County residents and businesses.

PF1.1 Encourage colocation of compatible and complementary public facilities, such as libraries and community health centers, and services where colocation improves service delivery and optimizes intergenerational and intercultural use.

PF1.2 Encourage shared use of public facilities, such as school grounds for recreational use and as green spaces, community gardens, and playgrounds, particularly in neighborhoods with limited access to public open spaces.

PF1.3 Evaluate and update facility standards on a regular basis to account for changes in state and national guidelines and best practices, technology, and the operating technique of public agencies.

PF1.4 Revise the methodology that calculates the surcharge fees for schools and public safety. Items to be evaluated are charging fees by unit type, identifying a schedule to review school construction costs, and standardized methodology for pupil yield.

PF1.5 Update surcharges and impact fees on a regular basis to account for changes in construction techniques and in state funding contributions.

PF1.6 Fund maintenance and renovation of existing facilities to address anticipated deficiencies through 2035.

PF1.7 County agencies responsible for public facilities should coordinate closely with the Office of Management and Budget and M-NCPPC to forecast the demand for, and assess the location of, future public facilities.

PF1.8 Obtain dedication and/or reservation of land for planned public facilities through the development review process.

PF1.9 Consider alternative forms of developer contributions and financing techniques including, but not limited to, developer agreements and special assessment districts.

PF1.10 Fund systemic renovations and retrofits to maintain and expand the capacity of public water supply and sewer systems.

PF1.11 Support and fund treatment facilities to ensure compliance with the Watershed Implementation Plan to reduce pollution to the Chesapeake Bay and county waterways.

PF1.12 Construct dry wells in the rural and agricultural areas and other areas outside the sewer envelope for fire suppression.

PF1.13 Identify alternative funding sources to maintain affordability of water and sewer infrastructure in underserved and unserved areas inside the sewer envelope.



Policy 2 Invest in public facilities to catalyze economic development and revitalization, stimulate employment growth, and strengthen neighborhoods.

PF2.1 Utilize public facilities, such as urban parks and libraries, as development anchors.

PF2.2 Consider the acquisition and reuse of existing vacant or underutilized malls and shopping centers for public facilities, such as police substations, libraries, community centers, and schools.

PF2.3 Develop partnerships between high schools; institutions of higher learning, such as Prince George's Community College; local businesses; and government agencies to provide training and ongoing support to prospective entrepreneurs and existing businesses, and attract new businesses to the Regional Transit Districts and Local Centers.

Policy 3 Provide and maintain multimodal access to existing public facilities.

PF3.1 Coordinate the County complete streets policy (see Transportation Element) with school route analysis, planning,

Safe Routes to School

Safe Routes to School (SRTS) is a federal initiative that empowers communities to make walking and bicycling to school a safe and routine activity. By funding projects, such as new sidewalks, crossing improvements, and bicycle parking, and programs that encourage children and their parents to walk and bicycle safely to school, SRTS boosts physical activity, improves community health, and helps to reduce congestion and air pollution caused by school-related traffic.

and implementation by the Prince George's County Planning Department, the Board of Education, Department of Public Works and Transportation, and municipalities.

PF3.2 Incorporate Safe Routes to Schools principles when building and renovating school facilities, school sites, and associated infrastructure.

PF3.3 Design and construct master plan park trails to accommodate all user groups (pedestrians, bicyclists, equestrians, mountain bikers, and disabled users) to the extent feasible and practical.

Policy 4 Locate new facilities in transit-serviceable locations to promote public safety and wellness and maximize facility use by all Prince Georgians, in particular its youth, seniors, and vulnerable populations.

PF4.1 Coordinate public facilities investments with planned transportation improvements.

Policy 5 Require the use of sustainable development practices in the construction, renovation, and expansion of public facilities to reduce operational and maintenance costs, environmental impacts, and enhance occupant health and productivity.

PF5.1 Require public buildings to be constructed to LEED® Gold or equivalent standards.

PF5.2 Monitor the use of, and report on, sustainable practices in public facilities in order to document environment, health, and safety benefits, as well as cost-effectiveness.

CASE STUDY

Vansville Elementary School was the first LEED® Silver certified public school in the County. It is collocated with the Vansville Community Center, the County's first LEED® certified community center. The facility incorporated the latest environmental design and construction methods. It relies on a geothermal collection system buried under the parking lot for heating and cooling and features waterless urinals, dual-flush toilets and low-flow faucets. Vansville Elementary School was quickly followed by two new LEED® Gold institutions—the Barack Obama Elementary School and the Greenbelt Middle School.



Policy 6 Support *Formula 2040: Master Plan for Parks, Recreation and Open Spaces* to connect county residents to recreation facilities and programs, improve the health of county residents, and contribute to the County's economy.

PF6.1 Move to a new model of multigenerational centers with aquatics components.

PF6.2 Evaluate existing recreation centers and aquatic facilities for reinvestment and repositioning.

PF6.3 Adopt new park land, recreation, and aquatics service standards.

PF6.4 Implement a new model for parks and recreation in urban communities.

PF6.5 Adopt comprehensive design guidelines to provide consistent standards for publicly- and privately-developed parks and recreation facilities and promote a unified approach to park development.

PF6.6 Develop signature facilities/attractions as high-profile visitor destinations.

PF6.7 Enact an adequate public facilities test that integrates parks with other public facility needs generated by new development.

PF6.8 Update the parkland dedication ordinance to more effectively grow the park and recreation system and reduce uncertainty in the development process.

Policy 7 Ensure the provision of equitable, high-quality public services within municipalities.

PF7.1 Enhance coordination during the development review and planning process between county agencies and municipalities to ensure current and future parks and recreation and other public facility needs within the municipalities are met.

PF7.2 Strengthen collaboration between county agencies and municipalities to improve the efficiency and effectiveness of provided public services.

Policy 8 Reinforce the recommendations of Plan 2035 in the County's new water and sewer plan by designating water and sewer categories that support the County's growth management goals.

PF8.1 Through the annual water and sewer amendment process, review the areas identified as Future Water and Sewer Service Areas on the Growth Policy Map to determine if water and sewer designations should revert to S5. Criteria for reverting water and sewer categories shall be developed in conjunction with the Prince George's County Planning Department, the Department of Natural Resources, and WSSC, and will also be included in the County's water and sewer plan.

PF8.2 Ensure and maintain the integrity of the sewer envelope by annually reviewing the water and sewer amendments for conformity with Plan 2035 and not expanding the water and sewer service area boundary to the rural and agricultural areas.

Policy 9 Protect and enhance the environmental quality of the County through sound water and sewer planning.

PF9.1 Promote innovative conservation approaches to reduce water consumption, reuse reclaimed water, and recycle treated waste water.

Did You Know?

Reclaimed water is typically household or commercial wastewater that does not contain contaminants. It can serve as a valuable source of irrigation water for lawns and gardens and may be able to be reused to flush toilets. By reusing gray water, households save water and money on their water bills and reduce outflows to their septic systems. Gray water reuse similarly benefits already overburdened sewage treatment facilities.

PF9.2 Prevent contamination of waters from existing privately-owned water and sewer systems by encouraging their conversion to "best available technology" systems. Develop a program to assist qualifying County residents in applying for funding to upgrade their septic systems.

Policy 10 Construct new facilities using innovative multilevel, collocated, multiple-use models for urban public facilities in the Regional Transit Districts.

PF10.1 Reevaluate land requirements for site acquisition and explore alternative and innovative development models for new facilities in order to improve their accessibility, enhance their integration with surrounding communities, and reflect changes in technology.

PF10.2 Develop urban prototypes for elementary, middle, and high schools and establish a standard minimum site size for new construction, rehabilitation, and the adaptive reuse of structures for school use within urban settings.

Policy 11 Focus new public infrastructure in the Regional Transit Districts and local centers, while maintaining existing infrastructure countywide to ensure the health, safety, and welfare of County residents.

PF11.1 Review Adequate Public Facility standards and surcharge fees to encourage development in local centers and Regional Transit Districts.

PF11.2 Review and prioritize Capital Improvement Program requests to ensure consistency with the policies of Plan 2035.

Policy 12 Increase the residential and commercial recycling rate and reduce the amount of solid waste that goes to County landfills.

PF12.1 Evaluate the Zoning Ordinance to remove impediments to the establishment of innovative recycling/recovery industries in industrial zones.

PF12.2 Implement Pay-As-You-Throw, a pricing system where residents pay by the pound to dispose of household garbage. The goal is to encourage recycling and composting to extend the life of landfills.

PF12.3 Establish composting pilot projects to reduce the amount of solid waste generated by organic materials, such as food scraps.

PF12.4 Examine existing, or create new, guidelines and regulations, as warranted, regarding the type, size, and location of composting facilities, backyard composting, and curb-side yard and waste collection.

PF12.5 Implement key recommendations from the *Comprehensive Ten-Year Solid Waste Management Plan*, including the construction of key facilities, evaluating rate structures and financing through the Solid Waste Enterprise Fund, expanding the types of recycling, and increasing private sector recycling and source reduction.



SUPPORTING DOCUMENTS

2008 Approved Public Safety Facilities Master Plan

2008 Water and Sewer Plan

2010 Water Resources Element Functional Master Plan

Public Facilities Needs Assessment Study, May 2013

2012 Prince George's County Watershed Implementation Plan

2013 Formula 2040: Preliminary Functional Master Plan for Parks, Recreation, and Open Space

Comprehensive Ten-Year Solid Waste Management Plan



Section V: Implementation



Introduction 251

Priority Strategies.....252

Measuring Success 266

Plan Administration 270

Partnerships and
Civic Engagement 272



Indicates that the definition of a word or term may be found in the Glossary of Terms, which starts on page 282.


CARILOHA
BAMBOO
DEL SOL
COLOR CHANGE
Fleet Garage
Mariner Garage
National Plaza
Marina
ART CRAFT
CARILOHA
BEDDING, BATH GOODS, APPAREL, AND MORE ALL MADE FROM BAMBOO

INTRODUCTION

As a comprehensive 20-year general plan, Plan 2035 is a blueprint for long-term growth and development in Prince George's County. We started this process by establishing a shared vision for the future, conveyed through the plan's eight elements and their associated goals, policies, and strategies. Our next step involves establishing priorities and committing, with the help of our implementing partners, to a clear course of action. Lastly, we must measure and report on our progress and pursue changes if we are not meeting our targets.

This chapter discusses four essential components of implementation—Priority Strategies (composed of the Plan 2035 Strategic Investment Program and Countywide Short-Term Implementation Strategies), Measuring Success, Plan Administration, and Partnerships and Civic Engagement.

PRIORITY STRATEGIES

Strategic Investment Program

The Plan 2035 vision hinges on our commitment to strategically prioritize and target our resources. To that end, Plan 2035 includes critical initiatives, policies, and strategies for a new Strategic Investment Program to help implement the priorities laid out in the Strategic Investment Map; to guide federal, state, and county investment; and to provide a framework for the development of new plans, programs, and regulations.

The Strategic Investment Map (see Map 16) targets public sector funding and incentives to four areas: Downtown Prince George's, the Innovation Corridor, Neighborhood Revitalization Areas, and Priority Preservation Areas. Please see the **Blueprint for Tomorrow** section for a detailed descriptions of these priority areas.

Where Do We Begin: Critical Initiatives

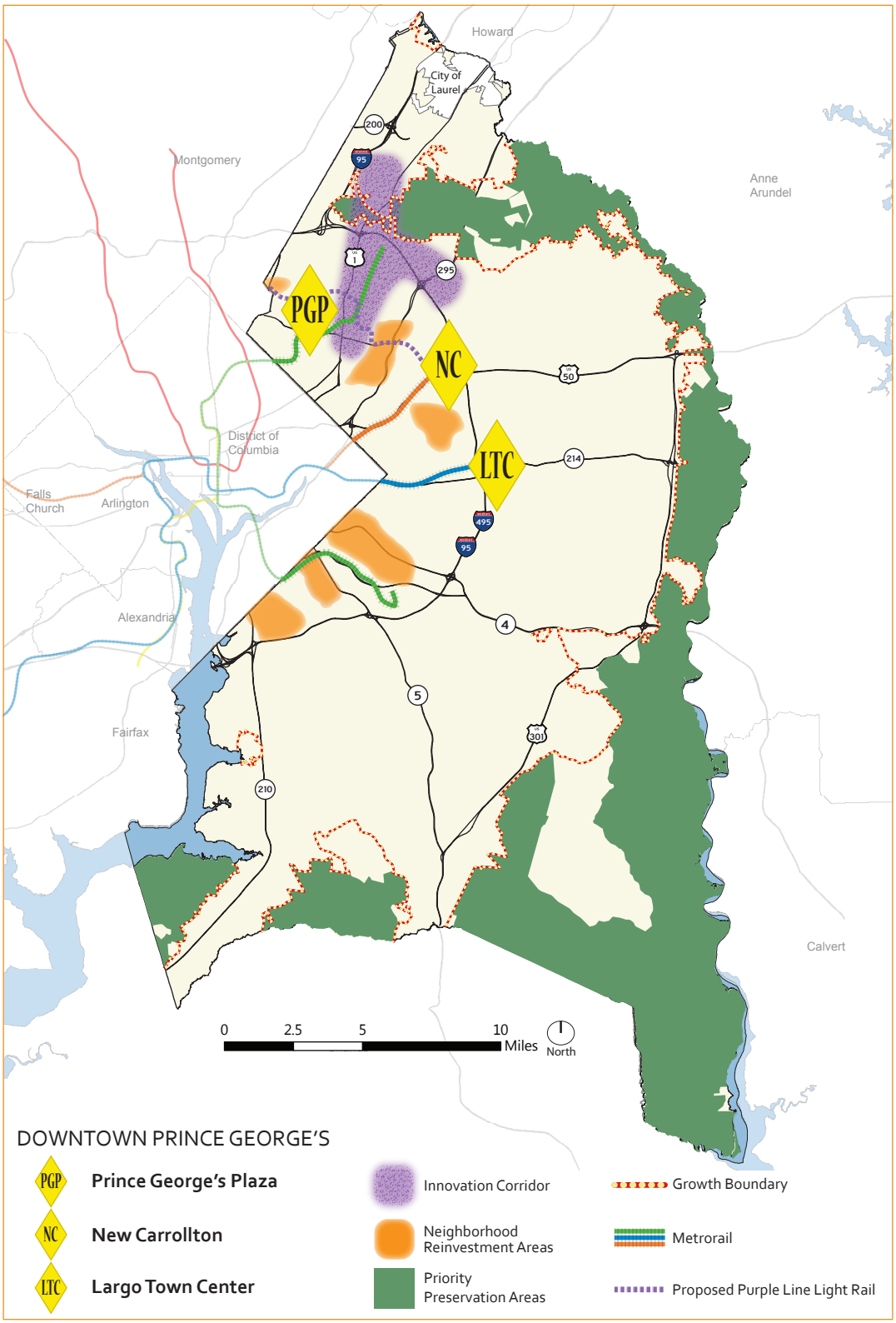
Plan 2035 includes a range of strategies important to the future of Prince George's County that, not surprisingly, cannot all be pursued simultaneously (many face financial, staffing, and/or programmatic challenges while others, by nature, involve gradual change). To focus County efforts, the Plan 2035 Strategic Investment Program highlights three initiatives that should be integrated into the County's work programs and budget immediately following Plan 2035's approval (see below). Not only do these initiatives underpin the Strategic Investment Program's policies and strategies, but they will move Prince George's County toward its overall vision by yielding high economic returns and enhancing public services.

Plan 2035 critical initiatives:

1. **Update the Prince George's County Zoning and Subdivision Ordinances**

   In order to begin implementation of Plan 2035, we must first undertake a comprehensive update of the County's Zoning and Subdivision Ordinances to modernize, streamline, and simplify the County's regulatory environment. Plan 2035 strategies that should be considered during the update are listed in Table 28.

Map 16. Prince George's County Strategic Investment Map



Source: M-NCPPC, February 2014

2. Focus on the Downtowns and the Innovation Corridor

As targeted areas best suited to become economic engines and models for future development in the County, we must focus County funding and programmatic support for the next five years on our three designated Downtowns—the Prince George's Plaza Metro, New Carrollton Metro, Largo Town Center Metro—and the Innovation Corridor. Policies and strategies specific to these areas are listed below (see Priority Policies and Strategies).

The Branch Avenue Metro and Suitland Metro Regional Transit Districts have been identified as the second round of Downtowns for Prince George's County. Implementation of the second round of Downtowns should begin as soon as the first round of Downtowns have achieved their growth and development goals and are removed from the Strategic Investment Program.

3. Coordinate Capital Improvement Program (CIP) Review

We must annually coordinate the review of the Capital Improvement Program (CIP) across all county agencies to align the priorities set forth in Plan 2035 with County programs and operating budgets. As part of this process, we must prioritize investments in publicly funded infrastructure and facilities that are consistent with the Strategic Investment Map.

Where Do We Begin: Priority Policies and Strategies

Downtown Prince George's

Policy 1 Establish and direct the majority of County resources and investment to designated Downtowns to ensure their success.

PD1.1 Designate New Carrollton Metro, Largo Town Center Metro, and Prince George's Plaza Metro as the initial Downtowns for Prince George's County.

PD1.2 Enact legislation to confirm the initial Downtown designations and establish tax increment financing districts, parking districts, transportation demand management districts, and other targeted financial and implementation programs, as necessary and appropriate, to facilitate the development of Downtowns.

PD1.3 Develop implementation plans for each of the Downtowns to examine their "Completeness Score," identify the lowest

performing elements, and prioritize resources and funding to address areas that require improvement.

PD1.4 Encourage the relocation of government agencies (county, state, and/or federal) to the Downtowns to catalyze development and investment.

PD1.5 Coordinate with municipalities and other government entities to ensure meaningful input, active collaboration, stakeholder buy in, and joint investments are leveraged to their highest potential.

PD1.6 Prioritize capital improvement projects that encourage new private investment and create walkable communities. Potential projects include public streets, streetscape amenities, underground utilities, and advanced information and communication technology infrastructure.



PD1.7 Establish a by-right development approval process and fast track permit process for the Downtowns with clear and consistent regulatory standards and processes and shortened review periods. This can be accomplished through the proposed comprehensive update to the Zoning and Subdivision Ordinances or by exploring opportunities to further streamline the review of applications in the Downtowns.

PD1.8 Establish a flexible framework of design standards to facilitate development in the Downtowns, while ensuring a high level of development quality. The comprehensive update of the Zoning and Subdivision Ordinances should support the elements of a "Complete Center" (see Appendix A).

PD1.9 Reduce surcharge fees or exempt the Downtowns from the public facility and school surcharge fees to facilitate development, in particular for multi-family units.

PD1.10 Amend the Level of Service standards or exempt the Downtowns from the adequate public facility transportation requirements to encourage development in transit locations. Since Downtowns rely on multimodal transportation, bike and pedestrian standards should not be reduced.

PD1.11 Market the Downtowns to prospective developers, federal agencies, nonprofits, and retail trade groups as the County's prime opportunity sites.

PD1.12 Incentivize compact development and the use of green building programs, such as LEED® for Neighborhood Development or similar comprehensive, sustainable development approach.

PD1.13 Update and expand the 2011 Economic Development Toolbox Update to identify those programs relevant to transit-oriented development.

PD1.14 Evaluate future updates to functional master plans to identify potential revisions to PlanMaryland's Planning/Conservation Areas per Maryland Department of Planning (MDP) guidelines.

The five areas are Priority Preservation Areas for Agriculture, Natural Resource Areas, Water Resource Areas, Historic and Cultural Resource Areas, and Climate Change Impact Areas.

The Innovation Corridor

Policy 2 Support the development of the Innovation Corridor around the College Park-U of MD and Greenbelt Metro Stations and along US 1 (Baltimore Avenue) and MD 193 (Greenbelt Road).

PA2.1 Define the boundaries of, and develop an implementation plan for, the Innovation Corridor to identify specific programs and investments required to meet the needs of the County's premier regional employment area. The lead agencies for this effort are the Prince George's County Economic Development Corporation and the Prince George's County Planning Department.

PA2.2 Designate the Innovation Corridor for tax incentives and targeted infrastructure improvements to retain existing and attract new employers. New infrastructure may include advanced information and communication technology infrastructure, shared parking, bike amenities and lanes, sidewalks, public facilities, and other amenities to support research and development entities and enhanced access to public transportation.



PA2.3 Coordinate with the Prince George's County Economic Development Corporation; the University of Maryland, College Park; Beltsville Agricultural Research Center; NASA Goddard Space Flight Center; College Park, Greenbelt, Riverdale Park, and Berwyn Heights civic and business organizations; 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.

Neighborhood Reinvestment Areas

Policy 3 Adequately fund neighborhood revitalization programs and coordinate resources to revitalize targeted neighborhoods.

NA3.1 Identify and apply existing county, state, and federal programs to address housing blight, commercial disinvestment, vandalism, and related issues.

NA3.2 As part of the Plan 2035 Annual Report (see Measuring Success, Plan 2035 Annual Report, later in this chapter) evaluate identified Neighborhood Reinvestment Areas to determine if new neighborhoods should be designated and if existing designated neighborhoods should be removed as they stabilize. Use the County's Residential Market Value Analysis Study as a tool to assist with this evaluation.

NA3.3 Develop implementation plans for designated Neighborhood Reinvestment Areas with specific goals and action items to ensure recommendations are enacted.

NA3.4 Establish a long-term plan to commit county funding and resources, such as those from the Redevelopment Authority, to stabilize neighborhoods and municipalities and rehabilitate transitional communities before they qualify as Neighborhood Reinvestment Areas. Incorporate grant application partnerships, coordination with County agencies on critical infrastructure (such as sidewalks, street repair, and street lights), and infill development* projects to spur reinvestment. Use the County's Residential Market Value Analysis Study to help target investments.

Priority Preservation Area

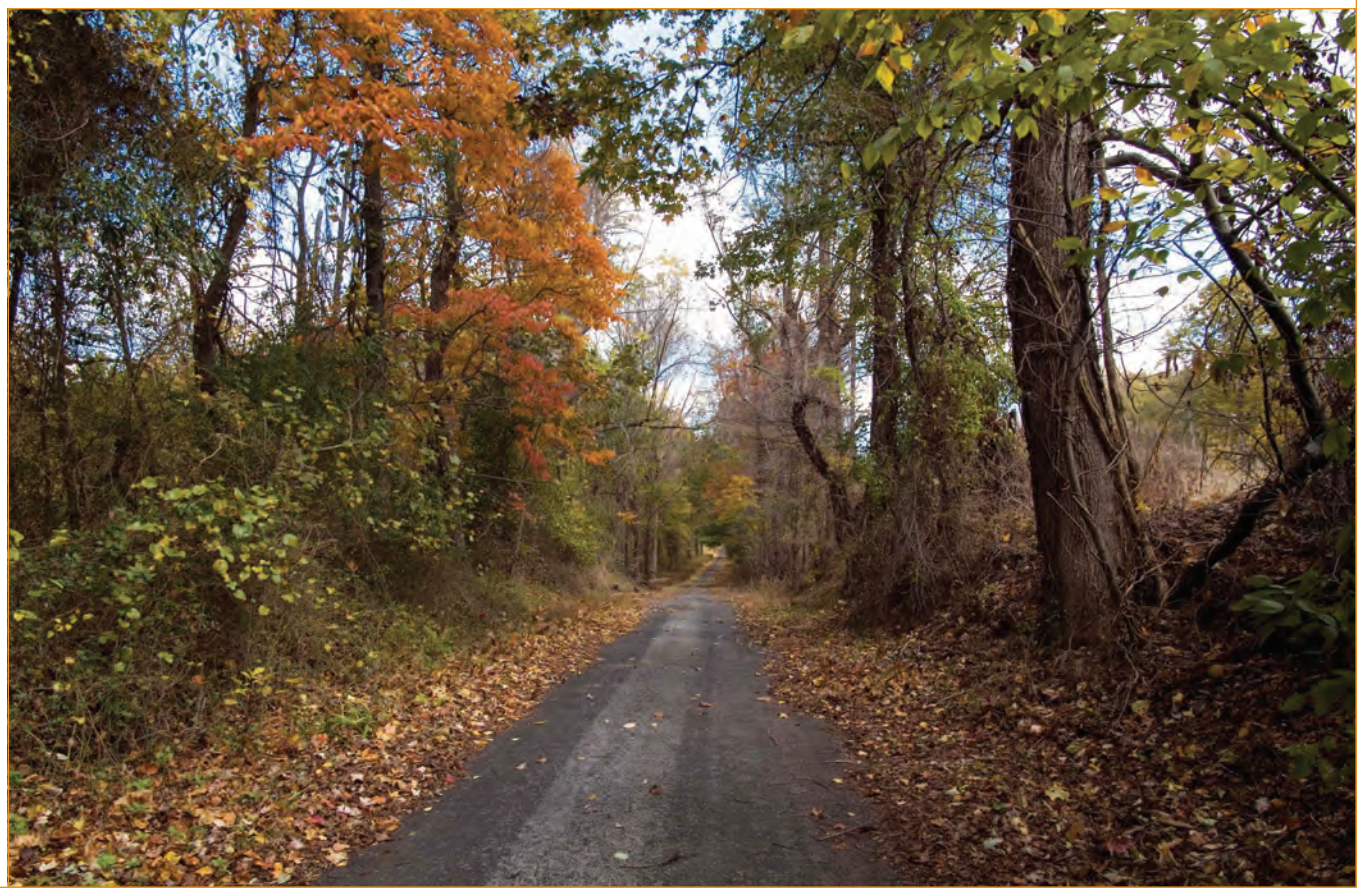
Policy 4 Preserve the County's remaining prime agricultural and forest resources by meeting the PPA's goal to place 24,769 acres within easements.

PP4.1 Fund the acquisition of agricultural easements to permanently preserve agricultural and forest resources. Allocate additional funding to the Historic Agricultural Resource Preservation Program.

PP4.2 Develop and submit a Maryland Agricultural Land Preservation Foundation application to obtain certification from the State of Maryland. Maintain certification.

PP4.3 Coordinate and continue to work with the Soil Conservation District and the Department of Parks and Recreation on the acquisition of agricultural easements.

PP4.4 Partner with the Department of Parks and Recreation, the Maryland Department of Natural Resources, and nonprofit organizations to identify forest lands for acquisition, preservation, or permanent protection.



Countywide Short-Term Implementation Strategies

The Plan 2035 vision relies on a range of strategies to implement the vision. Recommendations in Plan 2035 are intended to occur over a 20 year horizon. To facilitate interagency coordination on implementation, strategies that should be pursued within the first five years following Plan 2035's approval are listed in Table 24.

The identification of potential implementing partners in Table 24 is intended to identify agencies and partners that may have a role in implementing the strategy. The table may not be inclusive of all agencies and partners. As strategies are implemented, additional agencies partners may be identified to assist in implementation.



Table 25: Countywide Short-Term Implementation Strategies

Element	Strategy Number	Potential Implementing Partners*	Page Reference
Land Use	LU3.3	Planning Department	112
	LU4.2	Planning Department WSSC DoE DPIE Building Industry Representatives Civic Stakeholders Legislative Branch Business Community	113
	LU7.1	Planning Department Planning Board	114
	LU9.2	Planning Department EDC Municipalities Executive Branch	116
	LU11.4	Planning Department DoE Soil Conservation District Nonprofits Legislative Branch	117
Economic Prosperity	EP1.6	EDC UMD County Agencies Municipalities Business Community	131
	EP4.1	EDC Planning Department UMD Health Department Executive Branch Nonprofits	132
	EP6.1	EDC Municipalities UMD	133
	EP7.1	EDC Executive Branch Legislative Branch	135
	EP8.2	EDC	135

**There are many stakeholders who will be involved in the implementation of these strategies. This column identifies potential lead agencies for each strategy.*

Element	Strategy Number	Potential Implementing Partners*	Page Reference
Transportation and Mobility	TM2.2	Planning Department DPW&T MTA Executive Branch Municipalities Legislative Branch	154
	TM2.4	DPW&T Planning Department WMATA MTA	155
	TM3.5	Planning Department DPW&T SHA	156
	TM4.3	Planning Department DPW&T SHA Board of Education Municipalities DoE	156
	TM5.1	Planning Department DPW&T SHA	158
	TM6.2	Planning Department DPW&T Maryland Department of Planning Maryland Department of Transportation	159
	TM7.2	Planning Department MWCOG Executive Branch DoE	159

**There are many stakeholders who will be involved in the implementation of these strategies. This column identifies potential lead agencies for each strategy.*

Element	Strategy Number	Potential Implementing Partners*	Page Reference
Natural Environment	NE2.1	Planning Department Maryland Department of the Environment Executive Branch DoE	172
	NE2.7	Planning Department Anacostia Watershed Society Municipalities DoE Nonprofit	173
	NE3.3	Planning Department DPIE DPW&T	174
	NE4.1	Planning Department Soil Conservation District DoE Legislative Branch Executive Branch	175
	NE5.4	Planning Department Department of Parks and Recreation Nonprofits	176
	NE9.1	Planning Department DoE Office of central Services Legislative Branch	178
Housing and Neighborhoods	HN3.1	DHCD Planning Department Municipalities Executive Branch	188
	HN3.2	DHCD	188
	HN3.5	Redevelopment Authority DHCD Executive Branch	188
	HN6.1	Prince George's County Government DHCD Nonprofits	191

**There are many stakeholders who will be involved in the implementation of these strategies. This column identifies potential lead agencies for each strategy.*

Element	Strategy Number	Potential Implementing Partners*	Page Reference
Community Heritage, Culture, and Design	HD1.5	Planning Department Executive Branch Nonprofits	210
	HD7.4	Planning Department Department of Parks and Recreation Municipalities Nonprofits EDC Tourism Bureau	213
	HD11.2	Planning Department	216
	HD13.2	Planning Department Legislative Branch Executive Branch DPW&T	218
Healthy Communities	HC2.3	Health Department Department of Parks and Recreation Planning Department Nonprofits	226
	HC4.1	Health Department Maryland State Community Health Resources Commission Maryland Department of Health and Hygiene Planning Department	227
Public Facilities	PF4.1	Prince George's County Government Planning Department Legistlative Branch Executive Branch Planning Board	240
	PF7.1	Planning Department Department of Parks and Recreation DNR WSSC Municipalities	241
	PF10.2	Board of Education Planning Department Executive Branch	243

**There are many stakeholders who will be involved in the implementation of these strategies. This column identifies potential lead agencies for each strategy.*



MEASURING SUCCESS

Regular evaluation and monitoring will help ensure accountability for implementing Plan 2035. It will enable the County Council, Planning Board, county administration and its agencies, partner organizations, and the general public to understand the County's progress towards meeting the Plan 2035 vision and assess the plan's effectiveness. Annual monitoring will also allow the County to adapt, manage, and adjust Plan 2035 policies and strategies to stay current with demographic, economic, social, and environmental trends impacting Prince George's County.

Plan 2035 recommends a new way of measuring success and creates a structure for consistent data collection, regular reporting intervals, and integrated tracking across the County. Indicators to monitor success will be publicly reported on an annual basis. In order to consistently measure and track progress, the recommendation put forth in Plan 2035 is that the Planning Department assumes the lead in coordinating this county effort with dedicated personnel and resources.

Plan 2035 Annual Report (Program Monitoring)

The Plan 2035 Annual Report monitors the County's progress in accomplishing the Plan 2035 vision and goals and builds on existing reporting requirements established in 2009 under the Smart, Green, and Growing Legislation. To assess state-level progress toward smart growth goals, this legislation requires local jurisdictions to track growth and development and report on:

- Development activity, including residential and non-residential subdivisions in process, as well as building and occupancy permits issued in and out of Priority Funding Areas (PFAs).
- Zoning map and text changes in and out of PFAs.
- Infrastructure projects completed in and out of PFAs.
- Ordinance and Master Plan Amendments approved for the calendar year.
- Lands preserved through acquisitions and/or easements.
- Changes in development capacity as a result of the above changes.

The Maryland Department of Planning (MDP) is charged with overseeing this process and has created a web-based tool to help streamline data collection from local jurisdictions. Prince George's County already prepares this report annually and will expand its contents based on new Plan 2035 indicators (see Table 26). The report will continue to be submitted by the Planning Department to the Planning Board and County Council at the end of each fiscal year.

In addition to the requirements of the MDP Annual Report, the Plan 2035 Annual Report should be expanded to include:

- Projects and policies, especially capital improvement projects that support implementation and alignment of priority strategies that implement the Plan 2035 vision.
- The Planning Department's work program for each fiscal year.
- The status of various implementation measures and their progression towards achieving the plan goals.

Plan 2035 Five-Year Evaluation (Performance Monitoring)

The Five-Year Evaluation analyzes the County's progress toward meeting the Plan 2035 vision and goals in five-year intervals. This evaluation—informed by previously submitted annual reports—will provide insight into the implementation of the plan's longer-range policies and strategies and will gauge their alignment with local, regional, and national demographic, socioeconomic, and environmental trends. It will also identify completed priority strategies, programs, and projects. The evaluation's findings may help inform minor plan amendments and modifications.

Policy 1 Monitor, collect, and evaluate data on indicators at one- and five-year intervals (see Table 26).

PM1.1 Conduct a baseline analysis of Plan 2035 indicators and establish measurable targets.

PM1.2 On a yearly basis, prepare a Plan 2035 Annual Report. This report shall address the requirements of the MDP Annual Report as well as progress on the Plan 2035 indicators.

PM1.3 Prepare a Five-Year Evaluation Report every five years on the implementation of Plan 2035. This report shall include aggregate data from the annual report and will provide an overview on the progress Prince George's County has made in meeting Plan 2035 goals. This report will also evaluate the status and priorities of the Strategic Investment Program, including an assessment of the first round of designated Downtowns.

PM1.4 Create a web-based monitoring system that will annually track and measure the implementation of Plan 2035.

Table 26. Indicators of Success

Indicators	Target
Household net worth or wealth.	↑
Higher education attainment.*	↑
Percent of restaurants that are fast food.	↓
Obesity/overweight rates for adults and youths.	↓
Percent of housing cost burdened households.	↓
Housing and transportation affordability.*	↑
Crime rates.*	↓
Mode split—walk, bike, transit, and auto trips.*	↑
Foreclosure rates.	↓
Occupied housing units.	↑
Poverty rates.	↓
Regional share of employment (county employment as a percent of MSA region employment).*	↑
Commercial versus residential tax base.	↑
Commercial vacancy rates.	↓
Wage growth.	↑
Unemployment rates.	↓
Commuting patterns.	↑
Vehicle miles traveled.	↓
Bike and pedestrian facilities constructed.*	↑
Recycling rates.	↑
Waterway health.*	↑
County greenhouse gas emissions.*	↓
Number of LEED® certified buildings.*	↑
Acres of agricultural land preserved.	↑
Acres of forest planted and preserved.	↑
Acres of impervious surfaces retrofitted.	↑
Also see Growth Management Goals (Table 17)	

**Region Forward indicator*


STANLEY
UtilityPlus

PLAN ADMINISTRATION

Plan Administration provides guidance on how the Planning Department can maintain consistency between Plan 2035 and ongoing and future planning activities and programs. It also outlines how Plan 2035 relates to approved plans.

Consistency with County Planning Efforts

Plan 2035 establishes the policy framework for all future planning efforts in Prince George's County. All new County plans, studies, and programs should be consistent with the Plan 2035 vision, goals, policies, and strategies, Growth Policy Map, and Strategic Investment Map.

Future Planning Activities

The intensity of the planning work completed during the last ten years suggests new approaches be considered when updating current plans. While existing and market conditions may have changed, many of the policy recommendations in our current plans may have remained relevant. An evaluation of critical issues, constraints, and opportunities may help determine if a completely new master or sector plan is warranted or if minor amendments are more appropriate.

Sector, Master, and Functional Plans Approved Prior to Plan 2035

Plan 2035 represents a new vision for future growth and development in the County as well as new implementation tools, priorities, and strategies. Plan 2035 recognizes, however, that a number of master and sector plans, along with development and transit district plans associated with overlay zones, are based upon recommendations in the 2002 General Plan. All planning documents which were duly adopted and approved prior to the date of adoption of Plan 2035 shall remain in full force and effect, except the designation of tiers, corridors, and centers, until those plans are revised or superseded by subsequently adopted and approved plans. Plan 2035 is intended to represent a new vision which will be implemented over many years, through the adoption of small area sector, master and other development plans and studies, as well as through zoning via sectional map amendments. In the interim, prior to adoption or approval of superseding small area plans, and, as appropriate, Plan 2035 policies may be noted and discussed for purposes of required master plan conformance analysis.

Amendments and Updates

Minor amendments to Plan 2035 may be warranted in response to major policy changes or new planned infrastructure, such as transit projects, to ensure the plan's ongoing currency and relevancy. Sector plans, area master plans, and functional master plans may also amend Plan 2035.

Relationship to Regional and State Activities

Plan 2035 may not align fully with ongoing activities within the region or previously approved priorities and infrastructure planning. This may require refinements to these activities, priorities, and planning efforts. Plan 2035 policies and strategies provide guidance on how these refinements can be pursued.

Policy 1 Align the priorities of County programs, master plans, and other studies with the priorities of Plan 2035.

S1.1 Update the Zoning and Subdivision Ordinancen to include a 10-year review cycle for all plans, including sector, master, and functional plans and the County's general plan.

S1.2 Develop a coordinated annual work plan for the County that focuses on Plan 2035 priority programs and establishes how they will be implemented. These programs should be coordinated with other relevant agencies in order to maintain consistency, reduce duplication of work, and leverage public dollars in a more effective manner.

S1.3 Evaluate future updates to functional master plans to identify potential revisions to PlanMaryland's Planning/Conservation Areas per MDP guidelines. The five Preservation/Conservation Areas are Priority Preservation Areas for Agriculture, Natural Resource Areas, Water Resource Areas, Historic and Cultural Resource Areas, and Climate Change Impact Areas.

Related Policies and Strategies

See Measuring Success for Measuring Progress towards Plan 2035 Implementation.

PARTNERSHIPS AND CIVIC ENGAGEMENT

Successful implementation of Plan 2035 begins with the full participation of all Prince Georgians and requires the efforts of every level of government: county, municipal, state, and federal. The following components are critical to future implementation efforts:

Civic Engagement—Plan 2035 hinges on continuous public engagement in the planning and execution process. Active participation by residents, businesses, and other stakeholders throughout this process, in particular early on, will help ensure project goals reflect stakeholder priorities and build buy-in and support.

Partnerships—New and existing relationships, extending across jurisdictional boundaries, with nonprofits, private sector entities, and public organizations will need to be created and reinforced to implement Plan 2035. Many Plan 2035 strategies will be best implemented through coordinated public-private partnerships. Such partnerships can generate cost-effective solutions that provide high-quality goods, services, and facilities for current and future Prince Georgians.

Municipalities—There are 27 municipalities in Prince George's County that provide essential services to Prince Georgians. The importance of continued meaningful coordination and dialogue with its municipalities, especially with regards to implementing land use and zoning policies, cannot be overestimated. As critical implementing partners, municipalities can help leverage resources and build support for Plan 2035.

Berwyn Heights
Bladensburg
Bowie
Brentwood
Capitol Heights
Cheverly
College Park
Colmar Manor
Cottage City
District Heights
Eagle Harbor
Edmonston
Fairmount Heights
Forest Heights
Glenarden
Greenbelt
Hyattsville
Landover Hills
Laurel
Morningside
Mount Rainier
New Carrollton
North Brentwood
Riverdale Park
Seat Pleasant
University Park
Upper Marlboro

Intergovernmental Coordination—Prince George's County engages with neighboring jurisdictions and a range of regional, state, and federal agencies on land use, housing, economic development, transportation, and environmental issues. It is essential we continue to strengthen these relationships and coordinate planning efforts to help reinforce and implement the Plan 2035 vision.

Policy 1 Ensure continued public engagement in Plan 2035 implementation.

S1.1 Continue to use the Plan 2035 website and established social media outlets to engage and share information with the public on next steps, progress, ongoing efforts, timelines, and long-range plans related to Plan 2035 implementation.

Related Policies and Strategies

See Measuring Success for Annual Reporting Recommendations.

Policy 2 Strategically build partnerships with public and private stakeholders.

S2.1 Identify partners who can support and help to implement priority Capital Improvement Program projects.

Policy 3 Foster stronger relationships between County agencies and municipalities, including robust intergovernmental coordination, especially as it relates to zoning and land use policies.

S3.1 Identify funding options and partnerships with County agencies to assist with the master plan process and implementation.

S3.2 Coordinate with municipalities to implement identified actions in approved master and sector plans.

S3.3 Continue to assist municipalities with grant applications and provide planning assistance through the Planning Assistance to Municipalities and Communities Program.



Section VI: Appendices

Appendix A:
Downtown Diagnostic Index 278

Appendix B:
Glossary of Terms..... 282

Appendix C:
References 296

Appendix D:
Zoning Ordinance
Strategy Table 305

Appendix E:
Methodology for Preparing
a Generalized Land Use Map 310

Certificate of Adoption..... 311

Downtown Diagnostic Index: An Analysis of the General Plan Centers

How the Centers Were Selected

Downtown Diagnostic Index: An Analysis of the General Plan Centers

The 2002 *Prince George's County Approved General Plan*, as amended, identified 27 centers for future mixed-use growth. Plan 2035 recommends that Downtowns be identified to refine and accelerate implementation of the 2002 General Plan's vision. As was discussed in A Blueprint for Tomorrrow, Downtowns are growth areas selected for long-term, strategic, and coordinated application of public resources, infrastructure, and incentives to catalyze business and job creation, diversify housing options, and attract private investment. Our initial analysis identified three "high-performing" centers (the top three centers in "The Results") and three "game-changing" centers (see Game Changers on next page).

The Weighting

The Plan 2035 team developed a quantitative analysis tool to evaluate and rank the centers identified in the 2002 General Plan, as amended. The analysis involved the seven elements determined to be important to the make up of a "complete center"—defined as an economically viable and sustainable place positioned to attract new development, businesses, and residents—and relied on 31 indicators (see Table 27). In order to score and compare the centers, the indicators were assigned different weights to allow the most important criteria, such as the strength of the commercial office market and the presence of Metrorail and large employers or institutions, to be emphasized. Chart 14 identifies the elements and shows the weighting used to develop the initial scoring.

Chart 14. Weighting of the Elements That Make Up a "Complete Center"



The Results

Utilizing the weighting shown to the right, the following centers have the highest "Completeness Scores." The "Completeness Score" is the total reached for a center after scoring each indicator and applying the weighting.

1. **Prince George's Plaza Metro**
2. **New Carrollton Metro**
3. **College Park/University of MD Metro**
4. **Suitland Metro**
5. **Riverdale MARC**
6. **West Hyattsville Metro**
7. **Largo Town Center Metro**
8. **Greenbelt Metro**
9. **Branch Library Avenue Metro**
10. **Cheverly Metro**

Game Changers

Our initial analysis in 2013 found that several large-scale developments could radically transform the economic landscape and market potential of three other centers in Prince George's County—Greenbelt Metro, Largo Town Center Metro, and Branch Avenue Metro. These developments could stimulate significant private sector interest and justify a redirection of public investment towards facilitating spin-off growth and redevelopment. Following the completion of this analysis, Largo Town Center Metro was selected as the location of the County's new regional medical center.

Final Selections

Six Regional Transit Districts—the top three "high performers" and the three "game changers'—were presented to participants at the Town Meeting on June 15, 2013 for discussion of the and for addition input from stakeholders on the viability of each location as a regionally competitive economic generator or "downtown." Following the meeting each location received additional analysis including a review of proposed investments, development capacity and additional assets and challenges for each location. Following this review and consultation with the Planning Board, staff selected the following centers as Downtowns.

- Prince George's Plaza Metro
- New Carrollton
- Largo Town Center

Each site has unique development opportunities and impediments, and one of the first steps in Implementing Plan 2035 is to create a multi-agency team tasked with creating and implementing a work program to catalyze development at these locations. The following summary of key indicators for each site from the Downtown analysis, along with the descriptive site plan, initial implementation recommendations, and Priority CIP projects approved for each site should provide a foundation for that work.

College Park/UM Metro and Greenbelt Metro Centers have been designated as part of the Innovation Corridor because of the strength of their existing employment base and their potential for future growth in targeted industry clusters. While housing should be introduced at these locations, the jobs to housing ratio may be weighted towards employment with housing serving as a secondary component to support an active street life past 5 p.m., including restaurants and other retail amenities.

Table 27. Weighting Table

Complete Center Element	Indicator	% of Total
PEOPLE	Educational Attainment	4.2
	Population Density	4.2
	Household Income	2.4
	Disposable Income	1.2
	People Total	12%
WALKABILITY	Walk Score	7.5
	Intersection Density	5.25
	Street Tree Canopy	2.25
	Walkability Total	15%
PLACE	Large Employer	8
	Major Attractors	6
	Violent Crime	3
	Property Crime	3
	Place Total	20%
TRANSIT AND ACCESS	Metrorail	3.5
	Transportation Choice	1
	Highway Proximity	0.25
	Highway Access	0.25
	Transit and Access Total	5%
MARKET	Commercial Development	6.9
	Employment Growth	4.6
	Job Access	4.6
	Jobs-Housing Ratio	3.45
	Employment Density	2.3
	Retail Sales	1.15
	Market Total	23%
LEVERAGE	Commercial Permit Activity	3
	Public and Institutional Vacant Property	3
	Incentive Eligibility	3
	Regional Development	2.25
	Residential Permit Activity	2.25
	Corridor Density	1.5
	Leverage Total	15%
CAPACITY	Commercially Zoned Vacant Land	3.5
	Housing Unit Density	3.5
	Commercially Zoned Underdeveloped Land	2
	Commercially Zoned Land	1
	Capacity Total	10%
GRAND TOTAL		100%

Glossary of Terms

A complete list of terms can be accessed at *www.pgplanning.org/Resources/Tools_On-line/Glossary.htm*

Accessory Apartments

A completely separate living unit inside a single-family home. Imagine a finished lower level with a bedroom, bath and kitchenette. These have also been called mother-in-law apartments or an English basement.

Adaptation

Reduces vulnerability of individual sectors without necessarily addressing the root cause.

Adequate Public Facilities (APF) Ordinance

The ordinance requiring a determination of the adequacy of public facilities to accommodate growth resulting from approval of a subdivision application.

Broadband

Broadband is generally defined as a permanent high-speed Internet connection for transmitting data and telecommunications.

Brownfield

Sites that were previously developed properties earmarked for expansion, redevelopment or reuse; however, the site may be complicated because of the presence or potential presence of a hazardous substance, pollutant, or contaminant.

Build-Out

A theoretical measure of "full development" for which public facilities are planned.

Bus Rapid Transit

Bus rapid transit (BRT, BRTS) is a bus-based mass transit system with specialized services and infrastructure designed to increase the quality and performance of the system and remove the typical causes of bus delay. BRT aims to combine the capacity and speed of a light rail or metro system with the flexibility, cost and simplicity of a bus system.

To be considered BRT, buses should operate for a significant part of their journey within a fully dedicated right-of-way (busway), in order to avoid traffic congestion. In addition, to

be considered BRT the system will have most of the following elements:

- A busway alignment in the center of the road (to avoid typical curb-side delays).
- Stations with off-board fare collection (to reduce boarding and alighting delay related to paying the driver).
- Station platforms level with the bus floor (to reduce boarding and alighting delay caused by steps.
- Bus priority at intersections (to avoid intersection signal delay).

Business Improvement District (BID)

Geographically defined areas in which property owners agree to pay an assessment in addition to property taxes to fund privately-operated cleaning, security and marketing services. These services supplement those provided by city government.

Capacity

Amount of development a parcel or group of parcels can hold under current regulatory and natural resource constraints.

Centers and Corridor(s)

These areas are targeted for development and redevelopment on existing infrastructure. These are areas of the County where the economic benefits of development help the entire county prosper. These areas represent a unique opportunity for attracting economic development, capitalize on investments in mass transit facilities, and provide opportunities for mixed-use and transit-oriented development.

Community Development Block Grant (CBDG)

A flexible program that provides communities with resources to address a wide range of unique community development needs.

Complete Streets

Rights-of-way designed for the safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all abilities and ages. Complete streets improve the efficiency of all modes of transportation. There is not a single design of complete streets because they are tailored to each community's context. The streets may include sidewalks, bike lanes, special bus lanes, comfortable and accessible public transportation stops, frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, narrower travel lands, roundabouts, and more.

Crime Prevention Through Environmental Design (CPTED)

A multidisciplinary approach to deterring criminal behavior through environmental design. This methodology seeks to influence offenders' acts before committed by effectively impacting the built, social and administrative environments. The strategies are ideal for City Planners, Architects, City Officials, Law Enforcement Officers, or anyone instrumental in ensuring the safety of citizens. Basic concepts of CPTED include the understanding of zoning policies and human behavior and the strategic design and placement of barriers, lighting, and other physical elements. As of 2012, the Prince George's County Police Department reviews proposed development plans to ensure that spaces are designed in conformance with established CPTED principles. The four principles of CPTED are natural surveillance, territorial reinforcement, natural access control, and maintenance.

Density

The number of dwelling units or persons per acre of land expressed in units per gross acre. Single-family detached dwellings range from less than 1 to 6 per acre on a single lot. Townhouses range from 6 to 12 units per acre attached in a row. Multifamily units range from 12 to 48 units per acre in one structure.

Developed Tier

The area located along the border of the District of Columbia and more or less within or just outside the Capital Beltway. This area contains more than half the County's households and nearly half the employment in a wide variety of communities. The Developed Tier's policies emphasize: medium- to high-density, quality infill and redevelopment; restoration, as well as preservation and enhancement of the environment; providing transit and pedestrian facilities; and maintaining and providing needed public facilities to serve existing and future residents. The expenditure of public funds is a priority in this tier.

Developing Tier

The middle section of the County, which has experienced mostly suburban development. Containing almost half the County's households and half the employment, it is still an evolving pattern of farms, residential subdivisions, employment parks, and auto-oriented development. The growth policies in the Developing Tier encourage compact residential neighborhood design and limit commercial uses to designated Centers. The policies encourage the preservation and enhancement of environmental features; the provision of as many multimodal options as possible for new development; and the planning and provision of public facilities to support the planned development pattern.

Development Capacity Analysis

Sometimes referred to as "build-out analysis" or "buildable lot inventory," it is an estimate of the total amount of development that may be built in an area under a certain set of assumptions, including applicable land use laws, policies (e.g., zoning) and environmental constraints. It is a necessary component of effective planning because it provides the framework for future growth.

Downtown

Growth Areas selected for long term, strategic, and coordinated application of public funding, infrastructure and incentives to catalyze business creation, job growth, a variety of housing types, and private investment.

Dwelling Unit

A room or group of rooms occupied or intended for occupancy as separate living quarters.

Enhanced Use Lease (EUL)

A pilot technology transfer tool delegated to the Agricultural Research Service (ARS) to be used strictly as a technology transfer tool. EUL authorizes the Secretary of Agriculture to lease real property, either facility space or land, at the Beltsville Agricultural Research Center and the National Agricultural Library to tenants who are engaged in a joint research project, or are licensees of a United States Department of Agriculture technology.

Environmental Site Design (ESD)

A design technique that considers the site within the larger overall ecosystem with regard to water management and plant species, that uses small scale stormwater management practices, nonstructural techniques, and better site planning to mimic natural hydrological runoff characteristics and preserve natural resources. The purpose of this design technique is to minimize the impact of land development on the local ecological structure with an emphasis on preserving, enhancing, or restoring surface and groundwater resources.

Fixed-guideway Transit (FGT) System

Transit service provided on its own right-of-way: a rail track, physically restricted vehicle lanes, or a dedicated roadway in the road and highway system. Both the Metrorail regional rapid transit and MARC commuter rail systems that serve Prince George's County are FGT systems.

Floor Area Ratio (FAR)

The ratio of the gross floor area of a building to the area of the lot on which it is located.

Forecast

As defined for use in the Council of Governments (COG) Cooperative Forecasting Program, a projection tempered by stated policy considerations, including the reconciliation of past and current trends with current and future policies. Ideally, forecasts reflect the best professional judgment concerning the impact of trends and present conditions on the future development opportunities. Therefore, forecasts should represent the most realistic assessment of the future.

Forest

An area dominated by trees and other woody or herbaceous plants covering a land area of 10,000 square feet or greater.

Food Desert

Food deserts refer to areas with poor food access. Definitions vary greatly depending on criteria and methodology used. The USDA's traditional definition for food deserts are low-income census tracts where a significant share or number of residents is more than one mile (in urban settings) or ten miles (in rural settings) from the nearest supermarket.

Food Swamp

A geographic area where the overabundance of high-energy foods (for example, caloric snacks sold at convenience stores) exceed healthy food options.

Functional Plan

Map and supporting text that comprehensively cover a specific topic such as public safety, transportation, green infrastructure, agriculture, water resources, or historic preservation for the entire county.

2002 General Plan

The Prince George's County General Plan, approved by the County Council in October 2002, provided long-range guidance for future growth of the County. It identified Centers and Corridors where intensive mixed use (residential, commercial, and employment development) was to be encouraged. The plan also divided the County into three development tiers (Developed, Developing, Rural) recognizing the different development goals and needs of different parts of the County. The plan also made recommendations for infrastructure elements: green infrastructure, transportation systems, and public

facilities. The plan included guidance for economic development, revitalization, housing, urban design and historic preservation. Future implementation efforts were outlined.

Generation X

Roughly includes anyone born between 1965 and 1976 and represents approximately 46 million members nationwide.

Generation Y

Generally includes over 70 million Americans born between 1977 and 2002. Narrower definitions place Generation Y at 25 to 36, born from 1978 to 1989. This generation matured during the rise of the technology and represents the fastest growing segment of the workforce.

Greenfield

An undeveloped area of agricultural, forest land, or other undeveloped site that has never been previously built on. Typically the term is used once the site has been earmarked for development.

Green Infrastructure

A network of large undisturbed land areas (hubs) connected by designated pathways for the movement of wildlife and humans (green corridors).

Green Jobs

Can be categorized as either (a) jobs in businesses that produce goods or provide services that benefit the environment or conserve natural resources, or (b) jobs in which workers' duties involve making their establishment's production processes more environmentally friendly or use fewer natural resources.

Health Enterprise Zones (HEZ)

Designed to reduce health disparities among Maryland's racial and ethnic groups and between geographic areas, improve health care access and health outcomes, and reduce health care costs by providing a variety of incentives to defined geographic areas with high rates of disparities.

Historic District

A group of historic resources comprised of two or more properties that are significant as a cohesive unit and contribute to the historical, architectural, archeological, or cultural values within the Maryland-Washington Regional District and that has been so classified in the County's Historic Sites and Districts Plan.

Historic Preservation

The process of identifying, protecting, enhancing buildings, places, and objects of historical and cultural significance. This process embraces many phases including the survey and evaluation of historical, architectural, and cultural resources in an area; the development of planning and legal measures to protect these resources; the identification of public and private funding sources applicable to preservation projects; the design for the restoration, rehabilitation, and/or adaptive use of historic structures; and the ongoing maintenance of these resources.

Housing Cooperative

A building owned by a nonprofit organization that sells shares of ownership to individuals. Each resident household has membership in the cooperative association. Fees and costs associated with the cooperative are divided among the cooperative's members.

Housing-Cost Burden

A household spending more than 30% of its annual income on housing. Furthermore, it is generally accepted that families who pay who pay more than 30% on housing may have a greater difficulty affording other necessities, including food, healthcare, and clothing.

Infill Development

Development that takes place on vacant or underutilized parcels within an area that is already characterized by urban development and has access to urban services.

Inclusionary Zoning

The requirement of developers to make a percentage of housing units in new residential developments available to low- and moderate-income households. In return, developers receive non-monetary compensation in the form of density bonuses, zoning variances, and/or expedited permits, that reduce construction costs. This is sometimes referred to as "inclusionary housing."

Innovation Corridor

Encompasses parts of the City of College Park, City of Greenbelt, areas along the US 1 corridor and areas surrounding the Beltsville Agricultural Research Center. The Innovation Corridor capitalizes on the synergy that comes from businesses, research institutions, and incubators being in close proximity to one another. The Innovation Corridor has countywide importance as a key opportunity to leverage existing strengths and act as an employment catalyst.

Land Bank

A governmental or nongovernmental entity established, at least in part, to assemble, temporarily manage and dispose of vacant land for the purpose of stabilizing neighborhoods and encouraging reuse or redevelopment of urban property.

Land Use

The types of buildings and activities existing in an area or on a specific site. Land use is to be distinguished from zoning, the latter being the regulation of existing and future land uses.

Land Trust

Usually a private non-profit entity that serves to protect natural resources and permits very limited, if any, development activity.

Leadership in Energy and Environmental Design (LEED)

A system for certifying high-performance buildings and sustainable neighborhoods. There are several LEED certifications available: New Construction (NC), Commercial Interiors, Schools, Core & Shell, Existing Buildings, Homes, Healthcare and Neighborhood Development (ND).

Level of Service (LOS)

A set of operating conditions describing the ability of a road network to handle traffic. Level A specifies the best traffic conditions; Level F indicates gridlock. The adequacy of the road and street network in the County transportation system is generally measured and expressed in terms of its LOS. Each level of service is one in a hierarchy of indices that evaluate the level and severity of automotive traffic congestion on a specific road segment or at specific intersections. The General Plan recommends the minimum acceptable LOS by Tier.

Light Spill-over

Lighting from a lighting installation that falls outside the boundaries of the property on to the next.

Low-Income Housing Tax Credit (LIHTC)

An indirect federal subsidy used to finance the development of affordable rental housing for low-income households.

Maryland Consolidated Transportation Plan (MCTP)

The Consolidated Transportation Program (CTP) is Maryland's six-year capital budget for transportation projects. The Capital Program includes major and minor projects for the Maryland Department of Transportation and the modal agencies and related authorities within the Department, including the Maryland Aviation Administration, the Motor Vehicle Administration, the Maryland Transit Administration, the Washington Metropolitan Area Transit Authority, the Maryland State Highway Administration, the Maryland Port Administration, and the Maryland Transportation Authority.

Master Plan

A document that guides the way a defined county area should be developed. It includes a compilation of policy statements, goals, standards, maps, and pertinent data relative to the past, present, and future trends of a particular area of the County. Information contained in these plans include population, housing, economics, social patterns, land use and agricultural preservation, water resources, transportation facilities, and public facilities. In Prince George's County, master plans amend the County's General Plan.

Master Plan of Transportation (MPOT)

A countywide plan of street, road, highway, transit, trail, bike, and pedestrian infrastructure needed to ensure the operational integrity of the County transportation system. This plan complements the policies and strategies in the General Plan, as well as adopted and approved area plans.

Mitigation

Reduces greenhouse gas emissions for greater benefit.

Mixed-Use Zoning

Zoning that permits a combination of uses within a single development. Many zoning districts specify permitted combinations of mostly residential and office/commercial uses. The term has also been applied to major developments, often with several high-rise buildings, that may contain offices, shops, hotels, apartments, and related uses.

Multimodal Transportation

The many different types of transportation that are used by residents and business to move people and commerce. Modes of transportation include car, bus, walking, bicycling, light rail, heavy rail, METRO, truck, and equestrian trails.

Owner/Resident of Multifamily Housing Unit

Owner occupies one unit within a house or building and leases the remaining units to individuals or families.

Pattern Book

An aid to builders, home owners, and architects in the understanding of the elements and principles of design that help create the distinct character and image of each unique district's classic details. It results in uniformity and balance between individual expression and unity found in traditional neighborhoods.

Public Improvements

A variety of facilities and services provided by the government such as street lighting, street widening, trash collection, and drainage systems.

Public Realm

Any publicly owned space, including roads, parks, open spaces, and public and civic facilities and buildings.

Right-of-Way

A portion of the public space that is generally used for transportation. Public streets, highways, and strips of property owned by the public for providing utilities are all considered the right-of-way. There are policies related to the use of rights-of-way, as opposed to policies related to the use of private property. Right-of-way policies are intended to allow individuals to utilize public spaces while preserving the public interest. Right-of-way policies may regulate signage; traffic of pedestrians, bicycles, or automobiles; materials used in construction; street furniture; and public art.

Rural Tier

The eastern and southern portions of the County in the Patuxent River, Potomac River, and Mattawoman Creek watersheds. The vision for the Rural Tier is protection of large amounts of land for woodland, wildlife habitat, recreation and agricultural pursuits, and preservation of the rural character and vistas that now exist. The policies address: retaining or enhancing environmentally sensitive features and agricultural resources; design in future development to retain and enhance the rural character; providing for a transportation system that helps protect open space, rural character, and environmental features and resources; and assigning minimal priority to public sector capital improvements.

Rural Village

A small community and/or group of houses that is located in a remote area. Villages are larger than hamlets but smaller than towns.

Safe Routes to School

Helps states and communities assess bike and pedestrian conditions around schools, and then facilitate the infrastructure and program changes needed to make the routes safer.

Sprawl

An increase in unplanned development of land in suburban and rural areas outside of their respective urban centers.

Staged Development

A timing concept for the staging of private development and growth in an area so that development and growth are coordinated with the provision of needed public facilities, and specifically, for access to public water and sewer services.

Stormwater Management

Anything associated with the planning, maintenance, and regulation of facilities which collect, store, or convey stormwater.

Superfund Site

An uncontrolled or abandoned place where hazardous waste is located, possibly affecting local ecosystems or people.

Sustainability

Meeting the needs of present generations without compromising the ability of future generations to meet their needs.

Talent Bridge

A talent bridge connects companies to college and graduate students to help retain top talent in a jurisdiction, stimulate job creation, and tailor higher education curricula to build demand-driven, industry-specific skills.

Tax Increment Financing (TIF)

Generates tax revenue that can only be used to fund infrastructure investment and other eligible projects that will facilitate private development. When a district is created for TIFs, taxes are created based upon the property value of the districts' property.

Transforming Neighborhoods Initiative (TNI)

An effort by the County to focus on uplifting six neighborhoods in the County that face significant economic, health, public safety, and educational challenges. Through this initiative, the County will improve the quality of life in those neighborhoods, while identifying ways to improve service delivery throughout the County for all residents.

Transit Oriented Development (TOD)

Land uses that are sited, designed, and combined to maximize transit, particularly rail, ridership.

Tree Canopy

The city's tree cover that has many benefits to a community, including reducing the urban heat island effect, improving water quality, reducing air pollution, enhancing property values, providing wildlife habitat, facilitating social and educational opportunities, reducing summer temperatures, and helping a community attract businesses and residents.

Urban Agriculture

Urban Agriculture involves growing plants and raising animals in and around urban areas. Typically, urban agriculture uses intensive production methods that recycle nutrients, improve soil, and encourage plant and animal growth without using hazardous chemicals. Its products are processed, distributed, and consumed within the same urban area in which they are produced. Types of urban agriculture vary greatly in size, shape, and purpose and by operator. They include home gardens, community gardens, youth and school gardens, demonstration gardens, edible landscaping, and entrepreneurial farms. Urban agriculture occurs in a variety of places, some unconventional, such as vacant lots, on patios, rooftops, and even trucks.

Urban Design

Urban Design focuses on the public realm which includes the things you see and the spaces that you inhabit as you would walk down a street. It includes streets, sidewalks, street furniture and amenities, gathering spaces, and the building's design and orientation. These factors improve the way places look and contribute to improving community character. Ultimately, the sense of place and overall quality of life of residents, workers, and visitors is improved. A well-planned development that incorporates principles and practices of urban design can help promote the economic performance of an area.

Water and Sewer Plan

A plan required by the State and adopted annually by the County that describes County policy related to water and sewerage planning and delineates geographic areas to be serviced over the next ten years.

Watershed

An area of land with a common drainage point.

Zoning

Zoning is the legal power of government to regulate the use of private property for the purpose of protecting public health and safety, preserving critical areas, promoting orderly growth, and encouraging development to occur at a rate and manner that the community desires. It is also the process of regulating the land use and building design (such as height, size, spacing and use) within a community. In the general sense, zoning determines what can be developed and where and how it can be developed and where and how it can be developed. Zoning is one of the police powers of the State of Maryland. In Prince George's County, this power is delegated to and exercised by the County Council, sitting as the District Council.

References

Section II: Defining the Context

State and Regional Planning Initiatives

Maryland Department of Planning (MDP). 2011. *PlanMaryland.* Accessible from http://www.plan.maryland.gov/.

Metropolitan Washington Council of Governments (MWCOG). 2010. *Region Forward.* Accessible from http://www.regionforward.org/.

State of Maryland. 2012. *Sustainable Growth and Agricultural Preservation Act (SB236).* Accessible from http://www.mdp.state.md.us/OurWork/SB236Implementation.shtml.

State of Maryland. 2009. *Smart and Sustainable Growth Act.* Accessible from http://www.mdp.state.md.us/OurWork/2009Legislation.shtml.

Section III: County Profile

County Profile and Analysis

CoStar Realty. 2013. *Commercial Real Estate in Prince George's County and Washington Metropolitan Area.* Accessible from http://www.costar.com/.

Metropolitan Washington Council of Governments (MWCOG). 2012. *Round 8.1 Cooperative Forecasting: Population and Household Forecasts to 2040 by Traffic Analysis Zone.* Accessible from http://www.mwcog.org/uploads/pub-documents/oV5dXVY20120731101926.pdf.

The Maryland-National Capital Park and Planning Commission, Prince George's County Planning Department, Research Section. Accessible from http://www.pgplanning.org/About-Planning/Our_Divisions/Countywide_Planning/Special_Projects_Research.htm.

The Maryland-National Capital Park and Planning Commission, Prince George's County Planning Department. 2012. *Demographic and Economic Profile of Prince George's County.* Accessible from http://planpgc2035.com/document/demographic-and-economic-profile-prince-georges-county-planning-board-presentation.

State of Maryland, Department of Labor, Licensing and Regulations. Accessible from http://www.dllr.state.md.us/.

U.S. Census, 2006–2010 American Community Survey (B25063). Accessible from http://www.census.gov/newsroom/releases/archives/american_community_survey_acs/cb11-208.html.

U.S. Census Bureau, 2010 American Community. Accessible from http://www.census.gov/acs/www/#.

U.S. Census Bureau, 2010 Decennial Census. Accessible from http://www.census.gov/2010census/.

U.S. Census Bureau, 2011 American Community Survey. Accessible from http://www.census.gov/acs/www/about_the_survey/american_community_survey_and_2010_census/.

U.S. Department of Labor. Bureau of Labor Statistics. *Quarterly Census of Employment and Wages 2002-2012*. Accessible from http://www.bls.gov/cew/.

Section IV: Elements

Land Use

The Maryland-National Capital Park and Planning Commission, Prince George's County Planning Department.

2010. Industrial Land Needs and Employment Study. Accessible from http://www.pgplanning.org/Assets/Planning/Countywide+Planning/Research/Facts+Figures/Reports/Industrial+Land+Needs+and+Employment+Study.pdf.

2011. *A Study of Occupational Shifts and Workforce Characteristics*. Accessible from http://www.pgplanning.org/Resources/Publications/Occupational.htm.

2013. *Typology and Prioritization Policy Paper.* Accessible from http://planpgc2035.com/document/typology-and-prioritization-policy-paper-additional-information.

2013. Where And How We Grow Policy Paper. Accessible from http://planpgc2035.com/document/where-and-how-we-grow-policy-paper.

2012. *Star-Spangled Banner Scenic Byway Corridor Management Plan.* Accessible from http://www.pgplanning.org/Projects/Ongoing_Plans_and_Projects/Community_Plans_and_Studies/Rural_Villages_Study.htm.

Washington Metropolitan Area Transit Authority (WMATA). *Momentum: The Next Generation of Metro. Strategic Plan 2013-2025.* 2013. Accessible from http://www.wmata.com/momentum/momentum-full.pdf.

Economic Prosperity

The Maryland-National Capital Park and Planning Commission, Prince George's County Planning Department.

Economic Drivers and Catalysts: A Targeted Economic Development Strategy for Prince George's County, Maryland. 2013. Accessible from http://www.pgplanning.org/Assets/Planning/Countywide+Planning/Research/TEDS-Full.pdf.

2012. *Demographic and Economic Profile of Prince George's County.* Accessible from http://planpgc2035.com/document/demographic-and-economic-profile-prince-georges-county-planning-board-presentation.

2011. *A Study of Occupational Shifts and Workforce Characteristics.* Accessible from http://www.pgplanning.org/Resources/Publications/Occupational.htm.

2010. *Industrial Land Needs and Employment Study.* Accessible from http://www.pgplanning.org/Assets/Planning/Countywide+Planning/Research/Facts+Figures/Reports/Industrial+Land+Needs+and+Employment+Study.pdf.

Transportation and Mobility

Brookings Institute. 1999. *A Region Divided: The State of Growth in Greater Washington, D.C.* Accessible from http://www.brookings.edu/research/reports/1999/07/washington-dc.

Maryland Department of Transportation (MDOT). 2013. *Consolidated Transportation Program*. Accessible from http://www.mdot.maryland.gov/Office_of_Planning_and_Capital_Programming/Plans_Programs_Reports/Programs/Index.html.

Metropolitan Washington Council of Governments (MWCOG). 2012. *Electric Vehicles in Metropolitan Washington: Understanding the Region's Current EV Readiness and Options for Expanding Their Use.* Accessible from http://www.mwcog.org/uploads/committee-documents/bl1cX1hb20120926094139.pdf.

The Maryland-National Capital Park and Planning Commission, Prince George's County, Planning Department.

2009. *Countywide Master Plan of Transportation.* Accessible from http://www.pgplanning.org/Projects/Ongoing_Plans_and_Projects/Transportation.htm.

2013. *Transportation Review Guidelines, Part 2 (Adequate Public Pedestrian and Bikeway Facilities in Centers and Corridors).* Accessible from http://www.pgplanning.org/Assets/Planning/Transportation/Transportation+Review+Guidelines++Part+2.pdf.

The Maryland-National Capital Park and Planning Commission, Prince George's County Planning Department and Department of Public Works and Transportation. 2012. *Prince George's County Transitway Systems Planning Study.* Accessible from http://www.mwcog.org/transportation/activities/tlc/pdf/PG-Transitway.pdf.

The Maryland-National Capital Park and Planning Commission, Prince George's County Department of Parks and Recreation. 2013. *Formula 2040: Functional Master Plan for Parks, Recreation, and Open Space.* Accessible from http://www.pgparks.com/formula2040.htm.

Natural Environment

American Community Trees (ACT). "Benefits of Trees and Urban Forests: A Research List." 2011. Access September 21, 2012 from http://actrees.org/files/Research/benefits_of_trees.pdf

American Lung Association (ALA). "State of the Air" 2012 Report. Accessed July 31, 2012 from http://www.stateoftheair.org/2012/states/maryland/.

American Planning Association (APA), California Chapter. "Climate Change Task Force: Planning Policy Principles for Climate Change Response." Accessed July 5, 2012 from http://www.calapa.org/attachments/contentmanagers/711/ClimateChange.pdf.

Anne Arundel County Office of Planning and Zoning. 2010. "Sea Level Rise Strategic Plan. Phase 1: Vulnerability Assessment." Accessed September 15, 2012 from http://www.aacounty.org/PlanZone/Resources/GDP_Background_SeaLevelRise.pdf.

Center for Integrative Environmental Research (CIER). August 2008. "Climate Change Impacts on Maryland and the Cost of Inaction." University of Maryland. Accessed July 5, 2012 from http://www.cier.umd.edu/climateadaptation/Chapter3.pdf.

Prince George's County Health Rankings and Roadmaps. 2012. "Prince George's County Health Outcomes for 2011." Accessed July 31, 2012 from http://www.countyhealthrankings.org/app/maryland/2011/prince-georges/county/1/overall.

The Economics of Ecosystems and Biodiversity (TEEB). "A Quick Guide to TEEB for Local and Regional Policy Makers." (2010) Accessed September 10, 2012 from http://www.teebweb.org/Portals/25/Documents/TEEB%20for%20Local%20and%20Regional%20Policy/TEEB%20Loc%20Pol%20QG%20English.pdf.

Fierman, E., Field, P., Aldrich, S. "Managing Risk and Uncertainty: Collaborative Approaches for Climate Change." Lincoln Institute of Land Policy. Accessed July 5, 2012 from https://www.lincolninst.edu/pubs/dl/2100_1421_Managing_Risk_and_Uncertainty_0712LL.pdf.

Haines, A., Kovats, R.S., Campbell-Lendrum, D., Corvalan, C. "Climate Change and Human Health: Impacts, Vulnerability, and Mitigation." Lancet 2002: 367: 2101–09. Accessed July 20, 2012 from http://drr.upeace.org/english/documents/References/Topic%203-DRR%20Processes%20and%20Hyogo%20Framework%20of%20Action/Haines,%20Kovats.2006.Climate%20Change%20and%20Human%20Health..pdf.

Ingram, G.K., Hong, Y. 2011. "Climate Change and Land Policies." Lincoln Institute of Land Policy. Accessed July 5, 2012 from https://www.lincolninst.edu/pubs/dl/1894_1237_CC_WebChapter.pdf.

The Lancet. "Public health benefits of strategies to reduce greenhouse-gas emissions: overview and implications for policy makers." Accessed July 20, 2012 from http://www.thelancet.com/journals/lancet/article/PIIS0140-6736%2809%2961759-1/abstract.

Maryland Asthma Control Program. 2011. "Asthma in Maryland (2011): Surveillance Report." Accessed September 25, 2012 from http://fha.dhmh.maryland.gov/mch/SitePages/asthma.aspx.

Maryland Commission on Climate Change—Scientific and Technical Working Group. July 2008. "Global Warming and the Free State: Comprehensive Assessment of Climate Change Impacts in Maryland." Accessed July 31, 2012 from http://www.umces.edu/sites/default/files/pdfs/global_warming_free_state_report.pdf.

Maryland Commission on Climate Change. January 2009. "Climate Action Plan." Accessed September 10, 2012 from http://www.mde.state.md.us/programs/Air/ClimateChange/Documents/www.mde.state.md.us/assets/document/Air/ClimateChange/News/2007_Interim_Report.pdf.

Maryland-National Capital Park and Planning Commission, Prince George's County Planning Department.

2010. "Historic Sites and Districts Plan (HSDP)." Accessed July 31, 2012 from http://www.pgplanning.org/Resources/Publications/HSDP.htm.

2010. "Water Resources Functional Master Plan." Accessed July 31, 2012 from http://www.pgplanning.org/Projects/Completed_Projects/Completed_Plans/Water_Resources.htm.

McGraw Hill Construction. "Green Outlook 2011: Green Trends Driving Growth." Accessed August 3, 2012 from http://aiacc.org/wp-content/uploads/2011/06/greenoutlook2011.pdf.

Metz, D., Below, C. 2009. "Local Land Use Planning and Climate Change Policy: Summary Report from Focus Groups and Interviews with Local Officials in the Intermountain West." Lincoln Institute of Land Policy. Accessed July 5, 2012 from https://www.lincolninst.edu/pubs/dl/1729_949_MetzBelow%20Final.pdf.

Metropolitan Washington Council of Governments (MWCOG)—Climate Change Steering Committee. November 2008. "National Capital Region Climate Change Report (NCR CCR)." Accessed July 31, 2012 from http://www.mwcog.org/uploads/pub-documents/zldXXg20081203113034.pdf.

National Institute of Environmental Health Sciences, National Institutes of Health (NIH). "Public Health Impacts of Reducing Greenhouse Gas Emissions." Accessed July 20, 2012 from http://www.niehs.nih.gov/news/events/pastmtg/2009/climate/index.cfm.

National Oceanic and Atmospheric Association (NOAA)—Office of Ocean and Coastal Resource Management. 2010. "Adapting to Climate Change: A Planning Guide for State Coastal Managers." Accessed July 19, 2012 from http://coastalmanagement.noaa.gov/climate/docs/adaptationguide.pdf.

Neumann, J.E., Price, J.C. June 2009. "Adapting to Climate Change: The Public Policy Response—Public Infrastructure." Resources for the Future. Accessed July 13, 2012 from http://www.rff.org/rff/documents/RFF-Rpt-Adaptation-NeumannPrice.pdf.

Nowak, D.J., Crane, D.E. "Carbon storage and sequestration by urban trees in the USA." Environmental Pollution 116 (2002): 381–389. Accessed August 12, 2012 from http://www.fs.fed.us/ccrc/topics/urban-forests/docs/Nowak_urban_C_seq.pdf.

Phelps, Harriette. 2007. "Finding Contaminant Sources in the Anacostia Watershed using Active Biomonitoring with Corbicula fluminea." University of the District of Columbia. Accessed July 31, 2012 from http://www.mwcog.org/environment/PotomacForum/Papers/Phelps_Biomonitoring_in_Anacostia_Summary.pdf.

Prince George's County DRAFT Climate Action Plan. July 2012. Obtained through internal review.

Prince George's County. "Prince George's County Executive Order 22-2007: Prince George's County Goes Green." Accessible from http://www.princegeorgescountymd.gov/sites/CentralServices/Services/FOM/SustainableEnergyProgram/Documents/Signed%20Energy%20Policy.pdf.

Prince George's County, Department of Environmental Resources. 2012. "Prince George's County Phase II Watershed Implementation Plan." Accessible from http://www.mde.state.md.us/programs/Water/TMDL/TMDLImplementation/Documents/FINAL_PhaseII_Report_Docs/Final_County_WIP_Narratives/PG_WIPII_2012.pdf.

Robbins, Jim. July 14, 2012. "The Ecology of Disease." The New York Times. Accessed July 20, 2012 from http://www.nytimes.com/2012/07/15/sunday-review/the-ecology-of-disease.html?_r=2&pagewanted=1.

Tolson, Michael. September 27, 2010. "LEED Certification ROI." Accessed August 3, 2012 from http://buildipedia.com/go-green/certifications-credentials-leed/leed-certification-roi?print=1&tmpl=component.

Turner Construction Company. 2009. "Green Building Barometer." Accessed August 3, 2012 from http://www.turnerconstruction.com/content/files/Green%20Market%20Barometer%202010.pdf

United States Green Building Council (USGBC). 2010. Directory of Registered and Certified Projects. Accessed August 3, 2012 from http://www.usgbc.org/projects

Housing

Center for Neighborhood Technology. *Housing + Transportation Affordability Index.* 2012. Accessible from http://htaindex.cnt.org/.

Congress for the New Urbanism. 2008. *Harnessing the Multi-Generational Demand for Urbanism.* Accessible from http://www.cnu.org/presentations/2008/harnessing-multi-generational-demand-urbanism.

Metropolitan Washington Council of Governments (COG). *Round 8.1 Cooperative Forecast: Population and Household Forecasts to 2040 By Traffic Analysis Zone.* Accessible from http://www.mwcog.org/uploads/pub-documents/oV5dXVY20120731101926.pdf.

Prince George's County. 2010. *Approved New Carrollton Transit Development District Plan.* Accessible from http://www.pgplanning.org/Projects/Ongoing_Plans_and_Projects/Community_Plans_and_Studies/New_Carrollton.htm.

Prince George's County, Department of Housing and Community Development. 2013. Accessible from http://www.princegeorgescountymd.gov/sites/DHCD/Pages/default.aspx.

Prince George's County, Executive's Office. *Transforming Neighborhoods Initiative.* Accessible from http://www.princegeorgescountymd.gov/sites/ExecutiveBranch/CommunityEngagement/TransformingNeighborhoods/Pages/default.aspx.

Prince George's County, Redevelopment Authority. 2013. Accessible from http://www.princegeorgescountymd.gov/sites/redevelopmentauthority/Pages/default.aspx.

The Maryland-National Capital Park and Planning Commission, Prince George's County Planning Department. 2009. Takoma/Langley Crossroads Approved Sector Plan. Accessible from http://www.pgplanning.org/Projects/Ongoing_Plans_and_Projects/Community_Plans_and_Studies/Takoma_Langley.htm.

Sturtevant, L., Fuller, S. 2011. *Housing the Regions Future Workforce—Policy Challenges for Local Jurisdictions*. Accessible from http://cra.gmu.edu/pdfs/studies_reports_presentations/Housing_Conference_Oct25.pdf.

U.S. Census Bureau. 2010. *American Community Survey.* Accessible from http://www.census.gov/acs/www/about_the_survey/american_community_survey_and_2010_census/.

Community Heritage, Culture, and Design

Gateway Arts District, Prince George's County. 2013. Accessible from http://mygatewayarts.org/.

Prince George's County Arts and Humanities Council (AHC). 2013. Accessible from http://pgahc.org/.

The Maryland-National Capital Park and Planning Commission, Prince George's County Planning Department. 2013. *Plan Prince George's 2035: Community Design Policy Paper.* Accessible from http://planpgc2035.com/document/community-design-policy-paper.

Planning Department, Seattle. 2012. *Northgate Urban Design.* Accessible from http://www.seattle.gov/dpd/cityplanning/completeprojectslist/northgate/whatwhy/.

Public Facilities

The Maryland-National Capital Park and Planning Commission, Prince George's County Planning Department. 2008. *Public Safety Facilities Master Plan.* Accessible from http://www.pgplanning.org/Projects/Ongoing_Plans_and_Projects/Special_Projects/Public_Safety.htm.

State of Maryland. *2010 Uniform Crime Report, Crime in Maryland.* Accessible from http://www.goccp.maryland.gov/msac/documents/2010_Crime_in_Maryland.pdf.

2012 Land Preservation, Parks, and Recreation Plan for Prince George's County, Maryland.

The Maryland-National Capital Park and Planning Commission, Prince George's County Department of Parks and Recreation. 2013. *2013–2018 Prince George's County Capital Improvement Program.*

Prince George's County, Office of the Sheriff. 2013. Accessible from http://www.princegeorgescountymd.gov/sites/sheriff/Pages/default.aspx.

Prince George's County, Police Department. 2011. Accessible from http://www.princegeorgescountymd.gov/sites/policedepartment/Pages/default.aspx.

Prince George's County Public Schools. FY 2012 *Educational Facilities Master Plan.* Accessible from http://www1.pgcps.org/cip/.

The Maryland-National Capital Park Police, Prince George's County Division (2011).

Healthy Communities

American Planning Association (APA). 2011. *Food Policy Councils: Helping local, regional, and state government address food system challenges.* Accessible from http://www.planning.org/nationalcenters/health/briefingpapers/foodcouncils.htm.

Kimberley Hodgson, Marcia Caton Campbell, Martin Bailkey. 2011. "Urban Agriculture Growing Healthy, Sustainable Places."

Maryland Department of Health and Mental Hygiene. *State Health Improvement Plan (SHIP).* Accessible from http://dhmh.maryland.gov/ship/SitePages/Home.aspx.

Prince George's County, Department of Health. *Health Improvement Plan 2011 to 2014: Blueprint to a Healthier County.* Accessible from http://www.sph.umd.edu/umdprc/docs/LocalhealthPlanPrefinal.pdf.

Safe Routes to School National Partnership. 2013. Accessible from http://www.saferoutespartnership.org/.

United State Department of Agriculture (USDA). *Access to Affordable and Nutritious Food—Measuring and Understanding Food Deserts and Their Consequences: Report to Congress.* 2009. Accessible from http://www.ers.usda.gov/publications/ap-administrative-publication/ap-036.aspx#.UkmAC9KkplQ.

University of Maryland, College Park. 2010. *Access to Healthy Food in Prince George's County: An initial exploration of food access and food deserts in the Developed Tier of Prince George's County, Maryland*. Accessible from http://www.arch.umd.edu/images/student-work/documents/StudioReport.Final.Color.pdf.

Zoning Ordinance Strategy Table

The intent of this Appendix is to summarize all of the Subdivision and Zoning Ordinance related strategies that exist in Plan 2035. These strategies are meant to help guide the update to the Subdivision and Zoning Ordinance in order to meet the vision set forth in this general plan.

Table 28. Zoning Ordinance Strategy Table

Chapter	Page	Strategy
Land Use	110	LU1.1 To support areas best suited in the near term to become economic engines and models for future development, encourage projected new residential and employment growth to concentrate in the Regional Transit Districts that are designated as Downtowns (see the Strategic Investment Program under the Implementation section).
	116	LU9.2 Develop a countywide strategic plan for future retail development and implement its recommendations through the Zoning Ordinance update, master plan process, and public private partnerships with county agencies. As part of this retail plan, inventory older commercial areas and shopping centers to identify candidates for potential (re)development and rezoning to accommodate residential infill or other neighborhood-serving uses.
	117	LU11.2 Amend the Zoning Ordinance and Subdivision Ordinance to support agricultural production and forest preservation in the Rural and Agricultural Areas.
	117	LU11.3 Evaluate the impacts of extractive industries, such as sand and gravel mining, on resource lands, rural character, economic development, and post-reclamation requirements in the Rural and Agricultural Areas. Map remaining sand and gravel natural resources to locate potential future sand and gravel operations, update and revise development standards, and identify post-reclamation land uses, including residential development, agriculture, and forestry. Propose comprehensive legislation to revise county codes and identify recommendations for the Zoning Ordinance update.
Economic Prosperity	130	EP1.4 Revise the County Code to create a streamlined development review process and standards for the Downtowns and the Innovation Corridor to encourage business development at these locations.

Table 28—Continued

Chapter	Page	Strategy
Transportation and Mobility	153	TM1.6 Where feasible and practical, require physical connections–such as trail connections, bus-only streets, and roads–within new and between new and existing developments in our Established Communities, while making adequate provisions for the mitigation of privacy, noise, and cut-through traffic concerns.
	156	TM4.2 Periodically reevaluate various codes and standards, including, but not limited to, the Road Standards and Zoning and Subdivision Ordinances, to promote the implementation of complete and green street principles and designs.
	160	TM8.2 Support parking reduction strategies such as shared parking, transportation demand management strategies and programs, car and bike share programs, and new sidewalk and trail connections between transit facilities and residential and employment areas in the Downtowns, the Innovation Corridor, Regional Transit Districts, and Local Centers.
Natural Environment	173	NE3.1 Evaluate the County's various regulatory codes and manuals to assess how to comprehensively provide urban green and open areas.
	174	NE3.4 Revise and update the Zoning Ordinance and Subdivision Regulations to require green building features consistent with Plan 2035 to help fulfill the requirements of the WIP and CAP, as well as other relevant plans, and should vary by land use, location, density, intensity, and scale of development, and type of project.
	176	NE6.1 Amend the County Code to include lighting standards for appropriate development activities.
	177	NE6.3 Review and amend the County Code to ensure that new roadway lighting meets the guidelines for minimization of light spill-over and sky glow, and relies on low-energy light sources such as LED or solar-powered street lights.
	177	NE7.1 Evaluate and revise the County Code to mitigate and enforce noise standards and identify uses and/or activities that require additional restrictions. Use the 2012 State of Maryland noise standards as guidelines.
	179	NE10.3Evaluate and modernize, as warranted, the regulations in the zoning ordinance that impact the location, size, and design of solar, wind, and alternative energy production facilities. Include options for streamlining development review of permit procedures.

Table 28—Continued

Chapter	Page	Strategy
Housing and Neighborhoods	187	HN2.1 Adopt an inclusionary zoning ordinance to require market-rate housing projects set aside a percentage of units for low and moderate income household to create mixed-income communities. Units should be distributed within individual projects and the larger community to maximize their contributions to diversity and quality of life.
	189	HN4.1 Encourage new housing development to incorporate universal design features by providing incentives through the zoning ordinance, reduction in permit fees, tax credits, streamlined permit review, and other tools.
	190	HN5.1 Expand housing options by eliminating regulatory barriers to the construction of elderly accessible housing, accessory apartments, and assisted living facilities. Revise the zoning ordinance to encourage a variety of housing types.
Community Heritage, Culture, and Design	211	HD5.1 Evaluate and amend county regulations to strengthen the protection of archeological resources.
	214	HD9.1 Rewrite the Zoning Ordinance to include a set of modern, user-friendly urban design standards and guidelines that promote sustainability, allow for creativity and individuality, and respect context instead of creating unique development and transit district overlay zones through the master plan process.
	214	HD9.3 Require new developments at all scales to be designed around an interconnected street network rather than limited access culs-de-sac.
	217	HD12.1 Identify and address the barriers to the redevelopment of existing parking lots as development sites.
	217	HD12.2 Include block size, building placement, and density requirements in the Zoning Ordinance that support walkable, mixed-use development in identified Regional Transit Districts and Local Centers.
	218	HD13.2 Amend applicable codes to implement context-sensitive design for roadways and residential and commercial development to preserve the County's rural character.

Table 28—Continued

Chapter	Page	Strategy
Healthy Communities	225	HC1.2 Reevaluate and enhance the existing Health Impact Assessment process to improve its effectiveness and consider whether revisions should be made to address specific health impacts, including indoor air quality and potential exposure to hazards, such as lead paint.
	226	HC2.1 Evaluate and revise, as appropriate, the County Code to accommodate urban agriculture and ease restrictions on the production of locally-grown food.
	227	HC4.1 Work with the Department of Health, the Maryland State Community Health Resources Commission, and Maryland Department of Health and Mental Hygiene to evaluate, leverage, and replicate the achievements of the HEZs in the County.
Public Facilities	238	PF1.4 Revise the methodology that calculates the surcharge fees for schools and public safety. Items to be evaluated are charging fees by unit type, identifying a schedule to review school construction costs, and standardized methodology for pupil yield.
	238	PF1.8 Obtain dedication and/or reservation of land for planned public facilities through the development review process.
	239	PF1.9 Consider alternative forms of developer contributions and financing techniques including, but not limited to, developer agreements and special assessment districts.
	241	PF6.3 Adopt new park land, recreation, and aquatics service standards.
	241	PF6.5 Adopt comprehensive design guidelines to provide consistent standards for publicly- and privately-developed parks and recreation facilities and promote a unified approach to park development.
	241	PF6.7 Enact an adequate public facilities test that integrates parks with other public facility needs generated by new development.
	241	PF6.8 Update the parkland dedication ordinance to more effectively grow the park and recreation system and reduce uncertainty in the development process.
	243	PF10.1 Reevaluate land requirements for site acquisition and explore alternative and innovative development models for new facilities in order to improve their accessibility, enhance their integration with surrounding communities, and reflect changes in technology.
	243	PF11.1 Review Adequate Public Facility standards and surcharge fees to encourage development in local centers and Regional Transit Districts.

Table 28—Continued

Chapter	Page	Strategy
Public Facilities	243	PF12.1 Evaluate the Zoning Ordinance to remove impediments to the establishment of innovative recycling/recovery industries in industrial zones.
	244	PF12.4 Examine existing, or create new, guidelines and regulations, as warranted, regarding the type, size, and location of composting facilities, backyard composting, and curb-side yard and waste collection.
Implementation	256	PD1.7 Establish a by-right development approval process and fast track permit process for the Downtowns with clear and consistent regulatory standards and processes and shortened review periods. This can be accomplished through the proposed comprehensive update to the Zoning Ordinance or by exploring opportunities to further streamline the review of applications in the Downtowns.
	256	PD1.8 Establish a flexible framework of design standards to facilitate Downtown development while ensuring a high level of development quality. The comprehensive update of the Zoning and Subdivision Ordinances should support the elements of a "Complete Center" (see Appendix A).
	256	PD1.9 Reduce surcharge fees or exempt the Downtowns from the public facility and school surcharge fees to facilitate development, in particular for multifamily units.
	256	PD1.10Amend the Level of Service (LOS) standards or exempt the Downtowns from the adequate public facility transportation requirements to encourage development in transit locations. Since Downtowns rely on multimodal transportation, bike and pedestrian standards should not be reduced.
	256	PD1.12Incentivize compact development and the use of green building programs, such as LEED® for Neighborhood Development or similar comprehensive, sustainable development approach.
	271	S1.1 Update the Zoning Ordinance to include a 10-year review cycle for all plans, including sector, master, and functional plans and the County's general plan.

Methodology for Preparing a Generalized Land Use Map

Generalization Methodology for Creating the Future Land Use and Generalized Future Land Use Map

- The Future Land Use (FLU) for each approved area plan was examined and captured into the GIS.
- For areas of the County that did not have a recent land use plan or the land use plans were too old, greater than 15 years, the standard that the Subregion 4 Master Plan set was utilized (pages 637–645).
- A query was written to find tracts of Future Land Uses that were less than or equal to 20 acres.
- Once the tracts of ≤ 20 acres were identified, they were assigned the predominate FLU that surrounded them creating a Generalized Future Land Use (GFLU).
- If there was not a predominate FLU surrounding the tract, the tract's land use was not changed.
- The FLU "Industrial" was changed to "Employment/Industrial" to adhere to the standard set by the Subregion 5 and Subregion 6 Master Plans.
- The boundary for the Greenbelt Metro Center was moved to reflect the amended boundary from the Approved Greenbelt Metro Area and MD 193 Corridor Sector Plan and Sectional Map Amendment.

CERTIFICATE OF ADOPTION AND APPROVAL

The *Plan Prince George's 2035 Approved General Plan* amends the 2002 *Prince George's County Approved General Plan* for the Physical Development of the Maryland-Washington Regional District within Prince George's County, Maryland and all current master plans and functional plans with respect to countywide goals, objectives, policies, and strategies; and has been adopted by the Prince George's County Planning Board of The Maryland-National Capital Park and Planning Commission by Resolution Number 14-10 on February 6, 2014, and was approved by the Prince George's County Council, sitting as the District Council, by Resolution Number CR-26-2014 on May 6, 2014, after a duly advertised joint public hearing held on November 12, 2013.

THE MARYLAND-NATIONAL CAPITAL
PARK AND PLANNING COMMISSION

Elizabeth M. Hewlett
Chairman

Casey Anderson
Vice Chairman

Joseph Zimmerman
Secretary-Treasurer

Fern V. Piret, Ph.D., Planning Director

*Albert G. Dobbins, III, AICP, Deputy Planning Director

Project Team Core Members

Kip Reynolds, Planning Supervisor
Kierre McCune, Project Manager
*Kate Fritz, Associate Project Manager
*Sonja Ewing, Planner Coordinator
*Lindsay Smith, Senior Planner
*Crystal Prater, Public Affairs Specialist III
Michael Asante, Planner Coordinator
*Tamara Jovovic, Senior Planner
*Tiffany Julien, Senior Planner
*Kevin Waskelis, Senior Planner
*Bernard A. Holloway, County Stat Analyst
Richard Andrew Walker, Intern
Regine Saintilien, Intern
Garrett Strang, Intern

Consultant Team

AmericaSpeaks
Cunningham and Quill PLLC
Mosaica

Plan Prince George's 2035 Policy Expert Panel

Tom Archer
Thomas J. Aylward
Brent Bolin
Lee Christian Parker
Brian Darmody
Charlene M. Dukes
Mike Dunn
Desiree Griffin-Moore
David Harrington
Arthur J. Horne Jr.
Phil Hutton
William Shipp
Saundra Shirley
Rob Specter
Dana E. Mitchell
Johnny R. Toles Jr

*Former Employee

Project Resource Team Members

Chairman's Office

Anika Jackson, Public Affairs Specialist III
Raymond Johnson, Intern

Community Planning Division

Chad Williams, Planner Coordinator
*Roberto Duke, Planner Coordinator
Mark Burt, GIS Specialist II
CJ Lammers, Master Planner
*Gena Tapscott-Cooper, Principal Administrative Assistant

Countywide Planning Division

Derick Berlage, Chief, Countywide Planning Division
Daniel Sams, Senior Planner
Ted Kowaluk, Senior Planner
Jacqueline Philson, Master Planner
*Chalita Bradly, Senior Planner
*Harold Foster, AICP, Transportation Planning Coordinator
Tiffany Williams Jennings, Planner Coordinator
Meika Fields, Senior Planner
Jill Kosack, Senior Planner
Fred Shaffer, Planner Coordinator
Maria Martin, Planning Supervisor
Fatimah Hasan, Planner Coordinator

Information Management Division

Paul Patnode, GIS Specialist III
Rob Gelner, GIS Specialist II

Development Review Division

Reyna Kosla, Office Supervisor
Alice Jacobs, Administrative Assistant
Yvette Wilson, Principal Administrative Assistant
Maria Spriggs, Senior Administrative Assistant
Geeta Rivera, Principal Administrative Assistant
Wendy Contee, Principal Administrative Assistant
Retha Pompey-Green, Senior Administrative Assistant

Office of the Planning Director

Janice Crawford, Senior Administrative Specialist

Technical and Administrative Assistance, Office of the Planning Director

Susan Kelley, Administrative Manager
Robert Getz, Publications Specialist
*Jinglu Chai, Graphic Designer
M'Balu Abdullah, Senior IT Support Specialist
Manching Li, Programmer Analyst III
Shannon Sonnett, Publications Specialist

A special thanks to all of the
Prince George's County Planning Department and
Department of Parks and Recreation Staff,
and county agencies for
their hard work and dedication in developing
Plan Prince George's 2035



The Maryland-National Capital Park and Planning Commission
Prince George's County Planning Department
www.pgplanning.org