

# Section I: A Blueprint for Tomorrow



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



# 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



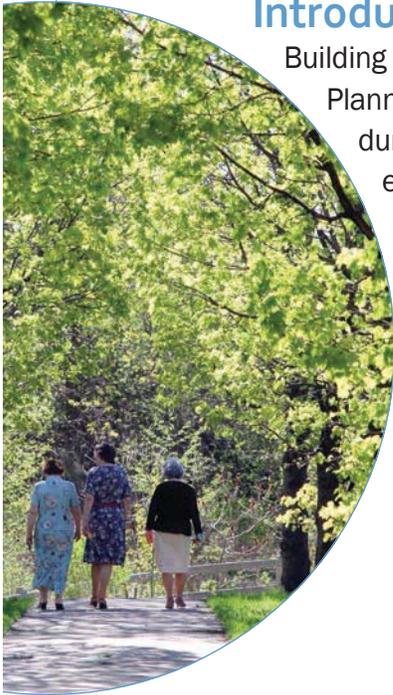
In 2035, Prince George's County is the community of choice for families, businesses, and workers in the region. It is distinguished by strong, green, and healthy communities; a competitive, innovative, and adaptive economy; vibrant and walkable mixed-use centers; quality open space; restored ecosystems; and iconic destinations. It meets the diverse needs of all Prince Georgians and embraces and builds on the momentum generated by new residents, technology, and business opportunities.

## 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

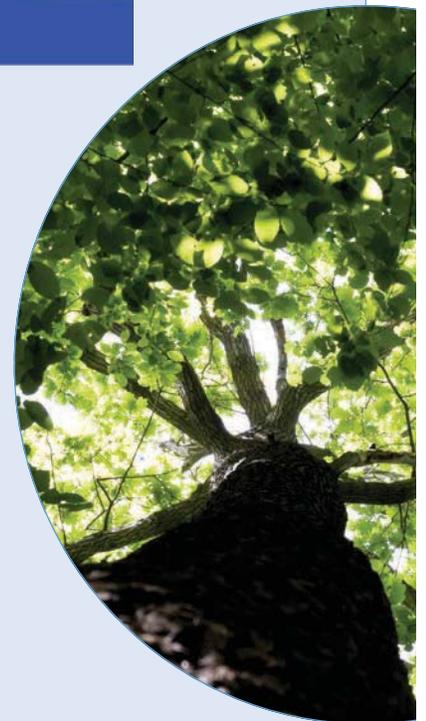
Protecting and restoring our green infrastructure  network, waterways, agricultural preservation areas, and forested lands will help improve the quality of our water and air, preserve remaining open spaces, and enhance community health. A healthy environment is increasingly a prerequisite for many businesses 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

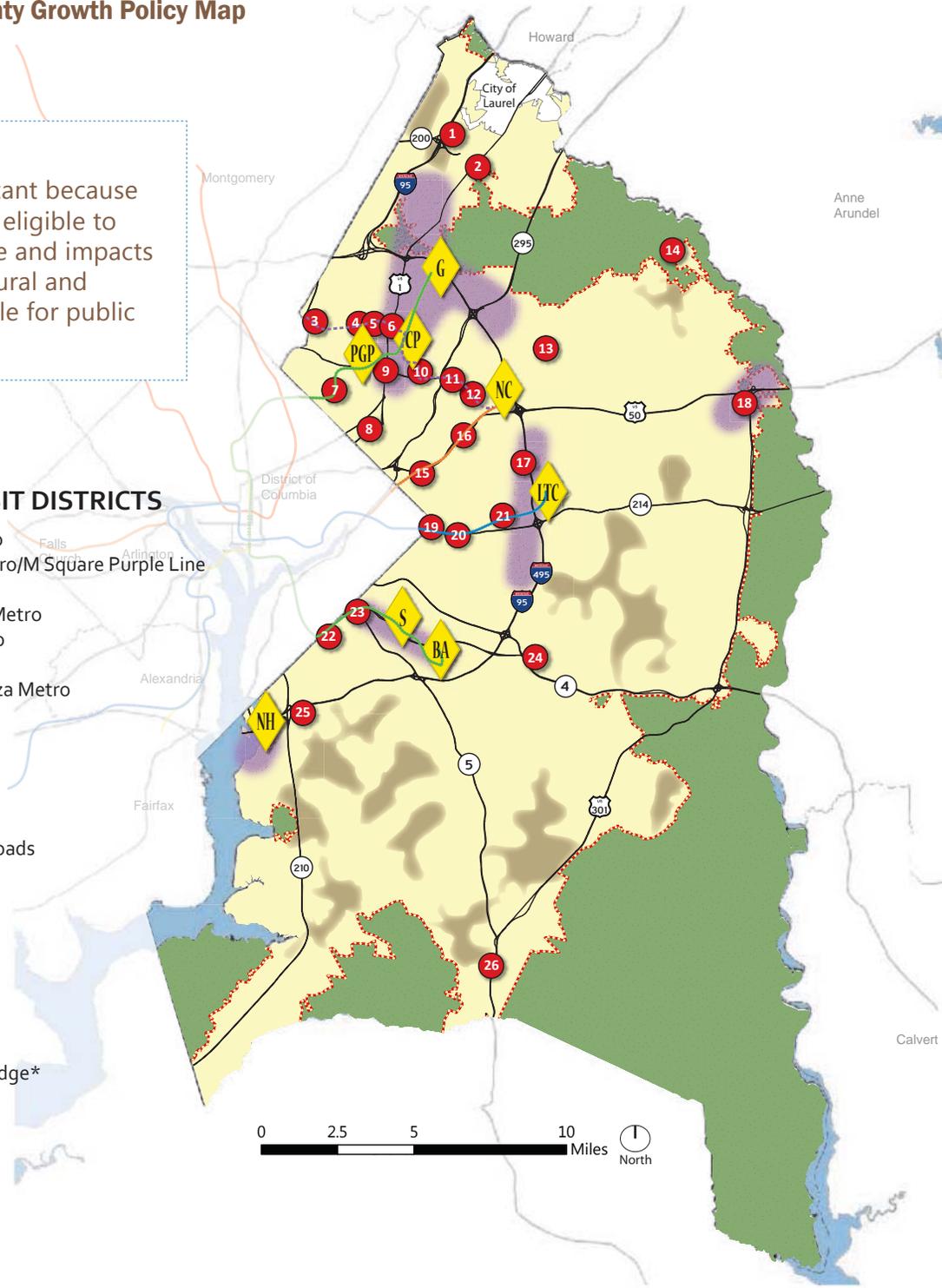
- BA - Branch Avenue Metro
- CP - College Park/UM Metro/M Square Purple Line
- G - Greenbelt Metro
- LTC - Largo Town Center Metro
- NC - New Carrollton Metro
- NH - National Harbor
- PGP - Prince George's Plaza Metro
- S - Suitland Metro



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

**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.

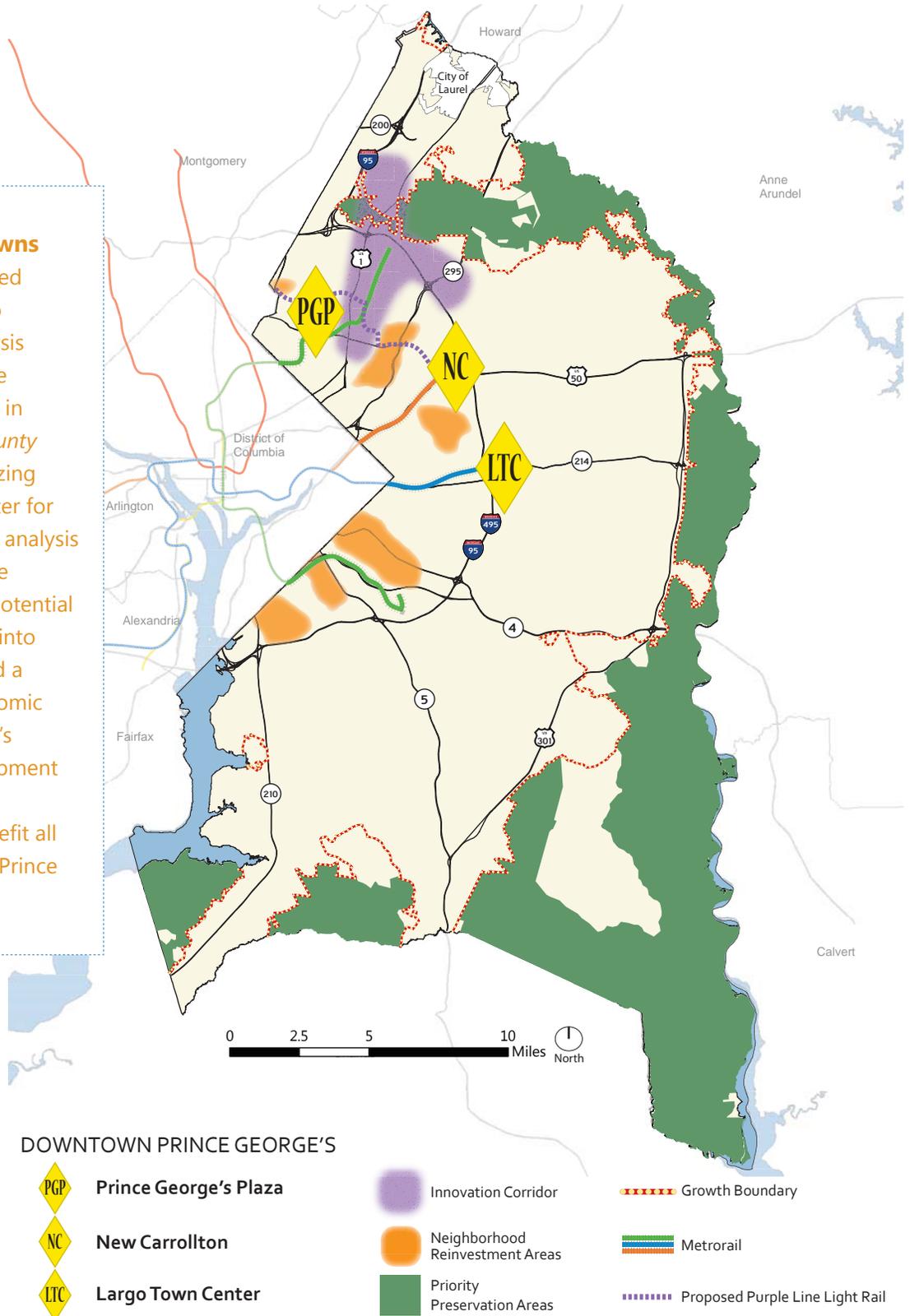
**The Strategic Investment Map targets public sector funding and incentives to four areas: Downtowns, the Innovation Corridor, Neighborhood Revitalization Areas, and Priority Preservation Areas.**



## 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<sup>🎓</sup> 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<sup>🚗</sup> 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)<sup>🎓</sup> 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.*

