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*Abridged Version*

# PLAN 2035 Prince George's

*Approved General Plan  
Policies and Strategies Only*



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



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# PLAN 2035

## Prince George's

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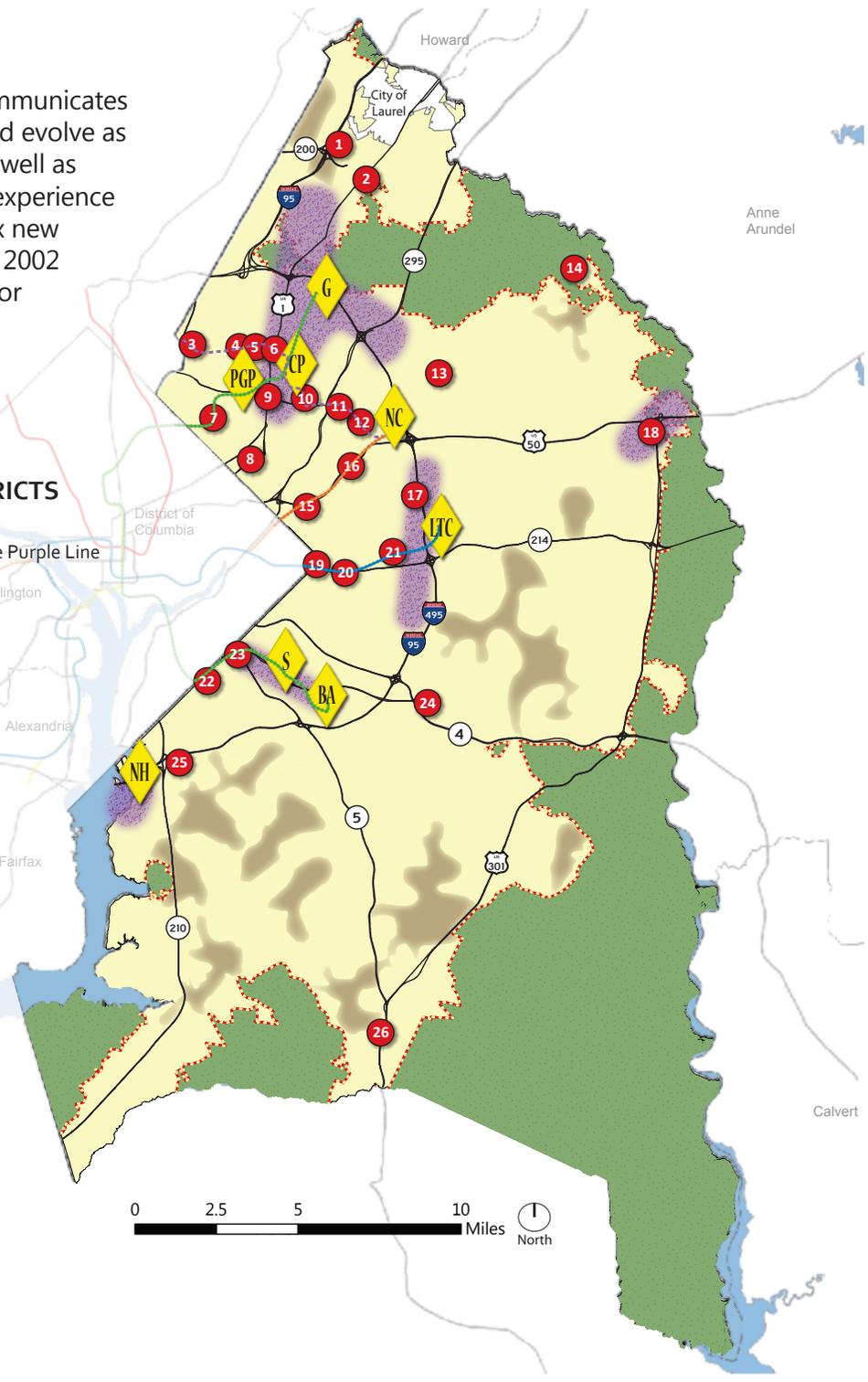
# Growth Policy Map

The Growth Policy Map 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.

- 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 Metrorail, 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.

## 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

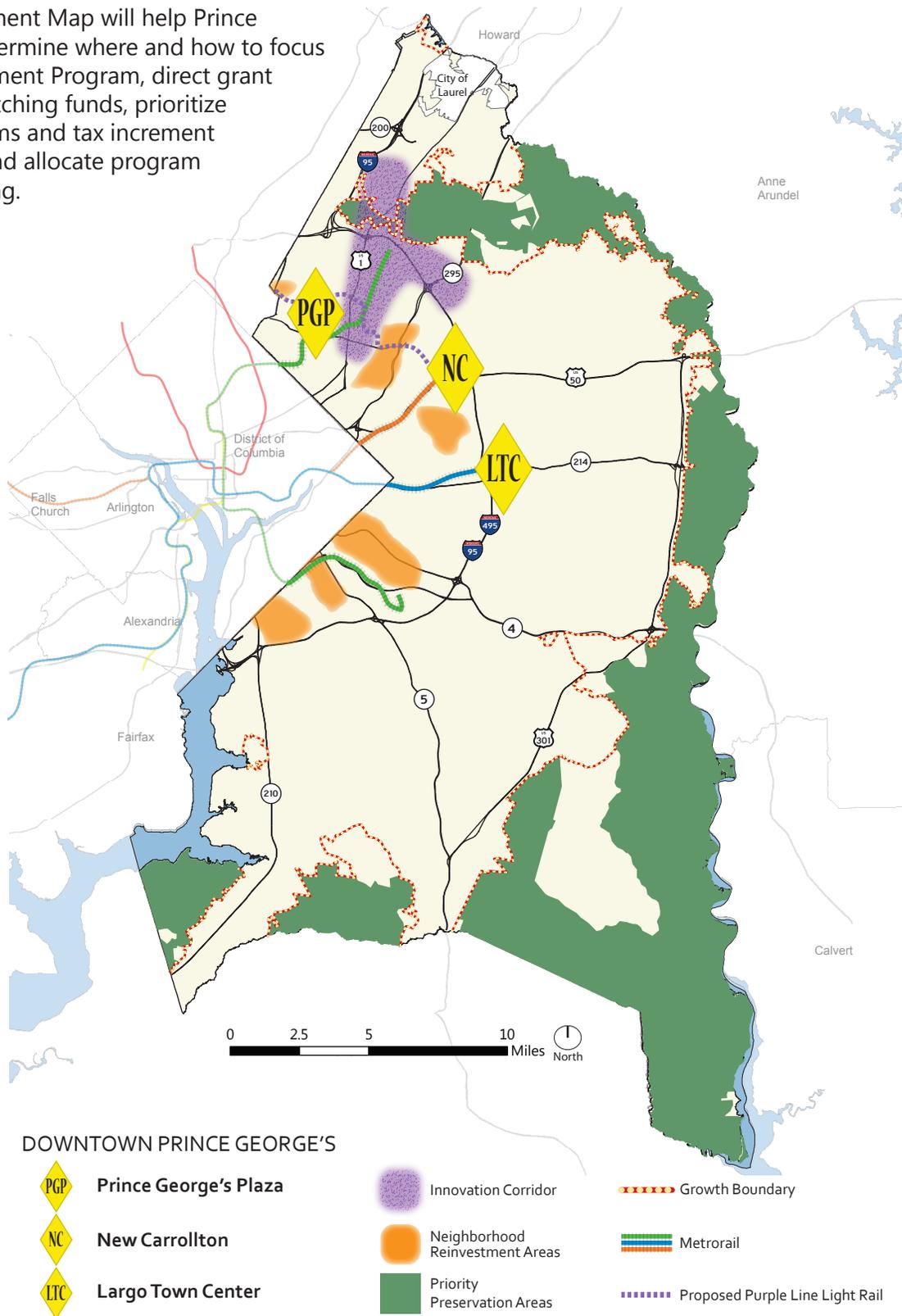
Development is largely determined by the availability and capacity of water and sewer service (see Growth Boundary on Page 18). Controlling the expansion of water and sewer service is the easiest and most effective way a jurisdiction can manage and phase growth. Plan 2035 recommends placing properties 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.

# Strategic Investment Map

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.



## **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, in large part, result from 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.



## LAND USE

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- 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.**
- 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.

**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.



## ECONOMIC PROSPERITY

- 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.

- 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.
  - 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.
- 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.
  - 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.
  - 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.
  - 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 clearances.

- 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.
- 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 Inter-county Broadband Network (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.



# TRANSPORTATION and MOBILITY

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- 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.
- 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.
- 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.
- 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's 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.



## NATURAL ENVIRONMENT

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**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.
- 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 *Approved Water Resources Functional Master Plan* (Water Resources Plan). Continue to evaluate master plans, planning studies, and development review applications for Water Resources Plan.

**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.
- 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, intensity, and scale of development, and type of project.
- NE3.5 Redevelop brownfield and superfund sites in priority growth locations.
- 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.

**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.

**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 Plan Maryland’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.
- 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.
- 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.
- 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.



## **HOUSING and NEIGHBORHOODS**

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**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.
- HN4.3 Educate nonprofit organizations and the senior community on the programs and services available to assist those who choose to age in place.

**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.
- 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.

**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.



## COMMUNITY HERITAGE, CULTURE, AND DESIGN

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### **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.
- 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.

**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.

**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.

**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.



## HEALTHY COMMUNITIES

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**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.

**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.



## PUBLIC FACILITIES

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**Policy 1 Ensure public facilities provide efficient and equitable service to existing and future County residents and businesses.**

- PF1.1 Encourage collocation of compatible and complementary public facilities, such as libraries and community health centers, and services where collocation 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’s Complete Streets policy (see Transportation Element) with school route analysis, planning, 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.
- 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.

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, colocated, 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.

# IMPLEMENTATION

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## 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.

# 2002 General Plan vs. Plan 2035

## Policy Geographies

### PLAN ELEMENTS

Plan 2035 includes the elements of the 2002 General Plan but has been amended to include additional element areas—Healthy Communities and Community Heritage, Culture, and Design.

#### 2002 General Plan Policy Area

- Development Pattern
- Environmental Infrastructure
- Transportation Systems
- Economic Development
- Housing Revitalization
- Urban Design
- Historic Preservation



2002-to-2035



#### Plan 2035 Difference

- Land Use
- Economic Prosperity
- Transportation and Mobility
- Natural Environment
- Housing and Neighborhoods
- Public Facilities
- Community Heritage, Culture, and Design
- Healthy Communities

### DEVELOPMENT TIERS

#### Developed and Developing

The Developed and Developing Tiers created by the 2002 *Prince George's County Approved General Plan* were found to be very similar in terms of their density and current land uses. These policy areas have been refined to include more targeted policy areas—Established Communities, Future Water and Sewer Service Areas, and Employment Areas.

#### 2002 General Plan Policy Area

- Developed Tier
- Developing Tier



2002-to-2035



#### Plan 2035 Policy Area

- Established Communities
- Future Water and Sewer Service Areas
- Employment Areas

#### Rural

The only change to the Rural Tier is its nomenclature. This change was made to better reflect the vision and intent of this part of the County for rural and agricultural preservation.

#### 2002 General Plan Policy Area

- Rural Tier



2002-to-2035



#### Plan 2035 Policy Area

- Rural and Agricultural Areas
- Growth Boundary

### CORRIDORS

Plan 2035 removes the concept of corridors in favor of more targeted and descriptive center designations.

#### 2002 General Plan Policy Area

- 8 corridors along key transportation routes.



2002-to-2035



#### Plan 2035 Difference

- Removed

### IMPLEMENTATION

#### 2002 General Plan Policy Area

- Intergovernmental Cooperation and Public Participation
- Future Planning Activity
- Regulatory Revisions
- Monitoring Progress: Biennial Growth Policy Updates



2002-to-2035



#### Plan 2035 Difference

- 1. Priority Strategies:**
  - *Strategic Investment Program and Map*
    - ◇ Downtown Prince George's
    - ◇ Innovation Corridor
    - ◇ Neighborhood Reinvestment Areas
    - ◇ Priority Preservation Areas
- 2. Countywide Recommendations**
- 3. Measuring Success**
- 4. Plan Administration**
- 5. Partnerships and Civic Engagement**

The 27 centers with their broad categories in the 2002 General Plan were not able to help the County prioritize investment in meaningful development of these areas. Plan 2035 designates eight Regional Transit Districts, which are targeted for the majority of residential growth over the next 20 years.

2002 General Plan Policy Area (As Amended)	Plan 2035 Difference
<p>27 total centers within three broad market orientations:</p> <p><b>1. Metropolitan</b></p> <ul style="list-style-type: none"> <li>◇ Branch Avenue Metro</li> <li>◇ College Park/UM Metro</li> <li>◇ Greenbelt Metro</li> <li>◇ Largo Town Center Metro</li> <li>◇ National Harbor</li> <li>◇ New Carrollton Metro</li> </ul> <p><b>2. Regional</b></p> <ul style="list-style-type: none"> <li>◇ Bowie</li> <li>◇ Konterra</li> <li>◇ Prince George’s Plaza Metro</li> <li>◇ Landover Mall</li> <li>◇ Landover Metro</li> <li>◇ Morgan Boulevard Metro</li> <li>◇ Naylor Road Metro</li> <li>◇ Oxon Hill</li> <li>◇ Suitland Metro</li> <li>◇ Takoma/Langley Crossroads</li> <li>◇ Westphalia</li> </ul> <p><b>3. Community</b></p> <ul style="list-style-type: none"> <li>◇ Addison Road Metro</li> <li>◇ Bowie State MARC</li> <li>◇ Brandywine</li> <li>◇ Capitol Heights Metro</li> <li>◇ Cheverly Metro</li> <li>◇ Port Towns</li> <li>◇ Riverdale MARC (possible future)</li> <li>◇ Seabrook MARC (possible future)</li> <li>◇ Southern Avenue</li> <li>◇ West Hyattsville Metro</li> </ul>	<p>34 total centers (including Proposed Purple Line Centers) within two broad categories:</p> <p><b>1. Regional Transit Districts:</b></p> <ul style="list-style-type: none"> <li>◇ Branch Avenue Metro</li> <li>◇ College Park/UM Metro/M Square Purple Line</li> <li>◇ Greenbelt Metro</li> <li>◇ Largo Town Center Metro</li> <li>◇ National Harbor</li> <li>◇ New Carrollton Metro</li> <li>◇ Prince George’s Plaza Metro</li> <li>◇ Suitland Metro</li> </ul> <p><b>2. Local Centers (further divided into four types):</b></p> <ul style="list-style-type: none"> <li>• <b>Local Transit Center</b> <ul style="list-style-type: none"> <li>◇ Addison Road Metro</li> <li>◇ Capitol Heights Metro</li> <li>◇ Cheverly Metro</li> <li>◇ Landover Metro</li> <li>◇ Morgan Boulevard Metro</li> <li>◇ Naylor Road Metro</li> <li>◇ Takoma/Langley Crossroads</li> <li>◇ West Hyattsville Metro</li> </ul> </li> <li>• <b>Neighborhood Center</b> <ul style="list-style-type: none"> <li>◇ Annapolis Road/Glenridge*</li> <li>◇ Beacon Heights*</li> <li>◇ Muirkirk MARC</li> <li>◇ Oxon Hill</li> <li>◇ Port Towns</li> <li>◇ Riverdale MARC</li> <li>◇ Riverdale Park*</li> <li>◇ Seabrook MARC</li> <li>◇ Southern Avenue Metro</li> </ul> </li> <li>• <b>Campus Center</b> <ul style="list-style-type: none"> <li>◇ Bowie MARC</li> <li>◇ UMD Campus Center*</li> <li>◇ UMD East Campus*</li> <li>◇ UMD West Campus*</li> </ul> </li> <li>• <b>Town Center</b> <ul style="list-style-type: none"> <li>◇ Bowie</li> <li>◇ Brandywine</li> <li>◇ Konterra</li> <li>◇ Landover Gateway</li> <li>◇ Westphalia</li> </ul> </li> </ul> <p><i>*Proposed Purple Line Centers</i></p>



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