



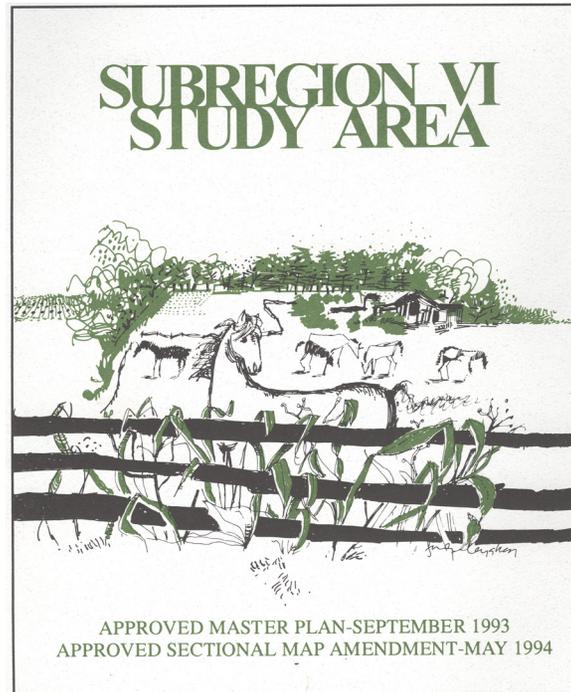
Introduction

PURPOSE OF THIS PLANNING EFFORT

In 1993, The Maryland-National Capital Park and Planning Commission (M-NCPPC) prepared a master plan for the Town of Upper Marlboro and incorporated it into the Prince George's County Subregion VI master plan. It is standard planning practice for a master plan to be reviewed and updated every 10 to 15 years to keep pace with new market and neighborhood conditions as well as advancements in technological, environmental, transportation, and land-use planning. The 1993 plan focused on eight topic areas:

- Neighborhood conservation
- Historic preservation
- Sensitive economic development infill
- Town enhancements and improvements
- Transportation and parking improvements
- Infrastructure improvements
- Placemaking for Upper Marlboro
- Zoning considerations in the town core

As the 15th anniversary of the town's master plan approached in 2008, the Prince George's County Planning Department of M-NCPPC, through a request for proposal (RFP) process, retained the professional services of the EDSA planning team to prepare an updated Action Plan for the Town of Upper Marlboro. For this study the consultant team included EDSA, Inc., of Baltimore, MD (lead consultant); RKG Associates of Alexandria, VA (economic development); Cultural Heritage Research Services of North Wales, PA (historic preservation); and Sabra, Wang & Associates of Baltimore, MD (transportation).



In 2002, M-NCPPC and the Prince George's County Council adopted the Prince George's County General Plan, which contained a series of countywide goals, principles, and priorities. These were supported by goals and policies in each of three county-designated concentric geographic tiers of land-use patterns: the Developed Tier, the Developing Tier, and the Rural Tier. The Town of Upper Marlboro was an anomaly in that the town proper was designated as being in the Rural Tier while areas immediately surrounding the town were assigned to the Developing Tier, which has a different set of goals and policies.

The status of Upper Marlboro's inclusion in the Rural Tier designation will be evaluated in the Subregion 6 comprehensive planning effort, which is scheduled for completion in 2009.

2002 PRINCE GEORGE'S COUNTY GENERAL PLAN RURAL TIER GOALS AND POLICIES

Rural Tier Goals:

- Preserve environmentally sensitive features.
- Retain sustainable agricultural land.
- Maintain rural character.
- Allow large lot estate residences.
- Limit nonagricultural land uses.
- Protect landowners' equity in their land.
- Maintain the integrity of a rural transportation system.

Rural Tier Policies:

- Retain or enhance environmentally-sensitive features and agricultural resources.
- Design future development to retain and enhance rural character.
- Provide for a Rural Tier transportation system that helps protect open space, rural character, and environmental features and resources.
- Public funds should not discourage further development in the Rural Tier.

This 2008 plan update was conceived to be a catalyst for economic change in Upper Marlboro's town core through an action plan that will attract sensitive infill development and prompt public improvements that complement the area's small-town character. As such, the plan seeks to address the following critical questions posed by community representatives in early stakeholder interviews:

- How will progress or no progress affect the town?

- How much can you do with one main street?
- What would be the cost of improvements for the town?
- How will development affect traffic in the town?
- What businesses should we try to attract?
- What effect will development have on crime?
- How will progress affect town revenues: tax base, property, parking, permits, tickets, etc.?

This study set out to answer these questions and propose a future vision with action initiatives that also supports the 2002 General Plan. This Action Plan seeks to provide a self-sustaining future for the Town of Upper Marlboro, while respecting the small-town, quiet character that the town's residents and visitors value.

PLANNING PROCESS OVERVIEW

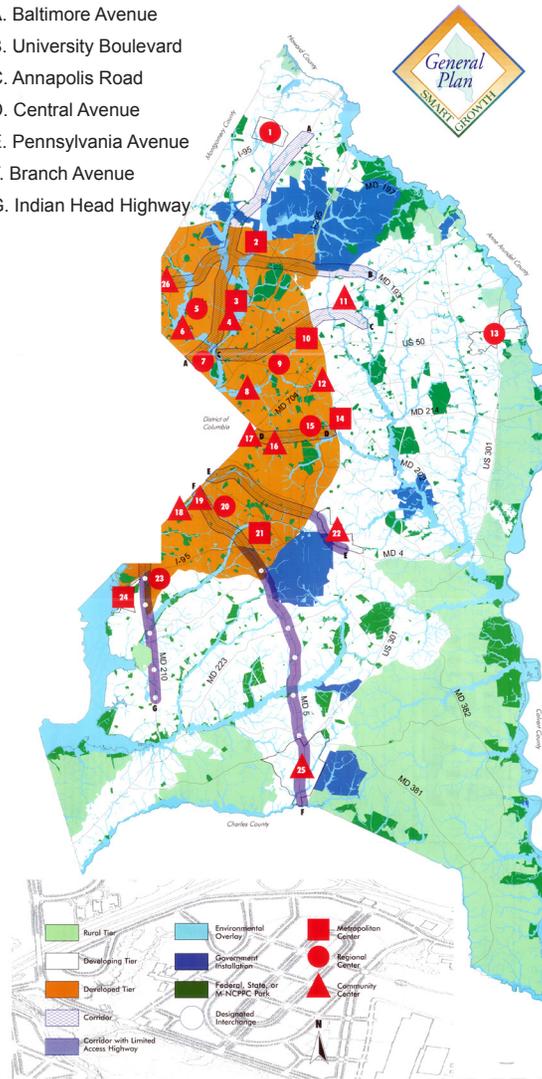
The Action Plan was crafted through an open public planning process involving citizens, businesses, property owners, and officials of Upper Marlboro, as well as the Prince George's County Planning Department and Prince George's County government staff. The Action Plan and supporting strategies were developed through a highly interactive process that included the following steps:

- **Listening and Examining:** Learning about the community of Upper Marlboro from residents, business owners, and government officials.
- **Physical Environment Evaluation:** Understanding the town's physical strengths and

The Prince George's County General Plan

Corridors

- A. Baltimore Avenue
- B. University Boulevard
- C. Annapolis Road
- D. Central Avenue
- E. Pennsylvania Avenue
- F. Branch Avenue
- G. Indian Head Highway



2002 Prince George's County General Plan

Centers

- 1 Konterra (possible future)
- 2 Greenbelt Metro
- 3 College Park/UM Metro
- 4 Riverdale MARC (possible future)
- 5 Prince George's Plaza Metro
- 6 West Hyattsville Metro
- 7 Port Towns
- 8 Cheverly Metro
- 9 Landover Metro
- 10 New Carrollton Metro
- 11 Seabrook MARC (possible future)
- 12 Landover Mall
- 13 Bowie
- 14 Largo Town Center Metro
- 15 Morgan Boulevard Metro
- 16 Addison Road Metro
- 17 Capitol Heights Metro
- 18 Southern Avenue Metro
- 19 Naylor Road Metro
- 20 Suitland-Iverson
- 21 Branch Avenue Metro
- 22 Westphalia Center (possible future)
- 23 Oxon Hill
- 24 National Harbor
- 25 Brandywine (possible future)
- 26 Langley Park

weaknesses, along with opportunities and threats, through an analysis of the existing built environment.

- **Market Analysis:** Understanding the demographic profile and market reality of the town and surrounding areas.
- **Sifting and Choosing Options:** Creating different development scenarios, testing them with the public, and identifying favored and disfavored elements.
- **Developing the Consensus Action Plan:** Identifying plan initiatives, setting priorities, and outlining implementation strategies and development tools.

BUILDING UPON THE 1993 MASTER PLAN

The 2008 Town of Upper Marlboro Action Plan revisits, reconfirms, and expands the goals of the 1993 master plan to best represent the input of the community and the 2008 Action Plan Advisory Committee. The community planning effort for the 1993 master plan was extensive, and it was widely agreed that the 1993 plan's principles should serve as the foundation for this plan update. Each of the 1993 plan goals and supporting objectives listed below was evaluated against input received throughout the Upper Marlboro planning process and was determined to merit inclusion in this new Action Plan. The 1993 goals were supplemented with additional goals and objectives where new items arose in the process. The resulting Town of Upper Marlboro Action Plan represents a continuation of the 1993 vision, adapted to fit the 2008 context.



1st Public Meeting



Final Public Meeting—September 2008

**2008 TOWN OF UPPER MARLBORO MASTER PLAN
GOALS AND POLICIES**

GOAL 1: PRESERVE AND ENHANCE THE CHARACTER OF THE TOWN BY NURTURING THE QUALITY OF LIFE THROUGH PROTECTION OF ITS HISTORIC, ARCHITECTURAL, AND CULTURAL VALUES.

Policies:

- Preserve the boundaries between the traditional core and the adjacent residential neighborhoods.
- Maintain the quality of established neighborhoods and the value of existing properties.
- Encourage compatible residential development.
- Preserve and enhance the gateways to the center of town.
- Recognize historic resources and sites as valuable physical components of the town's heritage that contribute to its historic character.
- Encourage the maximum use of trees, shrubs, and groundcovers in the landscaping of public and private spaces.
- Use urban design and architectural guidelines for determining the location, form, and appearance of future development.
- Protect the natural environment during the development process and in other ways, thereby improving the quality of life for those who live or work in the town.
- Provide public facilities and services that meet the ongoing needs of private and public land users.

Goal 2: Maintain and enrich Upper Marlboro's traditional role as the seat of county government.

Policies:

- Encourage development of creative mechanisms to implement this plan.
- Involve the town in development and other land-use decisions.
- Reinforce the important role that the county administrative offices and courts play in sustaining Upper Marlboro's economy and purpose.

Goal 3: Ensure the safe and pleasant movement of people, goods, and services to and throughout the town.

Policies:

- Develop strategies for improving traffic movement within the town, recognizing the range of trip purposes and the differing needs of residents, workers, and the various categories of short-term visitors.
- Recommend parking strategies to avoid unfulfilled parking demands, impeding effective fulfillment of the town's various roles.
- Enhance the existing pedestrian system throughout the town core, including connections among the new courthouse, Main Street, the County Administration Building, and the Equestrian Center.
- Provide additional choices in local transportation and roadway movement through town, and establish a better traffic management system for special events in the town and during state highway emergency detours.
- Develop designated, signed bikeways to and through the town.
- Maintain and enhance the current satellite parking and shuttle system into and around the town.

Goal 4: Provide a balanced living and working environment.

Policies:

- Strengthen the economic base of the town core.
- Encourage development of a balanced array of commercial activity in the town core, including restaurants, retail shops, services, and offices.
- Recommend strategies for appropriate infill development.



Map 1: Aerial Map of the Town of Upper Marlboro