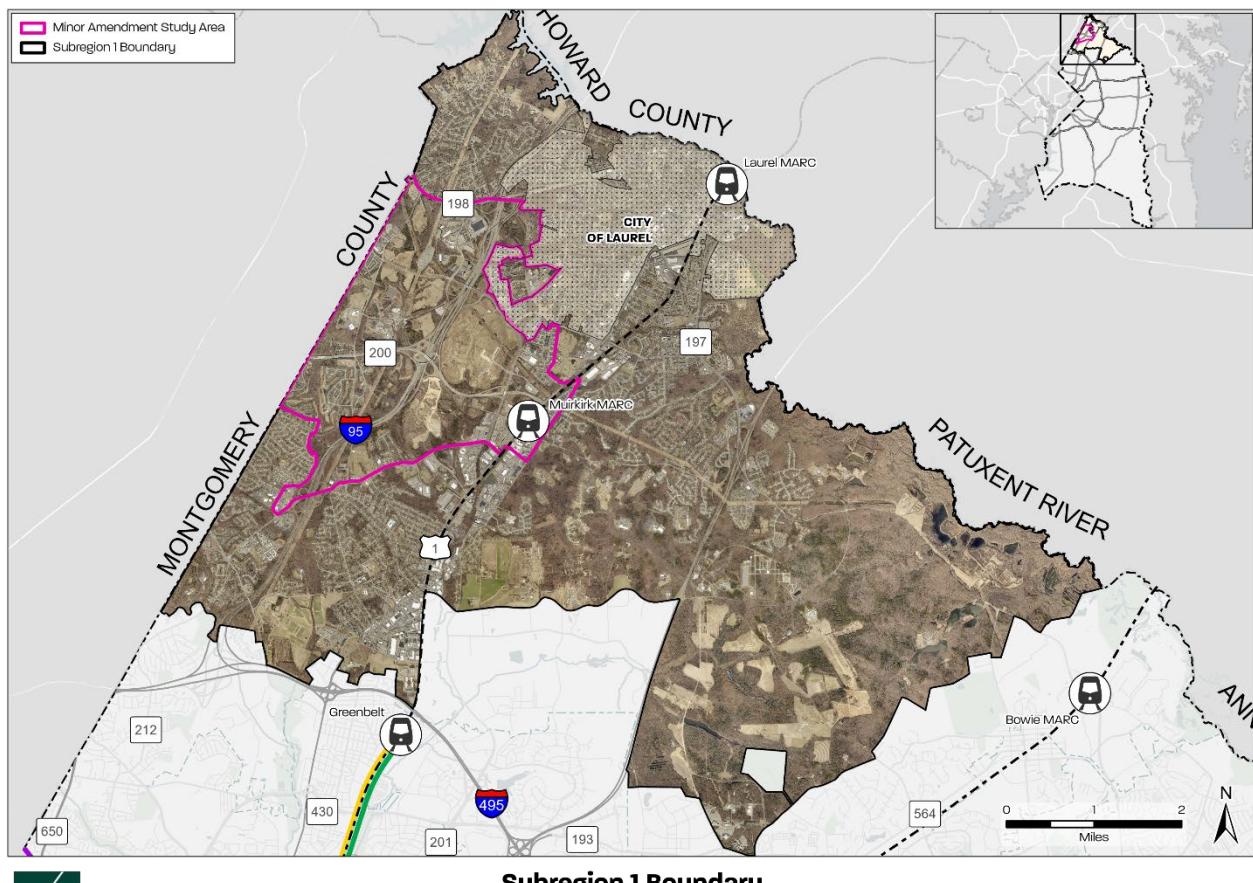


## SUBREGION 1 MINOR PLAN AMENDMENT

### Analysis of Strengths, Weaknesses, Opportunities, and Threats (SWOT)

The SWOT analysis for the Minor Amendment to the 2010 *Approved Master Plan and Sectional Map Amendment for Subregion 1* (Subregion 1 Master Plan) study area evaluates the key physical, economic, environmental, and policy factors shaping this area's near-term and long-term evolution. While Subregion 1 contains a diverse mix of rural, suburban, institutional, and employment areas, this analysis focuses specifically on the area covered by the Minor Plan Amendment, where land use, infrastructure, and market conditions may differ substantially from the broader subregion.



Grounded in land use and zoning conditions, community input received during listening sessions and a public survey, and County policy direction, this analysis identifies the strengths that can

anchor future growth as well as the challenges that constrain investment, connectivity, and placemaking. It provides a snapshot of how the study area functions today, why some past development expectations have not materialized, and what strategic opportunities remain viable moving forward.

As development trends shift, the Subregion 1 study area is positioned for more intentional, phased growth that emphasizes transit access, reinvestment in key corridors, environmental stewardship, and stronger community identity. The 2014 *Plan Prince George's 2035 Approved General Plan* (Plan 2035) continues to guide Countywide priorities. The findings in this SWOT analysis provide the foundation for updated policies and targeted investments that can help recalibrate and strengthen the study area's role within the County's network of increasingly connected and transit-supportive communities.

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## STRENGTHS

**Strategic Location:** The study area serves as a northern gateway to Prince George's County, offering direct access through Montgomery County. The study area is also in close proximity to Washington, D.C., and major employment hubs, including Laurel and Beltsville. The area is highly connected via I-95, U.S. Route 1, and MD 200 (Intercounty Connector), positioning it as a prime location for regional growth.

**Transportation Assets:** The study area benefits from robust transportation infrastructure, including the Muirkirk MARC commuter rail station and major highways. These assets create significant potential for transit-oriented development (TOD), particularly near Konterra Town Center and along the U.S. Route 1 corridor.

**Institutional Anchors:** Key institutions such as the Chesapeake Math & IT (CMIT) Academy, a PGCPS public charter school focusing on students building strong foundations in math, science, and technology, and the University of Maryland L�ural Medical Center along with nearby research facilities like the Beltsville Agricultural Research Center (BARC), Howard University Beltsville Campus, and Patuxent Research Refuge, provide opportunities for academic partnerships and research-driven economic development.

**Open Space & Natural Resources:** The presence of large, preserved areas such as Fairland Regional Park and nearby Patuxent Research Refuge enhance recreational opportunities and support environmental sustainability, contributing to the area's livability and ecological integrity.

**Anacostia Trails Heritage Area:** The study area is located within the Anacostia Trails Heritage Area, a Chesapeake Gateways Heritage Area and one of Maryland's state-certified heritage tourism districts, which provides an opportunity to leverage the area's cultural and tourism appeal.

**Consolidated Property Ownership:** A large portion of the study area is owned by one property owner, providing an opportunity to more easily coordinate land use, infrastructure investments, and phasing across multiple development parcels in support of a cohesive long-term vision.

## WEAKNESSES

**Underperforming Development Goals:** Key growth objectives outlined in the Subregion 1 Master Plan, such as the development of Konterra Town Center and improvements around the Muirkirk MARC station, have not been fully realized, resulting in missed opportunities for economic vitality and regional identity.

**Transportation and Infrastructure Gaps:** The Muirkirk MARC station serves a portion of the study area, but transit opportunities to get to or from the MARC station reinforce automobile dependency. Additionally, infrastructure deficiencies, such as inadequate pedestrian and bicycle networks, hinder cohesive and sustainable development.

**Fragmented Land Use:** A disconnected mix of industrial, commercial, and residential areas, lacking unified design and connectivity, creates challenges for placemaking, walkability, and the development of vibrant, mixed-use neighborhoods.

## OPPORTUNITIES

**Konterra Town Center:** A prime opportunity exists to establish Konterra Town Center as a dynamic mixed-use hub by capitalizing on current market trends and adapting to post-pandemic development strategies.

**Transit-Oriented Development (TOD):** Revitalizing the U.S. Route 1 corridor and expanding TOD at the Muirkirk MARC station can significantly improve connectivity, foster placemaking, and support a diverse mix of housing and economic growth.

**Green Infrastructure & Sustainability:** Redevelopment efforts can integrate advanced stormwater management systems, trail networks, and enhanced open spaces to promote environmental resilience and community well-being.

**Regional Market Trends:** Emerging regional trends favor logistics, technology, and life sciences, industries that align with the area's strategic location near major highways and proximity to research facilities.

**Large undeveloped tracts:** Extensive undeveloped land, supported by existing infrastructure, presents significant opportunities for new development and investment, while facilitating the integration of green infrastructure, climate-resilient design, and a network of open spaces.

**Cultural Identity:** Potential to redevelop historic transportation corridors and leverage the Anacostia Trails Heritage Area to build upon existing cultural identity and incorporate placemaking elements.

## THREATS

**Market Uncertainty:** Shifting economic conditions and evolving market dynamics may slow office and retail absorption, challenging the viability of large-scale mixed-use projects. Additionally, competition from nearby hubs, such as College Park and Laurel, could divert investment away from the study area. The ongoing restructuring of the federal government will continue to impact Subregion 1. For example, in October 2025, the federal government

announced that the Beltsville Agricultural Research Center (BARC) had been slated for closure. While still operational, it is expected to be closed in phases over the next several years.

**Traffic Congestion:** Without significant transit enhancements, continued reliance on automobiles will worsen traffic congestion along the area's roadways, particularly on roadways that provide direct access to the Beltway such as Routes 200 and 212, Old Gunpowder Road, and Konterra Drive, and negatively impact air quality, undermining sustainability goals.

**Environmental Constraints:** Development pressures near environmentally sensitive areas, such as Fairland Recreational Park and Little Paint Branch and Indian Creek stream valleys, risk conflict over land preservation and may restrict development intensity, requiring a careful balance between growth and ecological integrity.

## CONCLUSION

Overall, the SWOT analysis shows that the Subregion 1 study area possesses a solid foundation for targeted reinvestment, strengthened corridor identity, and improved multimodal connectivity, but will require focused interventions to overcome market limitations and fragmented land use patterns. By recalibrating expectations, aligning zoning with feasible development outcomes, and prioritizing improvements in mobility, design, and corridor functionality, the Minor Plan Amendment can help guide the study area's evolution into a more connected, attractive, and economically resilient part of the County. These insights establish a realistic starting point for policy direction and investment priorities that reinforce Subregion 1's long-term role within a more transit-ready and sustainable future.

## INFLUENCE OF PRIOR PLANNING

Previous planning efforts, particularly the Subregion 1 Master Plan, laid the groundwork for the area's long-term vision by promoting revitalization along the U.S. Route 1 corridor and encouraging transit-oriented development. Designated as centers in Plan 2035, Konterra Town Center and the Muirkirk MARC station have dedicated center zoning. While some infrastructure improvements, such as the MD 200 (Intercounty Connector) and Brick Yard development near the Muirkirk MARC Station, were achieved, many anticipated outcomes, especially large-scale mixed-use projects, did not materialize due to market constraints and funding challenges. The current Minor Plan Amendment project aims to update the master plan to build on this foundation, recalibrating strategies to align with Plan Prince George's 2035, addressing underperformance, and incorporating contemporary priorities such as sustainability, cultural identity, and post-pandemic market trends.

Positive Legacy Effects  (Strengthening Factors)	Constraining Legacy Effects  (Limiting Factors)
<p><b>Strategic Location &amp; Connectivity</b> – The area benefits from its proximity to I-95, the Intercounty Connector (ICC), and the MARC station, which strengthen regional accessibility.</p> <p><b>Konterra Town Center Vision</b> – A clear framework was established for a major mixed-use hub that serves as a focal point for future growth.</p> <p><b>Public and Private Investments</b> – Completion of the ICC and the Brick Yard subdivision have improved mobility and diversified housing options.</p> <p><b>Environmental &amp; Research Assets</b> – Conservation of the Beltsville Agricultural Research Center (BARC) and stream valley parks supports ecological health and green infrastructure.</p> <p><b>Policy Alignment</b> – Plan 2035 emphasizes the centers, Innovation Corridor, and transit-oriented development.</p>	<p><b>US 1 Corridor</b> – The anticipated transformation into a mixed-use corridor has not been fully realized.</p> <p><b>Fragmented Land Use &amp; Zoning</b> – Industrial and commercial areas and residential neighborhoods remain disconnected, limiting cohesion.</p> <p><b>Market Limitations</b> – Limited private investment has slowed progress on transit-oriented and mixed-use projects.</p> <p><b>Infrastructure Gaps</b> – Multimodal network and facility upgrades have experienced delays.</p> <p><b>Environmental Constraints</b> – Sensitive habitats restrict development opportunities.</p>