

Port Towns Sector Plan

RECOMMENDED GOALS, CONCEPTS, GUIDELINES
AND PUBLIC PARTICIPATION PROGRAM



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT
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Introduction

The Prince George’s County Planning Department seeks to initiate a multi-year effort to develop a new sector plan for Port Towns, designated a Neighborhood Center by *Plan Prince George’s 2035 Approved General Plan* (Plan 2035). The sector plan will be developed concurrently with a sectional map amendment (SMA) for the portions of Planning Areas 68 and 69 that include the Bladensburg, Colmar Manor, Cottage City and Edmonston areas.

The Port Towns Sector Plan will replace the 2009 *Approved Port Towns Sector Plan and SMA* to identify updated, achievable, and realistic long-term vision, goals, policies, and strategies for the Port Towns area. The plan will also supersede portions of 1994 *Approved Master Plan for Planning Area 68* and the 2018 *Approved Greater Cheverly Sector Plan*. The Sector Plan’s recommendations are intended to support the implementation of Plan 2035 by guiding growth and development, along with phased infrastructure improvements, in the Port Towns. It will reflect the vision and goals contained in Plan 2035, including focusing new development in designated centers and preserving existing neighborhoods, and will amend applicable countywide functional master plans. A consultant team was contracted in July 2023 to begin work on this project in Fall 2023, focusing on market analysis and feasibility studies, urban design and visioning, transportation and mobility analysis, and zoning analysis, all with an emphasis on supporting existing commercial development and spurring revitalization. Stakeholder engagement for this plan began in late Fall of 2022.

Section 27-3502 of the Zoning Ordinance requires “concepts, goals, guidelines; a public participation program to encourage public participation; and the timeframes for preparation and approval of the plan” at the time of initiation of a sector plan. This document contains that information and describes the methodology through which the Planning Department will conduct and prepare the Staff Draft Plan.

Purpose

This new sector plan will advance Plan 2035 by examining the area’s existing conditions and issues identified by stakeholders; analyzing the economic market potential; and creating a vision and goals, along with specific policies and strategies to achieve those goals, for future growth and preservation in the Port Towns area.

This sector plan is necessary to replace the 2009 *Approved Port Towns Sector Plan and SMA* that was based on several prerecession assumptions about the market that have proven unimplementable, is overly predicated on parcel assembly, and/or has been impacted by the COVID-19 pandemic. The plan will also supersede portions of the 1994 *Approved Master Plan for Planning Area 68* and the 2018 *Approved Greater Cheverly Sector Plan*. In addition, long-term economic and environmental sustainability play an important part in supporting an improved quality of life and reduction in climate change impacts that tend to adversely impact minority communities, the latter more well understood since the 2009 *Approved Port Towns Sector Plan and SMA* was first developed.

Overview

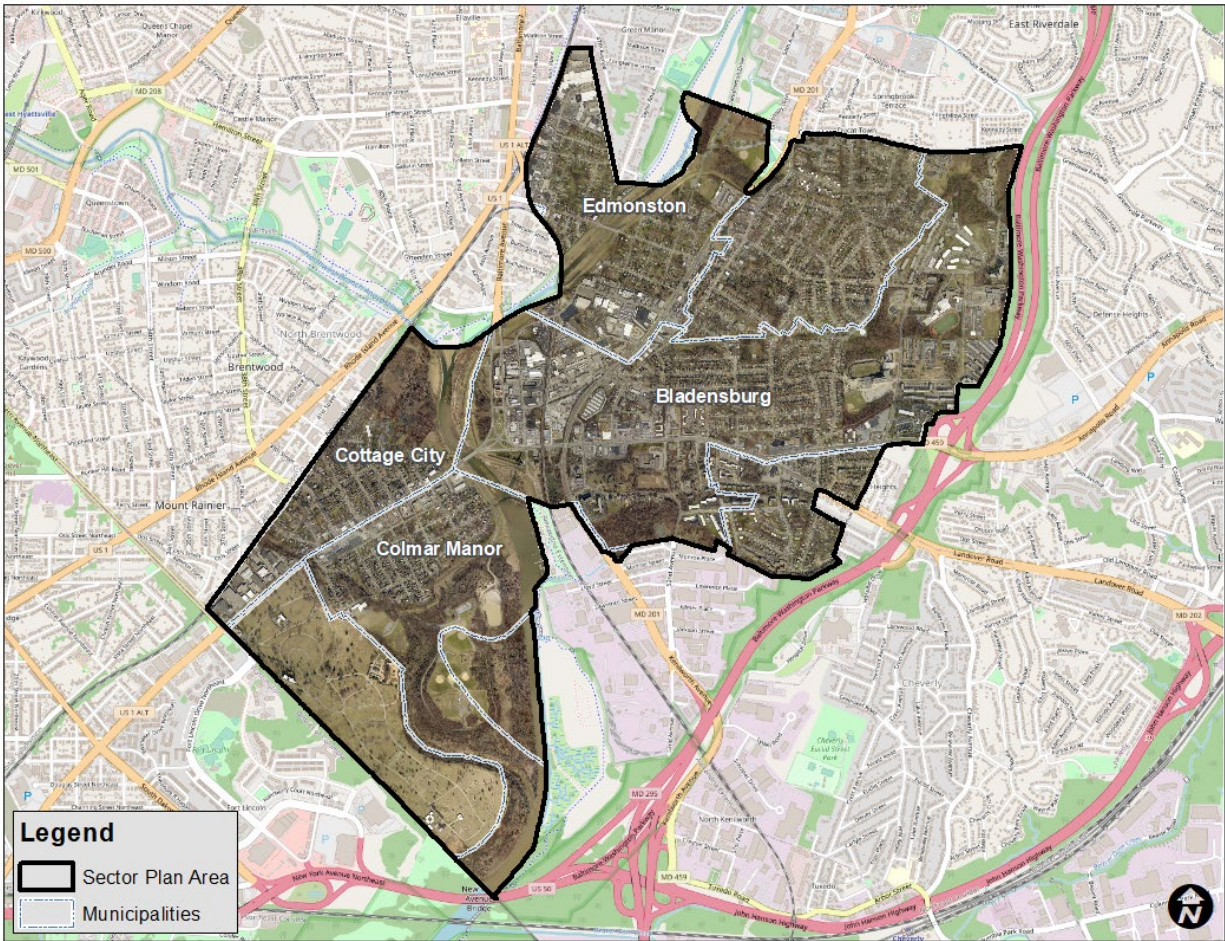
Sector Plan Area

The Port Towns Sector Plan area is approximately 1,935-acres. The sector plan area generally comprises the properties contained within the municipal boundaries of Bladensburg, Colmar Manor, Cottage City, and Edmonston, all located within Subregion II and Council District 5. The Towns of Cottage City, Colmar Manor, and Edmonston are in Planning Area 68 and the Town of Bladensburg is in Planning Area 69. The project will cover areas within Plan 2035's Established Communities Areas and Neighborhood Centers. More information about the Planning Context of this project may be found in Appendix 1.

The sector plan area (see Map 1) also includes properties south of the Bladensburg municipal boundary from the south side of MD 450 (Annapolis Road) to MD 295 (Baltimore-Washington Parkway) (excluding the properties within the Cheverly municipal boundary) east to the Colmar Manor municipal boundary, and properties east of the Edmonston municipal boundary and north and west of the Bladensburg boundary to Carters Lane. The boundary encompasses the municipal borders of Bladensburg, Cottage City, and Edmonston except for Colmar Manor, which is not entirely within this boundary. The sector plan area is largely residential but contains a mix of other uses, including several shopping centers, employment areas, and portions of the Northeast and Northwest Branches of the Anacostia River.

The sector plan area includes major transportation routes and commercial corridors that impact the visual character and economic viability of these inner-ring suburban communities. Bladensburg Road is a gateway to Prince George's County from the District of Columbia, as well as a major commercial thoroughfare for the Port Towns communities. US 1 (Baltimore Avenue) and MD 201 (Kenilworth Avenue) are both prime routes for truck traffic and important commercial corridors.

Map 1: Proposed Plan area



Key Goals

Key goals of this project are to:

- Analyze the existing conditions and reexamine the Port Towns area for redevelopment possibilities through the lens of zoning, land use, market conditions, and environmental constraints.
- Create a community-supported implementable vision and goals for the area that will support new and existing commercial development.
- Identify recommendations and potential impacts of the same across various planning elements for the sector plan area.
- Identify the roles and responsibilities of public, private, institutional, and nonprofit stakeholders in implementing the plan.

Key Assets

The plan area is diverse, well-located within the Washington, D.C. metropolitan area, with easy vehicular access to the Capital Beltway and major Maryland state routes. The area has strong connections to the early history of our nation (Dueling Creek and War of 1812 sites). Preserved historic buildings and sites (e.g., Publick Playhouse) highlight the longevity and diversity of the Port Towns communities. The Bladensburg Waterfront Park located on the Anacostia River, one of the most historic waterways, is in the plan area and offers a valued recreational amenity for the community.

Key Questions

Every plan should strive to answer some basic questions related to the eight elements found in Plan 2035. Additional, location-specific questions are also included, and were identified and discussed during the project team's initial research, walking and driving tours of the plan area, and initial meetings with key community stakeholders. The sector plan will strive to address all these questions, as well as other issues and opportunities identified by the public, stakeholders, and through the community engagement process and additional research and analysis:

General Questions

1. Are there opportunities to develop amenity-rich, connected, and high-quality places for residents, workers, and visitors at the existing local centers?
2. Does the potential exist to increase area employment opportunities?
3. How do Prince George's County and partner agencies improve transportation connectivity and identify targeted opportunities to increase accessibility to non-automotive travel modes?
4. Are there opportunities to protect, preserve, and enhance elements of the County's Green Infrastructure Network?
5. How does Prince George's County attract development that provides housing opportunities for all while simultaneously protecting established communities?
6. What actions should be taken to preserve and capitalize on the area's history and culture?
7. How does Prince George's County increase and/or improve access to health care, healthy food, recreational opportunities, and a safe pedestrian and bicycle network?
8. What public facilities are needed to serve the future population?

Location-specific Questions

1. How can vehicular and pedestrian connections to the waterfront area be improved to address the barriers created by Kenilworth Avenue Freeway and the CSX railroad bridge between 46th and 47th Streets?
2. How can direct access to Metro, MARC, and Purple Line stations be created?
3. How can a strong identity for the Port Towns Communities be created while respecting and complementing an identity for each municipality?
4. How can the lack of accessibility and visibility of the area's historic properties, especially near Kenilworth Avenue, be addressed?
5. How can a pedestrian-friendly environment near the Publick Playhouse in Bladensburg be created?
6. How can fragmented sidewalks and improved pedestrian safety and walkability in plan area be addressed?
7. How can the new zoning support existing commercial development and spur investment and development without business displacement?
8. What types of businesses can the sector plan area support? How can the retail mix be diversified to meet residents' needs while preserving local and startup businesses?
9. How can the plan area support new market rate housing while simultaneously preserving existing (or constructing new) affordable/workforce housing that allow residents to age in place?
10. How can the waterfront be utilized as an asset that drives development potential? How can a niche market that leverages this diverse community be developed?
11. How can the strong construction industry presence be utilized to promote Eco-District and specialized industry expertise in green buildings and green industries?
12. How can development safely occur while minimizing flood risk and the environmental impact of infill or redevelopment activities? What infrastructure is necessary to manage stormwater, and reduce flood risk, both from existing and future development?
13. The four municipalities are challenged by predominantly auto-oriented infrastructure and development. How can we address the inadequate transit access and service?

Goals, Concepts, and Guidelines

The following Goals, Concepts and Guidelines for the Port Towns Sector Plan provide the framework through which the Planning Department will conduct the proposed sector planning process over the next 17 months, resulting in a Staff Draft Sector Plan issued for public review and comment no later than March 2025.

Goals

The primary goals of the Port Towns Sector Plan are to work with the community, stakeholders, elected officials, and other interested parties to create a consensus vision for the future of the Port Towns area that meets the needs of local residents while also advancing countywide goals for sound land use, quality of life, transportation, environmental protection, and economic development. This new sector plan will implement Plan 2035 by setting goals for sustainable growth and preservation, develop policies that facilitate implementation of these goals, and identify specific, realistic, and achievable strategies and actions that bring the vision to fruition.

Concepts

Plan 2035 and the County's area master and sector plans contain eight inter-related plan elements that represent the holistic framework of comprehensive planning. Each of these plan elements will be evaluated, in the context of Plan 2035, and addressed through this planning process with clear, specific, and implementable strategies. Plan 2035 established the following guiding principles:

1. Concentrate Future Growth
2. Prioritize and Focus our Resources
3. Build on Our Strengths and Assets
4. Create Choice Communities
5. Connect Our Neighborhoods and Significant Places
6. Protect and Value Our Natural Resources

The following concepts will be addressed through this planning process:

1. Land Use
2. Economic Prosperity
3. Transportation and Mobility
4. Natural Environment
5. Housing and Neighborhoods
6. Community Heritage, Culture, and Design
7. Healthy Communities
8. Public Facilities

In addition, potential sites for placemaking initiatives will also be identified and analyzed. While not one of the Plan 2035 elements, placemaking is a critical component of an implementable sector plan.

Guidelines

In developing this plan, the Planning Board strives to follow these important guidelines:

Community and Stakeholder Engagement

1. **Value Participants' Time:** The Planning Department strives to create a planning process that will be fun and rewarding to the community. The public and stakeholders' time is valuable; therefore, the project team will strive to make it a rewarding experience. Community planning is a great way to learn about your community, to meet your neighbors and others in your community who share your interests, and to have a say in the future of the place where you live, work, shop, or play.
2. **Inclusion:** The planning process will be inclusive. All members of the public will have an opportunity to weigh in at several stages throughout the process and their input will be accepted respectfully and addressed professionally. The project team commits to meet virtually or via telephone, in-person, or hybrid with any interested stakeholder to discuss the Port Towns Sector Plan area, provide information about the project, and to solicit feedback.
3. **Transparent and Fact-Based:** The planning process will be transparent, objective, and fact-based. Policies and strategies will be based on data, demonstrable trends, and defensible theories. The project team will present information and concepts to generate discussions amongst the stakeholders with the goal of discussing all topics, even if controversial. Information will be disseminated through the project website as soon as it is available. Public meetings will use a variety of platforms and formats, will be advertised using a variety of media, and will be open to all.

Plan Development

4. **Realistic:** The planning process will be realistic and focused on achievable outcomes to realize the 20-25-year vision: An opportunity exists to plan for a great, sustainable, dynamic future for the Port Towns community, and for participants to understand the opportunities and trade-offs to creating a 20-25-year plan.
5. **Focused:** This planning process is about the Port Towns area as identified on the plan area map. Some issues facing Prince George's County affect multiple communities or the County as a whole. This plan is focused on strategies applicable to sector plan area. Broader issues identified through this process will be directed to the appropriate entity or process to address at the appropriate time. This process will be focused on developing the County's growth and preservation policies for the Port Towns area for the next 20-25 years. This effort will be accompanied by a Sectional Map Amendment to update the zoning of properties to implement this plan.
6. **Consistent with County priorities:** This planning process recognizes that the Port Towns area is a resource for the entire County and that a plan for the area should support and not conflict with the countywide goals for land use, quality of life, environment, transportation, and economic development.
7. **Carrying Forward What Works:** This planning process will not "re-invent the wheel." Many stakeholders participated in the 2009 *Approved Port Towns Sector Plan and SMA*. Some of the recommendations in the 2009 *Approved Port Towns Sector Plan and SMA* are still relevant, while many are outdated, and most have yet to be implemented. Relevant and valid recommendations in prior plans

will be carried forward, while others will be updated or replaced. This allows the project team to focus on areas that need up-to-date input based on current and anticipated conditions.

Anticipated Schedule

Table 1. Port Towns Sector Plan Major Milestones and Timeline

Project Milestone	Anticipated Date
Planning Board Initiation	September 2023
Planning Board transmittal of the Goals, Concepts and Guidelines and a public participation program to County Council	October 2023
District Council Initiation	October 2023
Council approval of the Goals, Concepts and Guidelines and PPP	October 2023
Public release of staff draft plan	February 2025
Joint Public Hearing	May 2025
Planning Board Work session	July 2025
Planning Board Adoption	July 2025
Council Work session	October 2025
District Council Approval or Amendments	November 2025
2 nd Joint Public Hearing (if necessary)	February 2026
Council Work session (if necessary)	March 2026
Plan Approval by District Council with Amendments (if necessary)	May 2026

Request for Extension

CB-39-2005 amended the time the Planning Board is allotted to prepare a Staff Draft Master Plan in Section 27-3502 of the Zoning Ordinance from 18 months to eight (8) months. Eight months generally has not allowed for an appropriate amount of time to prepare a professional quality, thorough comprehensive plan with significant public engagement. Seventeen of the 18 most recently initiated master and sector plans, including all plans initiated since 2009, have required an extension to this time frame.

Even with approved extensions, many of these plans have required a significant number of amendments during the Planning Board adoption and Council approval phases, and subsequent administrative corrections, due to inadequate time for drafting, vetting, and reviewing the Staff Draft Plan prior to public release. In short, the eight-month legislated timeframe is insufficient to prepare a comprehensive sector plan for the Port Towns Sector Plan area. Because non-personnel funding for this project was allocated in Fiscal Year 2023, a consultant firm was contracted in July 2023 to develop inputs for the Plan; they begin their work on this effort in September 2023.

Due to the challenging legislated plan preparation time frame, standard practice over the past 17 years has been to conduct a significant amount of the planning effort prior to seeking formal legislative initiation and endorsement of goals, concepts, guidelines, and a public participation program. To this end, beginning in Fall 2022, Planning Department staff began to conduct research, initial stakeholder outreach, issues identification, key stakeholder interviews, and analysis necessary to prepare a scope of work to carry out a consultant bidding and procurement process.

Beginning in October 2023, the contracted consultant will complete four primary tasks: Project Management and Outreach, Market Feasibility Study, Visioning and Urban Design and Transportation and Mobility Planning Support. The consultant final deliverables are not expected before September 2024, and these inputs are necessary to begin drafting the Staff Draft Sector Plan. The Planning Department is also cognizant of the need to fully engage the public, partner agencies, and other stakeholders, and to thoroughly vet and review the plan prior to its release for public review and comment.

The Planning Department is especially interested in ensuring that the community and stakeholders are aware of the project scope, stakeholder engagement, and the boundaries of the sector plan area. In the past, initiating the plan after significant pre-planning activities had taken place caused confusion with the public and stakeholders. Consequently, staff are requesting to initiate this project now and not after a significant amount of planning activities have occurred.

In addition to these standard planning considerations, the Planning Department is undertaking this sector plan concurrently with the Sectional Map Amendment. The rezoning effort will require staff support to review and digest testimony from the May 2025 Joint Public Hearing, and, if necessary, a Winter 2026 Joint Public Hearing on any proposed amendments.

Accordingly, the Planning Department asks the Planning Board to request a nine-month extension of the plan preparation timeframe pursuant to Section 27-3502(d)(5) of the Zoning Ordinance.

Public Participation Program

Introduction

Public participation is an essential element in the preparation of successful comprehensive plans. The public and key stakeholders, such as elected and appointed officials, property owners, business owners, community leaders, students, and workers provide on-the-ground eyes and ears that can identify key issues of importance, critical feedback on the feasibility or desirability of plan recommendations, and support for plan approval and implementation. Well-informed stakeholders are key to the success of a public engagement program. The goal of this public participation plan is to tap into the local knowledge of the community by meeting people where they are and being present in the community to build trust.

Section 27-3502 of the Zoning Ordinance requires a public participation plan for District Council review. The proposed public participation plan for the Port Towns Sector Plan includes use of traditional and electronic media as community outreach strategies to facilitate information dispersal, collection of feedback, and open dialogue. The outreach will be conducted by M-NCPPC staff from the Prince George's County Planning Department and the consultant team led by Staff recognize a high percentage of residents living within the proposed sector plan boundary are Hispanic. Staff will retain a consultant to complete Spanish language translation, interpretation, and engagement services throughout the planning process to help ensure participation of that population within the plan area. This consultant support will be complemented by M-NCPPC resources for translation of the online project website and interpretation services for community input meetings and events.

Staff understand that thoughtful conversations and active collaboration are essential to the success of a sector planning process. All project stakeholders will have opportunities to provide input through multiple outlets used to interpret key issues and assets, while contributing to the development of goals and recommendations. Staff will take advantage of community events hosted by the local municipalities and the Department of Parks and Recreations to maintain dialog and interaction with community residents, while also hosting their own series of targeted project-focused community events, supplemented by a community survey and an interactive on-line map as the primary methods to collect public input.

Public Information

The Port Towns community will be kept informed of opportunities to participate in the planning process, progress on the plan, and upcoming events and benchmark dates through the project's web page (located at <https://www.mncppc.org/5388/Port-Towns-Sector-Plan-and-SMA-Update>), ESRI Online Apps, multimedia including a project video, social media, online community platforms like Nextdoor, and an e-mail newsletter. Online meeting evaluation forms/surveys will allow the public to evaluate and provide feedback on the quality of the public participation program and planning process to the project team. The community will also be kept informed through more traditional methods of information sharing to bridge the digital equity divide: postcards, flyers, or posters can be made available at existing local initiatives like food drives or in highly frequented places like grocery stores and laundromats. Bilingual and accessible public information materials will be shared throughout the entire planning process.

Description of Major Public Outreach Events

Focus Groups with Key Stakeholders

Two (2) series of topic-specific focus groups are planned and at least five (5) focus group meetings (per series) may be needed to address zoning and land use, transportation, housing, economic development, urban design, circulation and accessibility, or other topics pertinent to the development of this Sector Plan. Topics may be combined to schedule focus groups in a way that is less burdensome on participants. Focus groups provide an effective platform for the project team to pose questions that facilitate an organic style of discussion with a small group of community members and stakeholders. The project team is looking for key insights from community members that are not typically obtainable via traditional analytical methods.

The focus groups will be carried out with key stakeholders and a steering workgroup to gather information that will inform an existing conditions assessment. The key stakeholders and potential members in the steering workgroup are listed below:

- Local municipal Council and Committee members
- Commercial and Retail Business owners/employees
- Residents
- Community Activists
- Civic and Business Leaders
- Civic Associations and HOAs
- Developers

Interviews with Key Stakeholders

The project team, with assistance from the consultant, will conduct a series of interviews with key stakeholders and partner agencies to gather information that will inform an existing conditions assessment. Bilingual and accessible material will be shared as it's made available. The key stakeholders are listed below:

- Prince George's County Elected and Appointed Officials
- County Council Member District 5
- Bladensburg Town Council
- Cottage City Town Commission
- Colmar Manor Town Council
- Edmonston Town Council
- Developers
- Major Property Owners
- Washington Metropolitan Area Transit Authority representatives
- Public Agencies (Public Works and Transportation, Schools, Libraries, Parks and Recreation, Environmental, Police, Fire, Transit, Health and Human Services, Washington Suburban Sanitary Commission, Housing, Economic Development, Redevelopment, Revenue, Department of Housing and Community Development, Maryland Department of Transportation, State Highway Administration, etc.)
- Private Organizations and Non-profit Groups

Community Workshops and Public Open Houses

A total of two (2) Workshops and two (2) Public Open Houses will be held in 2024 per the following schedule:

DATE	TOPIC
WINTER 2023	Public Open House-Staff and consultants will present the Draft Economic analysis and Market Study, data gathered during field research and stakeholder interviews. Comments and feedback will be solicited from stakeholders at this open house session.
WINTER (FEBRUARY)-SUMMER (JULY) 2024	Two (2) Virtual Community Workshops. Consultants will lead and facilitate a community-supported overall vision for the area through a visioning exercise carried out in the first community workshop. Goals for the plan area and a vision statement will also be developed as part of the visioning process. Consultants will also lead and facilitate a second community workshop on redevelopment scenarios and visualizations that reflect the vision and conform to the requirements of the new zoning ordinance.
SUMMER 2024	Public Open House. Staff and consultants will present the consultants' Final Report to community members and other stakeholders at this open house session.

These sessions will be facilitated jointly by staff and the consultant team.

Schedule

The schedule for the public participation plan is below, including the major public outreach events described in the previous section. The public participation plan will be implemented in phases based on the sector planning process, as follows:

PHASE 1: Pre-Initiation Information Gathering

Timeframe: Fall 2022 – October 2023

Tasks

1. **Briefing:** Staff introduced the project to the District 5 County Council Member, Bladensburg Town Council, Cottage City Town Commission, Colmar Manor Town Council, and Edmonston Town Council (Spring 2023).
2. **Letters to Key Stakeholders:** Staff will introduce the project to key stakeholders and invite their participation in stakeholder interviews (Fall- Winter 2023).
3. **Project Website:** The website went live August 2023 and will be updated throughout the duration of the project (2023 – 2025).
4. **Stakeholder Surveys:** Targeted stakeholder surveys will be sent via email, posted on the project website, and integrated into virtual/in-person events. Staff will use online tools, such as Microsoft Forms, Slido and Konveio, (Fall 2023 – Summer 2024).
5. **E-mail, E-Newsletters and Social Media:** The public will be kept informed via the Department's X (formerly known as Twitter), Facebook and Instagram pages, from Fall 2023 onward, as well as via a quarterly newsletter starting the end of the second Quarter FY 2024 (December 2023 – June 2024).
6. **Focus Groups:** The staff and consultant will conduct two (2) series of topic-specific focus groups near the beginning and end of the consultancy. At least five (5) focus group meetings (per series) may be needed to address zoning and land use, transportation, housing, economic development, urban design, circulation and accessibility, or other topics pertinent to the development of this Sector Plan. Topics may be combined to schedule focus groups in a way that is less burdensome on participants. The first series of focus group shall be carried out to inform the summary of stakeholder meetings/interviews and creation of a steering workgroup. Staff and consultants will work together to develop the approach and content, and to facilitate the focus groups. Bilingual facilitation and materials will be available.
7. **Major Stakeholder Interviews/Meetings:** Staff and the consultant will meet with major property owners and other key stakeholders to identify major concerns, outstanding issues, and community desires relating to the development/redevelopment of the sector plan area. Staff and consultants will carry out a series of meetings with key stakeholders starting Fall 2023. The project team will begin these meetings with an introductory PowerPoint presentation defining the project's scope, objectives, and key areas of focus. This will be followed by a semi-structured interview, with discussion topics and questions prepared in advance to guide the conversation. The RHI Consultants will be tasked with making a formal presentation and facilitating the interviews. The information gathered from these sessions will inform the preparation of the Economic Analysis and Market Study Report at the first Public Open House (Winter 2023) which will, in turn, facilitate the preparation of the final recommendations and final report (Summer 2024). The findings and research will help draft the Preliminary Port Towns Sector Plan. Bilingual facilitation and materials will be available.

8. **Initiation:** Staff will present the Goals, Concepts, Guidelines and Public Participation Plan to Planning Board and District Council (September-October 2023).
9. **E-Newsletters and Newsletters:** Staff will work with County Councilmember for District 5 to prepare and send out information introducing the Port Towns Sector Plan and promoting the upcoming Kickoff event.
10. **Community Events:** When appropriate, staff and the consultant team will attend community events within the sector plan area to solicit and record feedback. Bilingual and accessible material will be available. Staff understand it is important to meet people where they are so staff will attend public events in the community to share information, identify existing conditions information gaps, and gain additional input for the plan. These events will include pop-up tables and display tools at major activity locations including potential sites identified for placemaking initiatives, community and municipal centers, shopping center events, church events, farmer’s markets, festivals, and weekend and holiday events. (Summer 2023 – Summer 2024).

PHASE 2: Research/Public Stakeholder Engagement / Internal Review (Staff) Draft Plan

Timeframe: Fall 2023 – Summer 2024

Tasks

1. **Kickoff Event:** Staff will host a “kickoff meeting” to introduce the Port Towns Sector Plan to the community. The meeting will include the project team, consultant team, and council member (or their representative) for Councilmanic District 5. Staff will work with the consultant team to prepare a presentation that highlights the overall purpose of the project, Public Engagement Strategy, and project timeline (Fall 2023). Interactive tools for Q&A, online mapping, and live polling may be used to solicit feedback from participants. Bilingual facilitation and materials will be available.
2. **Community Events:** See description above in Phase I.
3. **E-mail, E-Newsletters and Social Media:** The public will be kept informed via the Department’s X (formerly known as Twitter), Facebook and Instagram pages, from October 2023 onward, as well as via a quarterly newsletter starting the end of the second Quarter FY 2024 (December 2023 – June 2024).
4. **Community Workshops and Public Open Houses:** Staff and consultants will carry out and facilitate community workshops to identify and develop a vision for the area, as well as the creation and identification of a preferred development scenario. Public open houses will be carried out jointly to present information to the public at key milestones in the project – the existing conditions report and the final report including community vision, preferred development scenario, and recommended policies and strategies. If feasible, at least for one of the workshops and/or public open houses, staff will work with the Placemaking section and consultant to identify locations that are possible placemaking sites to activate the area within the plan boundary as well as conduct workshops and open houses at these sites (Winter 2023 – Summer 2024).
5. **Focus Groups:** The second series of focus group will work on a community-supported overall vision for the area, building on the visioning exercise carried out at the first community workshop. Bilingual facilitation and materials will be available. (Spring 2024).
6. **Online Interactive Community Input Map (virtual):** Public input will also be gathered based on the basic elements of Plan 2035 as needed and the issues identified on an interactive

- community input map. Bilingual and accessible material will be shared. (Fall 2023- Summer 2024)
7. **ESRI Story Map of Existing Conditions (virtual):** Staff will create an online story map providing a concise, visually engaging, and interactive summary of the existing conditions within the sector plan area. (Fall 2023 - Summer 2024)
 8. **Council Briefings (virtual/in-person):** Staff plan to provide updates on the project to the County Council Member for District Five and the Municipalities. (Spring 2023 – Fall 2025)
 9. **Community Organization Briefings (virtual/in-person):** Project staff will attend identified community organization and homeowners' association meetings in the sector plan area throughout the process to introduce themselves to residents, inform them of the upcoming planning effort and project status, establish a connection with the community, and listen to concerns that are being voiced in their community meetings. (Spring 2023 – Spring 2024)
 10. **Planning Information Services Counter, Recreation and Municipal Centers (virtual and paper in-person):** Information and updates will be disseminated to the public in the form of flyers at the Planning Information Services Counter, as well as in the form of flyers/newsletters at area libraries, municipal and recreation centers. Bilingual and accessible material will be shared. (Fall – Summer 2024)
 11. **Project Videos:** At least two (2) project videos will be developed throughout the plan process (Fall 2023 and Fall 2025).
 12. **Planning 101:** Staff will utilize community events, workshops, open houses, and other engagement efforts to educate residents and stakeholders on general planning, preservation, and growth-related topics (Summer 2023 – Summer 2024). Information will be presented and distributed through the following channels:
 - a. PowerPoint Presentation
 - b. Infographic
 - c. Postcard
 - d. Poster and/or Door-hanger
 - e. Other
 12. **Coffee with Planners:** Staff will set aside a days during the public engagement phase to hold “office hours” in a local coffee shop or other possible locations within the plan area to be available to community residents and respond to any questions related to the sector plan. (Fall 2023- Spring 2024)

PHASE 3: Public Review and the Sector Plan Legislative Approval Process

Timeframe: Fall 2024 – November 2025 (Spring 2026 with 2nd Joint Public Hearing)

Tasks

1. **Internal Agency Review Draft:** An internal agency review draft of the Sector Plan will be shared with partner agencies for review and comment. The Department will look for opportunities to facilitate the review period through on-line collaboration programs (November 2024-January 2025).
2. **Staff Draft Sector Plan Public Release:** Once the Planning Board has granted permission to release the Staff Draft Sector Plan to the public, it will be available on the project website, at the Planning Information Services Counter, as well as at area libraries. An announcement of the plan's public release will be shared through social media platforms (Facebook, X, and Instagram), on the project website, via the project's e-newsletter and municipal e-newsletters, and a traditional press release (February 2025). Staff will provide public notice as required by the Zoning Ordinance of the Staff Draft Sector Plan and the Joint Public Hearing date (May 2025).
3. **Final publication:** The final plan is scheduled for action by the District Council in the Fall 2025, with an expectation of final publication by Winter 2025, if a second joint public hearing is not needed.

APPENDIX 1: PLANNING CONTEXT

Plan 2035

In 2014, the County approved Plan Prince George’s 2035 Approved General Plan (Plan 2035), which set a new vision for Prince George’s County that prioritizes “vibrant, mixed-use, transit and pedestrian-oriented communities with improved connectivity between the residential, recreational, commercial land uses”. Plan 2035 provides a development policy framework for the county’s long-term growth that includes policies and strategies to capitalize on local and regional strengths and assets.

http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=279&Category_id=1

Existing Area Plans and Studies

2009 Approved Port Towns Sector Plan and SMA

The vision for the Port Towns area (Bladensburg, Colmar Manor, Cottage City, and Edmonston) is to achieve green, healthy, and pedestrian-friendly communities and destinations that celebrate and build upon the area’s cultural diversity; strategic location; industrial base; and historical, recreational, and environmental assets. The plan was based on several prerecession assumptions about the market that have proven unimplementable and is overly predicated on parcel assembly. Studying the plan will aid in analyzing the development barriers on the defunct Development District Overlay and M-X-T Zones.

[Approved Port Towns Sector Plan and Sectional Map Amendment](#)

Approved Central Annapolis Road Sector Plan and SMA (October 2010)

This sector plan was developed as a guide to future redevelopment and revitalization along the Annapolis Road corridor between MD 410 (Veterans Parkway) and the Baltimore-Washington Parkway.

[Approved Central Annapolis Road Sector Plan and Sectional Map Amendment](#)

The Greater Cheverly Sector Plan (January 2018)

The Greater Cheverly Sector Plan amends the 2014 Prince George’s County 2035 Approved General Plan (Plan 2035) by defining the boundary of the Cheverly Metro Local Transit Center. The sector plan replaces the 2005 Approved Sector Plan for the Tuxedo Road/Arbor Street/Cheverly Metro Area in its entirety and the 1994 Approved Bladensburg, New Carrollton, and Vicinity Master Plan, the 2009 Approved Port Towns Sector Plan, the 2010 Approved Subregion 4 Master Plan, and the 2014 Landover Metro Area and MD 202 Corridor Approved Sector Plan for the portions of Planning Areas 69 and 72 within the sector plan boundaries.

[The Approved Greater Cheverly Sector Plan](#)

Bladensburg Market Feasibility and Economic Analysis (May 2022)

The study area comprises 17.36 acres of approximately 67.5 acres in the Town of Bladensburg in Prince George's County, Maryland, which was identified in the 2009 Approved Port Towns Sector Plan as the Town Center Character Area. This Market Feasibility and Economic Analysis explores if there is a market for mixed-use development in the study area, then tests if redevelopment is financially feasible from a private investor's perspective. Feasibility is then evaluated under the County's prior Zoning Ordinance and the Zoning Ordinance that went into effect April 1, 2022. The analysis has 10 sections. The executive summary summarizes the findings and makes recommendations for any next steps.

[Bladensburg Market Feasibility and Economic Analysis](#)

Edmonston Economic Development Strategy (May 2023)

Applied for by the Town of Edmonston, this economic development strategy will help the community to identify existing assets, develop a vision and goals, identify funding and collaboration opportunities, and leverage resources from various entities to meet plan objectives. Specifically, the strategy will work to implement the Economic Prosperity goal and policies of the 2014 *Approved Plan Prince George's 2035 General Plan* and the Economic Development goals, objectives, and policies of the 2009 *Approved Port Towns Sector Plan and SMA* with a focus on business retention, expansion and recruitment, competitive positioning, economic diversification and resilience, and livability. This work will help in informing the town's future grant applications; partnerships with various County, state, and federal agencies; and overall process of developing a path toward greater economic vitality for the community.

[Town of Edmonston Economic Development Strategy](#)

Sustainable Communities Renewal Application

The original Sustainable Communities (SC) Renewal Application was submitted by Port Towns Community Development Corporation (CDC) in 2012. The 2019 renewal application was submitted by the four Port Towns to collaborate with the community partners to manage and coordinate the implementation of the outcomes and strategies submitted in 2012. The 2019 SC application has been the result of the facilitation by the Maryland Department of Housing and Community Development working with the four Port Towns and various community partners to identify the strengths and weaknesses of the six (6) element areas and narrowing down the top three (3) to four (4) priorities of each of the areas. The plan includes revitalization priorities for the next five (5) years based on community strengths and weaknesses. The plan is renewed every five (5) years.

https://www.mncppc.org/DocumentCenter/View/13908/2019--Sustainable-Communities-Renewal-Application_Port-Towns

1994 Approved Master Plan for Planning Area 68

The 1994 Approved Master Plan for Planning Area 68 encourages attractive and thriving commercial development which provides a variety of goods and services for both local users and outside shoppers and serves as an appealing focal point for the community. The plan incorporated the transit district development plans for the West Hyattsville TDOZ and the Prince George's Plaza TDOZ approved by the District Council in July 1992. The purposes of the Transit Development Overlay Zone were to increase the use of transit facilities, maximize the return on investment in the transit system, encourage appropriate development near transit stations with coordinated urban design elements, and increase local tax revenue.

<http://mncppcapps.org/planning/publications/PDFs/136/Planning%20Area%2068%20May%201994.pdf>

Key Functional Master Plans

2017 Prince George’s County Resource Conservation Plan: A Countywide Functional Master Plan

This plan combines related elements of green infrastructure planning, rural and agricultural conservation, and cultural preservation into one functional plan in order to streamline the plan approval process, meet state requirements for planning elements, and more efficiently update existing plans and maps. Its goals, measurable objectives, policies and strategies pertain to green infrastructure planning, agricultural and forestry conservation, and rural character conservation.

http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=329&Category_id=1

Formula 2040: Functional Master Plan for Parks, Recreation and Open Space (2013)

This plan is the culmination of work that commenced in 2008 with a Needs Assessment project called Parks & Recreation: 2010 and Beyond. The “formula” in Formula 2040 is Parks + Recreation = Experience. The formula is recognition that parks, recreation and leisure programming is a major component of the Department’s mission. The plan establishes a framework that will assure that the Department of Parks and Recreation can meet future parks and recreation programmatic and facility needs.

Formula 2040 contains:

1. A profile of where Prince George’s County and its parks, recreation and open space system are today;
2. A description of demographic, recreation, and leisure trends that will influence the future direction of parks and recreation in Prince George’s County;
3. A strategic framework consisting of a vision, goals, objectives, and policies to guide decision-making by County officials, boards, and staff; and
4. Specific strategies and action steps that will be taken to implement the Plan.

Formula 2040 is built on a substantive foundation of community engagement and participation using a variety of methods, including surveys, public meetings and open houses, special interest focus groups, a staff outreach corps and a speakers bureau.

<http://www.mncppc.org/DocumentCenter/View/118/2040-Functional-Master-Plan-PDF>

Countywide MPOT Plan 2035 Implementation

The Prince George’s County Planning Department has initiated a multi-year effort to develop a new and updated Master Plan of Transportation (MPOT).

The Countywide Master Plan of Transportation - Plan 2035 Implementation (MPOT 2035), a countywide functional master plan for guiding transportation infrastructure and network development, will update and replace the 2009 MPOT as well as the transportation facility recommendations from the active area and sector master plans.

The MPOT 2035 will also implement conformance with the approved general plan, Plan Prince George’s 2035 (Plan 2035).

<https://www.mncppc.org/5142/Countywide-MPOT-Plan-2035-Implementation>

Other Key Studies and Plans

The 2022 *Economic Development Strategic Action Plan for Prince George County*: This report presents the results of a year-long effort to update the 2013 Economic Drivers and Catalysts: A Targeted Economic Development Strategy for Prince George's County. This updated strategy seeks to build on the County's success in promoting economic and employment development and provides recommendations on how to create high-quality jobs in Prince George's County, diversify and grow the County's tax base, and help support improved quality of life for County residents. <https://www.mncppcapps.org/planning/Publications/PDFs/406/Economic%20Development-Final.pdf>

The 2016 *Prince George's County Retail Marketability and Competitive Study* evaluated retail markets and their opportunities in the County, identifying areas that were growing, stable, or that may need intervention. It was based on research completed in the *Prince George's County Maryland High-End Retail Market Analysis* that evaluated affluent spending patterns, tenant site and location criteria, developer and broker perspectives on Prince George's County, and the demographic and economic criteria important for high-end retail to succeed.

<http://mncppcapps.org/planning/publications/PDFs/311/Retail%20Marketability%20Analysis%20Deliverable.pdf>

The 2017 *Prince George's County Competitive Retail Market Strategic Action Plan* is a five-year implementation strategy designed to proactively address the economic and real estate challenges that are negatively impacting the County's retail environment, build on key strengths and tools that can be leveraged, and articulate a strategic toolkit of actions and approaches. The goal of the plan is to help policy makers, elected officials, and business leaders enact the policy changes and programs necessary to strengthen and diversify the County's local and regional retail base and help guide future commercial and residential development and land use decisions. The Plan outlines key measures, actions, policies, programs, and financial incentives that the County can undertake to leverage areas of opportunity; attract and retain desired high-quality retail; and address the incidence of marginal, at risk, or failing retail centers.

http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=327&Category_id=2

The 2019 Prince George's County *Comprehensive Housing Strategy: Housing Opportunity for All* (CHS) identifies housing challenges, assets, and opportunities; defines the community vision for housing; and provides a plan of action to solve those challenges and carry out that vision over a ten-year period. The goals of the CHS are to support existing and long-time residents that are at risk of displacement, attract new residents, and build on strategic investments and submarket conditions (including Transit-Oriented Development (TOD) areas).

<https://www.princegeorgescountymd.gov/DocumentCenter/View/26486/CHS---Housing-Opportunity-for-All-with-appendices---FINAL-updated-8-5-19>

Anacostia Trails Heritage Area Management Plan

The 2001 *Approved Anacostia Trails Heritage Area Management Plan* describes the Anacostia Trails Heritage Area the heritage tourism resources contained therein; provides strategies for heritage tourism, interpretation, stewardship and linkages; and discusses implementation practices.

http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=2&category_id=&name=anacostia%20trail&pricemin=&pricemax=&author=&Pubs_year=&price=&

Prince George's County Cultural Arts Study

The Prince George's County Cultural Arts Study (PGCCAS) is a comprehensive assessment of the diverse arts and culture ecology in Prince George's County.

https://www.mncppcapps.org/planning/publications/BookDetail.cfm?item_id=408&category_id=2&category=&name=&pricemin=&pricemax=&author=&Pubs_year=all&price=&

Prince George's County Wayfinding Process Manual

This manual provides insight into the process of wayfinding to describe a system of tools that can be implemented to support navigation by motor vehicle, bicycle, or walking in Prince George's County. By using this manual as a resource, communities that want to implement wayfinding will have a better understanding of how coordinated, well-executed wayfinding projects can improve movement efficiency, encourage sustainable transportation, and raise awareness of places and attractions.

https://www.mncppcapps.org/planning/publications/BookDetail.cfm?item_id=398&category_id=2&category=&name=&pricemin=&pricemax=&author=&Pubs_year=all&price=&

Prince George's County Climate Action Plan

The Climate Action Plan (CAP) aims to help the County reach its carbon emissions goal of a 50% reduction by 2030 (compared with 2005 levels). The goal aligns with the State's projection for 50% emission reduction by 2030 through the implementation of the Maryland 2030 Greenhouse Gas Reduction Plan and the Metropolitan Washington Council of Government's goals for the region. The draft CAP was released to public comments on November 1, 2021.

[Climate Change | Prince George's County, MD \(princegeorgescountymd.gov\)](#)