

# Westphalia Sector Plan Update

RECOMMENDED GOALS, CONCEPTS, GUIDELINES  
AND PUBLIC PARTICIPATION PROGRAM



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION  
PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT  
JULY 2025

## Introduction

The Prince George’s County Council, sitting as the District Council, directed the Prince George’s County Planning Department of the Maryland-National Capital Park and Planning Commission to prepare a major amendment to the 2007 *Approved Westphalia Sector Plan* (2007 Sector Plan). This plan amendment will amend *Plan Prince George’s 2035 Approved General Plan* (Plan 2035) and may amend functional master plans.

This plan amendment will evaluate, and update, as necessary, the vision, goals, policies, and strategies of the 2007 Sector Plan to implement the recommendations of Plan 2035 for the Westphalia Local Town Center and the Established Communities within the subject portion of Planning Area 78. The plan amendment will be informed by two consultant-led studies being initiated by the Planning Department in the summer of 2025, an economic market study and an updated traffic analysis of the area in and around the Westphalia sector (See Map 1). This plan amendment builds off the 2021 Westphalia Sector Plan progress report and the work of various task forces and ad hoc groups established since 2007.

Section 27-3502 of the Zoning Ordinance requires the Planning Board to prepare “a project description and recommended goals, concepts, guidelines, and a public participation program” 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 draft sector plan amendment.

## Purpose

This new sector plan will advance Plan 2035 by examining the area’s existing conditions, issues identified by stakeholders, and economic market potential and may update the 2007 sector plan’s vision and goals for future growth and preservation at the Westphalia Local Town Center and in surrounding communities within the Westphalia Sector, along with specific, focused policies and strategies to achieve those goals and reflect a realistic, achievable future for Westphalia.

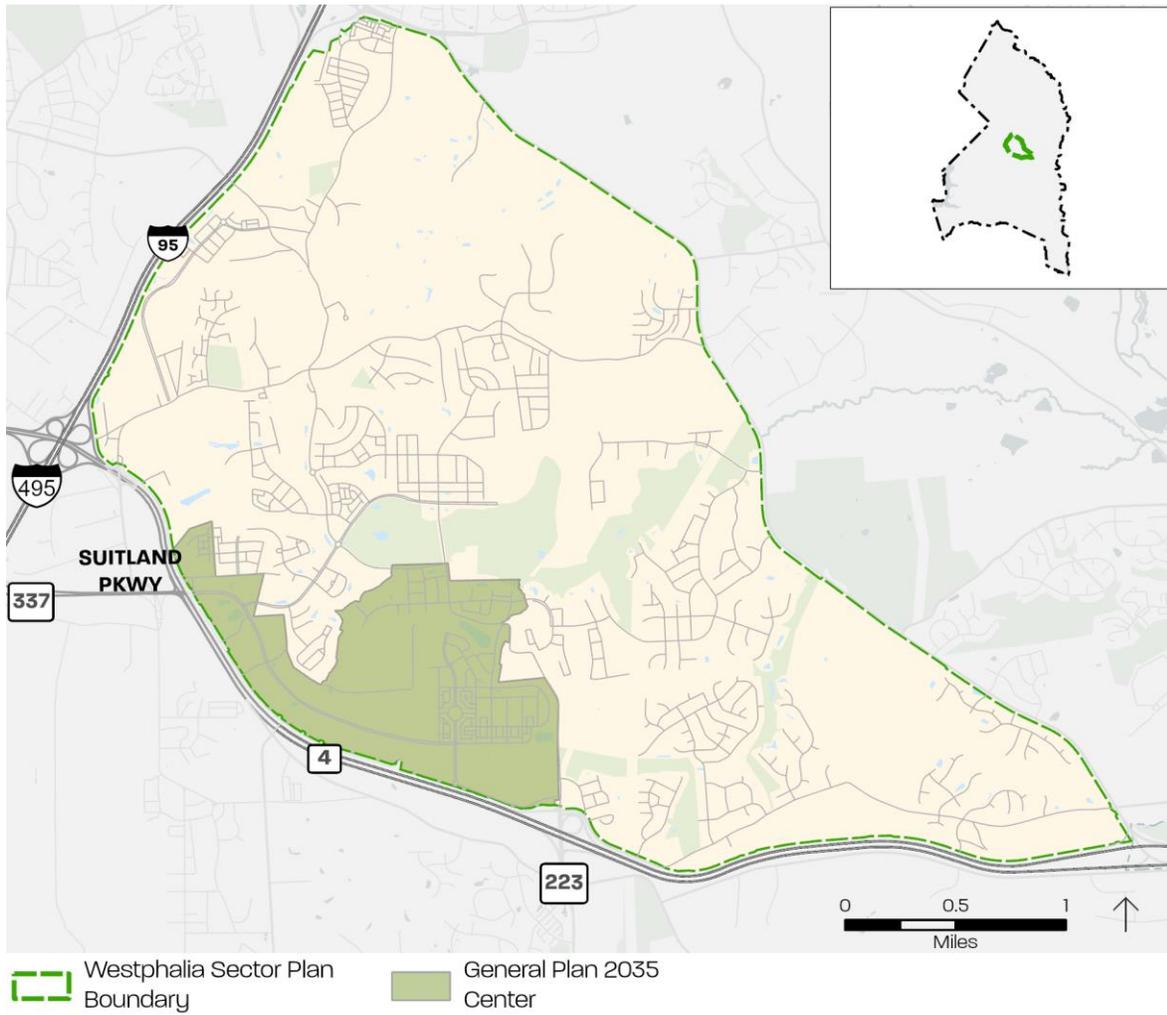
## Overview

### Sector Plan Area

The Westphalia Sector Plan area is approximately 6,067.41 acres within Planning Area 78. The project will cover the Westphalia Local Town Center and areas within Plan 2035’s Established Communities Areas. More information about the Planning Context of this project may be found in Appendix 1.

This sector plan area is located along north of MD 4 (Pennsylvania Avenue), east of I-95/495 (the Capital Beltway), and southwest of Ritchie-Marlboro Road. The sector plan lies at the eastern terminus of the Suitland Parkway, a National Park Service expressway serving as a major vehicular commuting route into the District of Columbia.

Map 1: Sector Plan Amendment area



## 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; the sector plan will strive to address all of 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. Assess the market demand for dense, mixed-use development in Westphalia and develop appropriate policy and strategy recommendations based on the market study.
2. Are the current recommended land uses (and current zoning classifications) appropriate to meet current and anticipated market demand?
3. Do the current transportation and public facilities recommendations, and their associated funding structures, meet, not meet, or exceed the necessary public facilities for current and anticipated development given the current market.
4. How must the plan be amended to reflect the findings and recommendations of the ongoing market study, particularly in regard to opportunities for new jobs and non-residential development?
5. How must the plan be amended to reflect the findings and recommendations of the ongoing traffic analysis?
6. What other amendments are necessary to right-size the Westphalia Sector Plan to reflect realistic and achievable outcomes?

## Goals, Concepts, and Guidelines

The following Goals, Concepts and Guidelines for the Westphalia Sector Plan provide the framework through which the Planning Department will conduct the proposed sector plan amendment process over the next 6 months, resulting in a draft sector plan amendment issued for public review and comment in January 2026.

### Goals

The primary goals of the Westphalia Sector Plan Amendment are to work with the community, stakeholders, elected officials, and other interested parties to refine the vision for the future of the Westphalia area that meets the needs of local residents while also advancing countywide goals for land use in the Established Communities and Local Town Centers, quality of life, transportation, environmental protection, and economic development. This amendment will implement Plan 2035 by reaffirming or setting new 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

## Guidelines

In developing this amendment, 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 with any interested stakeholder to discuss Westphalia, 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, 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 achieve the plan's updated vision: An opportunity exists to plan for a great, sustainable, dynamic future for the Westphalia community, and for participants to understand the opportunities and trade-offs to updating a long-range plan.
5. **Focused:** This planning process is about Westphalia 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 Westphalia. 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 Westphalia. This effort may be supplemented by a concurrent Sectional Map Amendment to update the zoning of properties to implement this plan.
6. **Consistent with County priorities:** This planning process recognizes that Westphalia 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 have participated in the 2007 sector plan and subsequent implementation efforts. Some recommendations in the 2007 sector plan are still relevant, while many are outdated, and most have yet to be implemented. Relevant and valid recommendations in the prior plan 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. Westphalia Sector Plan Major Milestones and Timelines

Project Milestone	Anticipated Date
District Council Initiation	July 2025
Council approval of the Goals, Concepts and Guidelines and PPP	July 2025
Public release of Draft Sector Plan Amendment and proposed SMA (if required)	January 2026
Joint Public Hearing	March 2026
Planning Board Work session	May 2026
Planning Board Adoption	June 2026
<b>District Council Approval or Amendments</b>	<b>July 2026</b>
2 <sup>nd</sup> Joint Public Hearing (if necessary)	September 2026
Council Work session (if necessary)	September 2026
Plan Approval by District Council with Amendments (if necessary)	October 2026

# 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.

Section 27-3502 of the Zoning Ordinance requires submittal of a public participation program for District Council review and approval. The proposed public participation plan for the Westphalia Sector Plan Amendment includes use of traditional and electronic media to quickly gather and disseminate information, online and telephone platforms for outreach events, interviews with key stakeholders and partner agencies, a virtual field office presence, online surveys, and briefings to decision makers.

The project team consists of staff from the Prince George's County Planning Department and a supporting team of consultants to be procured in summer of 2025.

## Public Information

The Westphalia 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 and other potential electronic dissemination of multimedia including, but not limited to, social media and online community platforms. 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.

## Description of Major Public Outreach Events

### *Interviews with Key Stakeholders*

As part of the market analysis, the project team will meet with up to six existing and prospective business owners identified by staff and stakeholders, to determine their short- and long-term business goals, their thoughts about the economic conditions of the sector and ideas about enhancing economic development, including the developers of the planned Westphalia Town Center retail center.

The team will also meet with community leaders, elected officials, major property owners, and other key community stakeholders to identify challenges and opportunities within the sector.

### *Public Open Houses*

A total of up to three (3) community open houses will be held. At these events, the project team will introduce the project, conduct electronic surveys, solicit input and feedback on the area's strengths, weaknesses, opportunities, and threats, hear from residents as to their goals for the area, and provide information to inform the plan update. The final public open house will present the plan amendment's draft recommendations prior to finalizing the plan document for public release.

These events may be supplemented with additional public meetings and dissemination of additional online information.

The dates of these events will be determined in the fall of 2025 to maximize public and stakeholder participation.

### *Legislative Process*

Upon release of the sector plan amendment, and, if included, proposed sectional map amendment, the public will have an opportunity to review and submit comments on the amendments at or immediately following a joint public hearing of the Prince George's County Council and Planning Board.

## 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.

### **Existing Sector Plan**

[2007 Approved Westphalia Sector Plan and Sectional Map Amendment](#)

### **Additional Westphalia Studies**

[Westphalia: Measuring Our Success](#)

A 2021 snapshot of progress towards implementation of the 2007 *Approved Westphalia Sector Plan*, major successes, and remaining challenges to achieving the plan's vision, goals, policies, and strategies.