



PLAN HIGHLIGHTS

THE VISION

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.

DEVELOPMENT PATTERN RECOMMENDATIONS

- Resolve land use conflicts with the existing zoning.
- Establish Annapolis and Bladensburg Roads as the Port Towns' "main street" and provide mixed-use development to support a pedestrian- and transit-oriented corridor.
- Establish strong linkages between the four Port Towns and the waterfront.
- Promote the Anacostia River as the Port Towns Peoples' Harbor.
- Retain existing housing stock.
- Retain vital existing industrial zoning and industrial uses.
- Implement the classification of Port Towns as a regional center.
- Promote development potential of key sites, especially the Peoples' Harbor projects, Riverview on the Anacostia, and the Watershed Education Facility.
- Enhance recreational and environmental assets as destination opportunities that reinforce the revitalization efforts in the Port Towns.

- Implement automobile oriented/pedestrian safety techniques.
- Enhance internal and external connectivity.

INFRASTRUCTURE RECOMMENDATIONS

- Protect the green infrastructure network in the Port Towns, particularly the main stem of the Anacostia River, as designated by the 2005 *Approved Countywide Green Infrastructure Plan*.
- Provide a fully integrated, multimodal transportation network of vehicle, pedestrian, bicycle, and transit/bus systems by the following actions:
 - Upgrade the intersection of Annapolis Road and Landover Road with a "T" intersection that promotes vertical mixed-use development that activates the street and encourages pedestrian activity.
 - Upgrade Annapolis Road between 46th Street and 56th Avenue to create a pedestrian boulevard environment.
 - Provide a pull-off for passenger pick-up and discharge at the Annapolis Road and Edmonston Road intersection bus stop.
 - Develop a pedestrian/bicycle loop around the perimeter of the town center.
 - Promote an F8 bus route that connects all the Port Towns, especially Edmonston, by routing the bus along Decatur Street.
 - Reconfigure Bladensburg Road in the vicinity of Peace Cross to promote a grid system of blocks that further mixed-use development and pedestrianism.

- ▣ Provide a continuous and connected system of sidewalks throughout the Port Towns and enhance Edmonston Road and Kenilworth Avenue with safe sidewalks as these are areas of high pedestrianism and/or locations for bus riders.
- ▣ Establish gateway elements in Port Towns character areas that act as a view terminus, such as the Port Towns Waterfront Character Area, the gateway at Eastgate in Cottage City, and Annapolis Road at the Publick Playhouse.
- ▣ Consider a possible MARC rail station in Cottage City at the western end of the corridor, with pedestrian bridges across the railroad tracks; support this station with mixed-use development and a public green surrounding the station.
- ▣ Ensure that future development and street improvements accommodate potential fixed, guided transit service that connects all the Port Towns to the greatest extent feasible to the Purple Line.
- ▣ Ensure that bus stops are safe, attractive, and accessible to pedestrians via crosswalks.
- ▣ Recommend a remodeled or new library at its present site to support the civic core.
- ▣ Rehabilitate Bladensburg South Community Park, provide trail access to the Bladensburg Waterfront Park, and improve Bladensburg Elementary School's ball field.

COMMUNITY CHARACTER RECOMMENDATIONS

- ▣ Diversify the existing jobs base and housing types and adapt the Port Towns' retail environment to changes in the ethnic makeup of local consumers to maintain a responsive retail market.
- ▣ Apply appropriate and creative adaptive reuse strategies to historic resources, such as the Bostwick House and site.
- ▣ Incorporate urban design guidelines into the physical restructuring of the Port Towns to create a high-quality, mixed-use, pedestrian- and transit-oriented environment.

IMPLEMENTATION RECOMMENDATIONS

- ▣ Develop strategies and opportunities for investment and funding and recommend phasing and action plans to implement the goals of the plan.
- ▣ The plan recommends a significant change in zoning to M-X-T with the application of form-based code development standards via the DDOZ.
- ▣ Support and encourage partnerships and resource sharing within the public and private development communities.



INTRODUCTION

PLAN PURPOSE

On June 17, 2008, the District Council initiated the Port Towns Area Sector Plan and Sectional Map Amendment (SMA). This document is organized to reflect the 2002 *Prince George's County Approved General Plan*. The sector plan, prepared in conjunction with the Port Towns of Bladensburg, Colmar Manor, Cottage City, and Edmonston, contains goals, policies, and strategies to guide future growth and development for the Port Towns Sector Plan area.

The principal purposes of this plan are:

- To implement the recommendations of the 2002 *Prince George's County Approved General Plan* and assess its implications on the sector plan area.
- To update parts of the 1994 *Approved Master Plan and Sectional Map Amendment for Bladensburg–New Carrollton and Vicinity (Planning Area 69)*.
- To update parts of the 1994 *Approved Master Plan and Sectional Map Amendment for Planning Area 68 (Avondale, Brentwood, Colmar Manor, Cottage City, Edmonston, Hyattsville, Mt. Rainier, North Brentwood, Riverdale, and University Hills)*.
- To update parts of the 2007 *Approved Bladensburg Town Center Sector Plan and Sectional Map Amendment*.
- To amend the zoning map, through an SMA, in order to implement the land use recommendations of this sector plan and 2002 General Plan.
- To set policies that will guide future development pertaining to urban design, historic resources, economic development, roads, trails, transit, public facilities, parks and recreation, and environmental infrastructure in the planning area.

PLANNING AREA BOUNDARY AND REGIONAL SETTING

The sector plan area, being part of Planning Areas 68 and 69, generally comprises the properties contained within the municipal boundaries of Bladensburg, Colmar Manor, Cottage City, and Edmonston, as well as including properties south of the Bladensburg municipal boundary from the south side of Annapolis Road to the 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. (See Map 1: Sector Plan Boundary and Map 2: Regional Setting.) The sector plan area is largely residential but also contains a mix of other uses, including several shopping centers, employment areas, and portions of the Northeast and Northwest Branches of the Anacostia River.

OTHER PLANS AND STUDIES

Previous plans and studies established the groundwork for this sector plan and provided background information critical to the development of key planning recommendations.

Title: *Prince George's County Approved General Plan (2002)*

Author: The Maryland-National Capital Park and Planning Commission

Key Recommendations: The Bladensburg Town Center Sector Plan boundaries place the study within the Developed Tier, along the MD 450/Annapolis Road Corridor, and within the Port Towns Regional Center as specified by the 2002 *Prince George's County Approved General Plan*.

Title: *The Approved Bladensburg Town Center Sector Plan and Sectional Map Amendment (June 2007)*

Author: The Maryland-National Capital Park and Planning Commission

Key Recommendations: The Town of Bladensburg is a targeted wellness district and is developed in a way that benefits the overall health and wellness of its residents. Residents of the town center and adjacent areas have access to healthy foods, reliable transportation, safe places to walk and exercise, and employment and housing options that help individuals in making healthy choices.

The Bladensburg Town Center Sector Plan boundaries place the study area within the Developed Tier, along the MD 450/Annapolis Road Corridor and within the Port Towns Regional Center as specified by the 2002 *Prince George's County Approved General Plan*.

- The Developed Tier's policies emphasize: medium- to high-density, quality infill and redevelopment; restoration, as well as preservation and enhancement of environmental quality; transit and pedestrian facilities; and adequate public facilities to serve existing and future residents.
- Developed Tier corridors generally contain a higher intensity of residential and nonresidential land uses and a greater mix of uses that are more regional in scope than the surrounding land use. Development should occur at selected corridor nodes and be planned as transit-oriented development.
- Regional centers are locations for regionally marketed commercial and retail centers, offices and employment areas, some higher education facilities, and possibly professional sports and recreation complexes primarily serving Prince George's County.

Title: *1994 Approved Master Plan and Sectional Map Amendment for Bladensburg–New Carrollton and Vicinity (Planning Area 69)*

Author: The Maryland-National Capital Park and Planning Commission

Key Recommendations: The 1994 master plan recommends orderly infill development, the creation of new job opportunities through effective and efficient

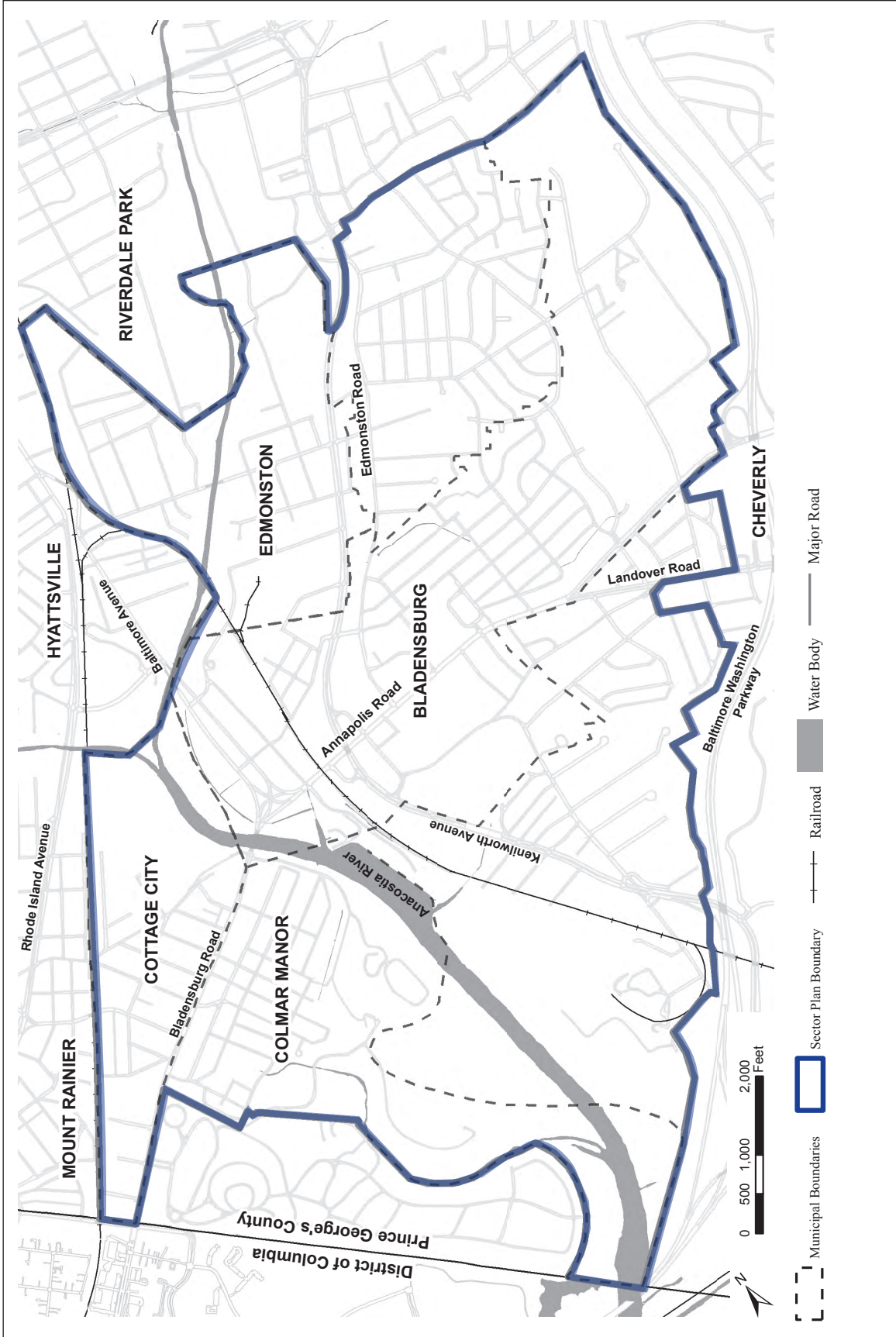
use of existing industrial sites, and capitalization of the planning area's proximity to the District of Columbia, Metro stations, and other commercial, office, and community growth areas. The 1994 master plan also recommends protecting existing natural resources, expanding and enhancing an open space system (including taking remedial actions to correct environmental deficiencies), utilizing urban design principles to guide improvements to the appearance of the community, and incorporating funding mechanisms to achieve these visions.

The master plan shows the marina and levee as M-NCPPC parkland within the Natural Reserve System. The Natural Reserve System designates lands "...which exhibit severe constraints to development or which are important to sensitive ecological systems." The plan states: "Natural Reserve Areas must be preserved in their natural state...this does not preempt so much land from development as to be unduly restrictive." The plan recommends that the Bladensburg Marina should be incorporated into a "...comprehensive 'main street' revitalization program that would stimulate economic development, with the promotion and conservation of the town's historic resources as key components." Recommendations include renovation of the marina and needed pedestrian links between historic properties to be used to promote the commercial revitalization of Bladensburg. The parkland between the river and the CSX railroad tracks is currently zoned C-S-C (Commercial Shopping Center), with the northwest portion of the property located within the R-C-O (Resource Conservation Overlay) Zone of the Chesapeake Bay Critical Area.

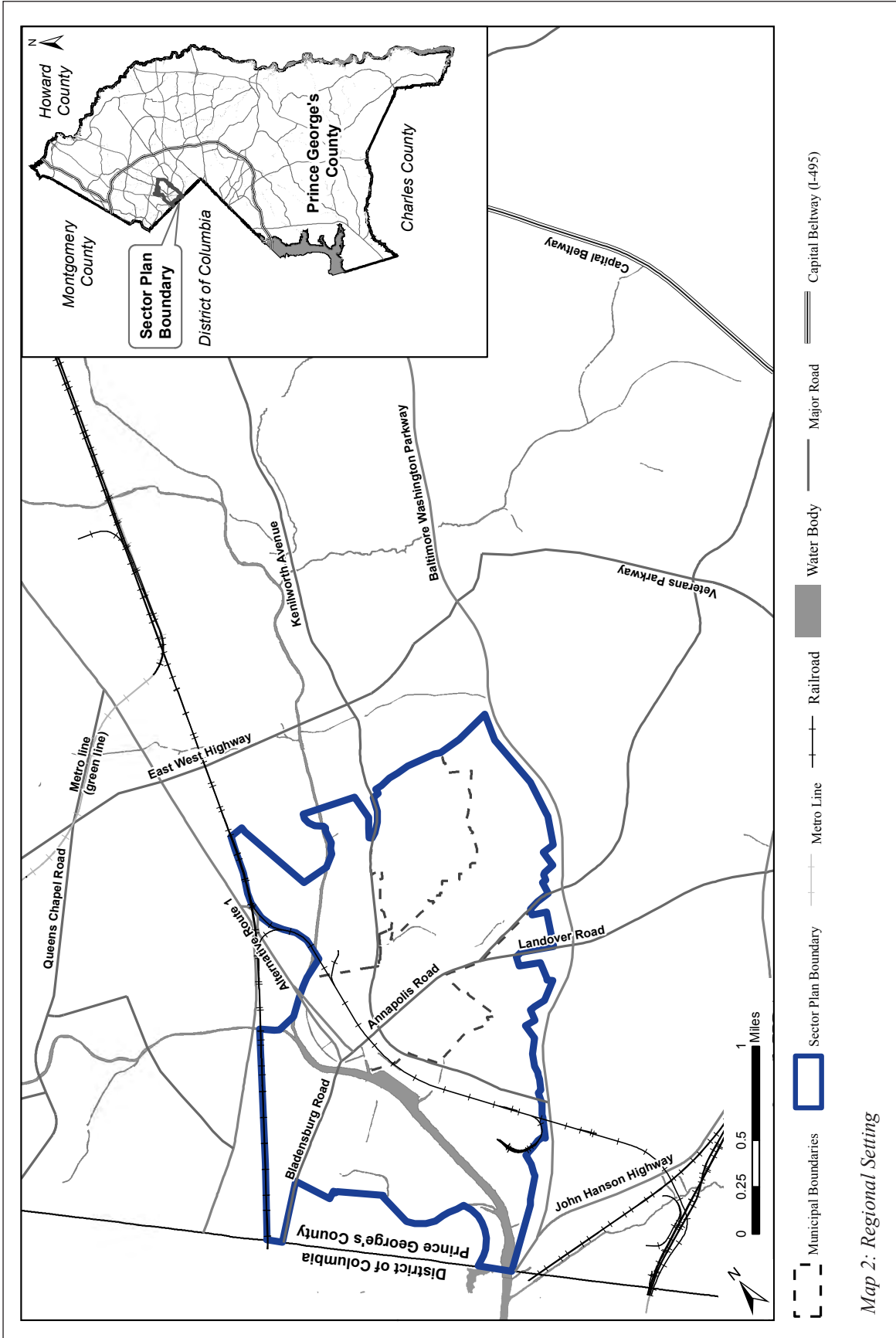
Title: *Approved Anacostia Trails Heritage Area Management Plan: A Functional Master Plan for Heritage Tourism (September 2001)*

Author: The Maryland-National Capital Park and Planning Commission

Key Recommendations: The plan describes the Anacostia Trails Heritage Area (ATHA) and heritage tourism resources; strategies for heritage tourism, interpretation, stewardship and linkages; and discusses implementation practices.



Map 1: Sector Plan Boundary



Title: *Feasibility Study for the Bladensburg Town Center Project (2004)*

Author: HRG Consultants, Thomas Point Associates, Inc., Paradigm Design

Key Recommendations: The Town of Bladensburg contracted with the consultant team to explore opportunities and options for a municipal/civic town center to spur investment and development.

The feasibility study for the proposed Bladensburg Town Center investigates the potential financial, design, and planning implications of building a civic/government complex on the Bladensburg Shopping Center site and establishing a town center master plan. The study for the town center project is the basis for a recommendation to amend the Bladensburg-New Carrollton and Vicinity Master Plan and SMA to create a mixed-use town center.

The study concludes that the transportation infrastructure of Bladensburg does not support a walkable community or a pedestrian-oriented town center. Commuter highways, high-volume traffic, and lack of building frontage along the street reflect an auto-oriented suburban environment.

The feasibility study recommends development of the existing municipal core, the adaptive reuse of the library incorporating a mix of office, retail, and residential uses, and incorporation of the Bostwick House as a visual focal point of a government complex at the terminus of Edmonston Road and Annapolis Road. Annapolis Road should become Bladensburg’s “main street,” anchored by the Bladensburg Waterfront Park at the western gateway and the Publick Playhouse near the eastern boundary.

Recommendations for a future town center master plan include:

- Creating a future landscape median in selected areas of the left turn lane along Annapolis Road as a traffic-calming technique.
- Providing on-street parking along Annapolis Road during off-peak hours.
- Reducing the number of driveway entrances to accommodate on-street parking and median strips.
- Providing design guidelines for buildings and streetscape elements.

- Examining shared parking opportunities in redevelopment plans.
- Enhancing linkages between the town center and the surrounding residential and recreational areas through a more complete street grid.
- Improving public transit areas.
- Establishing connections between the Anacostia River and the town center.

Title: *1997 Smart Growth and Neighborhood Conservation Act*

Author: The Maryland General Assembly

Key Recommendations: Loss of open space, decline and abandonment of older communities, the cost of supporting an increasingly dispersed population, and the deteriorating health of the Chesapeake Bay led to Maryland’s 1997 Smart Growth and Neighborhood Conservation Act. In the mid-1990s, individuals, organizations, and elected officials traced these seemingly unrelated trends, at least in part, to a single, complicated source: low-density development far from existing population centers. The purpose of Smart Growth, however, is much broader than simply stopping sprawl. Smart Growth aims to give people the opportunity to live in a variety of healthy, safe communities to fit diverse, healthy lifestyle choices.

In 1997, the Maryland General Assembly enacted a package of legislation collectively referred to as the Neighborhood Conservation and Smart Growth Initiative. This act comprises five main components:

- Priority funding areas
- Rural legacy
- Live near your work
- Brownfields
- Job creation tax credits

A significant aspect of the initiative is the Smart Growth Area legislation requiring that state funding for projects in Maryland municipalities, other existing communities, and industrial and planned growth areas designated by counties will receive priority funding over other projects. The cornerstone of Smart Growth, establishment of priority funding areas, ensures that existing communities continue to provide a high quality of life for their residents. The act designates by law certain areas, including municipalities inside the Capital Beltway, as priority funding areas.

An employer-assisted housing program, Live Near Your Work, uses state, local, and private resources to help people purchase homes in distressed communities near their place of employment. Live Near Your Work helps increase the rate of homeownership, introduces a mix of incomes into communities, and encourages people to use alternative modes of transportation for their daily commutes.

In an effort to encourage cleanup and redevelopment of abandoned or underutilized properties with contamination or the perception of contamination, the Brownfields Voluntary Cleanup and Revitalization Program streamlines the cleanup process, offers developers and lenders certain limitations on liability, and provides economic incentives for redevelopment.

Originally passed in 1996, the Jobs Creation Tax Credit Act encourages mid-sized and small businesses to invest in Priority Funding Areas by providing tax credits to targeted growth sector businesses.

Finally, the Rural Legacy program protects rural greenbelts and regions rich in natural and cultural resources from sprawl through the purchase of easements and development rights. Rural Legacy encourages jurisdictions and land trusts to develop a land preservation plan and to work across jurisdictional boundaries.

In 2000, Maryland passed Smart Codes legislation that makes it easier to rehabilitate buildings, build in existing communities, and create new communities that emulate the characteristics of our most vibrant communities, providing guidelines for infill development and “smart neighborhoods.”

Title: *Approved Master Plan and Sectional Map Amendment for Planning Area 68 (1994)*

Author: The Maryland-National Capital Park and Planning Commission

Key Recommendations: It includes a historical overview and a community profile of the development vision for the future of the community.

The plan makes recommendations to guide public policy and investment in the planning area.

The major focus of the plan is on revitalization, and it presents specific recommendations addressing community revitalization needs, including two new zones for the US 1 Corridor.

The plan includes detailed revitalization plans for Hyattsville, Mount Rainier and Riverdale Town Centers and for the Brentwood and North Brentwood Industrial Employment District.

PUBLIC PARTICIPATION PROGRAM

Public participation is fundamental to the creation of a community-vested vision plan. Multiple efforts were undertaken in the Port Towns to ensure that a broad cross section of residents and stakeholders was included in the development of the plan and that the process was open and transparent. These efforts consisted of:

- One-on-one interviews.
- Fourteen stakeholder group interviews.
- The three-step charrette process (consisting of a pre-charrette, charrette, and post-charrette).
- Neighborhood walking tours.
- Tours of model neighborhoods in Alexandria and Arlington, Virginia.
- Coordination with county and state public agencies, community and youth groups (such as the Port Towns Community Development Corporation (CDC) and the Port Towns Youth Council), and corporate initiatives (such as the Kaiser Permanente Community Health Initiative).
- Municipal briefings and meetings with the four Port Towns mayors and councils.

A pre-charrette was held in April 2008 to introduce stakeholders to the sector planning process and to allow them the opportunity to share their concerns and ideas about their communities and visions for the future of the area. Residents, business owners, local organizations, public officials, and other citizens provided valuable input on the project area’s economic, historic, transportation, and environment issues.

The charrette, conducted at the Bunker Hill Fire Station over a six-day span in June 2008, was open to the public; invitations were sent to over 2,000 households in the sector plan area. A charrette is a multiday planning and design process that brings interested and vested parties to the table to meet with the planning team and provide feedback on proposed revitalization/redevelopment plans, alternative design concepts, and implementation strategies. The process

consisted of two presentations, two 3-hour public drop-in periods, a mayors’ reception, one-on-one interviews, and focus groups. Over three dozen residents, public leaders, and stakeholders (including three middle-school students) participated in the process, which culminated in a preparation of a preferred design alternative.

The planning team presented the refined preferred design alternative and implementation strategies to the public for their review and input at the post-charrette gathering held at the Publick Playhouse on September 17, 2008. Attendance exceeded expectations and included significant representation from the Port Towns Youth Council.

DEMOGRAPHIC PROFILE

This section summarizes the demographic and socio-economic character of the four municipalities comprising the Port Towns—Bladensburg, Colmar Manor, Cottage City, and Edmonston. Although the properties located in the unincorporated portions of the project area are not directly included in this analysis, the profile is considered to be representative of the Port Towns project area in its entirety. Data are from 2007 unless otherwise stated.

Population and Households

In 2007, the population of the Port Towns was 11,097, contributing approximately 1.3 percent of the county’s population and 1.4 percent of its households. In population terms, Bladensburg dominated the Port Towns (comprising approximately 70 percent of the population), with Colmar Manor, Cottage City and Edmonston contributing approximately 11 percent, 10 percent, and 9 percent, respectively. (See Figure 1.)

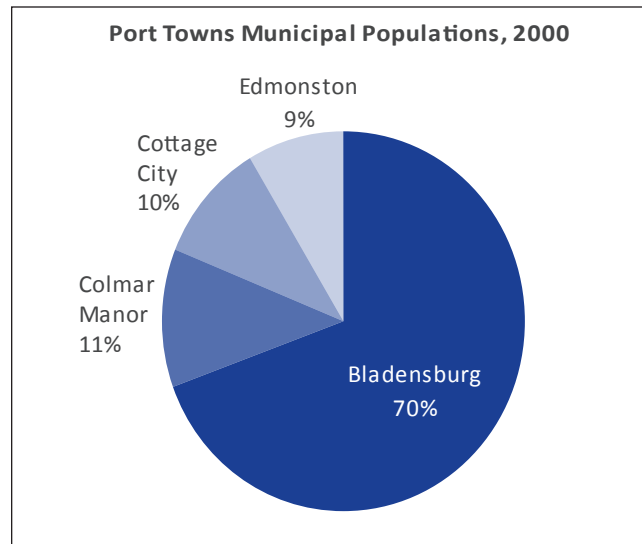


Figure 1: Source—U.S. Census, 2000

The Port Towns featured a smaller household size (2.59) than the county (2.76). Their households were less likely to be composed of family-members (57.5 percent versus 69.1 percent), suggesting that their composition might be influenced by the availability of employment opportunities and/or the shortage of affordable housing. In contrast, the Port Towns households contained a higher proportion of persons over the age of 65 (20.4 percent versus 16 percent), intimating that the residents are aging in place at a greater rate than in the county. (See Table 1.)

Although the Port Towns are projected to experience household growth between 2007 and 2012 (0.3 percent), they are not expected to capture a proportionate share of new households relative to the county and region (metropolitan statistical area) over the five-year period. (See Table 2.)

Table 1: Population and Households			
	Port Towns	County	Port Towns as Percentage of County
Population, 2007	11,097	856,679	1.3
Households, 2007	4,273	304,333	1.4
Household Size, 2007	2.59	2.76	93.8
Households by Type: Families, 2007	57.5%	69.1%	
Households by Type: Persons older than 65, 2007	20.4%	16%	

Source: ESRI Business Information Solutions; BBPC 2008

Table 2: Household Trends

	Port Towns	County	Region (MSA)
Existing Households, 2007	4,273	304,333	2,043,838
Projected Households, 2012	4,337	317,330	2,231,520
Net Increase	0.3%	0.84%	1.77%

Source: ESRI Business Information Solutions; BBPC 2008

Table 3: Household Income

	Port Towns	County	Port Towns as Percentage of County
Average household income	\$63,451	\$72,228	87.8
Median household income	\$43,704	\$67,216	65

Source: ESRI Business Information Solutions; BBPC 2008

Income

Although the Port Towns had lower average and median household incomes than the county as a whole (see Table 3), projected trends indicate that incomes are expected to rise over the next five years. By 2012, the percentage of households with incomes under \$50,000 is expected to decrease, while the share of households making over \$75,000 is anticipated to grow faster than the share of lower-income households. (See Figure 2.)

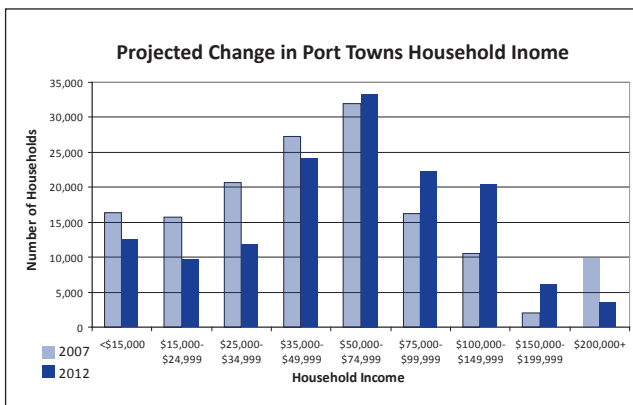


Figure 2: Source—ESRI Business Information Solutions; BBPC 2008

Diversity and Age

The Port Towns had a diverse population with approximately 63 percent of their residents identifying themselves as black, 19 percent as white, and 20 percent as being of Hispanic origin. The proportion of residents of Hispanic origin is anticipated to experience the highest rate of growth increasing to nearly one-quarter of all residents (24 percent) in 2012.

Two indicators that further highlight the diversity of the project area include the percentage of residents who are foreign born and speak a language other than English at home. The Port Towns exceeded the county on both of these indicators by over 66 percent, signaling the attractiveness of the Port Towns to immigrants. (See Figure 3.)

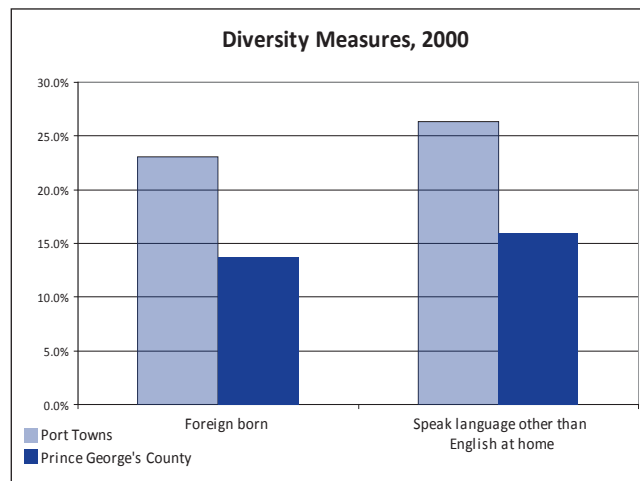


Figure 3: Source—U.S. Census, 2000

The median age in the Port Towns was 32.9 as compared to 35.1 in the county. Like the county, however, the Port Towns are projected to experience growth of residents age 55 and over as its current population ages, while the number of residents under the age of 20 is expected to decline. The 20-to-24 age group will undergo the greatest rate change and is anticipated to grow rapidly to 41 percent, exceeding the county's projection of 28 percent. This growth rate reflects the propensity of younger workers to migrate to new areas in pursuit of employment opportunities. (See Figure 4.)

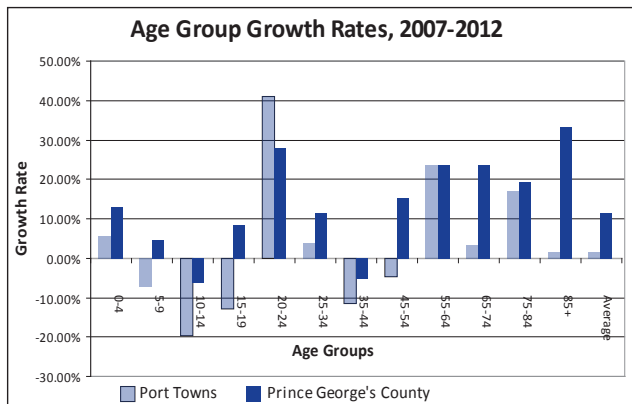


Figure 4: Source—ESRI Business Information Solutions; BBPC 2008

Housing

Although the Port Towns offer a breadth of housing types and styles, 59 percent of all occupied housing served as rental housing. A closer analysis of this statistic reveals that 53 percent of all Port Towns rental housing was concentrated in the municipality of Bladensburg. (See Figure 5.)

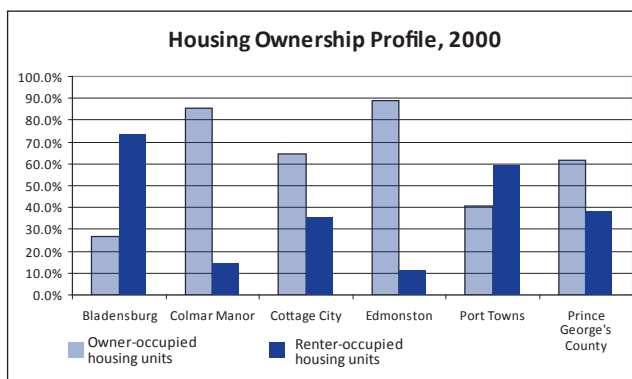


Figure 5: Source—U.S. Census, 2000

The housing stock is distinguished from the county's by two additional characteristics—its age and affordability. In 2000, 71 percent of units were constructed before 1969 in the Port Towns, compared to 50.3 percent in the county. The area's housing stock was also more affordable than the county's, with median home values reaching only 78.5 percent of the county's (\$296,912 versus \$378,272) in 2007.

Education

There is a noteworthy educational disparity between Port Towns and county residents 25 years and older. County residents were more than twice as likely to hold a bachelor's degree and 25 percent more likely to hold a high school diploma than the average Port Towns resident. (See Figure 6.)

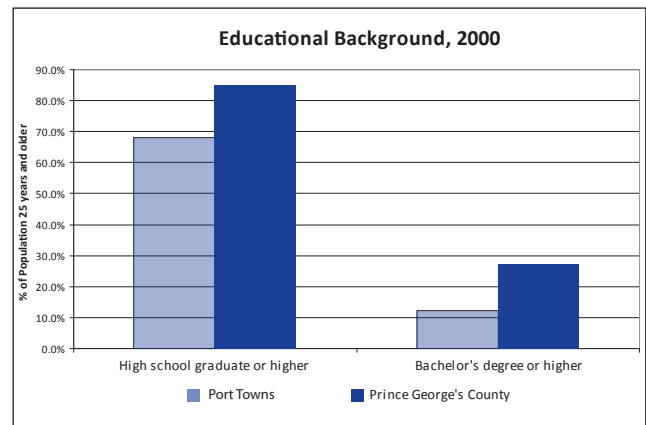


Figure 6: Source—U.S. Census, 2000

Area Commuting Patterns and Vehicle Ownership

A comparison of local commuting patterns to the county's in 2000 reveals that Port Towns' residents were more likely to use alternate forms of transportation to reach their workplace (43 percent versus 33 percent). Concurrently, the Port Towns households owned fewer vehicles (1.2 cars per household versus 1.6). Rising gas prices and a weakening economy may magnify this differential, underscoring the importance of supporting transit and pedestrian improvements in the project area. (See Figures 7 and 8.)

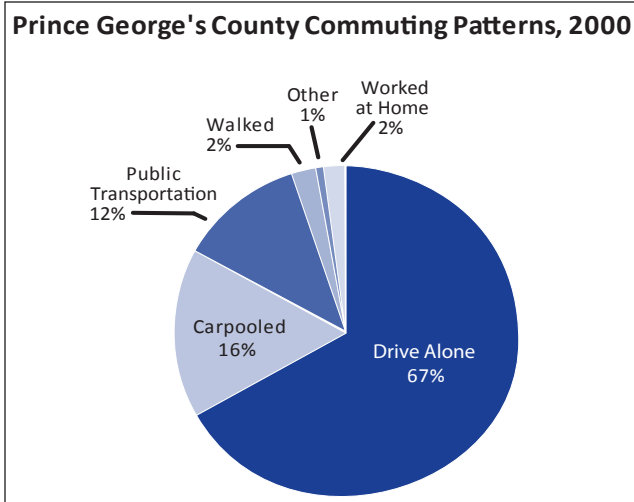


Figure 7: Source—U.S. Census, 2000

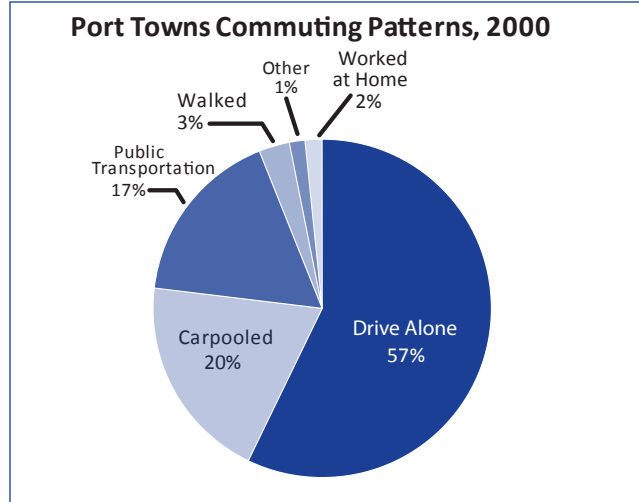


Figure 8: Source—U.S. Census, 2000

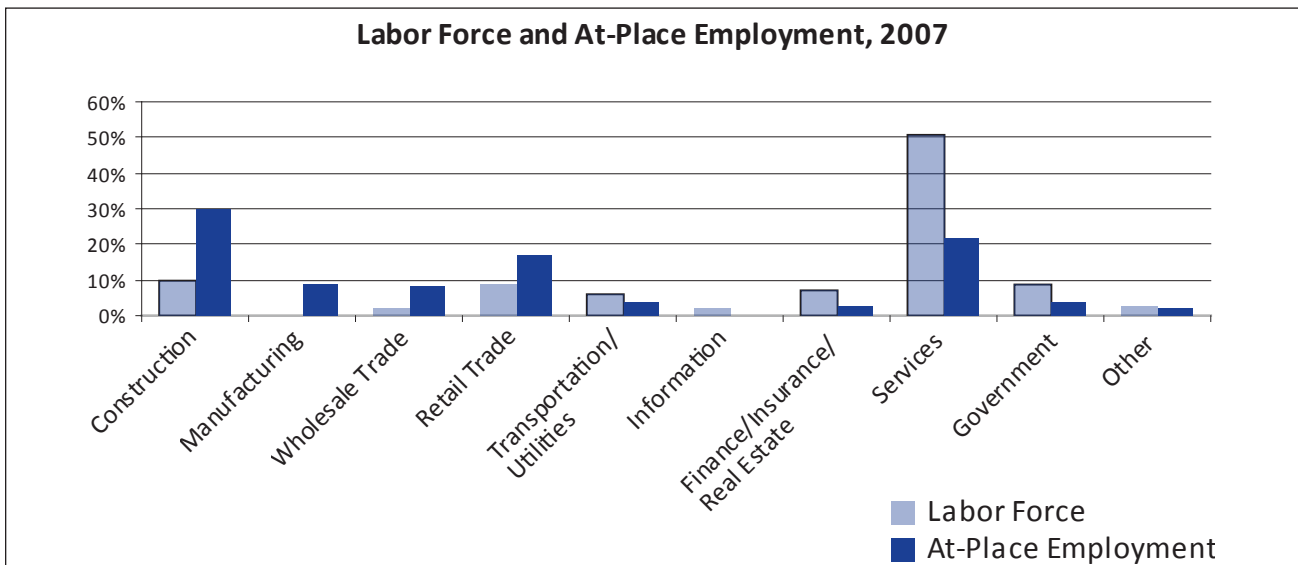


Figure 9: Source—ESRI Business Information Solutions; BBPC

Labor Force

The Port Towns labor force represented 1.2 percent of the overall county labor force, notably a share similar to the number of county residents living in the Port Towns.

The service industry dominated the labor force (51 percent of the total labor force), followed by the construction industry (10 percent), and then government (9 percent). However, the occupations and skills offered by the local labor force were not aligned with the jobs provided by local employers.

(See Figure 9.) Although over half the labor force worked in the service industry, 50 percent of the jobs available locally were industrial based. As a result, construction jobs outnumbered the local labor force by three to one, while the service-sector labor force outnumbered local jobs by five to two. This dichotomy highlights the Port Towns jobs/skills mismatch that could constrain the future competitiveness of the area's industries and/or impede service-sector employees' and residents' ability to obtain higher-paying jobs.

MARKET ANALYSIS

With a mix of long-standing industrial businesses, stable residential neighborhoods, and convenient retail offerings, the Port Towns are similar to other older, established neighborhoods in the Washington, D.C., metropolitan region. Like similar inner-ring communities, the Port Towns are now experiencing renewed interest in future mixed-used and sustainable (re)development. At the same time, the project area’s industrial base remains viable and interested in targeted expansion generating opportunities for retention and growth in the existing employment base.

Basile Baumann Prost Cole and Associates, Inc. performed a detailed analysis of demographic and economic trends, current development plans and proposals, and the project area’s strengths and constraints to evaluate the market potential for industrial, office, residential, retail, hotel, and entertainment development in the Port Towns.

Industrial Market Analysis

The Port Towns industrial market is relatively affordable, stable, older, and primarily owner occupied.

Its expansion potential is driven by the employment growth in local industrial-based companies—both through the expansion of existing and the recruitment of new companies—and by the growth of the industrial sector in the county. Table 4 summarizes the industrial market’s key characteristics and development opportunities.

Office Market Analysis

The office market represents a secondary type of land use in the Port Towns and is described as being dispersed, older, and challenging to lease. Near-term prospects for the development of new office space are limited. However, the growth of the industrial sector, combined with future mixed-used development in the area, present opportunities for the recruitment of small-scale, service-oriented firms. Table 5 summarizes the office market’s key characteristics and development opportunities.

Strengths	Weaknesses	Opportunities
<ul style="list-style-type: none"> ▣ Strategically located near regional transportation networks ▣ Relatively affordable providing ease of entry for newcomers ▣ Low vacancy rates signaling relatively strong demand ▣ Older, suggesting there is an opportunity for companies to upgrade to new space 	<ul style="list-style-type: none"> ▣ Older industrial stock becoming increasingly obsolete with limited parking and flex space, poor access, and low floors ▣ Tension between industrial base and community and economic goals for community ▣ Local job/skills mismatch forcing companies to pull employees from other communities 	<ul style="list-style-type: none"> ▣ Foster high-quality industrial development at select locations ▣ Develop specialized industrial cluster featuring green buildings and green industries (industries that fabricate elements used in the construction of green buildings) ▣ Facilitate expansion of existing large-scale industrial business/property owners

Strengths	Weaknesses	Opportunities
<ul style="list-style-type: none"> ▣ Strategically located near regional transportation networks ▣ Projected growth in information technology and business and finance office employment in county 	<ul style="list-style-type: none"> ▣ Scattered buildings and lack of existing office nodes ▣ Limited commercial investment ▣ No Class A office space to attract high-quality tenants ▣ Lack of precedent for large office buildings or centers 	<ul style="list-style-type: none"> ▣ Foster high-quality office development at selected locations ▣ Interested property/business owner for office/mixed use development ▣ Potential niche in green building design/sustainability

Table 6: Residential Supply Characteristics

Strengths	Weaknesses	Opportunities
<ul style="list-style-type: none"> ■ Relatively affordable ■ Historic ■ Improved amenities and infrastructure (e.g., Anacostia watershed) 	<ul style="list-style-type: none"> ■ Crime or perception of crime ■ Old housing stock with 71 percent of units constructed before 1969 (2000 census) ■ Perceived transient populations 	<ul style="list-style-type: none"> ■ Foster high-quality residential development/mixed use at appropriate locations ■ Market recreational amenities and regional access to employment as selling points to new households ■ Market housing to University of Maryland at College Park students

Residential Market Analysis

The Port Towns housing stock is older, relatively affordable, and dominated by renter-occupied units in multi-unit structures with ten or more units. Housing demand is expected to derive from the area’s projected population growth, future mixed-use development, relative affordability, location, and historic character. Table 6 summarizes the residential market’s key characteristics and development opportunities.

Retail Market Analysis

The Port Towns contain several convenience-oriented shopping centers, most of which were built prior to the 1990s, with some dating to the 1940s and 1950s. They offer notable opportunities for retail expansion and diversification. Although analysis shows that households and employees already present in the area

have the disposable income to support a variety of retail establishments, the current lack of retail diversity (especially the shortage of sit-down restaurants) and the perception of crime in the evenings have prevented Port Towns’ shopping areas from fully taking advantage of these key customer groups. The recruitment of full-service restaurants would serve as retail anchors which could, in turn, attract other community-oriented businesses currently undersupplied in the Port Towns, such as small-format convenience and food stores, and sporting goods/hobby/book/music stores.

The relative attractiveness of shopping in the Port Towns will be enhanced if stores offering community-based goods are located in close-proximity to existing and future residential neighborhoods and are clustered in cohesive retail nodes that provide “one-stop” shopping. Table 7 summarizes the retail market’s key characteristics and development opportunities.

Table 7: Retail Supply Characteristics

Strengths	Weaknesses	Opportunities
<ul style="list-style-type: none"> ■ Existing retail centers with expansion and renovation potential ■ Lower lease rates provide ease of entry into market 	<ul style="list-style-type: none"> ■ Lack of vibrant retail nodes ■ Lack of national retailers ■ Crime (real or perceived) limiting nighttime traffic ■ Unregulated competitive businesses making it difficult for some businesses to operate profitably 	<ul style="list-style-type: none"> ■ Need for sit-down restaurants, general merchandise, clothing, etc. ■ Curtail retail sales leakage ■ Opportunity to capture market area’s convenience goods expenditures ■ Need for high-quality, mixed-use retail development ■ Existing shopping center owners interested in redeveloping/expanding to mixed use ■ Potential niche market catering toward Hispanic goods

Table 8: Hotel Supply Characteristics

Strengths	Weaknesses	Opportunities
<ul style="list-style-type: none"> ■ Strategic location 	<ul style="list-style-type: none"> ■ No existing lodging facilities ■ Competition from nearby US 1 Corridor ■ Lack of retail/entertainment uses and adjacent office/industrial clusters to drive demand for lodging space 	<ul style="list-style-type: none"> ■ New hotel development can create demand for other uses (e.g., retail and restaurants) ■ Opportunity for lodging options that are more affordable than regional alternatives ■ Creation of destinations (Star-Spangled Banner National Historic Trail, Riverview on the Anacostia Waterfront) to increase demand for overnight accommodations

Hotel Market Analysis

The Port Towns are situated within the College Park hotel market area, which includes approximately 20 hotels, mostly clustered along US 1. Although none are located within the Port Towns, there is a 156-room Howard Johnson in nearby Cheverly. With most of the demand for hotel rooms in the College Park area originating from visitors to the University of Maryland, there does not appear to be an immediate opportunity for hotel accommodations in the Port Towns. However, new mixed-use, commercial and entertainment-oriented development that spurs business travel and/or destination tourism may generate potential in the hotel market in the medium to long term. Table 8 summarizes the retail market’s key characteristics and development opportunities.

Health and Wellness Profile

The U.S. is not among the industrialized nations top 10 for the protection and promotion of the public’s health. Recent data show the United States ranked 24th (down from 19th in 1989) among industrialized nations in infant mortality, the single most common public health indicator. National data from the 1999-2000 National Health and Nutrition Examination Survey, referred to as NHANES, revealed that 34 percent of the nation’s children and adolescents are either overweight or at risk of becoming overweight.

In 2002, 34 percent of African-American children age 2 to 19 in Prince George’s County were overweight compared to 19.6 percent of their white counterparts.

The Healthy People 2010 objective is to reduce by five percent the number of overweight youth between the ages of 12-19 years old. Overweight children and adolescents tend to become overweight and/or obese adults. Of adult (>18 years old) county residents, 58.6 percent are overweight or obese compared to 54.0 percent for the State of Maryland. Alarming, 63.6 percent of African-American adults in the county are overweight or obese (BMI \geq 25 kg/m²) compared to 52.3 percent of whites. Examining obesity alone (BMI \geq 30 kg/m²); 25.2 percent of African-Americans and 18 percent of whites are obese. BRFSS 2007 data reveal a worsening of this trend in Prince George’s County residents. Currently available data reveal that 68.8 percent of county adults are overweight (39.2 percent) or obese (29.6 percent). African-American adults experience the worst of this problem with a reported 75.2 percent compared to 58.5 percent of whites. This level of obesity is well above the Healthy People 2010 target of only 15 percent of adults. Although data has not been provided here about the County’s Hispanic population, based upon national trends, it is expected that such data on adolescent Hispanic males and females will show a significant caloric/exercise imbalance for that population as well.

Chronic diseases that are initiated and exacerbated by obesity, smoking and other influences are quickly replacing population health risks associated with infectious disease. Injury, disability, and trauma from violence put individuals, especially young people, at much higher risk for poorer health outcomes. As the Adverse Childhood Experience Study suggests,

violence and maltreatment in early life are among the major risk factors for the leading causes of illness and death in the U.S., and are imperative to address as they affect individual and community health outcomes and overall wellness. These and many other health threats exist in a social context brought on by such trends as increasing control of national economies; dramatic demographic shifts; uncontrolled urban sprawl; reduced federal and state revenues for investments in basic human needs and community infrastructure; and a political climate hostile to publicly funded social services. As a result, the 21st century prognosis is that the next generation is anticipated to have a shorter life expectancy. These same patterns of poor population health affect residents across Prince George’s County. For these reasons, M-NCPPC has a historic opportunity to play a critical role in positively impacting the future health and well-being of current residents as well as future generations in the form of a Port Towns Sector

Plan that designates the Port Towns as a Wellness Opportunity District where there is a convergence of best practices in terms of land use that positively impact healthy lifestyles.

Entertainment Market Analysis

In the Port Towns, the Crossroads Entertainment Complex in Bladensburg attracts visitors from around the region. Additionally, there are currently two major planned projects with entertainment/recreational components in the Port Towns—the Star-Spangled Banner National Historic Trail and the Riverview on the Anacostia Waterfront. The creation and marketing of these planned destinations could enhance Port Towns’ visibility to local, regional, state, and to a lesser degree, national visitors and catalyze additional development. Table 9 summarizes the entertainment market’s key characteristics and development opportunities.

Table 9: Entertainment Supply Characteristics

Strengths	Weaknesses	Opportunities
<ul style="list-style-type: none"> ■ Waterfront and water resources ■ Historic and cultural resources, including the Star-Spangled Banner trail and the Battle of Bladensburg ■ Parkland and recreational assets ■ Trail connections ■ Superior regional access ■ Active CDC with vision for entertainment attractions ■ The Crossroads music venue, which attracts visitors from around the region 	<ul style="list-style-type: none"> ■ Hidden and fragmented historic resources ■ Lack of existing cluster of stable entertainment facilities 	<ul style="list-style-type: none"> ■ Pursue Star-Spangled Banner National Historic Trail to increase national exposure ■ Build recreational attractions through partnership with Kaiser Permanente ■ Consider joint marketing of future entertainment, recreational, and tourism attractions to enhance image and boost visitation of local, regional, state and even national guests ■ Use catalyst projects, such as the Riverview on the Anacostia Waterfront and the Watershed Educational Center, to boost visitation



DEVELOPMENT PATTERN ELEMENT

VISION STATEMENT

The vision for the Port Towns area is to achieve green, healthy, and pedestrian-friendly communities and destinations that celebrate and build on the area's cultural diversity, strategic location, industrial base, and historical, recreational and environmental assets. The four Port Towns function as cohesively interlinked communities with well-defined development nodes while retaining their own distinct identities. For each of the Port Towns, an active civic core is closely integrated with a vibrant mix of residential, retail, and office development located along major commercial corridors. Rehabilitated housing and infill residential development offer a diverse mix of market rate and workforce housing linked to convenient mass transit stops by an efficient and safe network of pedestrian-friendly streets and paths. The unique historic buildings and sites in the community enhance the sense of place and highlight the history of the town, drawing visitors and guests to new businesses. A revitalized, rehabilitated, and more accessible Anacostia waterfront is closely linked to surrounding communities and to an improved and expanded network of public open spaces and trails. The Port Towns comprise a wellness district that fosters healthy lifestyles by providing safe and comfortable routes for walking and bicycling, recreational and athletic facilities, healthy food choices, and sustainable design and development practices that contribute to a healthy environment.

OVERALL SECTOR AREA

Background

Clustered around the banks of the Anacostia River and traversed by key transportation routes and rail lines, the Port Towns area is distinguished by an array of recreational, environmental, historical, architectural, community, and economic assets. It boasts a strategic location, a vibrant and diverse population, an affordable and distinct housing stock, a walkable scale, active leadership, historic landmarks and sites, and a thriving industrial base.

Despite these advantages, the landscape of the four municipalities is challenged by predominantly auto-oriented infrastructure and development. This fosters an unfriendly environment for pedestrians and blocks access to views of the river and the area's recreational and historic resources. Inadequate transit service, lack of healthy food options, and pollution further impair the quality of life of the Port Towns' residents.

Goals

- Enhance the unique character of each of the Port Town communities while developing strategies to link them as a regional center.
- Support the implementation of the wellness opportunity district and ensure community health and wellness are addressed as land use policies are developed.
- Improve community security and safety.



Map 3: Illustrative Framework Vision Plan