

COUNCIL DISTRICT 9



Subregions
5 + 6

Accokeek
Brandywine
Clinton
Piscataway
Upper Marlboro

Wednesday, November 20, 2024
Southern Area Aquatics and Recreation Complex

 THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
Prince George's County Planning Department



Councilmanic District 9



The Honorable Sydney J. Harrison

Vice-Chair, Prince George's County Council
Council Member, District 9



M-NCPPC Team



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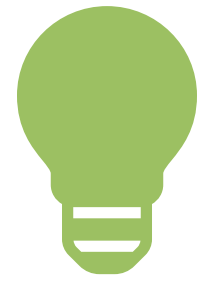
Next Steps



Purpose & Background



Purpose



Feedback

Gather your input on critical things:

- Agricultural
- Medical
- Retail
- Housing
- 15-minute Communities



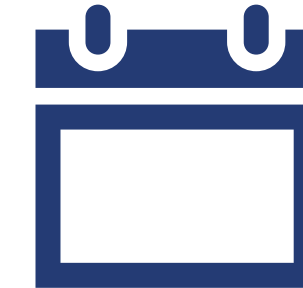
Listen

Listening session to understand Strengths, Weaknesses, Opportunities, and Threats in subregions 5 and 6, and on the Innovation Opportunity site.



Explore

Exploration of subregion plan updates.



Prepare

Precursor for medical innovation campus study.



Background

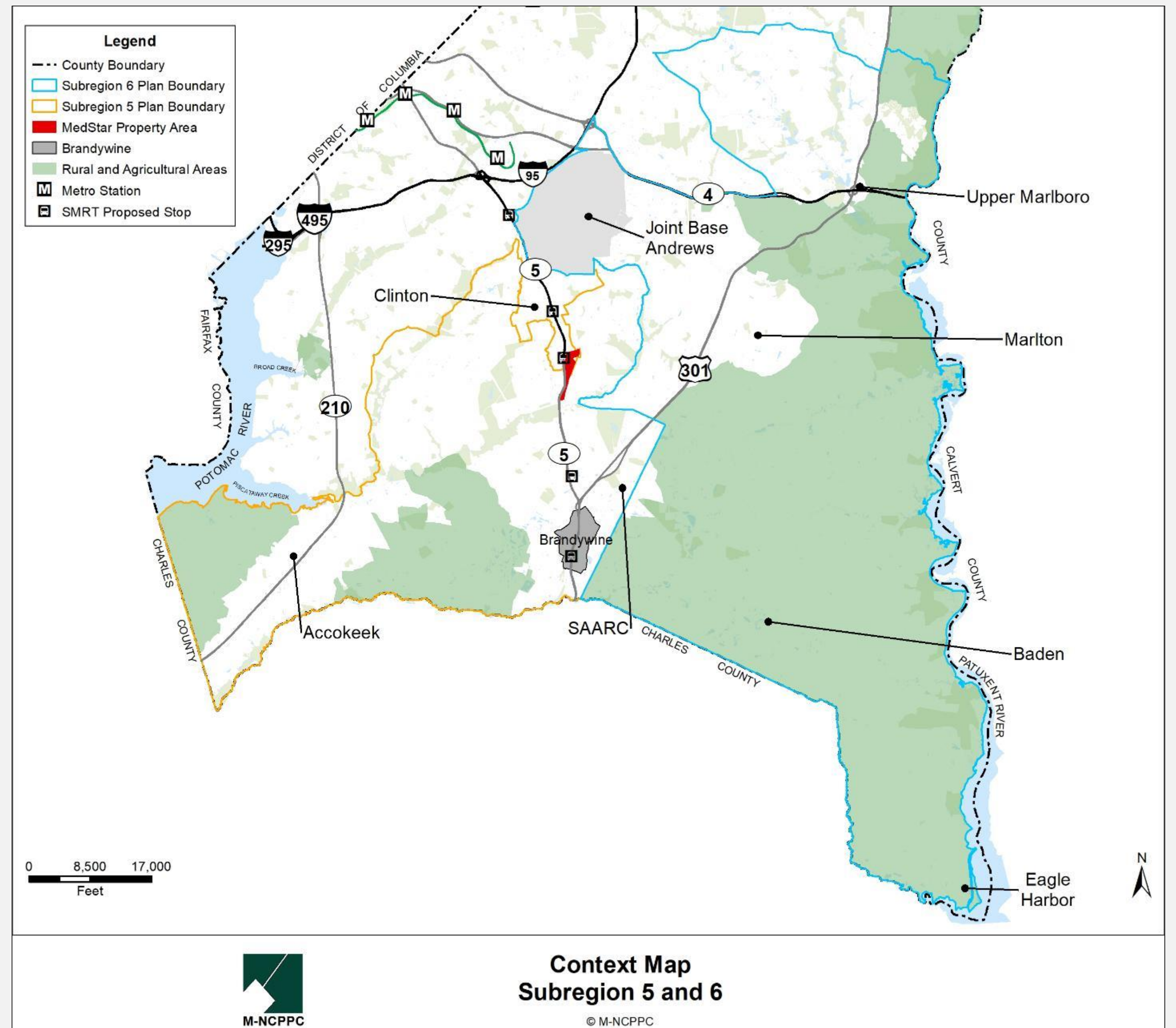


- Previous planning efforts and community engagement in District 9 preceded 2013 Plans:
 - 2013 Approved Subregion 5 Master Plan
 - 2013 Approved Subregion 6 Master Plan
 - 2013 Approved Central Branch Avenue Corridor Revitalization Plan
- Since then, much has changed; recommendations may no longer be relevant anymore



Location

- Key Roadways
 - MD 4 (Pennsylvania Avenue)
 - MD 5 (Branch Avenue)
 - MD 210 (Indian Head Highway)
 - US 301 (Robert S. Crain Highway)
- Includes Southern Maryland Rapid Transit stops
- Brandywine as sole Plan 2035 Center
- Key municipalities
 - Accokeek
 - Clinton
 - Marlton
 - Upper Marlboro
 - Eagle Harbor
- MedStar Southern Maryland Hospital and surrounding properties as Innovation Opportunity Site

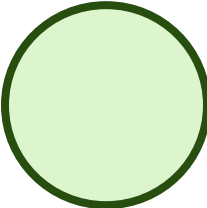


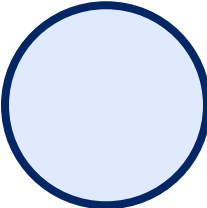
Planning History

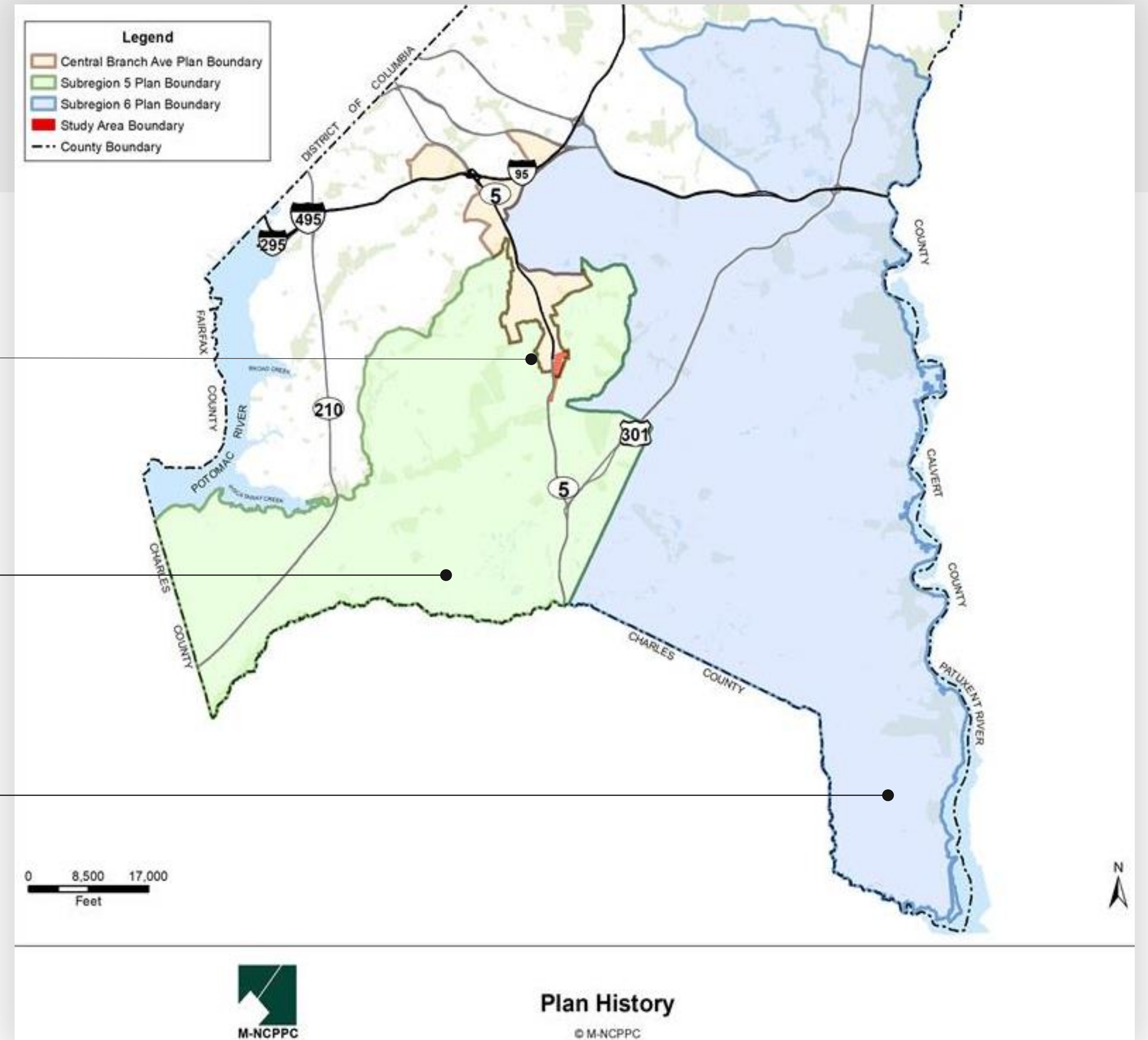


Active Plans

 2013 Approved Central Branch Avenue Corridor Revitalization Sector Plan

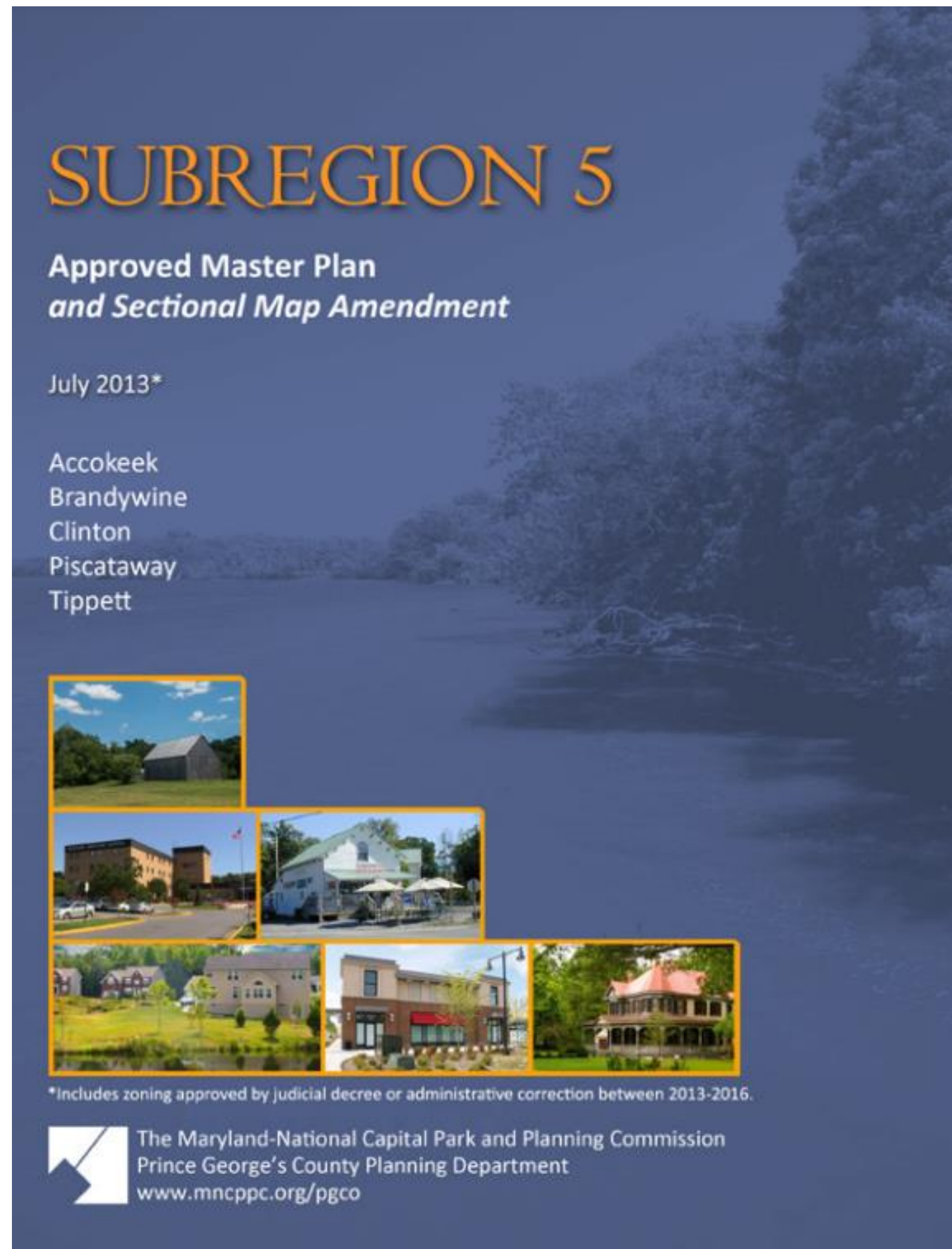
 2013 Approved Subregion 5 Master Plan and Sectional Map Amendment

 2013 Approved Subregion 6 Master Plan and Sectional Map Amendment



2013 Approved Subregion 5

MASTER PLAN



SUBREGION 5

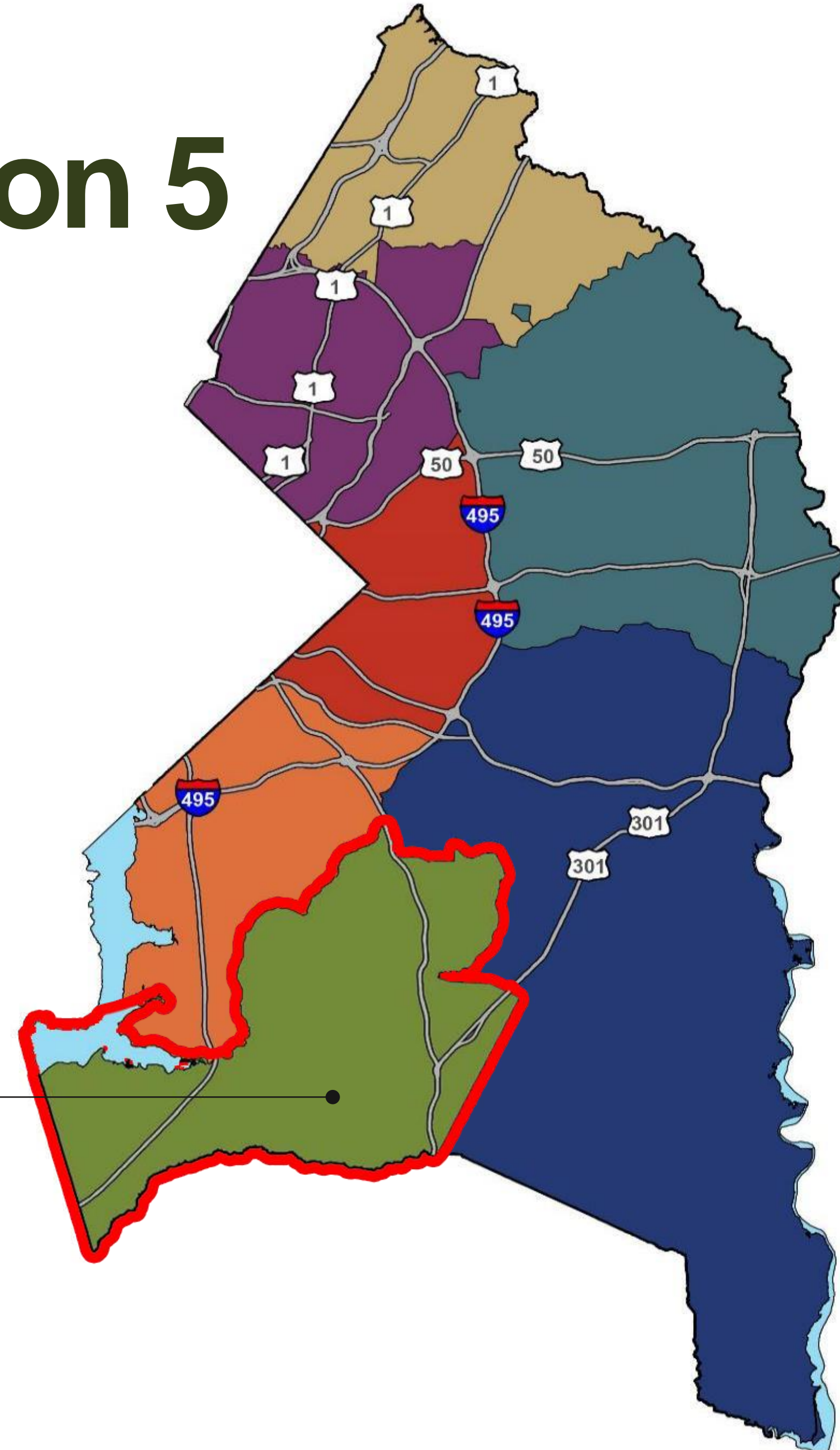
Approved Master Plan
and Sectional Map Amendment

July 2013*

Accokeek
Brandywine
Clinton
Piscataway
Tippett

*Includes zoning approved by judicial decree or administrative correction between 2013-2016.

The Maryland-National Capital Park and Planning Commission
Prince George's County Planning Department
www.mncppc.org/pgco

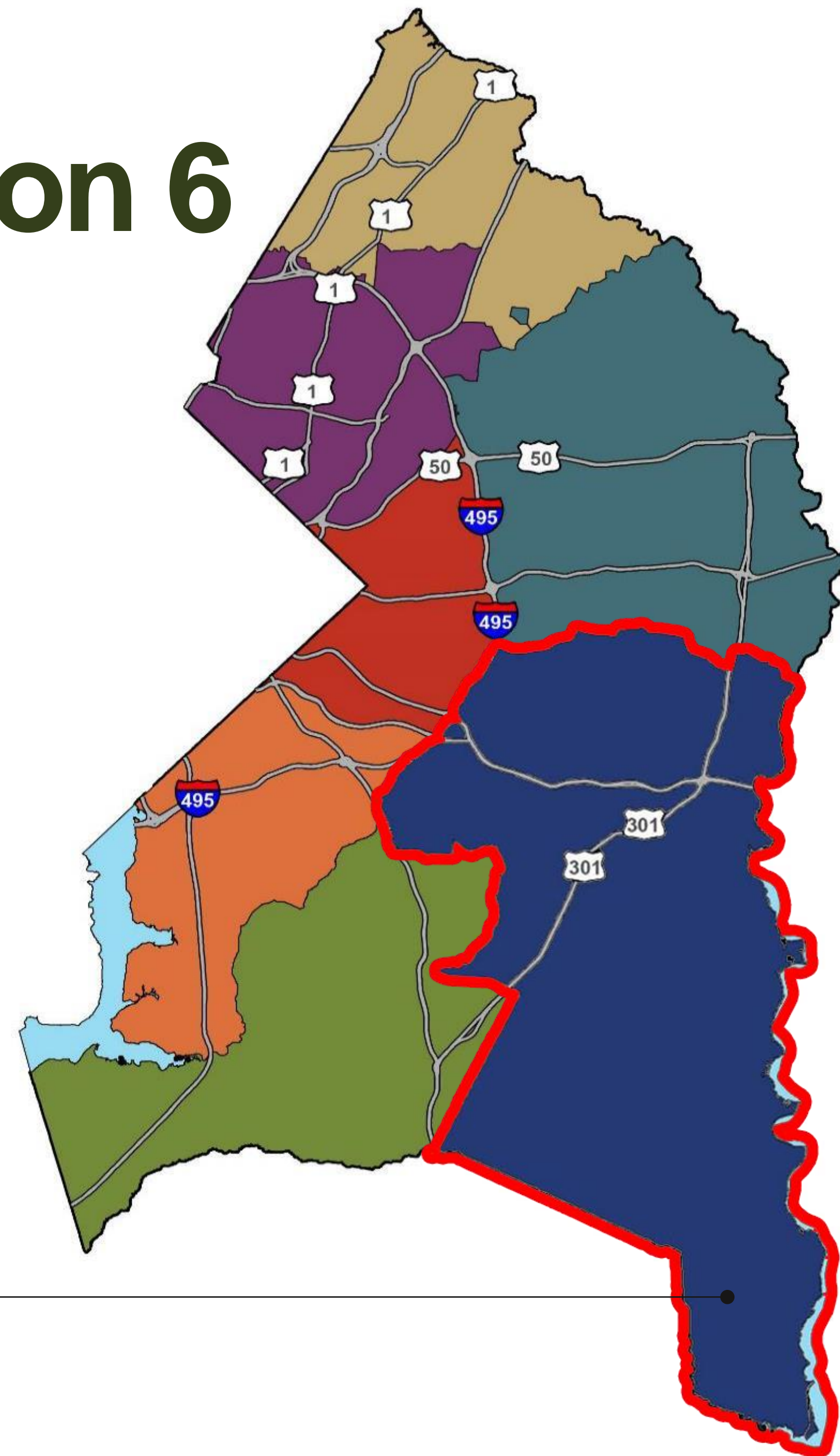
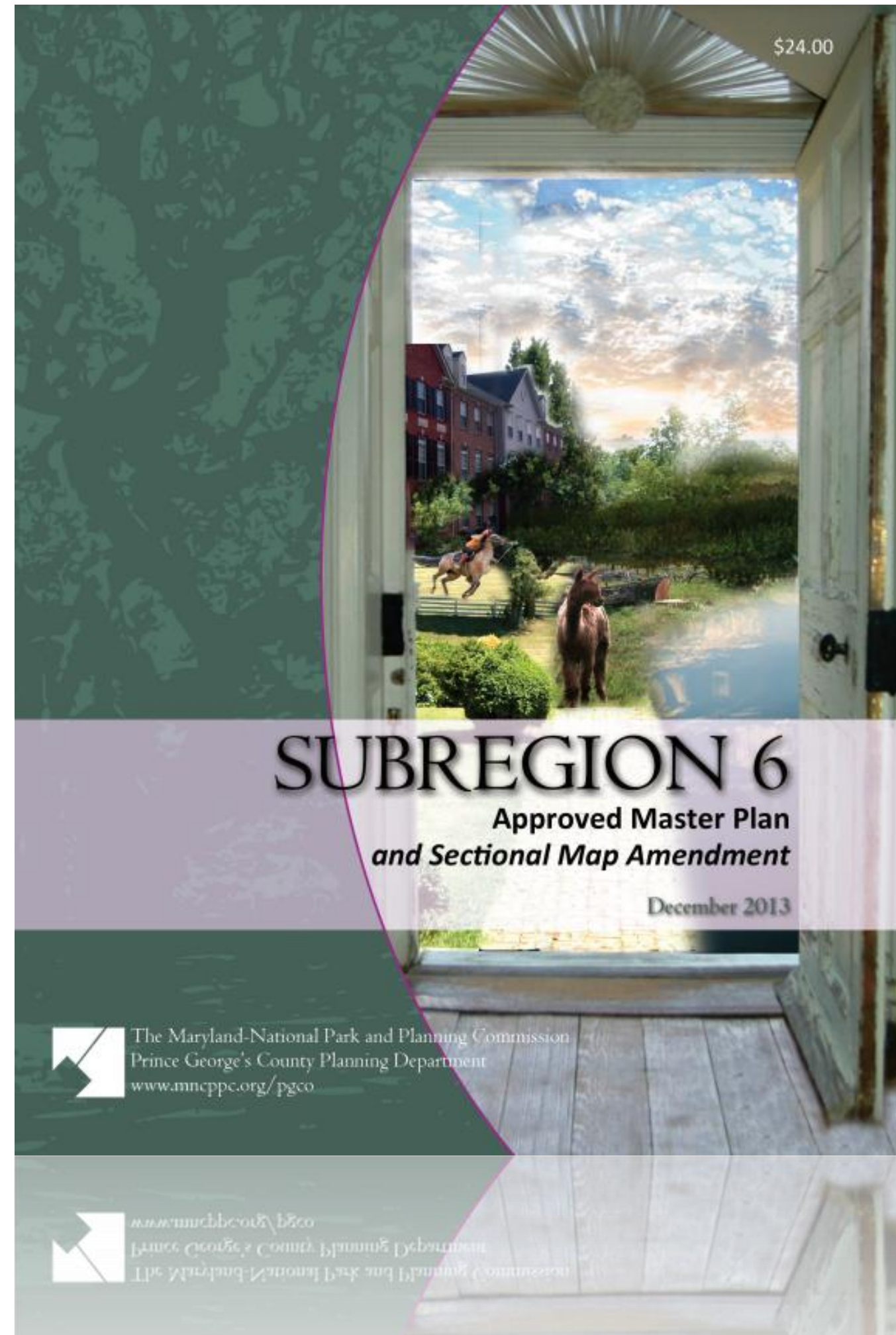


Subregion 5



2013 Approved Subregion 6

MASTER PLAN

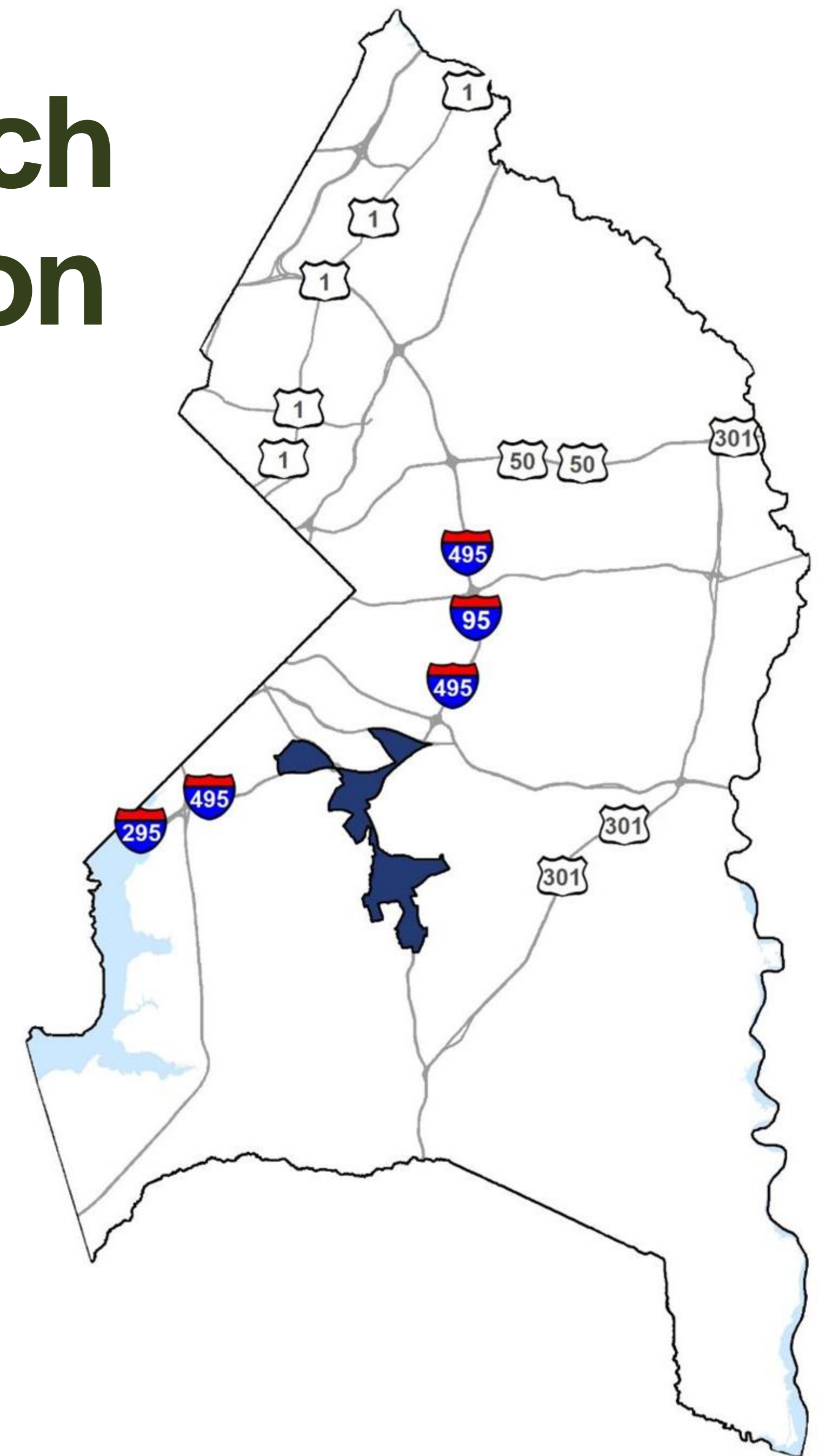


Subregion 6



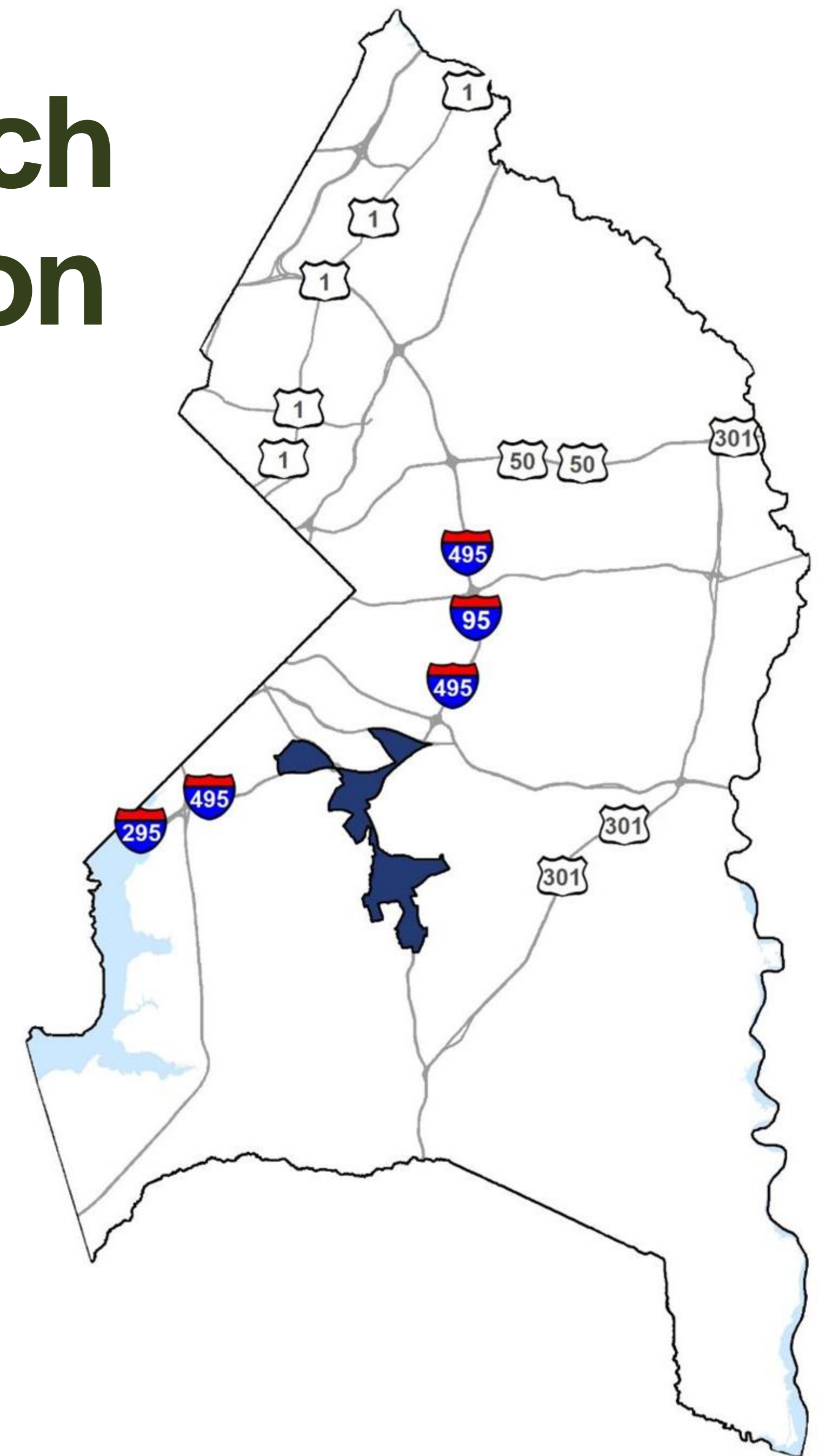
2013 Approved Central Branch Avenue Corridor Revitalization

SECTOR PLAN



2013 Approved Central Branch Avenue Corridor Revitalization

SECTOR PLAN



SWOT Analysis



What is a S.W.O.T. Analysis?

S

Strengths

W

Weakness

O

Opportunities

T

Threats



What is a S.W.O.T. Analysis?

What are the area's strengths and what positive characteristics separate it from other areas?

Strengths

In what ways does the area need to improve, or what is it lacking?

Weakness

What could create an advantage for the area?

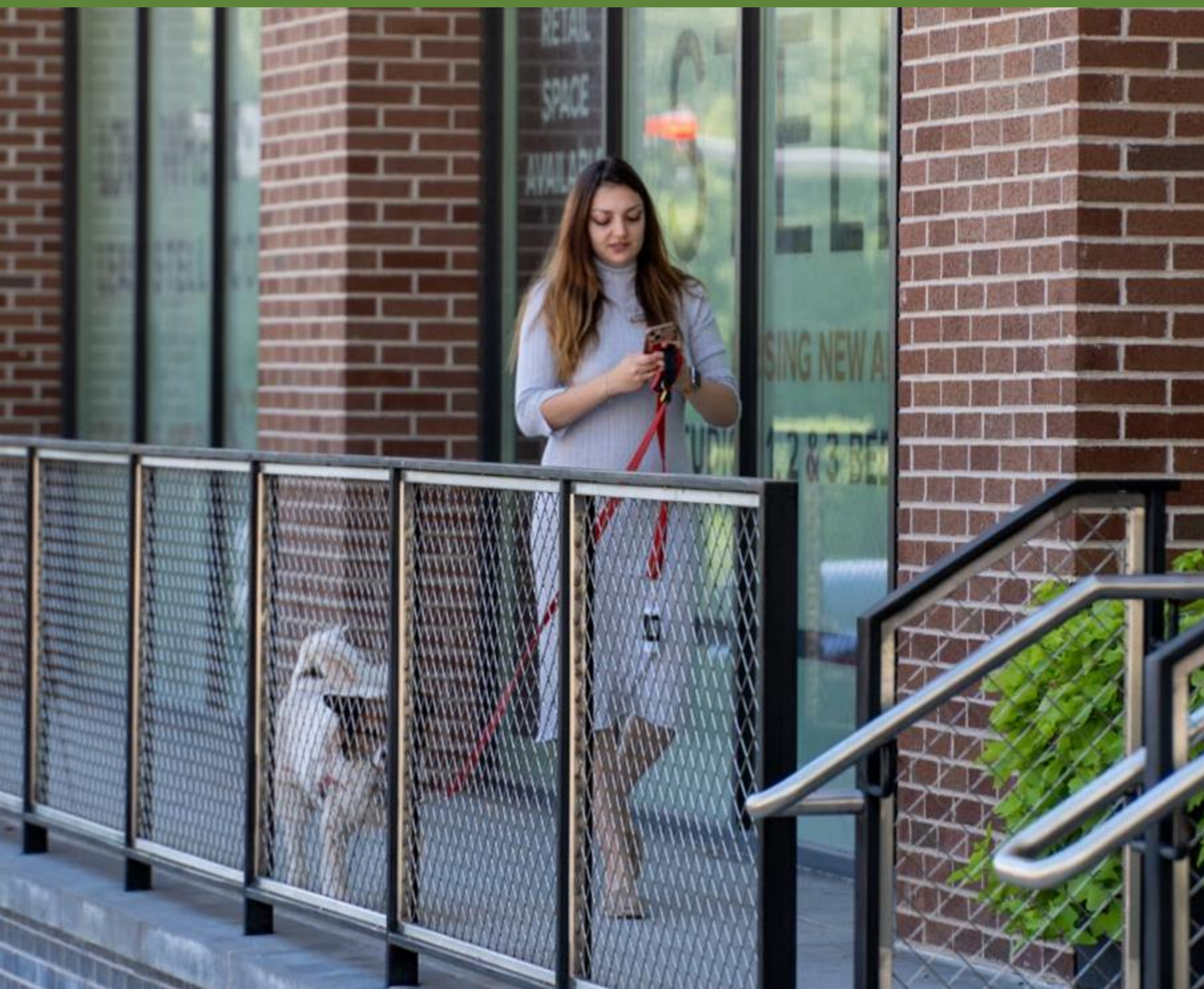
Opportunities

What could negatively affect the area's success?

Threats



Countywide S.W.O.T. Examples



- Vibrant and diverse community
- Plentiful transit opportunities
- Healthy mix of urban and rural areas

- High costs of housing
- Healthy food access
- High level of transit and opportunity to build housing and jobs near transit
- Traffic

Countywide S.W.O.T. Examples



- Revitalizing spaces operating under their potential
- Improving connections for pedestrians, bicyclists, other modes of travel
- Pollution/Trash
- Agricultural tourism
- Disinvestment in retail as shopping moves online
- Potential for displacing existing residents as new development occurs
- Safety concerns for biking/walking

District 9 S.W.O.T. Break Outs

Strengths



What are the site's strengths and what positive characteristics separate it from other areas and sites?

Weaknesses



In what ways does the site need to improve, or what is it lacking?



Threats

What could negatively affect the site's success?



Opportunities

What could create an advantage for the site?



Consultant Team



**TORTI
GALLAS +
PARTNERS**

Architects of a better world.



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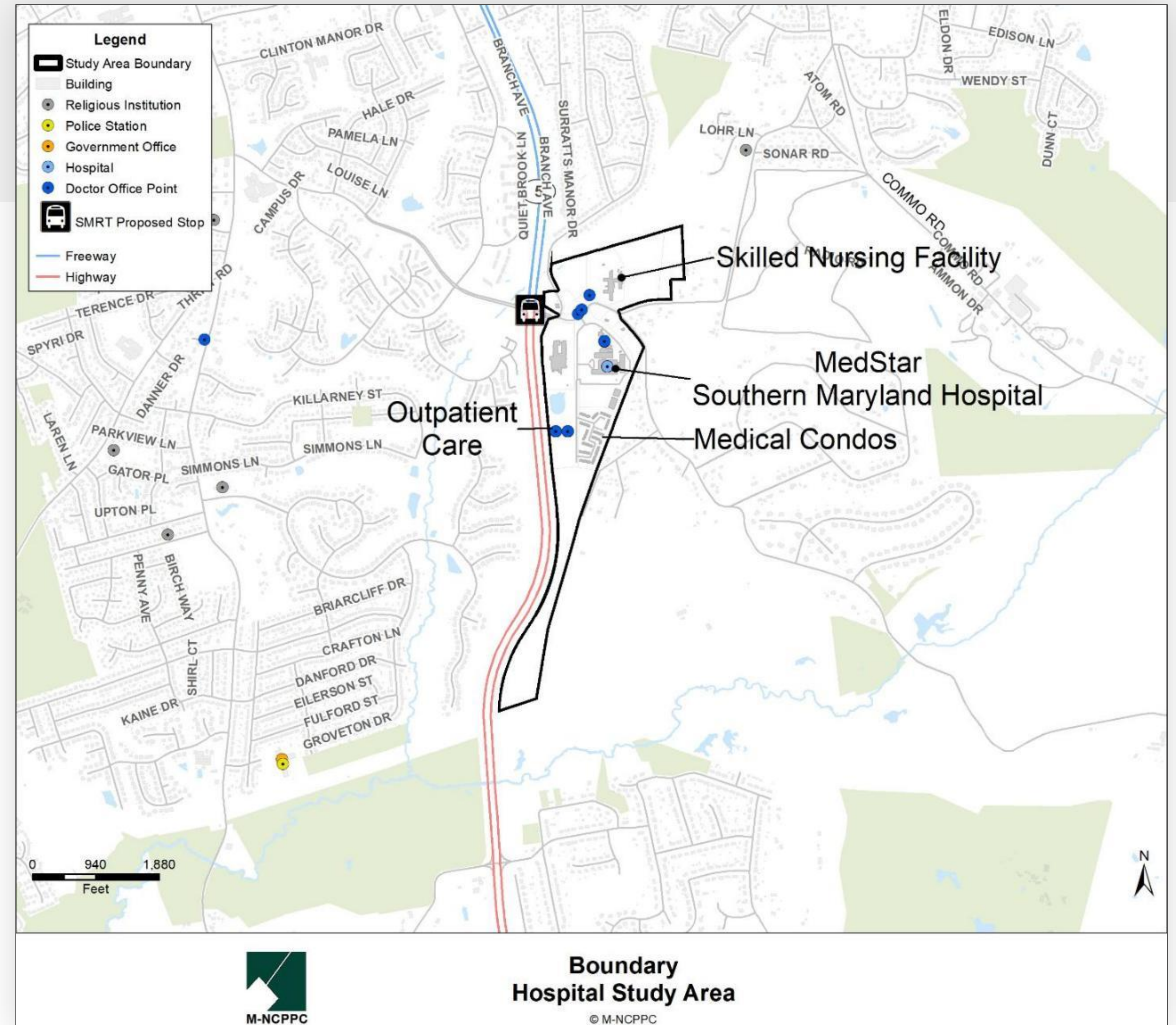
Medical Innovation Opportunity Site



MedStar Hospital

AND VICINITY

- Along the Branch Ave (MD 5) Corridor
- Adjacent to the proposed Southern Maryland Rapid Transit stop
- Contains:
 - Hospital
 - Medical offices
 - Outpatient care
 - Skilled nursing facility
- Potential for mix of uses including housing, commercial, jobs, medical specialists, healthy foods



Why Focus on Hospitals?

Outsized Impact:

- Employ more than 6.7 million people
- Generate over \$900 billion in revenue
- Close to 5% of the US economy
- Are often the largest employers in an area
- Medstar Health is the largest employer in the Washington, DC area, besides the Federal & Local Government



Hospitals Often Overlooked as:

- Economic Anchor
- Economic Development
- Impact on Environment
- Impact on Health
- Impact on TOD



Hospitals: A Competitive Environment

- Ongoing Shortage of Nurses, Physicians, and Technicians
- Aging Population in US Will Result in 2.3 Million New Healthcare Workers
- Employs Full Range of Workers from Low-Skilled to Highly- Educated



Is There a Better Way?



What if We Could Build a Better Mousetrap?

Leveraging vs. Accommodating, Integrating vs. Separating,

What is an Innovation District?

“Innovation happens over beer, coffee, and conversation!”

Lanny Bates, Director of Campus Development, Brookhaven National Lab

“The trend is to nurture living, breathing communities rather than sterile remote, compounds of research silos.”

Pet Engardio, “Research Parks for the Knowledge Economy,” Bloomberg Businessweek

Innovation Districts focus on Collaboration, Talent Attraction, Infrastructure Development, and Economic Growth

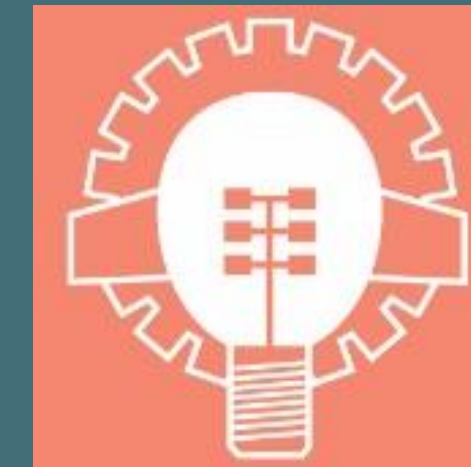


What is an Innovation District?

Includes:

- Anchor institutions
- Start-ups
- Business incubators
- Business accelerators.
- Compact, walkable layout
- Transit accessible
- Technically-wired
- Mixed-use
- Strong identity / sense of place

Innovation Ecosystem



Economic Assets
Firms, Institutions, and Organizations



Physical Assets
Buildings, Open Spaces, Streets, and Infrastructure

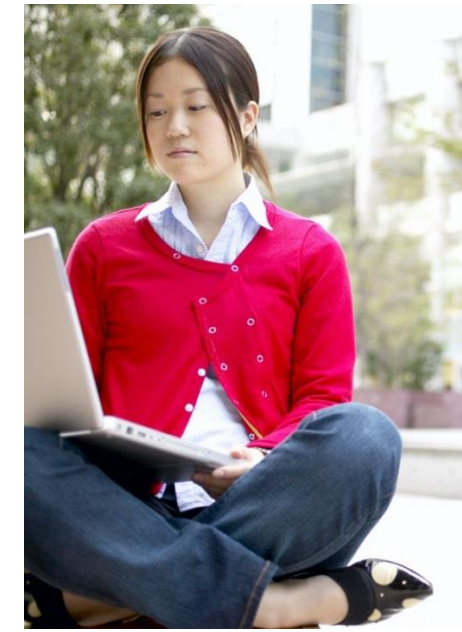


Networking Assets
Relationships, Opportunities, and Activities



Benefits of an Innovation District

- Grow industry-related jobs
- Better accessible jobs
- Empower entrepreneurs
- Deliver preferred compact walkable places
- Commercialize ideas
- Increase competitiveness
- Knowledge spillover
- Access/sharing of legal advice and special facilities



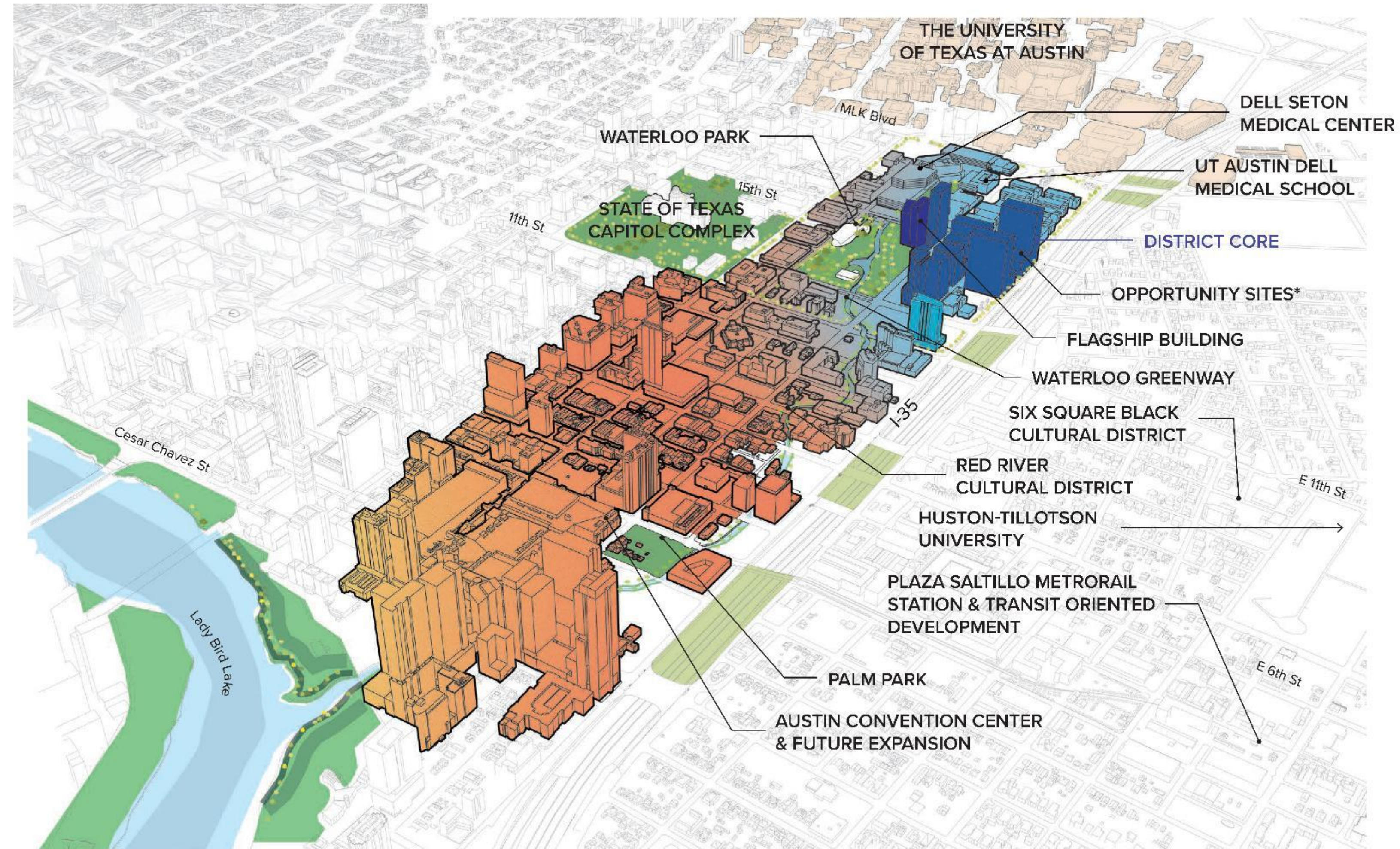
Examples of Mixed-Use Innovation Districts



Austin Innovation District

Austin, Texas

- Mixed-use development that aligns technology, health care, and life sciences industry clusters
- Supports residential, hotel, office, and lab uses
- Collaboration between UT-Austin, health organizations, and for-profit sector

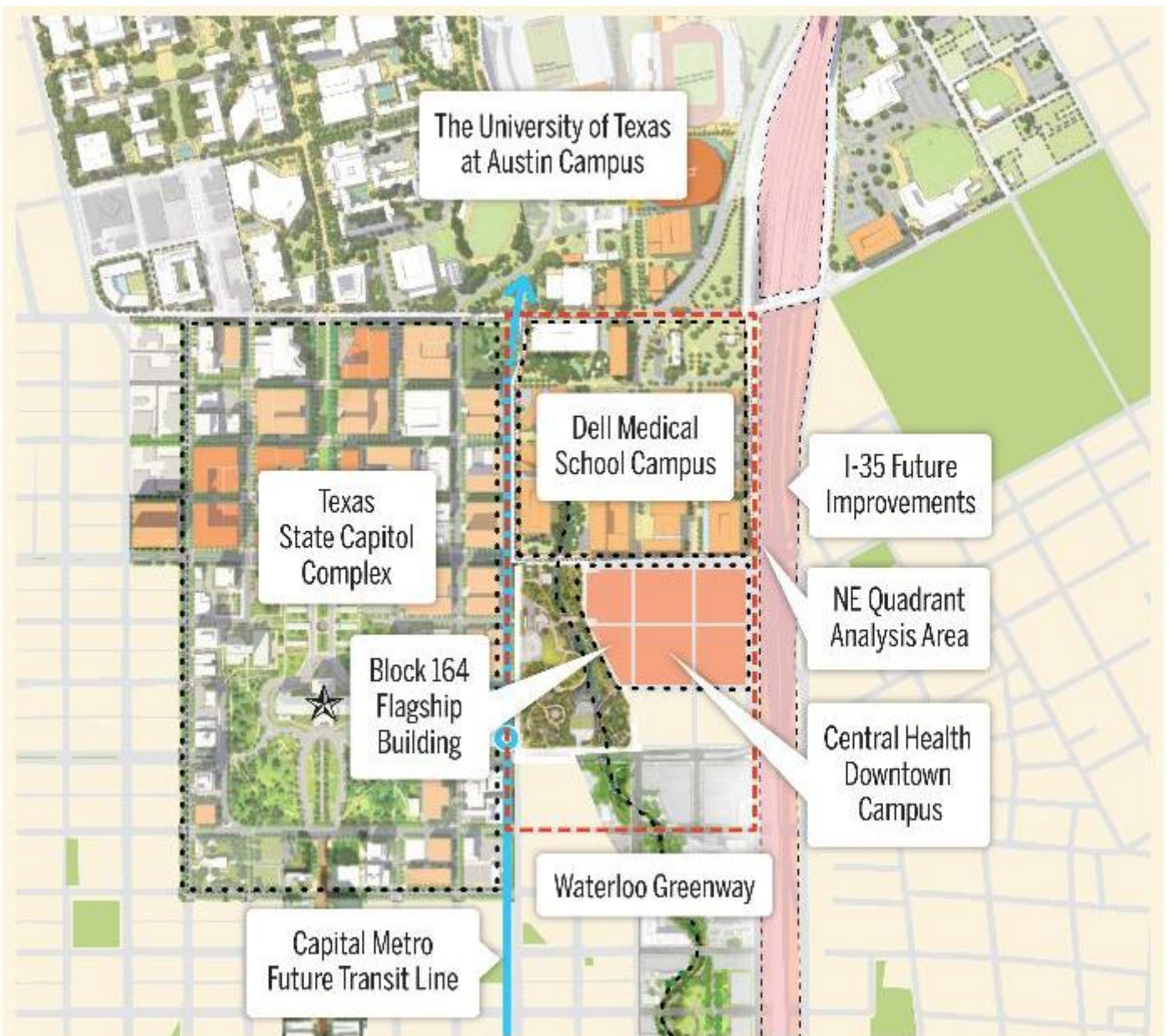


*Conceptual designs shown, available for redevelopment



Austin Innovation District

Austin, Texas



North80 Bioscience and Technology Park

Mount Pleasant, New York

- 80-acre mixed-use development adjacent to:
 - Westchester Medical Center
 - Maria Fareri Children's Hospital
 - New York Medical College
- Bioscience research, Healthcare, Education, and Healthy Living
- Residential, Retail, and Grocery
- Supports students, medical workers, and families of patients



North80 Bioscience and Technology Park

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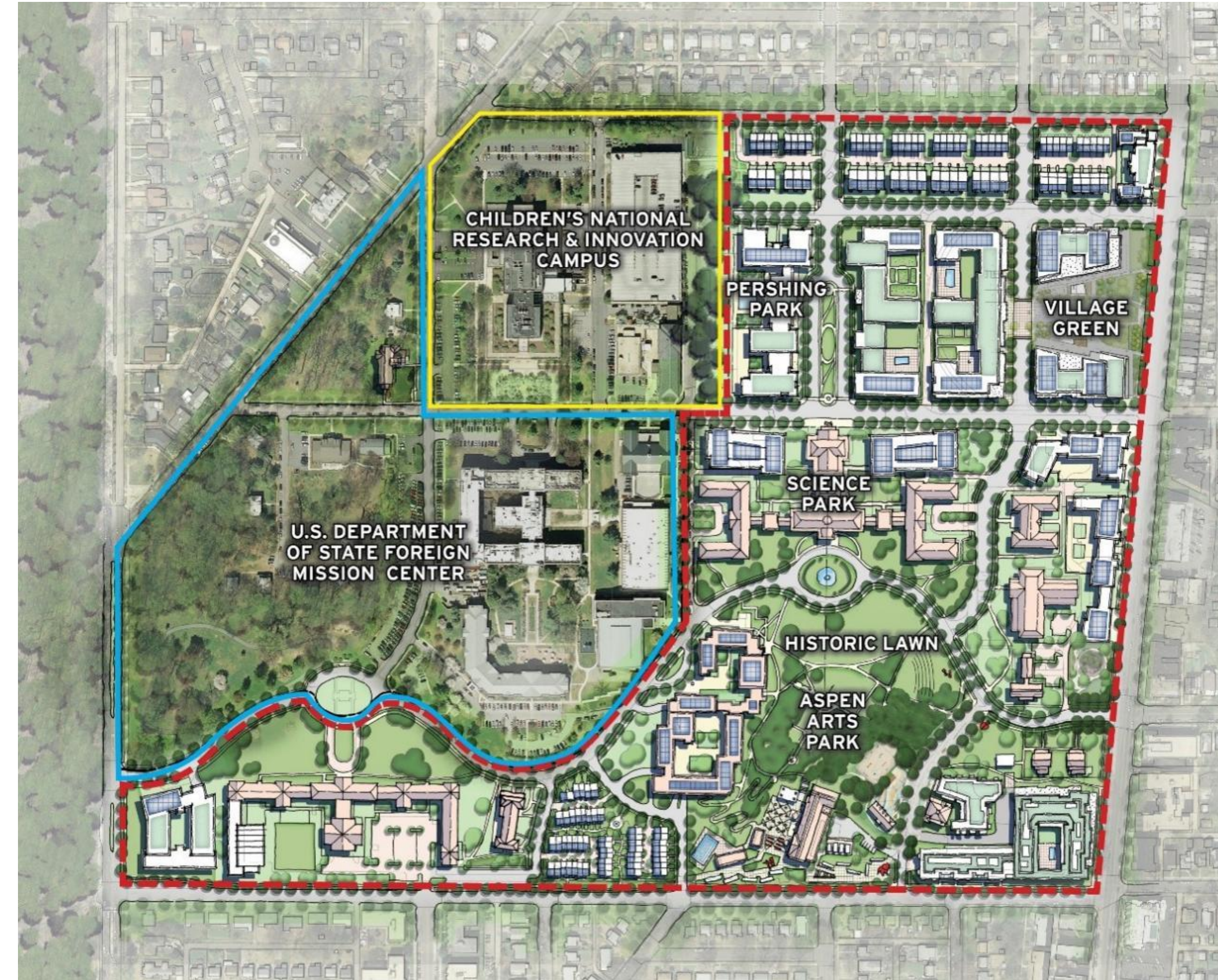


The Parks at Historic Walter Reed

Washington, District of Columbia

Transforms an Historic Resource into a Mixed-Use Community-Embracing Destination & Innovation District

- Children's National Research & Innovation Campus
 - Center for Genetic Medicine Research
 - Rare Disease Institute
 - JLABS
 - Pediatric Pandemic Network Hub
- Outpatient Primary & Specialty Care
- Howard University Research and Medical Center
- Mixed-Use Village Green with Grocery
- Arts Park
- Community Pool
- Diverse Residential, including Housing for Seniors & Veterans



The Parks at Historic Walter Reed

Washington, District of Columbia



MidCity District, Cummings Research Park

Huntsville, Alabama

- Second largest research park in the US with a focus on defense, aerospace, and technology
- Mixed-use district at center of Cummings Research Park
- District focused on innovative creativity in art, food, and entertainment



MidCity District, Cummings Research Park

Huntsville, Alabama



The Hub, Research Triangle Park

Durham, North Carolina

- New Downtown for Research Triangle Park
 - 1,200 Residential Units
 - 250 Room Hotel
 - 50k SF of Retail
 - 1M+SF Office/Lab Space
- 16 acres of Parks and Green Space
- Connects to 20+ miles of Trails



The Hub, Research Triangle Park

Durham, North Carolina



Infill Housing Examples



Small Single-family, Cottages, and Tiny Homes



Single-family



Flats, Duplex, Live/Work, and Flex



Multifamily



Placemaking Open Space and Uses



Placemaking, Open Space, and Uses



Placemaking, Open Space, and Uses



Placemaking, Open Space, and Uses



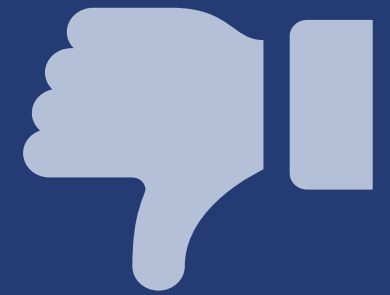
Innovation Site S.W.O.T. Break Outs

Strengths

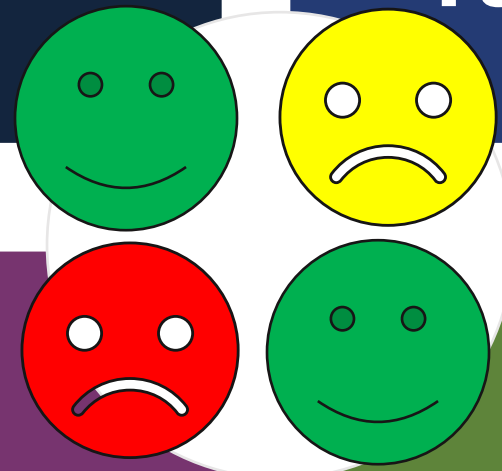


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Weaknesses



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Threats

What could negatively affect the site's success?

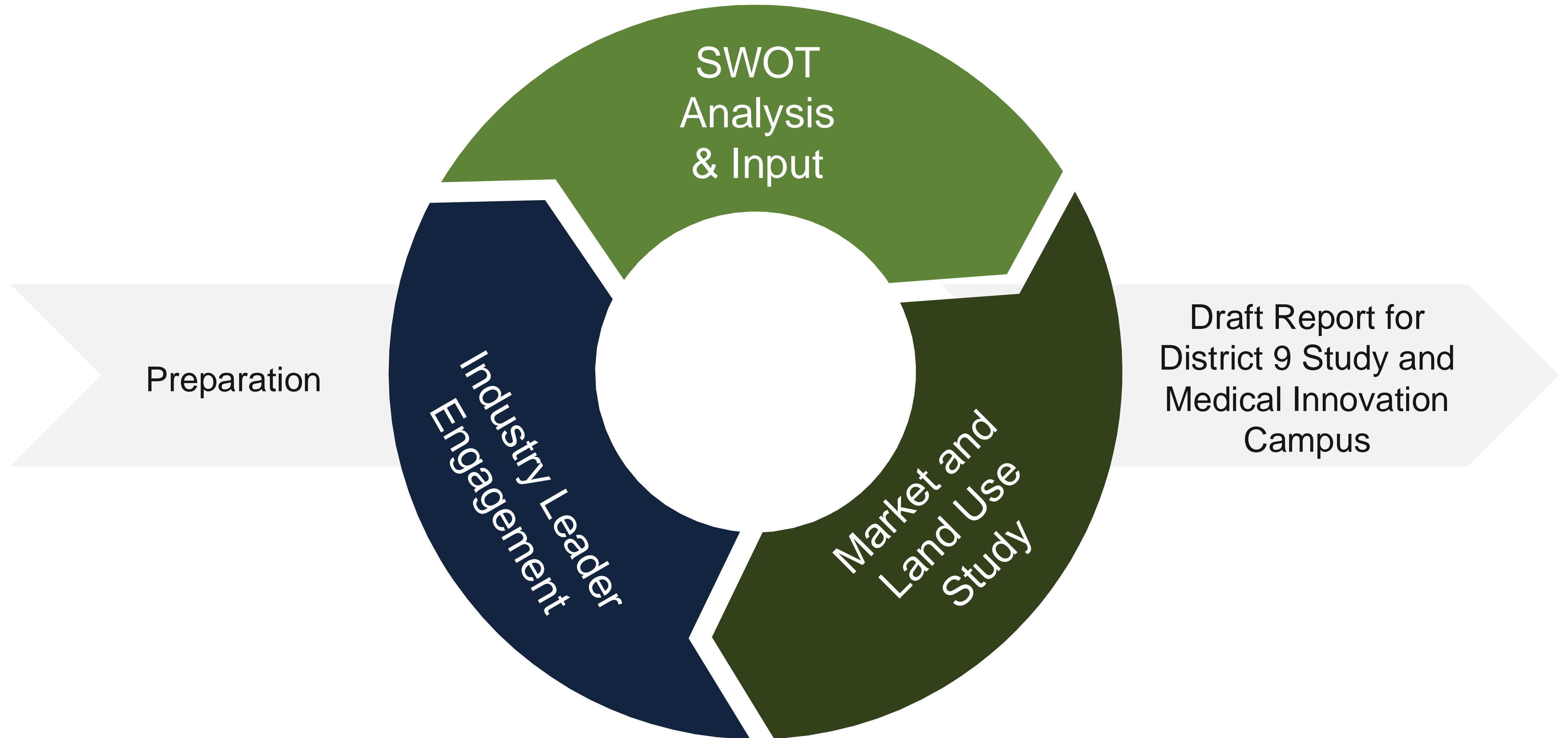


Opportunities

What could create an advantage for the site?



Next Steps



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THANK YOU!



See you soon!

