



M-NCPPC

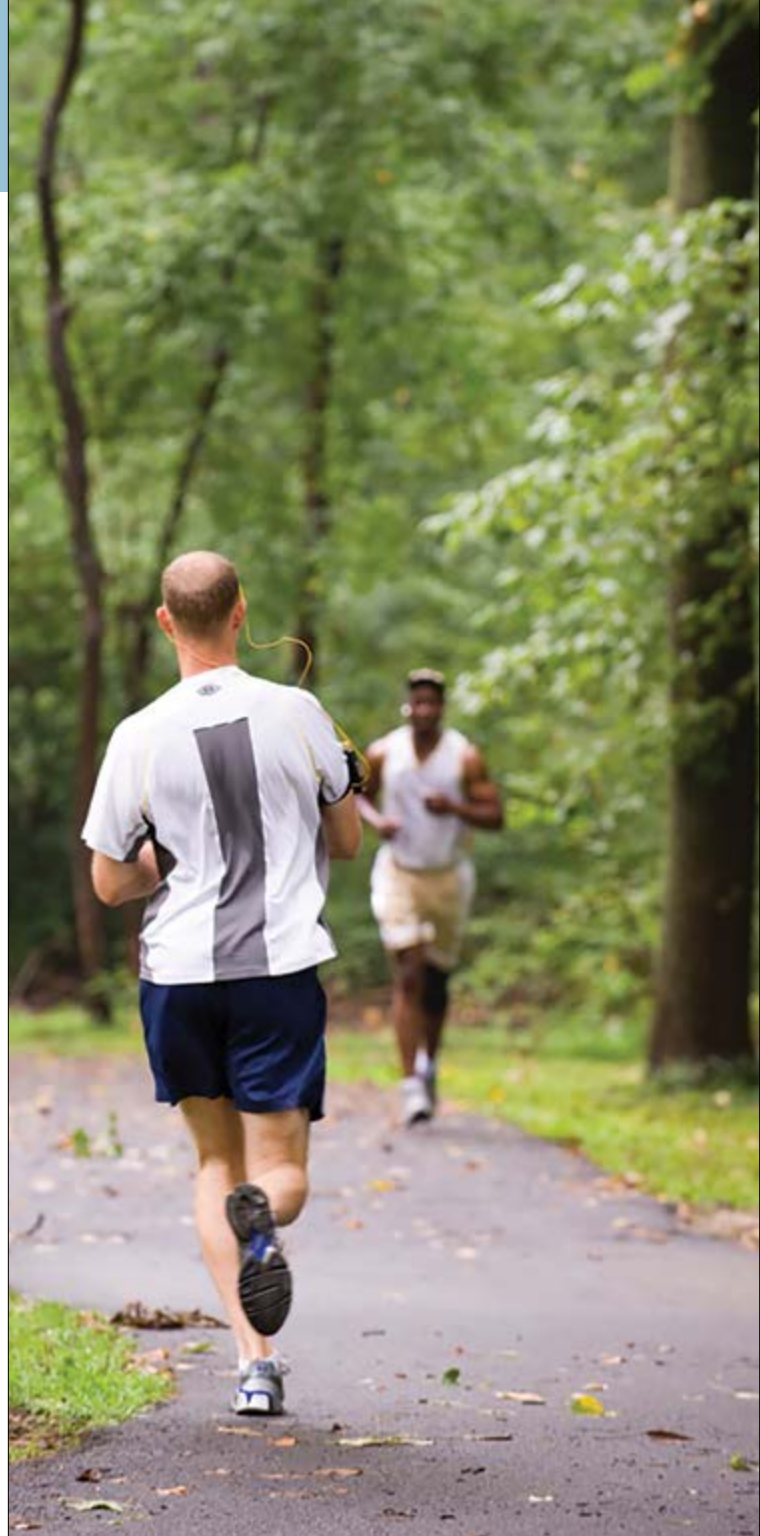
2014

Annual Report
PRINCE GEORGE'S COUNTY



Contents

| | |
|--|----|
| Who We Are | 4 |
| Notable Achievements in 2014..... | 5 |
| Economic Development and Job Growth..... | 9 |
| Sustainable Communities..... | 15 |
| Support to County Government..... | 19 |
| Preserving Open Space and Natural Resources..... | 21 |



Dear Friends,

In 2014, The Maryland-National Capital Park and Planning Commission (M-NCPPC) continued its mission to employ our collective knowledge, creativity, and expertise to provide state of the art planning, parks, and recreation services for the 890,000+ residents of Prince George's County. In partnership with elected officials, residents, businesses, and other stakeholders throughout the County, the Commission worked to deliver specific budgeted projects, programming, and services, while assisting and supporting the County to achieve a variety of overall economic development, health and wellness, and general quality of life goals.

This annual report highlights many of the Commission's successes in 2014, as carried out by M-NCPPC's Prince George's County Planning Department and Prince George's County Department of Parks and Recreation in partnership with the County government. As we embark on a new calendar year filled with both promise and challenge, we at the Commission are pleased to take this opportunity to provide this year-end review, which lists a number of major projects completed in 2014 in collaboration with the County, highlights several of these successes, and complements the narrative included in our annual budget submittal.

We look forward to building upon the many vital programs, projects, and successes achieved in collaboration with the County government in 2014. From helping to structure Payments in Lieu of Taxes (PILOT) for the Keys Energy Center (which is expected to generate \$56 million in new property taxes for the County), to working closely with applicants to facilitate the speedy approval of significant economic development projects such as MGM at National Harbor and Riverdale Park Station (Cafritz), to guiding overall community service and future investment in parks and recreation through approval of *Formula 2040*, the County's first ever functional master plan for parks and recreation, to a host of other critically important initiatives and projects, M-NCPPC combined time, talent, and resources with the County to help attain many critical successes.

As a major employer, economic driver, and steward of open space, the Commission remains committed to working together with our elected officials and the entire County government to promote effective growth and development, provide nationally acclaimed parks and recreation programs and services, and further enhance the quality of life for the citizens and residents of Prince George's County.

We look forward to another successful year.



Elizabeth M. Hewlett
Chairman





Who We Are

OUR MISSION: To manage physical growth; to plan communities; to protect and steward natural, cultural, and historic resources; and to provide leisure and recreational experiences that enhance and support the health and needs of our culturally and geographically diverse community.

The Maryland-National Capital Park and Planning Commission (M-NCPPC) is a bicounty agency established in 1927 under state law. We are a nationally recognized leader in land use planning; recipient of numerous national, state, and regional awards; and the Nation's only five-time Gold Medal winner for excellence in parks and recreation management.

What We Do

The Prince George's County Planning Board directs M-NCPPC's work in the County through the Prince George's County Planning Department and the Prince George's County Department of Parks and Recreation.

THE PLANNING DEPARTMENT

The Planning Department acts as a catalyst for positive change in Prince George's County through the resources and activities of five major program areas:

- Planning
- Plan Implementation
- Development Review
- Information Management and Services
- Administration

THE DEPARTMENT OF PARKS AND RECREATION

The Department of Parks and Recreation maintains almost 28,000 acres of park land and open space with more than 100 miles of trails; operates hundreds of facilities, including 26 historic sites and 46 community centers; administers a wider range of recreational programs for all ages and abilities; and provides major contributions to Prince George's County in the areas of:

- Health and Wellness
- Social Equity
- Education
- Public Safety
- Environmental Protection
- Economic Impact

Notable Achievements in 2014

M-NCPPC works with residents, elected officials, municipalities, businesses, and other stakeholders throughout the County to help bring major projects and visions to reality, including the notable 2014 achievements highlighted here.



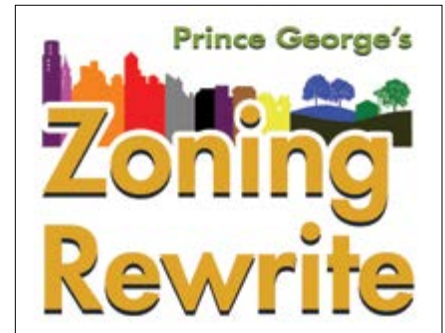
Plan Prince George's 2035

Plan Prince George's 2035 is a blueprint for the long-term growth and development of Prince George's County, Maryland. It looks broadly and strategically at how the County should continue to grow and strengthen as a community and as part of the greater Washington metropolitan area over the next 20 years. The plan's framework is organized around the theme of "Work, Live, and Sustain."



Transforming Neighborhoods Initiative (TNI)

M-NCPPC continued to help our neighborhoods grow and flourish through involvement in all aspects of the County Executive's Transforming Neighborhoods Initiative (TNI). Staff successfully applied for Sustainable Communities designations and grant funding; provided data and coordination; performed beautification, maintenance, and landscaping; and conducted community-based educational and recreational programs and training.



Creating a Twenty-First Century Zoning Code

The Prince George's County Planning Department is conducting a comprehensive rewrite of the Zoning Ordinance and Subdivision Regulations. These laws define how land in certain geographic areas can be used. The current Zoning Ordinance is more than 1,200 pages, inconsistent, and difficult to use. Our hope is to create a user-friendly 21st century Zoning Ordinance for Prince George's County.



Agricultural and Natural Resource Preservation

With continued commitments to agriculture and conservation, M-NCPPC led the effort to obtain Maryland Agricultural Land Preservation Foundation (MALPF) certification, which allows the County to keep 75 percent of state agricultural tax revenues for local use. We maintain long-term lease agreements with local farmers to support agriculture within the County. Our natural areas support habitats for native plants and wildlife.



Historic Preservation

Eight historic property projects received \$300,000 through the Historic Property Grant Program, administered by the Prince George's County Planning Department. The County's rich history was also celebrated by the year-long commemoration of the War of 1812 and the Battle of Bladensburg bicentennial, with M-NCPPC contributing as a major sponsor and partner in all projects and activities.



Make a Splash Program

The Department of Parks and Recreation offers free water safety and swim lessons to County youth through the USA Swimming Foundation's "Make a Splash" program. This initiative promotes drowning prevention and teaches youth safety in, on, and around water. In 2014, the program reached **1,400 second graders during the school year, and 1,100 children ages 6-17** during the summer.

Notable Achievements in 2014 (continued)

Awards

2014 National Capital Area Chapter of the American Planning Association—Plan Prince George's 2035 received two awards in 2014:

- **Award for Merit: Award for an Outstanding Regional or Comprehensive Plan**, Plan Prince George's 2035 Approved General Plan
- **Award for an Outstanding Implemented Project, Program, or Tool**, Prince George's County Downtown Diagnostic Index

In addition to garnering numerous local, state, and regional awards, the Department of Parks and Recreation completed vigorous processes to earn two prestigious national professional re-accreditations from:

- **The Committee for the Accreditation of Parks and Recreation Agencies (CAPRA)**
- **The Committee for the Accreditation of Law Enforcement Agencies (CALEA)**

The Department was also selected as a finalist for the National Recreation and Parks Association (NRPA) National Gold Medal for Excellence in Parks and Recreation Management. Over the years, the Department has earned more Gold Medals than any other Parks and Recreation agency in the Nation.



M-NCPPC Regional/National Presentations

Analyzing Growth Centers for TOD Potential, American Planning Association 106th National Planning Conference, April 26, 2014

Overcoming Obstacles Migrating Desktop Applications to a Mobile Website, Towson University Maryland Geospatial Conference 2014, March 18, 2014

Analyzing Mount Vernon's Viewshed Using 3D Tools & LiDAR Conference, ESRI Mid-Atlantic User Conference, December 3, 2014

Locating Archeological & Historical Landscape Features in Prince George's County, Maryland Through the Use of LiDAR Data, Mount Vernon GIS Symposium, September 10, 2014

Digital Engagement Studio, EcoDistricts Summit, 2014, September 26, 2014

Tools & Strategies for Large-Scale Landscape Conservation: The Mount Vernon Viewshed in Prince George's County, Maryland Land Conservation Conference, April 4, 2014

2014 National Recreation and Park Association Congress, October 14-16, 2014:

- *Social Equity: A Pillar and the Future of Our Profession*
- *Arts Partnerships: Leveraging Creative Resources for Healthy, Connected Communities*
- *Ten Steps for Successful Sponsorships*
- *Stepping: A Powerful Tool for Positive Youth Development*
- *Day Time, Play Time*
- *Connecting with the Latino Community*

Community Outreach

- **16,877** Planning Department e-mail notification recipients
- **34,000** SMARTlink e-mail notification recipients
- **49,000** weekly Parks and Recreation E-news recipients
- **20,704** views of 61 different online flipbook-style publications on pgplanning.org



134,183

customer calls and emails to the Parks and Recreation Help Desk

Key Numbers in 2014

40,449

page visits to the Prince George's County Planning Board web site by **6,774** users

396

applications for zoning map amendments, special exceptions, detailed site plans, preliminary plans, and final plats reviewed and processed



Over **10,100**

public inquiries to the Planning Information Services Counter

11,795,897

SMARTlink page visits by **608,531** customers

33,700 permits were processed

| |  Facebook Users |  Twitter Users |
|------------------|--|---|
| M-NCPPC | | |
| PGPlanning/Board | 444 | 722 |
| PGParks | 3,552 | 2,729 |

- **10,477** visitors to planpgc2035.com
- **12,000** views of "Happy" video on YouTube

Where is DOWNTOWN Prince George's?

300

Citizens attended the **PLAN 2035 TOWN MEETING** titled "Where is Downtown Prince George's?" The interactive town meeting was broadcast live on the Internet and included social media interaction. This resulted in an invitation to discuss downtowns on the Kojō Nnamdi radio show.

Promoting Economic Development and

Economic prosperity for our residents can be achieved by creating new jobs and building upon our strengths in job sectors such as health care, government services, and information and communications. As a key partner in this effort, we prepare strategic plans for economic development, analyze market data, and prepare research reports and marketing brochures. Our effort to create a twenty-first century zoning code is intended to streamline the development process and encourage development at our transit-oriented development (TOD) locations, stimulating job growth and increasing the residential tax base.

Significant Economic Development Projects Approved On or Ahead of Schedule

Due, in large part, to the close assistance provided to applicants, and the timely review services provided by the Prince George's County Planning Department, the Prince George's County Planning Board was able to approve the following projects on or ahead of schedule:



MGM at National Harbor—This 49-acre development is located within the Mixed-Use Transit-Oriented Zone (M-X-T) on the beltway tract at National Harbor. Approved for 1,078,237 square feet of development and marking a nearly one billion dollar investment in Prince George's County, facilities include premier entertainment and entertainment-related uses, retail, a 300-room hotel, conference/assembly rooms, a 3,000-seat performance theater, approximately 1,737 seats of restaurant space, and a 4,797-space parking garage.



Riverdale Park Station (Cafritz)—With the approval of this project, the first Whole Foods grocery store will be located in the County. A preliminary plan of subdivision, detailed site plan, and special permit were all approved for this mixed-use development on approximately 34 acres along the US 1 Corridor in the Town of Riverdale Park. The application proposes a maximum development of up to 26,400 square feet of office space; 201,840 square feet of retail space; 995 dwelling units; and a hotel.

Job Growth



New Carrollton Station (MD Department of Housing and Community Development)

This 14.9-acre development is located within the M-X-T zone and the New Carrollton Transit District Overlay Zone (TDOZ). A preliminary plan was approved for development of 700 multifamily units; 256,000 square feet of office space, including the state headquarters of the Department of Housing and Community Development; and 150,000 square feet of retail space focused on revitalizing the New Carrollton Metro Station area.



Hotel and Conference Center (University of Maryland)

A preliminary plan was approved for development of 405,000 square feet of gross floor area supporting hotel, retail, and restaurant uses. This 3.29-acre site is located on the east side of US 1 (Baltimore Avenue) within a Plan Prince George's 2035 designated employment area and innovation corridor. M-NCPPC staff was essential in the formulation of CB-88-2014, which permits this, and other similar projects to move forward with site work earlier in the process.



Prince George's Plaza Metro Station Development (University Town Center)

The University Town Center Detailed Site Plan was approved for 85,500 square feet of development on this 3.5-acre property. Zoned mixed-use transportation-oriented (M-X-T), this major tenant grocery store (Safeway), office, and parking garage is projected to be a strong catalyst for additional development around the Prince George's Plaza Metro Station.



Promoting Economic Development and



Planning Tools and Marketing Materials

We provided preparation, production, and management of important marketing materials and planning tools for the County Executive, County Council, and Economic Development Corporation, including:

- **Economic Development Toolbox**
- **Strategic Plan for Economic Development**
- **Marketing Brochures and Studies**
 - Branch Avenue Metro Area
 - Economic and Demographic Data
 - National Harbor and ICSC Conferences
 - Innovation Corridor and Medical Sector
 - Retail Opportunities
 - Enterprise Zone Applications
- **Visual images and video support** for Prince George's County branding campaign
- **Exhibits/displays designed and built** for various County conferences and events

Critical County Development Initiatives

M-NCPPC provided significant support for critical County development initiatives including:

- **FBI Headquarters**—Identified and assisted with selection of suitable sites and provided extensive urban design concepts and environmental analysis.
- **Regional Medical Center**—Identified and assisted with selection of suitable sites and provided extensive zoning, environmental, and transportation analysis.
- **Keys Energy Center**—Worked with County legal team to structure Payments in Lieu of Taxes (PILOT) for the Keys Energy Center, which is expected to generate \$56 million in new property taxes for the County.



Job Growth (continued)

Parks and Recreation as an Economic Driver

Capital Improvement Projects (CIP)—With a CIP budget of over \$500 million, the construction and infrastructure maintenance of the park and recreation systems continues to be a significant contributor to the County's economic base and job sector. In the last two years, more than 60 CIP projects were completed with a total value greater than \$55 million.

Tax Revenue—Major sports competitions, horse shows, concerts, and a wide variety of events and activities at M-NCPPC sites and facilities attracted hundreds of thousands of local, regional, national, and international participants and spectators, providing significant tourism revenue to the County.

Jobs—As a major employer year-round, with 1,100 career positions, the Department of Parks and Recreation is also the second largest employer of youth in the County. In 2014, nearly 2,000 seasonal employees were provided job experience and training.

A Future Vision for Growth

M-NCPPC was charged with the initiation and completion or approval of major planning documents, including:

- Plan Prince George's 2035 General Plan Update
- Formula 2040: Functional Master Plan for Parks and Recreation
- Zoning and Subdivision Rewrite
- New Chesapeake Bay Critical Area Boundaries



Promoting Economic Development and



Development of Purple Line Station Plans

To support the case for federal and state funding of the Purple Line, the Commission prepared land use plans for Purple Line stations, showing how the transit way will catalyze economic development and job growth, boost bicycle and pedestrian mobility, and enhance neighborhoods.

Negotiations were conducted for a land transfer between the Department of Parks and Recreation and the Maryland Transit Administration (MTA) to relocate the M-NCPPC Glenridge Maintenance Facility and transfer the property for Purple Line use at no additional cost to the County.

Development Review and Permitting Process Support

We partnered with the Department of Permitting, Inspections and Enforcement (DPIE) to better support and streamline the permitting process by:

- Co-locating staff.
- Developing a system to supply immediate web-based information on review status.
- Reviewing and processing 400 applications for zoning map amendments, special exceptions, detailed site plans, preliminary plans, and final plats.
- Committing to the development of legislative solutions for entitlement streamlining, including:
 - Allowing earlier site work with more entitlement approvals at the director level.
 - Combining applications.
 - Simplifying the sign process.
 - Expediting plan certification.



Job Growth (continued)

Research and Data Support for County Agencies and Elected Officials

M-NCPPC provided:

- Mapping, analysis, and GIS services to County agencies.
- Data, research, and draft policies for the:
 - DHCD Consolidated Housing Plan.
 - Prince George's County Public School System Education Facilities Master Plan.
- Special research studies conducted on policy issues such as urban agriculture, food and nutrition, and repurposing private golf courses.

PGAtlas (pgatlas.com)

Users were able to view a wide range of information, such as tax assessment and zoning information, for any property within the County from their personal computer or mobile device. In addition, users were able to review the status of development, create mailing labels, locate undeveloped land, and determine if a tree conservation plan exists on a property. Additional popular features include reviewing historic imagery, determining which public school your child will attend, calculating the distance between locations, and printing maps.



Reinforcing Sustainable, Healthy Communities

M-NCPPC works hand in hand with Prince George's County agencies, municipalities, and neighborhoods to build healthy, environmentally sustainable communities through collaborative planning projects and assistance and through parks and recreation programs, activities, and services that promote wellness and social equity for all.



Strategic Health Plan

At the request of County Executive Rushern L. Baker III, the Commission prepared the Primary Healthcare Strategic Plan for the County, which will guide the development of a transformed countywide health system.



M-NCPPC planned and hosted a countywide healthcare summit that included significant stakeholder involvement ranging from healthcare institutions, County agencies, council appointed representatives, state institutions, and County residents to discuss ways to improve the health and quality of life for citizens.

The Primary Healthcare Strategic Plan recommendations and an update on the New Regional Medical Center will be presented to County residents at a communitywide meeting in 2015.

unities, and Neighborhoods

Planning Assistance to Municipalities and Communities

Each year we allocate funding to assist municipalities with specialized planning work in their communities.

City of Bowie Sustainability Plan—A partnership between the City of Bowie and M-NCPPC to create a Bowie Sustainability Plan. The goal is to develop an overarching plan that ties together all aspects of sustainability policies and programs within the Bowie community. Key elements of the project involve re-assessment of the Green Team priorities, community engagement, assessment and challenges report, sustainability goals, implementation strategies, and public outreach. Over the next 18 months, staff will develop a detailed scope of work and RFP for consultant services, consultant selection, and then development of the Sustainability Plan.

Town of Upper Marlboro Design Guidelines and Façade Improvement Program—A collaboration between the Town of Upper Marlboro and Community Planning to encourage context-sensitive façade and streetscape improvements in the downtown business district. The design guidelines are a key tool for the successful implementation of the façade improvement program recently funded by the Maryland Department of Housing and Community Development.

Park Projects—M-NCPPC’s CIP funds the acquisition and development of park facilities through M-NCPPC bonds, Paygo, developer contributions, and State Program Open Space (POS) funding. Municipalities may choose to request funding for parks and recreational facilities through the Department of Parks and Recreation’s CIP process and, once funding is approved, work closely with M-NCPPC staff to determine design and implementation per established schedule and budget, as in the case of Hyattsville’s Heurich Park which realized an artificial turf field in 2013 and a new play area in 2014.

City of New Carrollton Sustainable Community—This project involved the application and award of a Sustainable Community designation to Landover Hills and the City of New Carrollton, including support to the working committee and preparation of the application.



Reinforcing Sustainable, Healthy Communities



Transforming Neighborhoods Initiative (TNI)

M-NCPPC provided funding, dedicated staff, mapping, and technical assistance to uplift six County Executive-designated TNI neighborhoods that face significant economic, health, public safety, and educational challenges.

- Prepared successful applications for Sustainable Communities designations for TNI areas—Suitland-Naylor Road Metro Station area, New Carrollton, Langley Park, Kentland-Palmer Park, Hillcrest Heights/Marlow Heights, Suitland/Coral Hills.
- Prepared a successful grant application for Kentland-Palmer Park area to be awarded \$225,000 for land and streetscape improvements.
- Obtained over \$175,000 for landscape and streetscape improvements in the Langley Park TNI area through a Community Legacy grant.
- Continued to provide a variety of resources, programming, staffing, and projects for TNI areas, including:
 - Maintaining facilities, park improvements, landscaping, and beautification efforts in all areas.
 - Organizing a teen summit, athletic council, free legal orientation for Spanish-speakers, and other community-based programs for Langley Park.
 - Planning, designing, and installing new “adventure-themed” playgrounds in six TNI areas.
 - Hosting community day festivals and farmers markets in Oxon Hill.
 - Sponsoring the HAVEN summer youth program in Bladensburg/East Riverdale and coordinating a boating safety event with the Outdoor Alliance for Kids at Bladensburg Waterfront Park.

unities, and Neighborhoods (continued)

Parks and Recreation Promote Public Health



M-NCPPC designed and conducted Parks and Recreation programs aimed at addressing health disparities in the County and supporting public health efforts to reduce chronic diseases and promote healthier lifestyles. ***The Healthy Minds, Healthy Bodies*** program offers free training sessions and fitness memberships to qualified disabled military veterans.



In 2014, M-NCPPC partnered with the Prince George's County Health Department and National Institutes of Health (NIH) Heart Center at Suburban Hospital to enhance the Suitland and Hyattsville communities' access to health education and chronic disease prevention through the ***Dine and Learn*** program.



Club 300 is a FREE senior virtual walking program in which County residents age 50 and up were encouraged to walk across Maryland, one mile at a time, for a total of 300 miles—from Ocean City to Cumberland. Twelve hundred participants walked tens of thousands of miles, with more than 60 reaching the goal of 300 miles. Club 300 now continues year round, becoming the *Walk Across America Challenge*.

Providing Direct Support to County Government

M-NCPPC works in partnership with the Prince George's County Government to provide essential services to benefit the County's residents. These services support County and community projects and include landscaping and maintenance at County facilities and schools, and provision of facilities and equipment, assistance with data resources, and GIS mapping.



Maintenance

- Maintained various County properties through landscaping, mowing, building, and general maintenance:
 - Provided mowing services at 46 County-owned sites.
 - Exhibit services/greenhouse provided displays, decorations, exhibits, signage, banners, plants, holiday décor, and support for the County's "Clean-Up, Green-Up" program for which they delivered hundreds of plants to municipalities and schools.
- Assisted with snow and ice removal on County roads.
- Installed and continue to maintain playground equipment and grounds at various public school properties.
- Provided public school athletic field maintenance.

Public Safety

- Provided Police Training at the County Police Academy.
- Maintained police firearms facility.
- Sponsored Safe Summer sites as a deterrent to crime.

Finance and Facilities

- Supported County special events, including events in TNI areas, and the County Fair with equipment, Park Police and Park Ranger assistance, and waived fees.
- Provided use and staffing of community centers and other facilities for early voting in primaries and the general election.
- Provided shelters and heating and cooling centers to County residents during extreme weather events.
- In FY 2015, the Commission contributed approximately \$13.6 million to County projects and community nonprofits.



DoE Clean Water Program

Working with the Prince George's County Department of the Environment on the County's Clean Water Program, M-NCPPC staff collaborated with DoE and identified a list of potential stormwater retrofit sites taken from area master plan recommendations and the *Anacostia River Watershed Restoration Plan* database for DoE's consideration. The list contained 46 sites throughout the County, with estimates of the impervious area to be treated, and approximate project costs.

Preserving Open Space and Natural, His

In partnership with our residents, M-NCPPC strives to preserve, enhance, and protect parkland and open spaces to enrich the quality of life for present and future generations. In addition to managing a comprehensive park system that includes close to 11 percent of the County's total land area, we direct numerous natural, historic, and agricultural preservation programs and activities; own and program 26 historic sites; and provide professional staff support to the County Historic Preservation Commission.



War of 1812

- Provided leadership and support for the County's bicentennial commemoration of the War of 1812 and the Battle of Bladensburg.
 - Designed, constructed, and staffed a War of 1812 official museum at Bladensburg.
 - Supported dozens of special programs and activities throughout the County, including the commemoration of the Battle of Bladensburg official event.

Preservation Efforts

- Led an interagency effort to strengthen farmland preservation policies and obtain the first-ever state certification, bringing substantial new funding to the County for preservation of rural land.
- Administered the Prince George's County Historic Property Grant Program, supplying \$300,000 in grant funds to eight historic property projects in the County.

toric, and Agricultural Resources

Education

- Continued to partner with the Prince George's County Public Schools to provide vital programming and services.
 - Continued as the sole provider of Environmental Education Programs to Public Schools, including school gardens and the annual Envirothon.
 - Conducted teacher development workshops on STEM curricula, land use, water quality, and local environmental concerns.
- Worked with the County Animal Management Division on response for wildlife issues and on mapping deer-vehicle collision data.
- Over 4,000 County youth participated in the international 2014 *Get to Know Your Wild Neighbor* Art Contest Exhibition, designed to encourage youth to go outdoors, experience nature, and interpret their experience using all genres of art.
- Students in the Kids' Care program at M-NCPPC community centers and summer day camps participated in the "Planting a Seed to Last a Lifetime" youth gardening initiative that teaches children how to garden and where their food comes from, lets them taste what they grow, and puts them on the path to healthier eating.
- Created 90 community garden plots at sites throughout the County, partnering with urban agriculture groups and local farmers to provide greater food access to County residents. In 2014, residents had access to produce grown locally on over 1,300 acres of park land at more than 20 farmers markets throughout the County.





**The Maryland-National Capital Park and Planning Commission
Prince George's County**

PLANNING DEPARTMENT

14741 Governor Oden Bowie Drive
Upper Marlboro, MD 20772
www.pgplanning.org
301-952-3594

DEPARTMENT OF PARKS AND RECREATION

6600 Kenilworth Avenue
Riverdale, MD 20737
www.pgparcs.com
301-699-2255