



Town of Edmonston

ECONOMIC DEVELOPMENT STRATEGY

MAY 2023

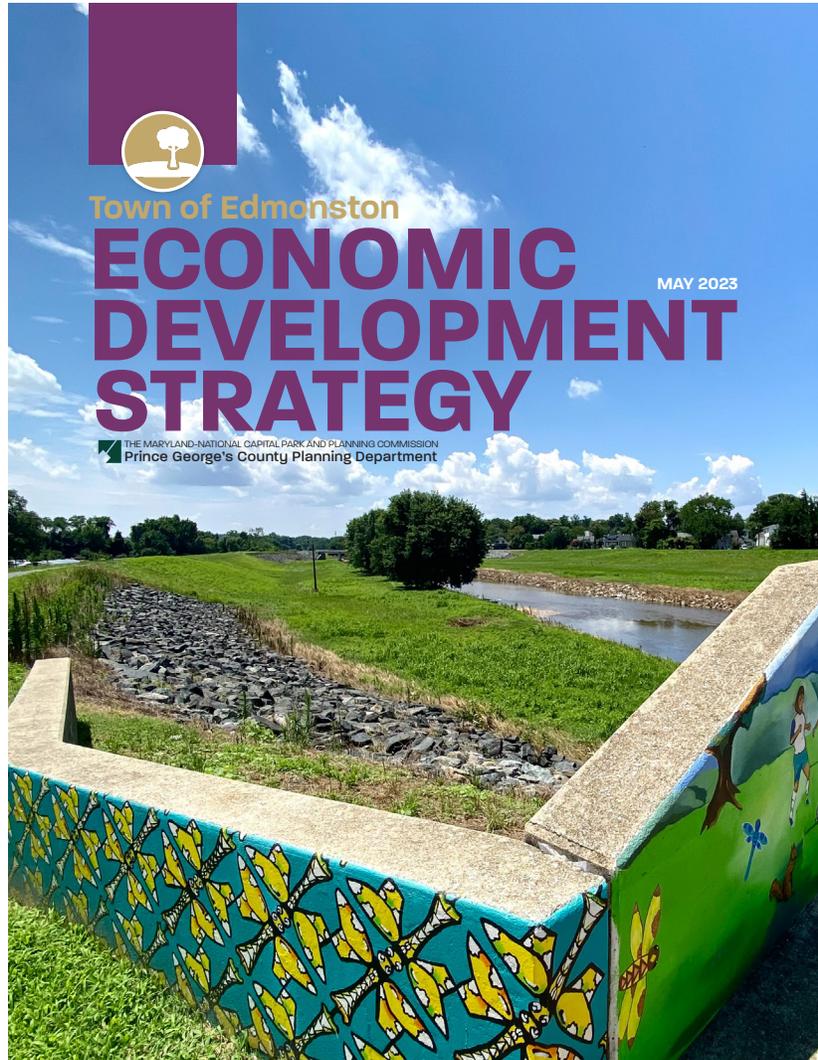
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
Prince George's County Planning Department



Abstract

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This document is an Economic Development Strategy for the Town of Edmonston, a small municipality in northern Prince George's County, Maryland, incorporated in 1924 (Planning Area 68, Councilmanic District 5). The strategy combines demographic, economic, and real estate data in a SWOT Analysis; a community-crafted economic development vision statement, four supporting community economic development goals, and 12 action items in four priority areas for the town to implement.



May 2023

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

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The Maryland-National Capital Park and Planning Commission (M-NCPPC) is a bicounty agency, created by the General Assembly of Maryland in 1927. The Commission's geographic authority extends to the great majority of Montgomery and Prince George's Counties: the Maryland-Washington Regional District (M-NCPPC planning jurisdiction) comprises 1,001 square miles, while the Metropolitan District (parks) comprises 919 square miles, in the two counties.

The Commission has three major functions:

- The preparation, adoption, and, from time to time, amendment or extension of the General Plan for the physical development of the Maryland-Washington Regional District.
- The acquisition, development, operation, and maintenance of a public park system.
- In Prince George's County only, the operation of the entire county public recreation program.

The Commission operates in each county through a Planning Board appointed by and responsible to the County government. All local plans, recommendations on zoning amendments, administration of subdivision regulations, and general administration of parks are responsibilities of the Planning Boards.

The Prince George's County Planning Department:

- Our mission is to help preserve, protect and manage the County's resources by providing the highest quality planning services and growth management guidance and by facilitating effective intergovernmental and citizen involvement through education and technical assistance.
- Our vision is to be a model planning department of responsive and respected staff who provide superior planning and technical services and work cooperatively with decision makers, citizens, and other agencies to continuously improve development quality and the environment and act as a catalyst for positive change

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The County Council has three main responsibilities in the planning process: (1) setting policy, (2) plan approval, and (3) plan implementation. Applicable policies are incorporated into area plans, functional plans, and the general plan. The Council, after holding a hearing on the plan adopted by the Planning Board, may approve the plan as adopted, approve the plan with amendments based on the public record, or disapprove the plan and return it to the Planning Board for revision. Implementation is primarily through adoption of the annual Capital Improvement Program, the annual Budget, the water and sewer plan, and adoption of zoning map amendments.

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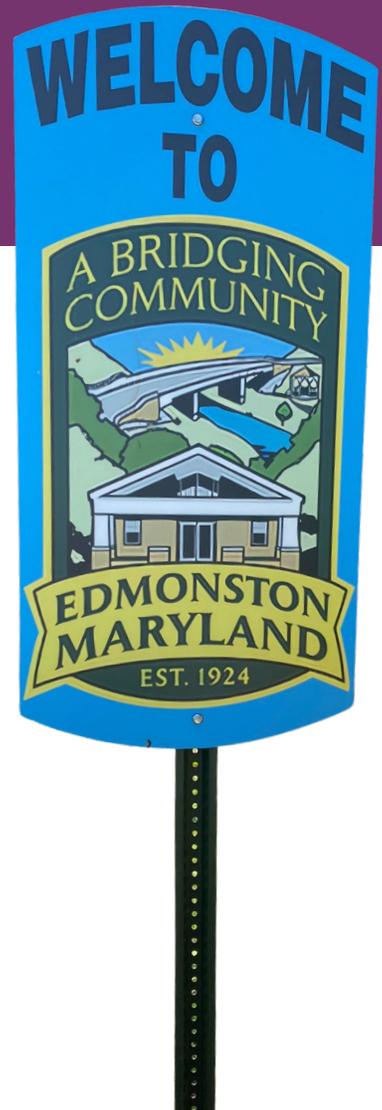
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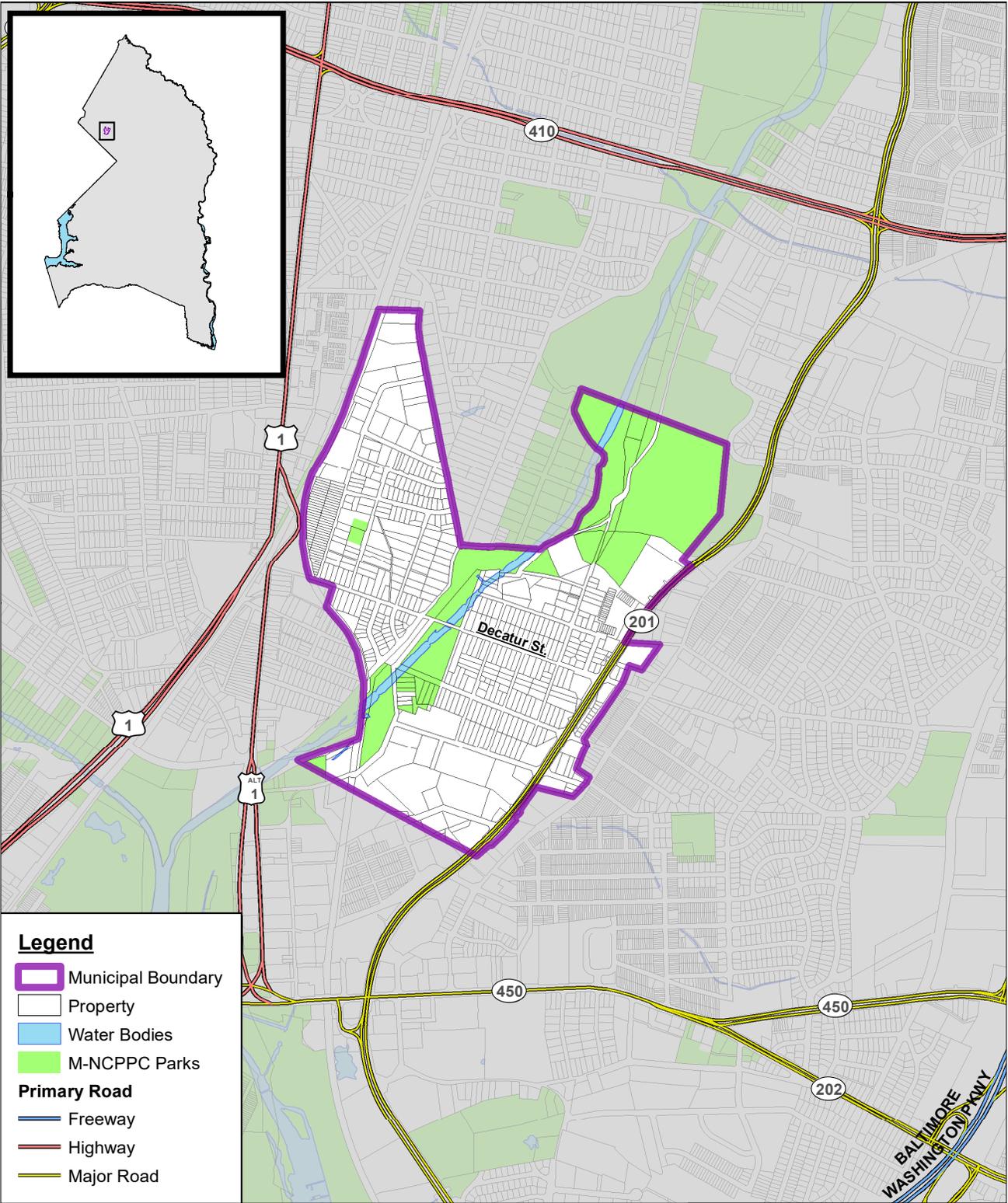
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Map 1. Project Boundary



Legend

-  Municipal Boundary
-  Property
-  Water Bodies
-  M-NCPPC Parks

Primary Road

-  Freeway
-  Highway
-  Major Road



 The Maryland-National Capital Park and Planning Commission

Town of Edmonston



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Introduction

Incorporated in 1924, Edmonston is a small municipality in northern Prince George's County. In fall 2020, the Town of Edmonston applied to the Prince George's County Planning Department to undertake an economic development strategy. Funding for the project was approved by the Prince George's County Planning Board on May 13, 2021, through the Community Planning Division's Planning Assistance to Municipalities and Communities (PAMC) program.

The PAMC program is offered by The Maryland-National Capital Park and Planning Commission (M-NCPPC), Prince George's County Planning Department, Community Planning Division, Neighborhood Revitalization Section. Its purpose is to assist in protecting and carrying out the County's approved plans, recommendations made in Planning Department studies, and strategies and action items in approved Maryland Sustainable Communities action plans by providing technical planning services at no cost to municipalities or community organizations. PAMC projects benefit municipalities and communities that may have limited planning resources but are committed to revitalization and enhancement of the appearance and function of their communities. See <https://pgplan.org/PAMC>.

The Jacob France Institute and Artemel & Associates were retained to prepare the strategy. The project consisted of three principal tasks:

- Combining demographic, economic, and real estate data in a SWOT Analysis
- A community visioning and a consensus-building workshop to create an economic development vision statement and four supporting community economic development goals
- The preparation of an economic development strategy with 12 action items in four priority areas for the town to implement.

Community participation was an important part of this project. After the kickoff meeting, a walking tour of the town took place in August 2021. The first work session was held that December. The community visioning workshop was held in February 2022, and a consensus-building work session was held with the town council in March. The final Community Workshop was held in the Edmonston Town Hall in October 2022. In addition, the consultant met with and interviewed several business stakeholders to include their perspectives.



Demographic, Economic, and Real Estate Analysis

Population and Households



Edmonston has a stable population but lags neighbors in growth.

With 1,436 residents, Edmonston ranks 20 out of Prince George’s County’s 27 municipalities. Since 2010, the town’s population has remained stable, losing only nine residents and 23 households.¹



Table 1. Population Change, 2010-2019

	2010	2019	Net change	% change
United States	308,745,538	324,697,795	15,952,257	5.2%
Maryland	5,773,552	6,018,848	245,296	4.2%
Prince George's County	863,420	908,670	45,250	5.2%
Bladensburg	9,148	9,402	254	2.8%
Hyattsville	17,557	18,242	685	3.9%
Riverdale Park	6,956	7,198	242	3.5%
Edmonston	1,445	1,436	-9	-0.6%

SOURCE: U.S. Census Bureau: 2010 Census, 2015-2019 ACS 5-year estimates

Table 2. Change in number of households, 2010-2019

	2010	2019	Net change	% change
United States	116,716,292	120,756,048	4,039,756	3.5%
Maryland	2,156,411	2,205,204	48,793	2.3%
Prince George's County	304,042	311,343	7,301	2.4%
Bladensburg	3,590	3,768	178	5.0%
Hyattsville	6,324	6,592	268	4.2%
Riverdale Park	2,255	2,066	-189	-8.4%
Edmonston	444	421	-23	-5.2%

SOURCE: U.S. Census Bureau: 2010 Census, 2015-2019 ACS 5-year estimates

¹ Recently released 2020 Census data show the town gaining more residents. The 2019 ACS data were retained for this report since they form the basis for the demographic analysis.



Edmonston is younger, gaining a younger population, and has a higher concentration of Hispanic or Latino residents.

With a median age of 31.2, Edmonston's population is younger than the County's (37.1) and neighboring municipalities' populations, and at 55 percent has a higher concentration of Hispanic or Latino residents than any locale other than Riverdale Park.

Table 3. Demographic composition

	White	Black	Hispanic or Latino	Median age
United States	72%	13%	18%	38.1
Maryland	56%	30%	10%	38.7
Prince George's County	17%	63%	18%	37.1
Bladensburg	12%	68%	26%	33.4
Hyattsville	30%	30%	37%	34.9
Riverdale Park	26%	22%	56%	35.4
Edmonston	13%	31%	55%	31.2

SOURCE: U.S. Census Bureau: 2010 Census, 2015-2019 ACS 5-year estimates

Table 4. Edmonston population by gender and age, 2010 v. 2019

	2010	2019	Net change	Percent change
Gender				
Male	652	672	20	3%
Female	676	764	88	13%
Age				
Under 5 years	128	136	8	6%
5 to 9 years	59	115	56	95%
10 to 14 years	72	62	-10	-14%
15 to 19 years	91	141	50	55%
20 to 24 years	109	141	32	29%
25 to 34 years	258	195	-63	-24%
35 to 44 years	171	190	19	11%
45 to 54 years	189	185	-4	-2%
55 to 59 years	105	105	0	0%
60 to 64 years	47	55	8	17%
65 to 74 years	32	84	52	163%
75 to 84 years	43	24	-19	-44%
85 years +	24	3	-21	-88%
Total Population	1,445	1,436	-9	-1%

SOURCE: U.S. Census Bureau: 2010 Census, 2015-2019 ACS 5-year estimates



Residential Real Estate



Edmonston's housing is older and predominantly single-family.

More than 70 percent of the town's housing units were built prior to 1980, with only 3 percent in the past 10 years. Single-family attached/detached dwellings represent 61 percent of the units. The remaining 39 percent are multifamily units at the Fountain Park Apartments² (5124 Kenilworth Avenue). The rate of owner-occupancy is higher than all three peer municipalities. Although the median value of owner-occupied dwellings is the second lowest of the peer municipalities, the median rent is the second highest (most likely because most units are single-family dwellings). Among 320 single-family (RSF-65 Zoned) parcels, 64 percent of structures were built before 1946, and most units are under 1,500 square feet. Parcel sizes tend to be small, reflecting their origins as part of early-twentieth-century subdivisions. More than 63 percent of housing units were assessed at \$200,000-\$299,000 in 2021. There are few vacant parcels and none is sized or zoned for multifamily development.

2 A complex of approximately 200 units.

Table 5. Edmonston residential units

	Residential units
Year built	
Pre-1946	63.8%
1946-1975	16.9%
1975-1999	16.6%
2000-present	2.8%
Unit size	
<1,000 sf	26.8%
1,000-1,499 sf	45.8%
1,500-1,999 sf	19.0%
>1,999 sf	8.4%
Land area	
<5,000 sf	23.5%
5,000-6,999 sf	28.0%
7,000-8,999 sf	12.3%
9,000-10,999 sf	13.0%
>11,000 sf	23.2%
Assessment (7/1/21)	
<\$100,000	5.6%
\$100,000-\$199,000	7.6%
\$200,000-\$299,000	63.1%
\$300,000-\$399,000	19.6%
>\$400,000	5.9%

Source: Maryland State Department of Assessments and Taxation; Artemel & Associates





Edmonston has virtually no vacant land for single-family dwellings.

Development and redevelopment activities must focus on the inventory of commercial and industrial properties to improve conditions in the community, better meet the employment and retail needs of the residents and continue to grow the commercial tax base to support town services. Redevelopment of industrial-zoned properties or properties zoned for mixed use could enable Edmonston to add more multifamily residential units.³

³ Multifamily Dwellings are permitted in the IE and NAC Zones and by Special Exception in the IH Zone.

Table 6. Selected Housing Data

	Bladensburg	Edmonston	Hjattsville	Riverdale Park
Housing Units	4,063	441	7,038	2,227
Vacant Housing	7.3%	4.5%	6.3%	7.2%
% Units Built Since 2010	0.9%	3.2%	10.2%	5.9%
% 1 Unit Attached/Detached	26.6%	61.0%	49.1%	55.3%
HOUSING TENURE				
Occupied housing units				
Owner-occupied	20.6%	55.1%	46.6%	52.6%
Renter-occupied	79.4%	44.9%	53.4%	47.4%
Average household size of owner-occupied unit	2.98	3.75	2.90	3.24
Average household size of renter-occupied unit	2.36	2.99	2.64	3.60
Median Value, Owner-Occupied	\$255,100	\$273,500	\$336,300	\$328,600
Median Rent	\$1,357	\$1,425	\$1,433	\$1,224

Source: U.S. Census Bureau: 2015-2019 ACS 5-year estimates and Artemel & Associates



Demographic, Economic, and Real Estate Analysis

Employment and Employers



Edmonston has a large and stable business base.

Edmonston is home to 124 employers⁴ and has a high level of employment relative to its size, with slightly more than 1 job per resident, the second highest among the peer municipalities analyzed (Figure 2). Largest employers and jobs include: Krick Plumbing & Heating (125); J.S. Wagner Company (74); Winkler Pool Management (61); Vatica Contracting (55) and Doyle Printing (50).⁵ Positions in Edmonston are predominantly filled by those with some college or less (Figure 3); 61 percent of all jobs pay more than \$3,333 per month (Figure 5).

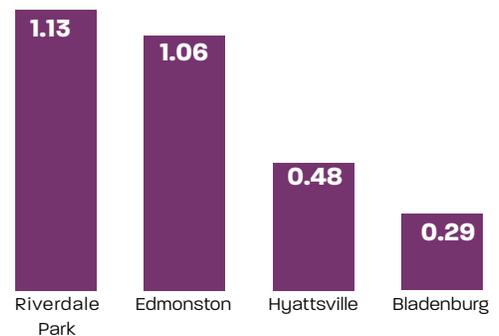
There were 1,528 jobs located in the town in 2019.⁶ Between 2013 and 2019, town employment grew by 121 jobs, or 8.6 percent, lagging the County and all selected neighboring municipalities (Table 7).

Table 7. Total Employment, 2013-2019

	2013	2019	Net change	% change
Maryland	2,487,281	2,634,322	147,041	5.9%
Prince George's County	304,484	333,163	28,679	9.4%
Bladensburg	2,359	2,705	346	14.7%
Hyattsville	7,802	8,835	1,033	13.2%
Riverdale Park	7,444	8,168	724	9.7%
Edmonston	1,407	1,528	121	8.6%

SOURCE: U.S. Census Bureau, OnTheMap Application, Longitudinal-Employer Household Dynamics Program

Figure 1. Jobs Per Resident, Edmonston And Peer Municipalities

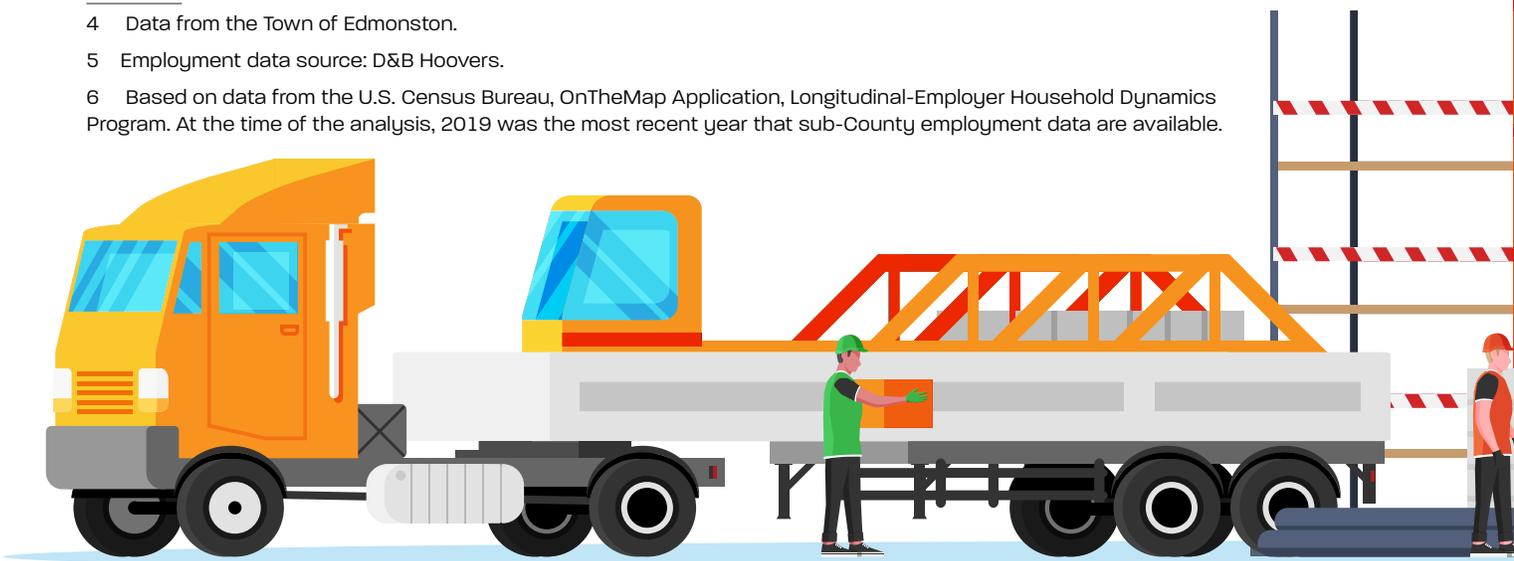


SOURCE: U.S. Census Bureau ACS and On-the-Map

4 Data from the Town of Edmonston.

5 Employment data source: D&B Hoovers.

6 Based on data from the U.S. Census Bureau, OnTheMap Application, Longitudinal-Employer Household Dynamics Program. At the time of the analysis, 2019 was the most recent year that sub-County employment data are available.





Construction is the leading employment sector, and manufacturing experienced the strongest job gains.

With 43 percent of jobs, the construction sector dominates the town business base. Manufacturing, the second largest sector with 18 percent of jobs, added the most, 131, increasing by 91 percent (Table 8). The town has a higher share of employment in light industrial uses, such as construction, manufacturing and transportation, distribution and logistics, than the County and its peer municipalities, and a lower share in office uses, such as professional services (Figure 2).

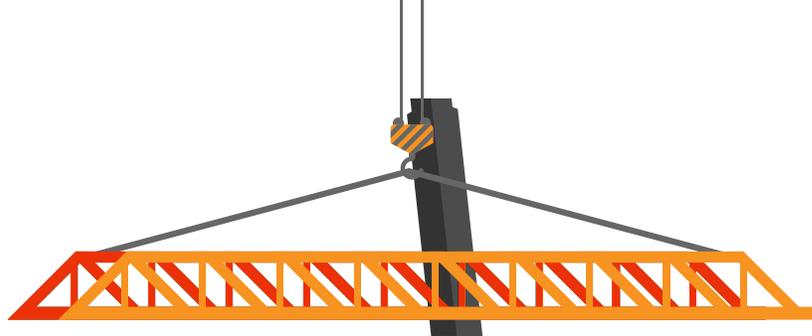


Table 8. Edmonston Employment by Sector, 2013-2019

	2013	2019	Net change	% change
Construction	582	663	81	14%
Manufacturing	144	275	131	91%
Wholesale Trade	93	93	0	0%
Retail Trade	316	194	(122)	-39%
Transportation and Warehousing	47	35	(12)	-26%
Finance and Insurance	2	4	2	100%
Real Estate, Rental and Leasing	27	46	19	70%
Professional, Scientific, and Technical Services	48	11	(37)	-77%
Management of Companies and Enterprises	19	29	10	53%
Administration and Support, Waste Management and Remediation	7	32	25	357%
Arts, Entertainment, and Recreation	2	1	(1)	-50%
Accommodation and Food Services	44	80	36	82%
Other Services (excluding Public Administration)	75	49	(26)	-35%
Public Administration	1	16	15	1500%
Total	1,407	1,528	121	9%

SOURCE: U.S. Census Bureau. OnTheMap Application. Longitudinal-Employer Household Dynamics Program

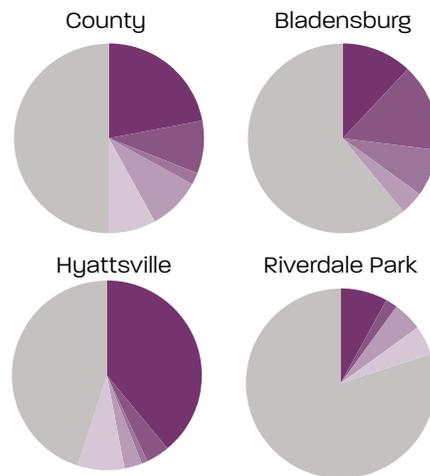
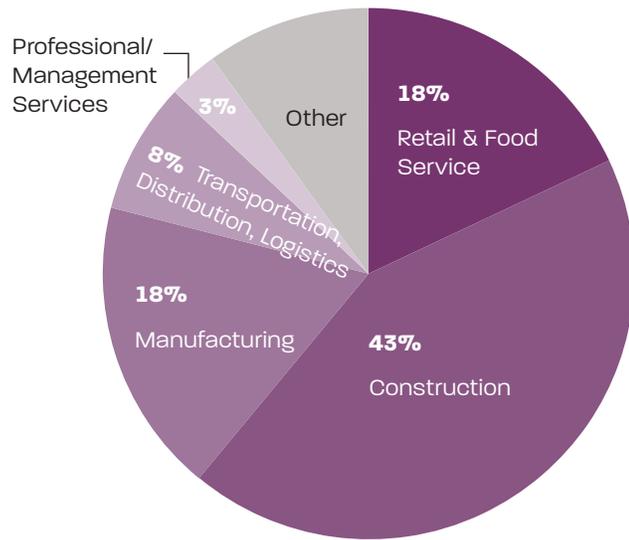




Edmonston is a prime location for industrial activities.

Edmonston’s commercially zoned real estate is overwhelmingly industrial (See Table 9). The 2010 Prince George’s County Industrial Land Needs Assessment found that, “the county’s industrially zoned land is a valuable asset that can position the county to become an active participant in the region’s and nation’s high-technology, information economy.”⁷ While important to the County and regional economy, the industrial sector is not targeted by the County for growth.⁸ However, it was noted during outreach efforts that types of industrial uses in Edmonston may have difficulty finding space elsewhere⁹—which makes these lands valuable.

Figure 2. Employment by Selected Sectors, Edmonston and Peer Municipalities



7 Upper Marlboro: The Maryland-National Capital Park and Planning Commission, 2010

8 Plan 2035 Economic Prosperity Policy 7 states: “Maintain and promote the economically healthy industrial areas identified in the 2010 Prince George’s County Industrial Land Needs and Employment Study,” Plan Prince George’s 2035 Approved General Plan (Upper Marlboro: The Maryland-National-Capital Park and Planning Commission, 2014), 135.

9 Source: JFI-Artemel.

SOURCE: U.S. Census Bureau, OnTheMap Application

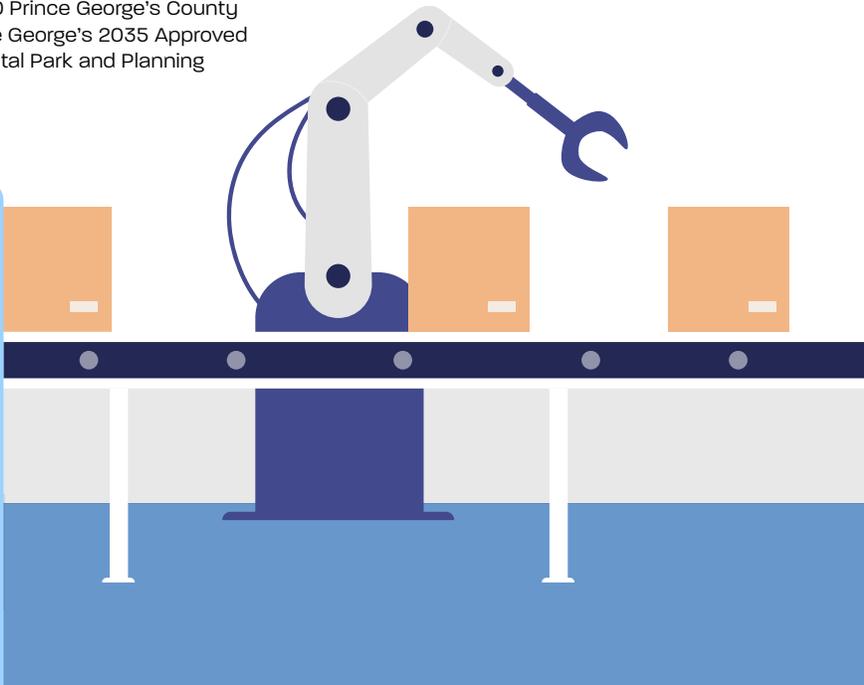
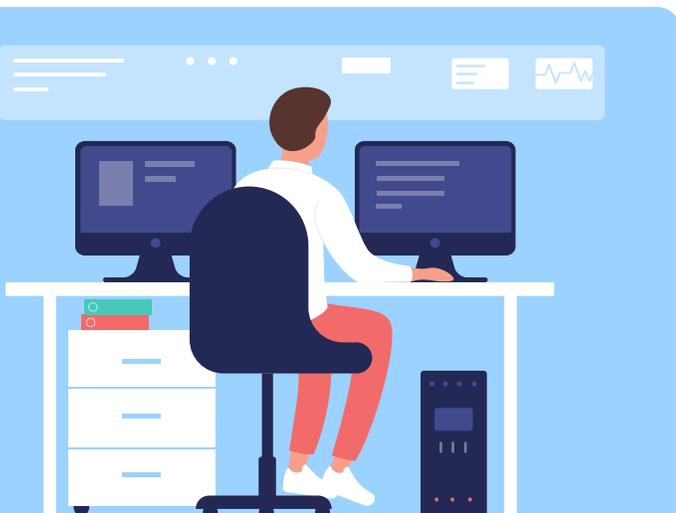
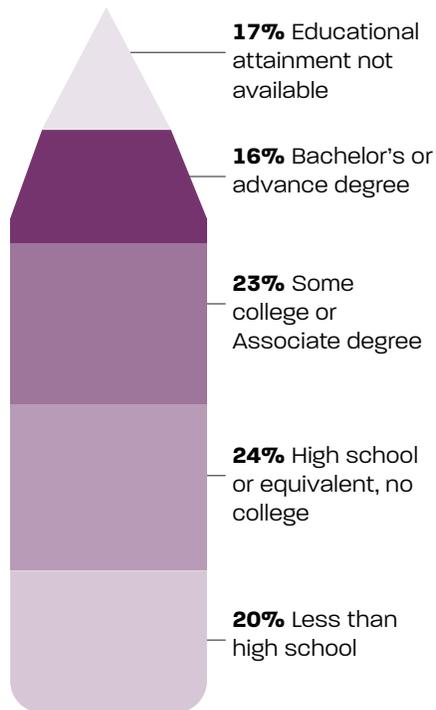


Figure 3. Jobs by worker educational attainment: Edmonston



SOURCE: U.S. Census Bureau. OnTheMap Application



The Town of Edmonston enjoys strong, positive relationships with its largest property owners and businesses.

The town should capitalize on these relationships to promote mutually beneficial redevelopment opportunities.



Edmonston's workforce is well-aligned with its employers.

Residents have a high level of workforce participation (73.4 percent; Figure 5) but a lower level of income than the state, County and all but one peer municipality (Table 9). The town's resident workforce has a lower level of educational attainment: 60 percent of residents 25 and older have completed high school or less (Figure 3) and a higher share (16 percent) are employed in production, transportation, and material moving occupations (Figure 4). Despite this strong alignment between town employment and its resident workforce, only two percent of town jobs are held by town residents. There are unexplored potential benefits in the alignment of Edmonston's job opportunities and resident workforce. Expanding connections between local employers and residents is an action for the town to consider.

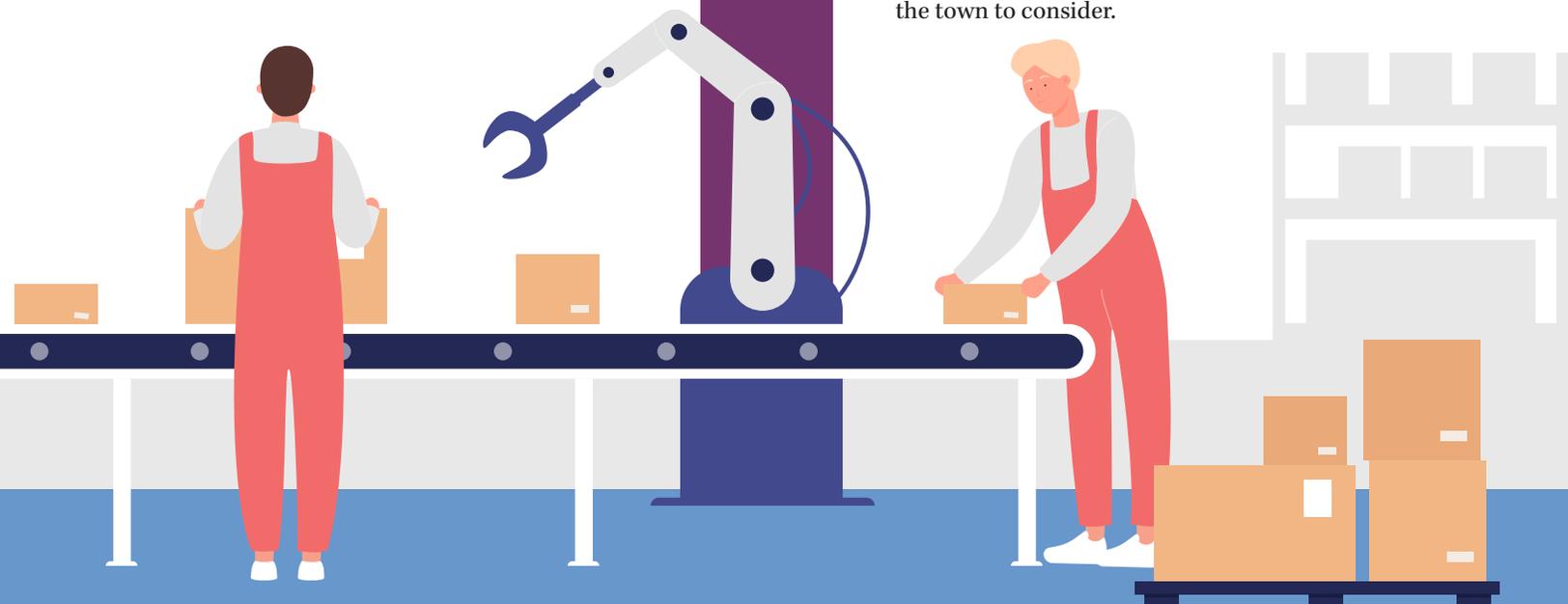
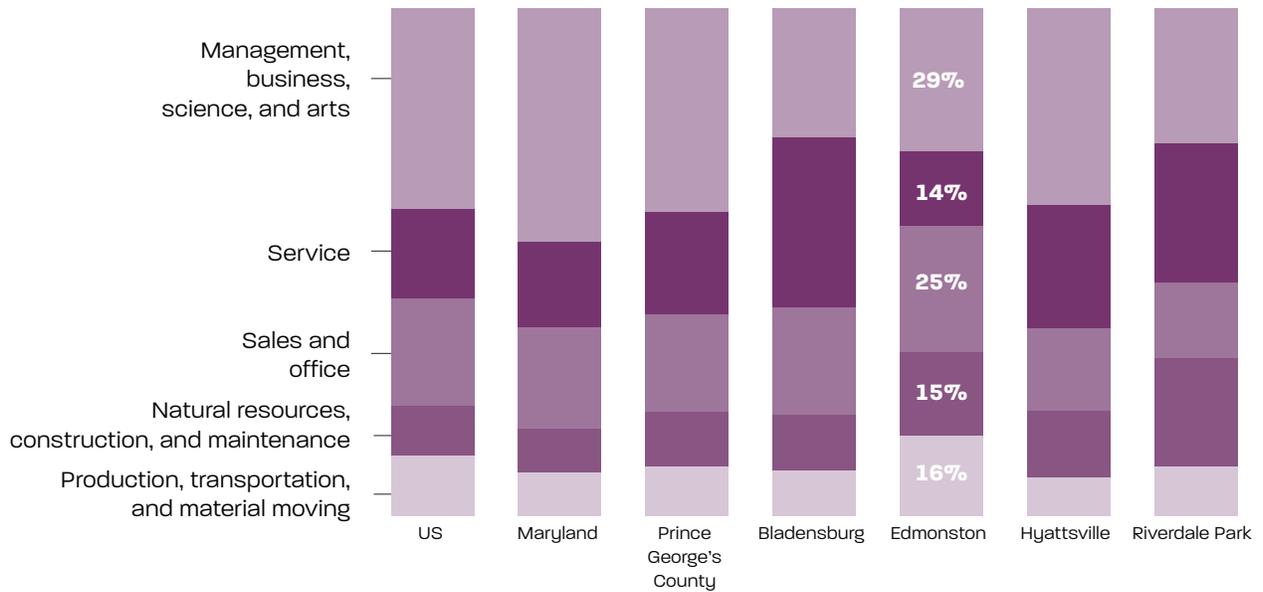


Figure 4. Occupational employment



SOURCE: U.S. Census Bureau ACS 5-year estimates.



Figure 5. Labor Force Participation



SOURCE: U.S. Census Bureau ACS 5-year estimates.

Table 9. Median Household Income, 2010 v. 2019 and 2019 Poverty Rate

	2010	2019	Perent change	Poverty rate
United States	\$51,914	\$62,843	21%	13.4%
Maryland	\$70,647	\$84,805	20%	9.2%
Prince George's County	\$71,260	\$84,920	19%	8.5%
Bladensburg	\$43,321	\$44,905	4%	13.6%
Edmonston	\$55,417	\$72,422	31%	9.6%
Hyattsville	\$54,839	\$81,736	49%	11.0%
Riverdale Park	\$54,839	\$79,219	44%	10.3%

SOURCE: U.s. Census Bureau Acs 5-Year Estimates



Commercial Real Estate

Edmonston's commercial real estate is dominated by industrial uses.



With less than one million square feet of commercial space (retail, office and industrial) the town has a relatively small share regionally; 90 percent of that (861,334 square feet) is zoned for industrial uses. Commercial rents are competitive within the region (Table 9). Commercial space is nearly fully leased, with only six percent of industrial space vacant. Office space is 38 percent vacant, but this represents only 7,500 square feet. No new commercial space has been developed in the past five years.

Edmonston's industrial space is concentrated in two areas, south, adjacent to Bladensburg, and one at the northern tip next to the railroad tracks (Map 1). Almost all the industrial space is Class C¹⁰ and most was built in the 1960s and 1970s. Both south and north areas contain multiple parcels, and together total more than 800,000 square feet. While there are occasional vacancies,

¹⁰ According to CoStar, in general, a Class C building is a “no-frills, older building that offers basic space.” The property has below-average maintenance and management, a mixed or low tenant prestige, and inferior elevators and mechanical/electrical systems. As with Class B, Class C buildings lack prestige and must depend chiefly on lower price to attract tenants and investors.

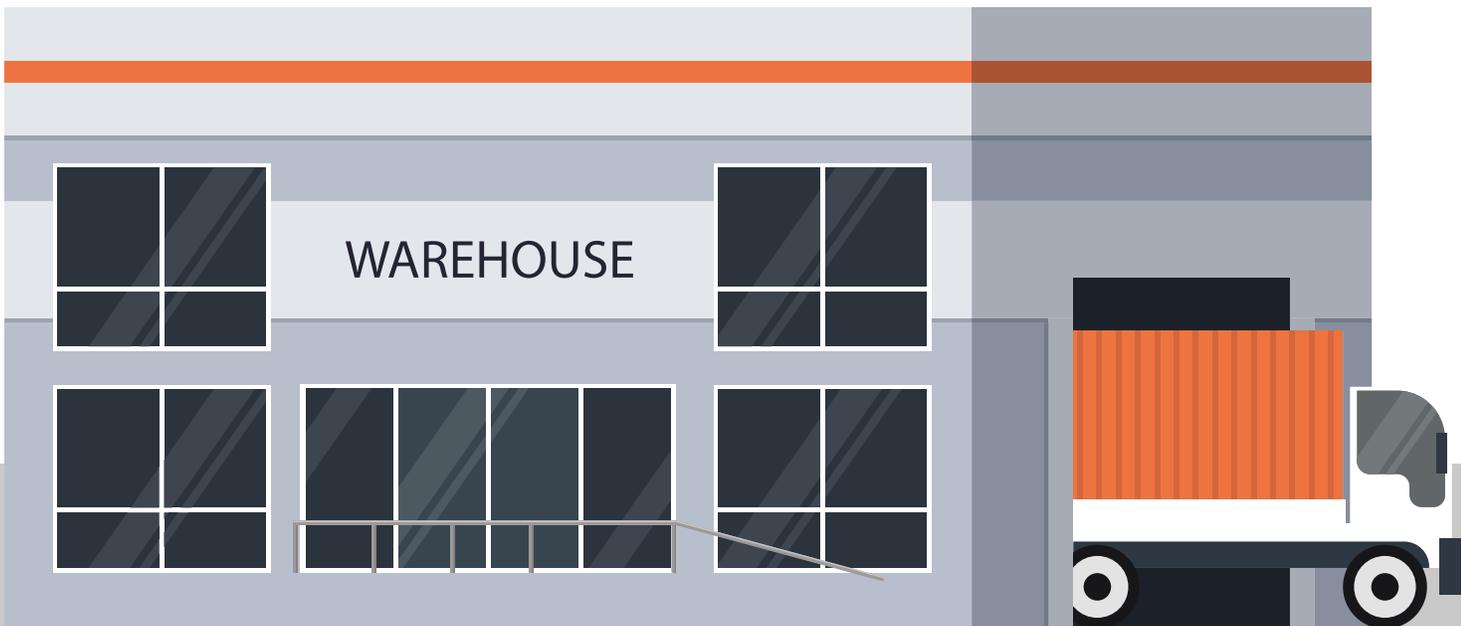


Table 10. Edmonston Comparative Real Estate Inventory

	Edmonston	College Park	Bladensburg (Landover)	Riverdale Park (Lanham)	Laurel
Inventory, square feet					
Retail	75,836	7,410,380	3,785,404	1,486,441	3,641,335
Office	19,845	4,961,443	4,052,698	2,238,120	3,248,310
Industrial	861,334	6,754,193	14,261,187	1,594,758	4,198,962
Average Rent per Square Foot					
Retail	\$23.37	\$20.26	\$24.33	\$20.21	\$23.72
Office	\$21.64	\$25.21	\$22.10	\$20.93	\$22.14
Industrial	\$9.92	\$8.50	\$8.37	\$9.17	\$9.57

Source: CoStar 2020 And Artemel & Associates

Note: Because of CoStar data limitations, College Park and Laurel were used as a substitute for neighboring Hyattsville.

they have been small and do not remain vacant long. The owners of the larger industrial properties, when interviewed, indicated they were selective with tenants and tried to get a good mix that would be assets to the properties. Town administration indicate that some residents are concerned about the preponderance of automobile-related uses that may not have sufficient onsite parking for the vehicles awaiting repair.

Retail space is concentrated along MD 202 (Kenilworth Avenue), with one or two exceptions. Office space is primarily within the industrial “parks,” usually consisting of mezzanine space over industrial use. There are no hotels.

A possibility for redevelopment with uses not permitted in industrial zones exists now that a portion of the northern tip of the 46th Avenue-Lafayette Place industrial area was rezoned from I-1 (Light Industrial) to NAC (Neighborhood Activity Center) in 2022 (Map 3).



Natural Resources, Infrastructure and Mobility



Publicly owned land is fully committed.

Edmonston has no schools or community buildings other than the town hall. Publicly owned lands are predominantly parks or related to water and sewer infrastructure. There does not appear to be an opportunity to repurpose a publicly owned space in pursuit of economic development objectives.





Edmonston has abundant parkland, but lacks civic space and access to transit.

Parklands in the Northeast Branch of the Anacostia River floodplain provide plentiful open space; M-NCPPC parks within the town boundaries include Fletcher's Field Park, Anacostia River Stream Valley Park, and Crittenden Street Park. However, Edmonston has no schools, community centers, or indoor civic spaces that could serve as community focal points and gathering places. Although it is well-located within the Washington, D.C. metropolitan area, with easy access to the Capital Beltway and major Maryland state roads, Edmonston has little access to transit. Metro stations and the future Purple Line light rail are located outside the town's boundaries, and are most easily accessed by car. Edmonston residents noted that they could walk to the future Purple Line station on MD 202 (Kenilworth Avenue), a distance of about one mile.

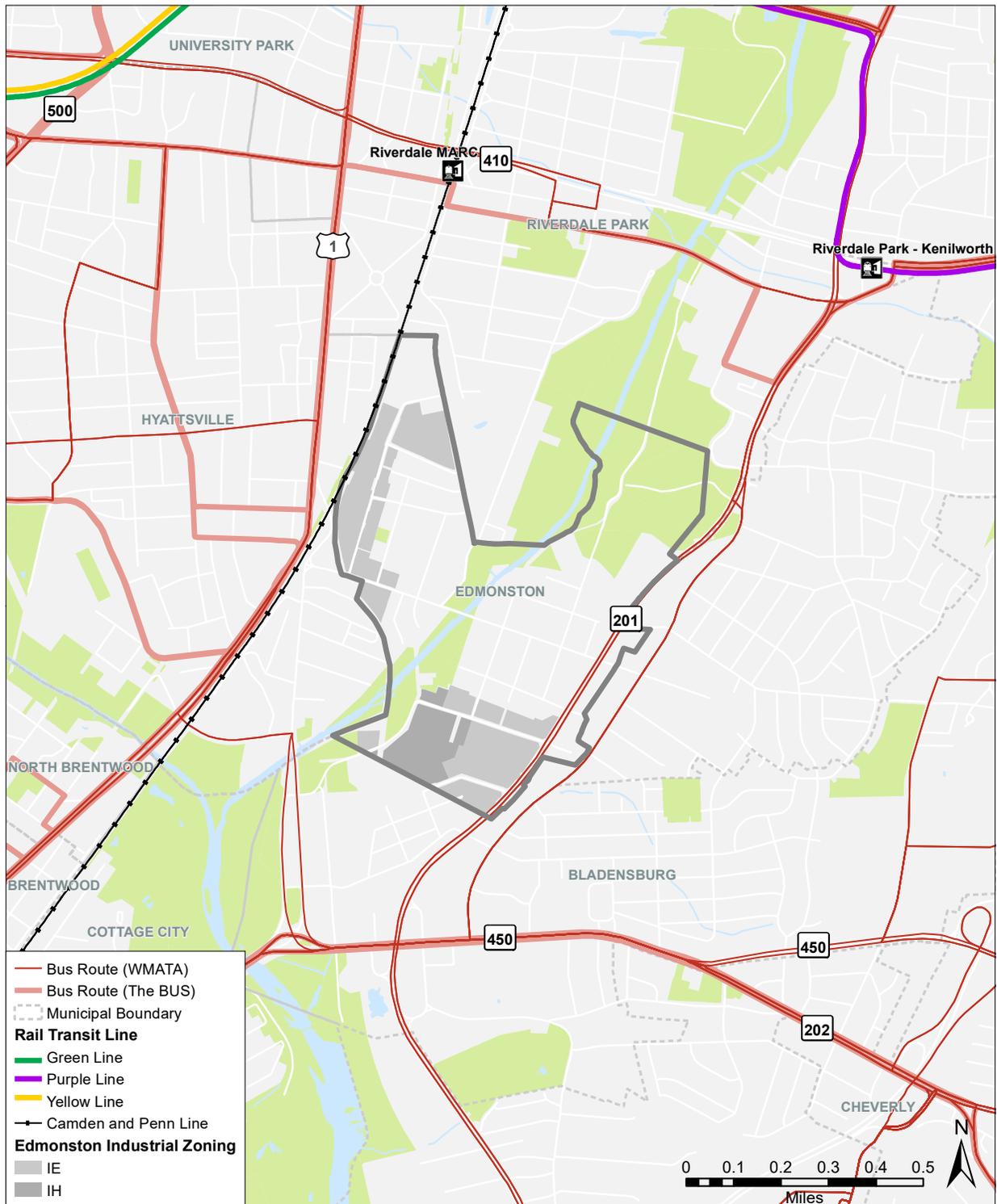


Edmonston is in some ways isolated and fragmented, and has a low profile.

The first physical barrier is the MARC Camden railroad line to the west that parallels the town line between Edmonston and Hyattsville (Map 1). There is only an automobile crossing at Decatur Street. The second are the industrial properties south of Buchanan Street (a large section of which is owned by Washington Gas) that straddle the Edmonston-Bladensburg border and would be difficult to redevelop. The third is the Northeast Branch of the Anacostia River floodplain, which cleaves the town in two. Limiting Edmonston's ability to brand itself and broaden its economy is its Hyattsville mailing address. It is difficult for a researcher to get data or a sense of Edmonston when the name doesn't have the prominence it would with its own postal code. The town should capitalize on its abundant natural assets and strengthen the community through creative placemaking efforts, working in the long term to improve connections to surrounding communities when opportunities arise.



Map 2. Transit Options And Barriers



Edmonston Transit Options and Barriers



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Job #4118

Summary



Population and Households

- Edmonston has a stable population but lags neighbors in growth.
- Edmonston is younger, gaining a younger population, and has a higher concentration of Hispanic or Latino residents.

Residential Real Estate

- The Town of Edmonston's residential real estate base is older and predominantly single-family.
- Edmonston has virtually no vacant land for single-family dwellings.



Employment and Employers

- Edmonston has a large and stable business base.
- Construction is the leading sector, and manufacturing experienced the strongest job gains.
- Edmonston is a prime location for industrial activities.
- The Town of Edmonston enjoys strong relationships with its largest property owners and businesses.
- Edmonston's workforce is well-aligned with its employers.

Commercial Real Estate

- Edmonston's commercial real estate is dominated by industrial uses.



Natural Resources, Infrastructure and Mobility

- Publicly owned land is fully committed.
- Edmonston has abundant parkland but lacks civic space and access to transit.
- Edmonston is in some ways isolated and fragmented and has a low profile.



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AUTO PARTS

Andy

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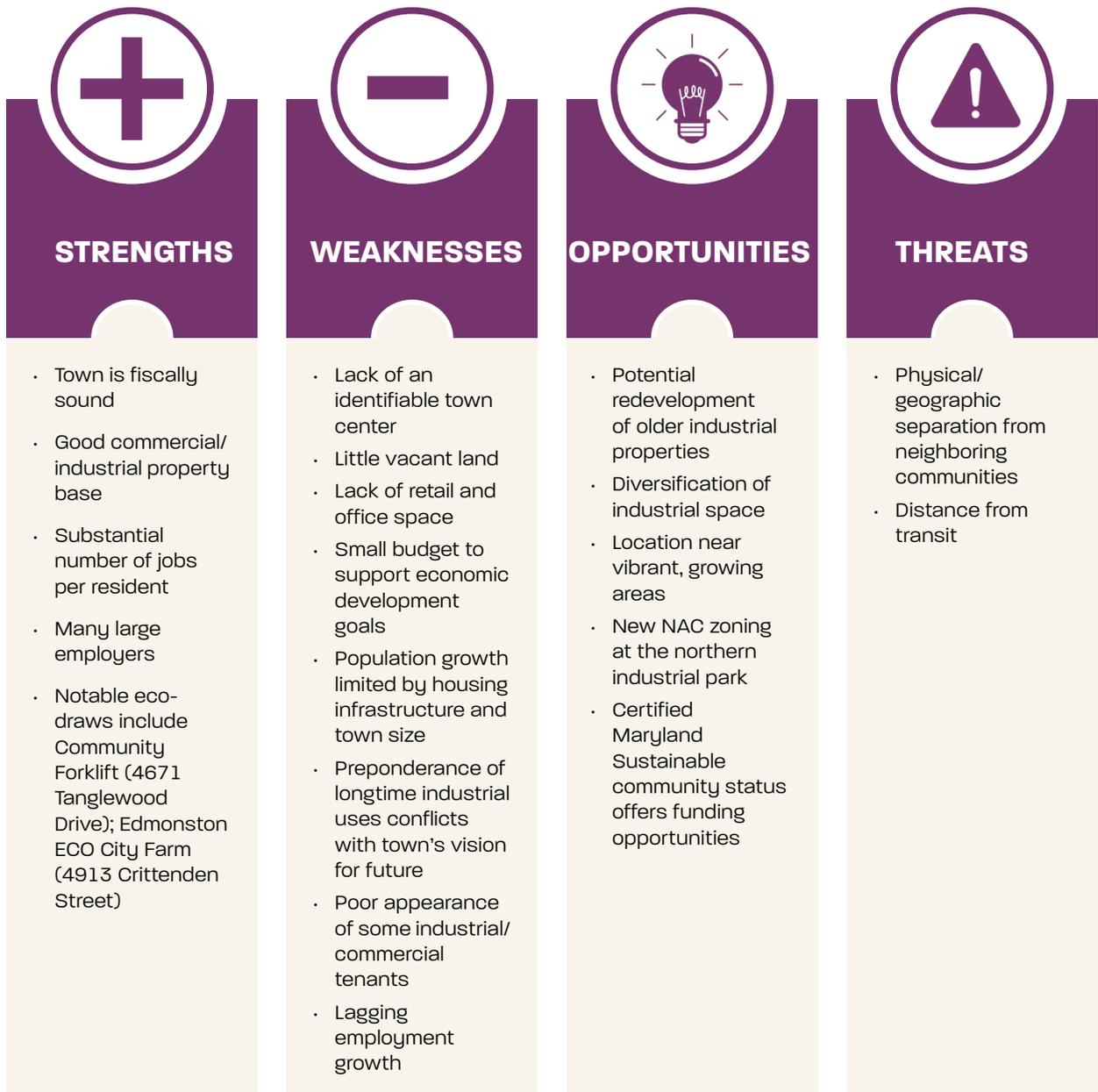


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SWOT Analysis

A Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis is an exercise used to assess current conditions and to develop new strategies.

- Strengths are characteristics of the town that give it an advantage;
- Weaknesses are characteristics of the town/business base that disadvantage it;
- Opportunities are internal elements the town could exploit to its advantage; and
- Threats are outside elements that can hinder economic development goals.



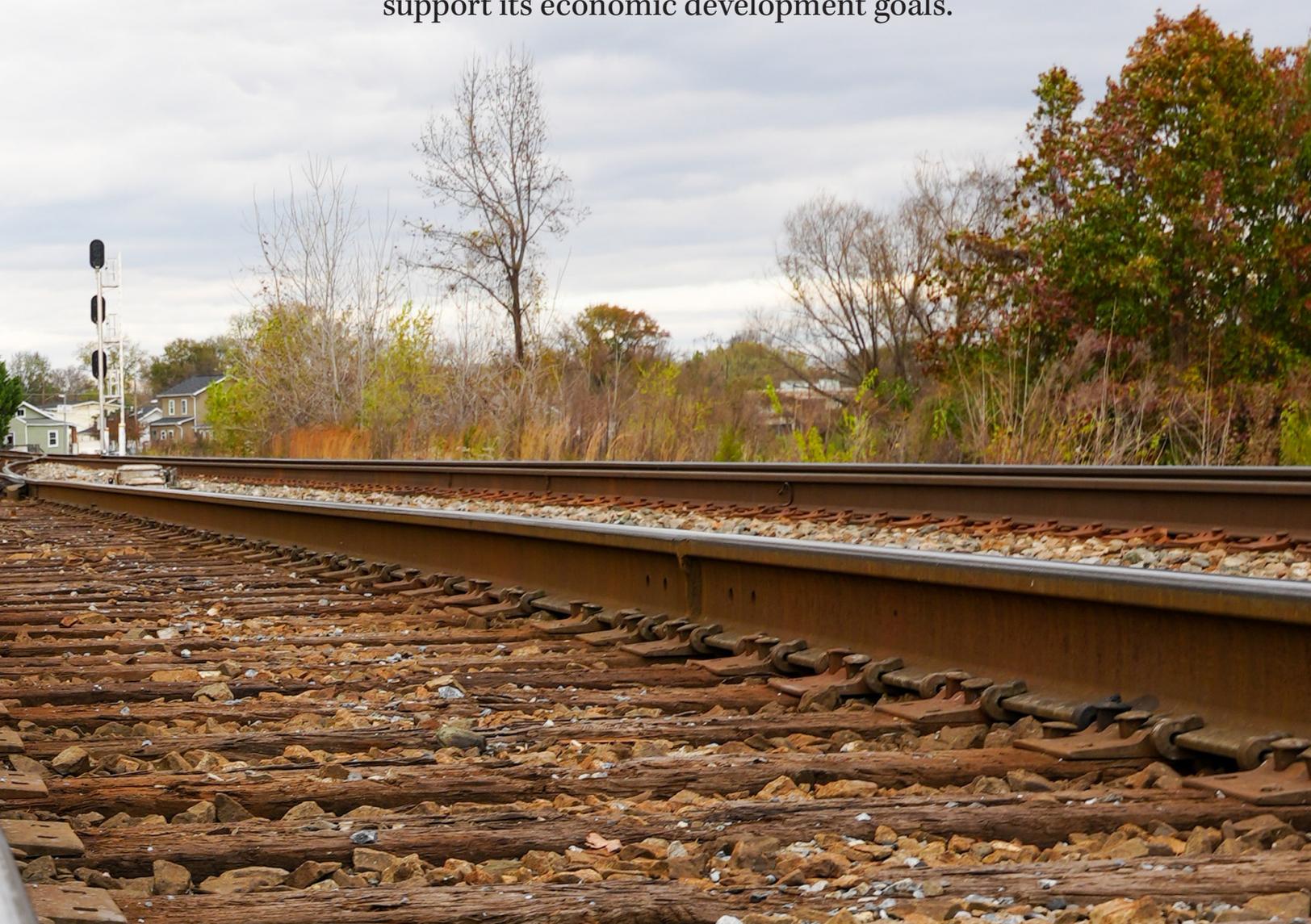


The vision statement and goals were developed via a community visioning session and a town council and staff consensus-building workshop.



Community Economic Development Vision Statement

The Town of Edmonston supports a vibrant, diversified, and sustainable local economy that meets the needs of the community. Business activity in the town's commercial areas is consistent with the high quality of life desired by residents and the town capitalizes on its location and natural and recreational amenities to support its economic development goals.



Community Economic Development Goals

1

Edmonston promotes a healthy, diversified economy; supports local businesses and entrepreneurship; and fosters an environment that helps these businesses thrive. The town partners with County government, schools, and nonprofits to achieve its economic development objectives and offers access to a variety of training and professional development opportunities for its residents.

2

Edmonston continues to develop in an ecologically sustainable way: capitalizing on its natural assets, parks, and pedestrian/bicycle trails; and promoting eco-friendly enterprises, renewable technologies, green buildings, and green infrastructure.

3

Edmonston is recognized for its quality of life, diverse employment and housing opportunities, safety, and respect for the diversity of its people. The town's creative and energetic government focuses on creating economic benefits and a healthy environment for its residents.

4

Edmonston's commercial properties are well-maintained and are attractive to employers and creative entrepreneurs who wish to operate in the town.

Town of Edmonston Economic Development Strategic Plan

At the visioning and consensus-building events, four priority areas emerged to guide the Town of Edmonston to achieve its economic development vision and goals. Twelve action items across the four priority areas were identified. These actions will require that the town make policy changes, provide funding and staff support, and identify and work with town, County and other economic development stakeholders to “support a vibrant, diversified, and sustainable local economy that meets the needs of the community.”

Strategic Priority Areas



PRIORITY AREA 1

Improve Appearance of Industrial Areas



PRIORITY AREA 2

Diversify Types of Businesses



PRIORITY AREA 3

Enhance Town's Identity and Connectivity to Neighboring Communities and Broader Region



PRIORITY AREA 4

Continue to Promote Eco-friendly Development



5500

5500



Priority Area 1

Appearance of Industrial Areas

Lands zoned for industrial use comprises approximately 28 percent of Edmonston. They are clustered in the south of town, and at its western edge along the MARC Camden line to the northern tip. The northwestern industrial acreage has areas that are consolidated under single ownership and are well-maintained; the southern industrial park has properties owned by Washington Gas and one or two major owners, but also areas of fragmented ownership and concentrations of auto-related uses. In recent years, it is this southern industrial park that has been the focus of efforts by town staff and elected officials to improve its appearance.

Because parcel assemblage would be required, it is unlikely that the southern industrial area will be redeveloped. The recommended action is to work to ensure the uses stay compatible with nearby residential, retail, and office uses.

Problems identified that are associated with some industrial uses include:

- Parking that overflows onto the public right-of-way
- Unsightly facades
- Unappealing jumble of signage
- Noise
- Spilled garbage
- Overall uncared-for and uninviting appearance



Recommended Action 1.1: Better-enforce regulations

Edmonston officials should continue monitoring County zoning, building and safety codes and ordinances to determine what violations may be identified and brought into conformance, working with code enforcement staff to issue violations to owners or tenants as necessary. Creative approaches to addressing parking overflows, such as installing bollards or concrete planters and stormwater management features should continue to be used. A review of all health and safety regulations is advised to see if any can help with controlling noise, trash, pollution, or other public nuisances.

Recommended Action 1.2: Seek planning solutions

In participating in the forthcoming Port Towns Sector Plan planning process, the town can highlight the enforcement problems and request that zoning or other regulatory mechanisms be explored for the industrial areas that would impose more stringent conditions for use and occupancy.

Recommended Action 1.3: Continue beautification activities

Poorly maintained industrial areas can negatively affect perceptions of Edmonston. The town could work to create an industrial property owners' group that would agree to improve the exterior of their sites and spruce up the industrial zone. These owners could also be encouraged to limit the number of auto-oriented tenants in proximity to each other.

Other beautification and activation measures can change public perceptions. Actions the town can take, or encourage/incentivize property owners to take include:

- Gateway signage: installing coordinated signage that identifies Edmonston, with the signs emphasizing the positive aspects of the industrial uses.
- Murals or decorative schemes on warehouses.
- Other facade improvements such as freshly painted doors and window frames, clean masonry, and harmonious signage.
- Improved lighting along the public right-of-way and on building rooflines; including decorative LED lighting on the buildings.
- Well-defined curb cuts and intersections.
- Landscaping, including planters, rain gardens and screening elements, such as the successful plantings along 5700 Lafayette Place.



Public Storage

Recommended Action 1.4: Explore feasibility of creating an industrial business improvement district

Business Improvement Districts and Main Street Programs are used in the nation, state and the County to support redevelopment.

- **Business Improvement Districts (BIDs)** are public private partnerships organized as special tax assessment districts in which property owners vote to initiate, manage, and finance supplemental services or enhancements beyond the baseline of services already provided by their local government. There are no BIDs in the County as of this writing.
- **Main Streets** work to revitalize communities by retaining, recruiting, and providing direct technical assistance to small businesses, improving commercial properties and streetscapes, and attracting consumers by organizing events and marketing the corridor.¹¹ Maryland has 33 designated Main Streets including the state’s first in the City of Laurel.

Differences between BIDs and Main Streets are summarized below; generally, BIDs as self-funded, special taxing districts have larger budgets, and are able to offer more services, such as maintenance and beautification investments, while Main Streets tend to offer more limited services focused on business assistance and marketing.

	BID	Main Street
Who is Served	Property Owners	Small Businesses
Budget/ Funding	Self-taxing districts funded by a surcharge to the real property tax liability	Predominately grant-funded
Services	Special services, such as maintenance, streetscape improvements, marketing, and public safety	Business assistance and marketing services
Staffing	Board and staff	Full-time executive director required

SOURCE: districtbridges.org

11 <https://www.districtbridges.org/whats-the-difference-between-a-main-street-and-a-business-improvement-district-bid/#:~:text=A%20BID%20is%20beholden%20to%20the%20property%20owners,corridor%20as%20well%20as%20the%20granting%20agency%20%20DSLBD.>

12 <https://www.cnu.org/publicsquare/2022/02/02/legacy-project-eyes-transformation-tulsa.>

13 <https://industrialdistrictla.com.>

14 <https://www.eastbrooklynbid.org/>

In 2020, the Prince George’s County Planning Department prepared the Prince George’s County Business Improvement District Toolkit to guide stakeholders—including Council members, County staff, community development corporations, property owners, and businessowners in navigating the formation of BIDs. The County’s goal for developing the toolkit was to “facilitate the adoption of BIDs in communities where BIDs are appropriate and feasible, whether today or in several years; and to then position these BIDs to achieve and sustain local economic development goals.” Industrial areas in the Town of Edmonston may represent such target communities.

While both BIDs and Main Street programs are focused on mixed-use or office/retail service areas, there are national examples of both programs to support redevelopment and community improvement in industrial urban areas. Examples include:

- The **Global Business District** in Tulsa, Oklahoma is an industrial main street in a commercial and industrial area larger (but similar in character to) Edmonston that focused on improving connectivity to surrounding residential communities and the business district, funding infrastructure improvements and promoting redevelopment.¹²
- The **L.A. Downtown Industrial District BID** serves a much larger 50-block industrial area in Los Angeles, California providing public safety, cleaning/beautification, and economic/business services to businesses.¹³
- The **East Brooklyn Business Improvement District (EBBID)** is one of the first and oldest industrial business improvement districts. The EBBID primarily comprises light manufacturing and distribution businesses and provides a variety of services to member businesses, including ombudsman and district maintenance services, which are designed to make the EBBID a better place to live, work and visit.¹⁴

Under Maryland law, BIDs can be formed if they receive the approval of 80 percent of property owners in a geographically defined region. The process for forming a BID is as follows:



Planning Phase

- a. Form an organizing committee of interested stakeholders to create the vision for the BID.
- b. Draft a three-year business plan—including a Vision, Boundaries, Assessment Plan and Operational Plan.
- c. Submit a formal application.

Legislative Authorization Phase

- a. Public hearing
- b. Council approval
- c. Within 10 days after the authorization by the governing body of the county or municipal corporation of the district, the district corporation shall provide the governing body of the county or municipal corporation with a preliminary business improvement district tax roll.

Maryland communities meeting the following criteria may apply for designation as a state-recognized Main Street:

- A minimum population of 1,000 based on the most recent U.S. Census

- Commitment to employ a program manager
- Commitment to organize and maintain a volunteer board of directors/advisory committee and committees made up of public and private sector individuals
- Commitment to provide a sustainable program budget
- Must be a Sustainable Community approved by the State of Maryland
- Must have a defined, walkable central business district with a significant number of historic commercial buildings.¹⁵

Edmonston cannot meet the final criterion. An industrial BID rather than a Main Street is best-aligned with the town’s issues identified in this project. However, the requirement that 80 percent of property owners approve the creation of the BID and associated special taxing authority may be a difficult requirement to meet. The town should conduct meetings with the major property and business owners to determine interest and if positive, initiate a feasibility study for creating such a district.

¹⁵ <https://dhcd.maryland.gov/communities/pages/programs/mainstreet.aspx>



CUSTOMER
PARKING
ONLY



Priority Area 2

Business Diversity

The town has only limited retail, dining and personal services options located within its borders. With the majority of the town's commercial base zoned for industrial uses, and the town's proximity to retail in Hyattsville and on Kenilworth Avenue, the potential for new retail and office development may be limited.



Recommended Action 2.1: Work to diversify businesses, focusing on community-serving retail and restaurants.

Of Edmonston's 957,015 square feet total inventory of retail, office and industrial space, only 8 percent (75,836 square feet) is retail and 2 percent (19,845 square feet) is office. While the town's location between major routes such as MD 201 (Kenilworth Avenue) and US 1 (Baltimore Avenue) provides access to County retail options, a frequently-made comment in the Community Visioning and stakeholder interviews was the desire for local retailers.

Redevelopment of parcels on Kenilworth Avenue could include retail space. Low-cost options include:

- Working with property owners to identify, incentivize and support community-serving retail options; and
- Investigate hosting a food truck hub to serve the industrial areas, which have over 1,400 workers.¹⁶

A longer-term strategy to increase Community-

Serving Retail and Restaurants would include adding more residents, in multifamily housing, to create demand.

Recommended Action 2.2: Assess zoning and land use options to support development

Much of Edmonston's zoning is IE (Industrial, Employment), RSF-65 (One-Family Residential) or ROS (Reserved Open Space). Other important zones are the NAC (Neighborhood Activity Center) properties at the northern tip of the town bounded by Lafayette Place and 46th Avenue and the IH- (Industrial, Heavy) Zoned properties at the south border around Tanglewood Drive. The NAC Zone permits the greatest mix of uses, but it is isolated from the residential areas by the IE Zone and is far from the town's latitudinal spine, Decatur Street. CGO- (Commercial; General Office) and CS- (Commercial, Service) Zoned land is located on MD 201 (Kenilworth Avenue), mainly on its eastern side. CGO-Zoned properties on Decatur Street are separated from the

¹⁶ A Food truck Hub is permitted in the IE and IH Zones as a temporary use (27-5301[c]). See also <https://www.princegeorgescountymd.gov/4317/Food-Truck-Hubs>.



IE-Zoned properties by RSF-65 Zoning, discouraging the development of a commercial spine or “main street” at this location (see Map 3).

The Port Towns Sector Plan and Sectional Map Amendment are scheduled to be updated, with the planning process beginning in 2023. Edmonston’s government and citizens will have the opportunity to let their needs be known and reflected in the plan.

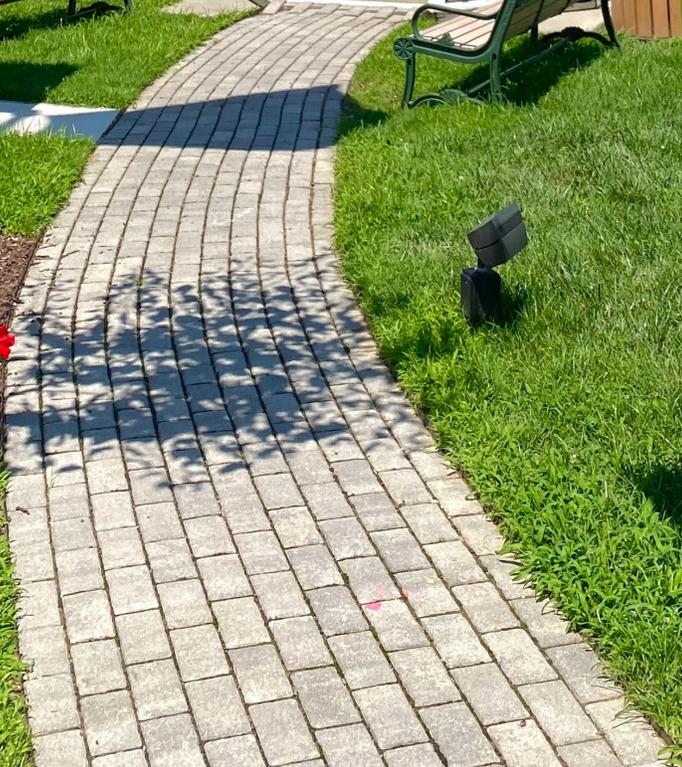
Prior to that interaction with the planning process the Town of Edmonston should determine what kind of development and redevelopment it wishes to encourage. The town should examine the likelihood of redevelopment interest, collaborating with landowners in the area and create a policy as to what type of redevelopment, if any, the town will seek and support. For example:

- Should redevelopment of industrial properties in the NAC zone be encouraged, or is this area in the north viable and functioning smoothly?
- How can the IE-Zoned properties near the railroad track be used effectively? What incentives are needed? Should all this land remain industrial uses only, or should multifamily development be encouraged or otherwise incentivized?
- Could a zone other than IE better incentivize a

small-scale “main street” on Decatur Street? For example, a food hall is a permitted use in the IE Zone but not a grocery store.

- How can affordable single-family housing be preserved?
- How and where can housing types other than single-family be permitted so that the town grows its population providing support for retail and office?
- Overall, what can be done to manage the south industrial area to provide more control over the operation of uses there, given that that area is unlikely to redevelop away from industrial uses?

A market analysis would be a good first step to determine what demand there could be for new, denser residential and commercial uses. Enlisting the assistance of the Prince George’s County Economic Development Corporation may be helpful both in market analysis and in working with landowners to determine the potential for parcel assemblage. Finally, since redevelopment has been anticipated for more than a decade but has not occurred, it would be good to look at what incentives might be needed to spur it. What market forces, such as more or denser housing, might create demand?





Priority Area 3

Enhancement of Edmonston's Identity and Connectivity

While Edmonston has many charms and is beloved by its residents, it is little known outside its immediate area. Edmonston is surrounded by public transit, yet little is available in town. Further, the town is not easily accessible from the northeast and west, particularly from Hyattsville or Riverdale Park, due to the stream valley and railroad tracks. It has no post office, so its mailing address is “Hyattsville, MD 20781,” which obscures Edmonston’s municipal status. These factors can be impediments to economic development.

Recommended Action 3.1: Improve connections and access to transit

Nearby transit includes several bus lines, including a stop located at 4836 Kenilworth Avenue, a future Purple Line light rail station at East West Highway and Kenilworth Avenue, and MARC train service at Riverdale Park. Edmonston could benefit from having a bus stop on Decatur Street, connecting most residents to either Hyattsville or Kenilworth Avenue and its bus lines. This would require working with WMATA or Prince George’s County’s The Bus on routing options.

The future Purple Line station could drive development of employment or residential uses in Edmonston. Access routes include driving up Kenilworth Avenue to the stop; walking either on Kenilworth Avenue or through the river parks; or cycling along the park trails. Edmonston should ensure that bicycle and pedestrian routes are easily accessible and safe for all users.

Access to the Riverdale MARC station from Lafayette Place is blocked by the closed-off stub of a “paper street” in the north tip of the industrial area. Edmonston should investigate opening this to pedestrian and bicycle traffic to access Madison Street.

A long-term goal might be the construction of a pedestrian bridge over the railroad tracks to Hyattsville, possibly at Hamilton Street or Ingraham Street, allowing access to amenities and restaurants. This idea could be explored during the Port Towns Sector Plan project. An alternative might be a tunnel under the tracks.

Recommended Action 3.2: Build a Distinct, Recognizable Identity for Edmonston

Edmonston has done a great job developing an identity as an eco-friendly community. The town’s new brand, “A Bridging Community” will help reinforce their identity. Edmonston could continue to work toward becoming a prime location for eco-industrial businesses. In the future, demand for auto-repair businesses, for example, should wane as the industry transitions from its reliance on fossil-fuel-powered vehicles.

- Placemaking through design: Improved signage, including wayfinding signs, can contribute to the



PHOTO BY RYAN CRAUN/M-NOPPO

Bus stop at 4836 Kenilworth Avenue.

ease of reaching destinations within Edmonston. Sidewalks could be improved through widening, landscaping on the shoulders, or use of distinctive materials on new sidewalks. The town has done an excellent job already with the improvements along Decatur Street including benches, street lighting and landscaping.

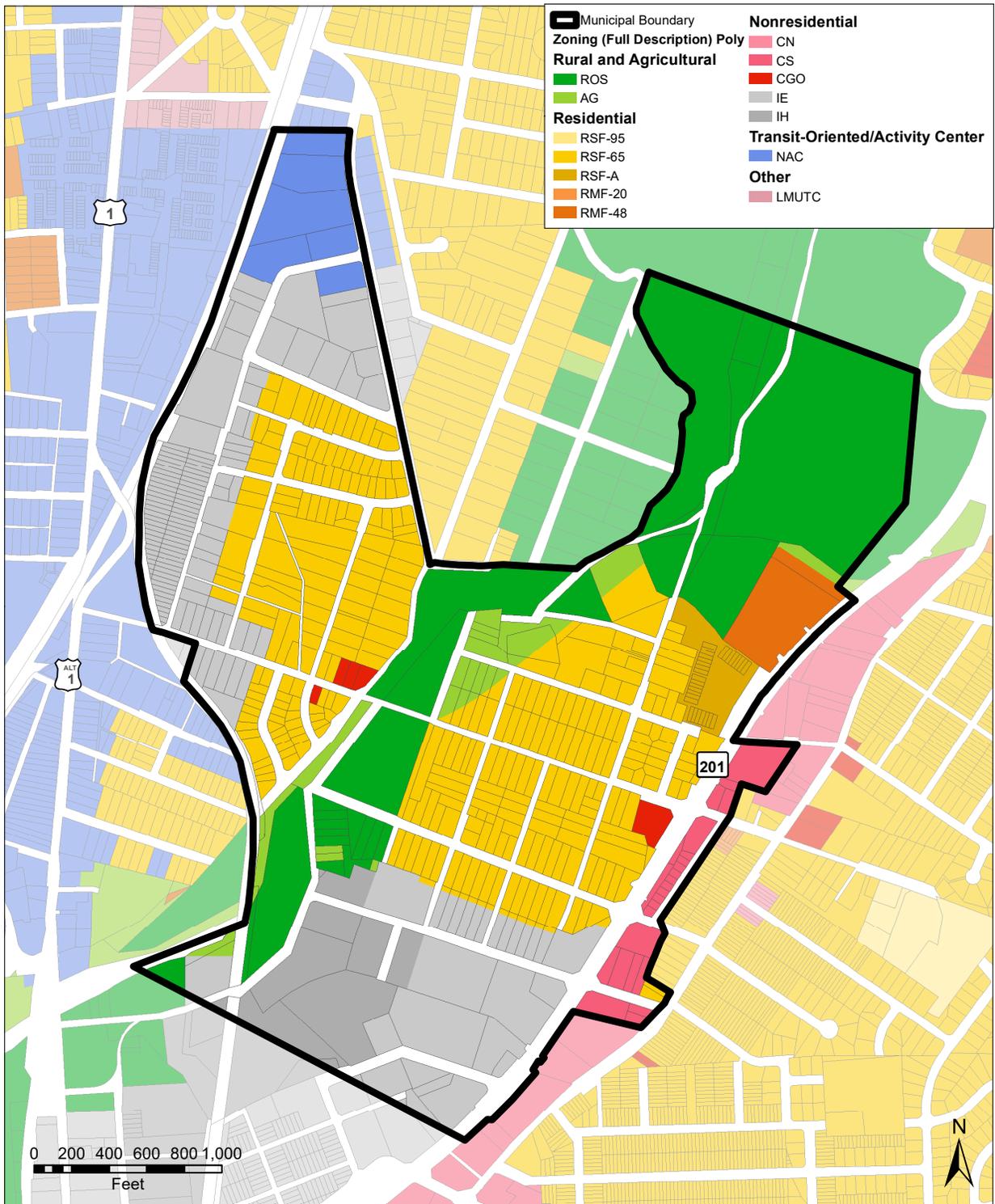
- Events: Themed festivities that can become associated with a location will draw interest and visitors. Often local businesses are willing to sponsor such events so that the cost to the town is low or none. These could become regional attractions.

Recommended Action 3.3: Provide amenities for residents

The logical place for neighborhood-serving amenities is Decatur Street, around 46th and 47th Avenues. The redevelopment could be as simple as accommodating retail shops or restaurants in one of the existing buildings, or as complicated as being in the ground floor of a new multifamily building. It all depends on market forces and the interest of property owners and developers.

Community Place: Lacking a school, which is a common location for community meetings, Edmonston has few potential places where residents can gather to discuss new initiatives, comment on plan proposals, or even participate in committees involved in environmental efforts, gardening, river control, or planning. Edmonston should make an effort to identify an appropriate site, and negotiate to capture use of an existing building if possible. Veterans Park may be one of those sites.

Map 3. Current Zoning



Town of Edmonston Zoning

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Job #4116

Conservation Landscaping Paisaje para la Conservación

Crittenden Green Street Initiative

Introduction

Crittenden Green Street is the second Green Street constructed by the Town of Edmonston, a certified Maryland Sustainable Community. Decatur Street, the first Green Street, was designed and built in 2009 to help solve flooding and create safer passage for pedestrians and bicyclists. Green Streets provide environmental benefits by slowing stormwater and capturing pollution in streetscape rain gardens. Green Streets also improve neighborhood quality of life by creating a safe and pleasant street environment.

Conservation Landscaping

Conservation landscapes are all about planting the right plant in the right place! So look closely at your planting site and ask a few basic questions: Is it shady or sunny? Wet or dry or in-between? Flat or hilly? Plants that grow naturally in Maryland - called native plants - are often the best choice since nature has already made the decision for us!

Paisaje para la Conservación

¡Los paisajes de conservación tienen que ver con plantar la planta correcta en el lugar correcto! Por lo tanto, observe detenidamente su plantación y formule algunas preguntas básicas: ¿está a la sombra o soleado? ¿Mojado o seco o en el medio? ¿Plano o montañoso? Las plantas que crecen naturalmente en Maryland, llamadas plantas nativas, a menudo son la mejor opción ya que la naturaleza ya ha tomado la decisión por nosotros.

Introducción

Crittenden Green Street es la segunda Calle Verde construida en la ciudad de Edmonston, certificada en Maryland como comunidad sostenible. Decatur Street fue la primer Calle Verde, diseñada y construida en el 2009 para ayudar a resolver inundaciones y creando cruces seguros para peatones y ciclistas. 'Callees Verdes' proporcionan beneficios ambientales al disminuir la velocidad del agua de la tormenta y capturar la contaminación en los jardines de lluvia. Callees verdes también mejoran la calidad del vecindario creando una calle ambiental, segura y placentera.

51st Place Conservation Landscaping

This area at the end of 51st place is usually a place for over grown grass and weeds. Native trees, shrubs, and perennials have been planted to help restore habitat and biological diversity in the Crittenden neighborhood. Planting small areas with a mixture of native trees, shrubs and perennials can be done in the backyard, bringing shade, seasonal color and wildlife habitat to a local community.

51st Place Paisaje para la Conservación

Este área al final del lugar de 51st Place suele ser un lugar para pasto crecido y malas hierbas. Se han plantado árboles, arbustos y plantas perennes nativas para ayudar a restaurar el hábitat y la diversidad biológica del vecindario Crittenden. La plantación de áreas pequeñas con una mezcla de árboles nativos, arbustos y plantas perennes se puede hacer en los patios traseros, trayendo sombra, color de temporada y hábitat de vida silvestre a una comunidad local.

the
Neighborhood
Design Center





Priority Area 4

Promotion of Eco-friendly Development

Promoting the Town of Edmonston's reputation as an eco-friendly, sustainable community can help enhance its economic development potential, as well as create future infrastructure savings, mitigate flood damage, and create attractive natural areas. Because of its location on the Northeast Branch of the Anacostia River, the town has been prone to flooding that has driven residents from their homes and washed pollutants into the river.

The Town of Edmonston is justifiably proud of its Green Agenda efforts over the past several years. The town has received recognition of its activities, including from the Obama White House, Harvard University's Kennedy School of Government, the Chesapeake Bay Trust, America in Bloom, Sustainable Maryland, and the Arbor Day Foundation, which designated Edmonston a Tree City.

To help implement its Green Agenda, the town organized a Green Team composed of interested resident volunteers. The town administrator and two town council members serve on the team, which meets monthly, organizes green events, and makes recommendations to the town council.

Previous and existing Green Agenda projects include:

- Energy savings and pollution reduction: An Edmonston Town Hall energy audit resulted in the replacement of outdoor lighting with LEDs, upgrading fluorescent bulbs to more energy-efficient models, and installation of an Eco-Star white roof and solar panels. Rain barrels are used to catch roof runoff. Town streetlights were converted to LEDs. The town now purchases only wind-produced electricity and has acquired electric vehicles for police and code enforcement.
- Green Street Plan: The town's first Green Street, Decatur Street, incorporates features such as a street tree canopy of native trees, bioretention cells (or rain gardens) and areas of permeable pavement to filter pollutants from runoff, street furniture made of recycled materials, solar-powered trash and recycling compactors, and a series of signs creating a walking tour so pedestrians may learn about the Green Street features. Green Street elements have also been installed, or are planned for Lafayette Place, Ingraham Street and 46th Avenue.
- Resident education: The town's program includes establishment of a green information kiosk at town hall; a bilingual activity booklet; distribution of a welcome packet to new residents; creation of a website for green and sustainability; "Don't Dump" markings on storm drains to remind residents that runoff discharges into the Anacostia River and the Chesapeake Bay; a community garden with plots available to residents selected by lottery; participation in the Solar United Neighbors of Maryland (MD SUN) program to enable residents to purchase solar energy; collaboration with Prince George's County on grants for home energy audits and weatherization; and membership in the Healthy Eating, Active Living Cities and Towns Campaign (HEAL) of Maryland and Virginia.
- Other measures: The town plans for streets and sidewalks to be accommodating to walkers, runners, and bicyclists, and has created additional bike lanes to connect to the Anacostia River Bike Trail System. Numerous pet waste stations have been installed around the town and are kept stocked with bags.

Recommended Action 4.1: Encourage more resident participation in eco-friendly efforts

Although Edmonston has done extensive eco-friendly work on public property, the town can benefit from extending these efforts onto private property through increasing resident and business participation.

Suggested measures include:

- Rain barrels: The town can acquire rain barrel kits and hold classes to instruct residents on construction, installation and usage of their own rain barrel(s). A nominal fee may be charged.
- Rain gardens: By making advice, on-site consultation, and even plantings available to residents, the town can increase its implementation of stormwater best management practices (BMPs) and reduce demand on its municipal separate storm sewer system (MS4).
- Donations for street furniture: The town can initiate a program for businesses to sponsor a bench with a recognition plaque or memorial being attached to the bench. This will allow the town to create additional places where pedestrians may rest or gather, further promoting walking within the town.
- Sell native plants: The Green Team can conduct seasonal native plant sale, providing planting advice to purchasers.
- Sharing by homeowners / Green Home Tour: The Green Team can Saturday afternoon event when homeowners can show and explain their eco-friendly home improvements. Such improvements might include a, creative rain gardens, solar panels, use of recycled building materials, solar tubes to bring light to windowless interior spaces, and eco-friendly architectural improvements. Green Team and other volunteers would recruit property owners, publish a list of homes open to visit and publicize the event.
- Green Expo event: The Green Team and town staff could host an annual Green Expo. Exhibitors, including private companies and public agencies, would be recruited to display eco-friendly products, services and information. For example, exhibit space could be provided to the town and Prince George's County Department of Transportation and Public Works, PEPCO, bicycle shops, HVAC vendors, electric car demonstrations, organic food markets, solar panel installers and organizations like Friends of the Earth and the Sierra Club.



Community Forklift

Community Forklift, a regionally popular nonprofit reuse center for home improvement supplies, is located at 4671 Tanglewood Drive, in the south IH (Industrial, Heavy) Zone. Since 2005 it has operated in a 40,000-square foot warehouse owned by Washington Gas Light Company. A portion of the warehouse is a historic, two-story brick Greek Revival/Industrial-style building fronting Tanglewood Drive (PG:69-062). This business is important to Edmonston and the County. However, the owner of the property plans to discontinue intensive use of the site and has asked Community Forklift to find a new home. The town should assist in any lease negotiations for them to remain or relocate within or very close to the town. Town staff should enlist the assistance of the Prince George's County Economic Development Corporation in this effort and to coordinate Edmonston's mission of attracting more eco-friendly businesses. The creation of a BID-like economic development organization as described in a previous section, with residents, developers and commercial business/landowners as board members, could also support these efforts.

- Educational community garden: The town could establish a small educational garden on public land and partner with the elementary school(s) attended by town residents to recruit student caretakers.
- Composting program: The town staff and Green Team could create a public composting program with one or more locations convenient to residents. Compost could then be offered to participants. The Green Team could offer advice to residents on home composting.

Recommended Action 4.2: Create an eco district and attract eco-friendly businesses

An Eco District is a community that is engaged in sustainable planning on the neighborhood scale.¹⁷ Eco districts objectives are to limit the community’s environmental impact, promote social cohesion and ensure development is environmentally friendly. They are designed to reduce community energy needs and save resources. The goal is for residents to enjoy a healthier environment, a higher quality of life, and have lower heating and air conditioning costs. Typical efforts include construction of buildings with ecologically responsible materials and designed to save energy—possibly LEED (Leadership in Energy and Environmental Design) certified. Composting and recycling sites are readily accessible. Stormwater management is designed so that rainwater can be utilized for watering of gardens during dry times. Roof gardens are used for bioretention, vegetable and flower cultivation.

To facilitate pedestrian, bicycle and transit mobility, and to foster a sense of community, an eco district locates dwellings, businesses and public facilities in proximity. Housing is built for various income levels. Infrastructure includes footpaths, bike trails, secure bike parking and transit. Natural green spaces abound.

At this time there is no official state or County definition, designation, or certification of what an eco district is or could be—which leaves the town free to develop its own criteria and lead the way. Green industries and they could gradually populate the IE and IH Zones. The E in Edmonston can come to stand for ecologically sound and environmentally friendly. Perhaps if a BID is formed its focus could be on green



transformations of industrial uses. As Plan 2035 notes, “Expanding the industrial sector into promising new fields, such as the green economy and high-tech, information-intensive sub-sectors, and leveraging its potential as an economic engine are essential to maintaining a diverse and healthy County economy.”¹⁸

17 <https://www.theurbanist.org/2022/07/02/urbanism-101-what-is-an-ecodistrict/>

18 “Don’t Forget about the Industrial Sector,” *Plan Prince George’s 2035 Approved General Plan* (Upper Marlboro: The Maryland-National-Capital Park and Planning Commission, 2014), 76.



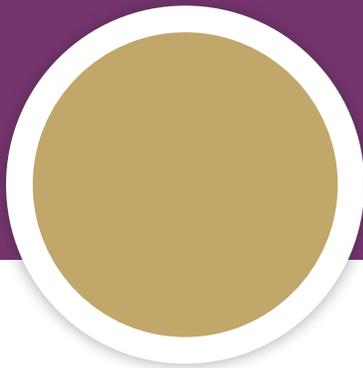
Recommended Action 4.3: Continue to engage in proactive and positive relationships with residents and businesses to support Edmonston as a high-quality location to live, work and play

As the town implements its efforts in Priority Area 1 to Improve the Appearance of Industrial Areas through better and increased enforcement, business and property owners need to be engaged and have the need and rationale for these actions justified.

An immediate area where the town can support its economic development goals is the implementation

of a workforce development program to link residents to both job training for and employment opportunities with local employers. The town can facilitate these workforce linkages through low-cost efforts such as:

- Publicizing job training and posting opportunities with Employ Prince George's (employpg.org);
- Creating, maintaining, and regularly updating local job openings through a town hiring board on its website that lists open positions; and
- Working with town business to hold job fairs for resident workers.



Implementation Matrix

The matrix includes:

- The Priority Area for each Recommended Action Item:
- The Recommended Action Item (described in the text above starting on page 17);
- The Lead who should initiate and undertake the Recommended Action Item;
- The Budget Impact indicates the estimated cost to implement:
 - \$ - \$0 and \$5,000
 - \$\$ - \$5,001- \$25,000
 - \$\$\$ - \$25,000 +
- Potential Partners lists any partners at the County or state level to work with while implementing the Recommended Action.
- Timeframe outlines how quickly the action can be implemented.
 - Short-Term – this action can be completed either with little preparation, typically within 6 months.
 - Mid-Term – this action is anticipated to take a moderate amount of time to fully implement, between 6-12 months, and/or involves a moderate level of preparation to be able to start. Preparation could involve aligning partners, financing or completing any activities that must take place before implementing the action.
 - Long-Term – this action is anticipated to take years to fully implement and requires significant preparatory work. Actions labeled as long-term may take anywhere from 1-5 years or more to fully implement.

Table 11. Acronyms

Acronym	Definition
DHCD	Prince George’s County Department of Housing and Community Development
DNR	Maryland Department of Natural Resources
DOE	Prince George’s County Department of Environment
DPR	Prince George’s County Department of Parks and Recreation (M-NCPPC)
DPIE	Prince George’s County Department of Permitting, Inspections and Enforcement
DPW&T	Prince George’s County Department of Public Works and Transportation
MDOT	Maryland Department of Transportation
M-NCPPC	The Maryland-National Capital Park and Planning Commission
PGCEDC	Prince George’s County Economic Development Corporation
PGCPD	Prince George’s County Planning Department (M-NCPPC)
PGCSCD	Prince Georges’ County Soil Conservation District
RAPGC	Revenue Authority of Prince George’s County
WMATA	Washington Metropolitan Area Transit Authority

Table 12. Implementation Matrix

Recommended Action	No.	○ Lead Entity and ● Partner Entities											Budget	Time			
		Town Administrator	Town Council	Mayor	Property Owners	Police	Planning Department	DHCD	DNR	DOE	DPR	DPIE			DPW&T	PGCEDC	WMATA
Priority Area 1: Appearance of Industrial Areas																	
Better enforce regulations	1.1	○				○										\$	S
Seek planning solutions	1.2	○					●										S
Continue beautification activities	1.3	○						●					●			\$ to \$\$\$	S-M
Explore feasibility of creating an industrial business improvement district	1.4	○					●						●			\$\$ to \$\$\$	M-L
Priority Area 2: Business Diversity																	
Work to diversify businesses, focusing on community-serving retail and restaurants	2.1	○											●			\$	S
Assess zoning and land use options to support development	2.2	○					●									\$	M-L
Priority Area 3: Enhancement of Edmonston's Identity and Connectivity																	
Improve connections and access to transit	3.1	○	○	○	●	●							●	●		\$ to \$\$\$	S-L
Build a distinct, recognizable identity for Edmonston	3.2	○	○	○		●							●			\$\$ to \$\$\$	S-L
Provide amenities for residents	3.3	○	○	○									●	●		\$\$ to \$\$\$	S-L
Priority Area 4: Promotion of Eco-friendly Development																	
Encourage more resident participation in eco-friendly efforts	4.1	○	○	○												\$	S-L
Create an eco district and attract eco-friendly businesses	4.2	○	○	○									●			\$\$	M-L
Other Supporting Actions																	
Continue to engage in proactive and positive relationships with residents and businesses to support Edmonston as a high-quality location to live, work and play		○	○	○	●											\$	Short

Acknowledgments

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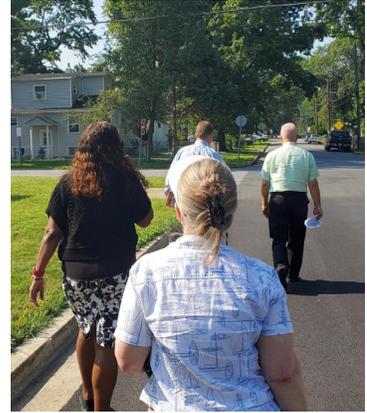
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Town of Edmonston

Tracy Gant	Mayor
Hilary Chester	Ward 1 Councilmember
Betsy McCauley	Ward 1 Councilmember
John Johnson	Ward 2 Councilmember
Sarah Turberville	Ward 2 Councilmember
Rodney Barnes	Town Administrator
Averi Gray	Town Clerk
Elliott Gibson, Sr.	Police Chief

*Former Employee



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John Deleonibus	D&D Tire
Guy Berliner	Berliner Mobile Vending, LLC
George Martin	Martin Industrial Park Venture

Resources

2009 *Approved Port Towns Sector Plan and Sectional Map Amendment*

2013 *Prince George's County Economic Development Strategy-The Economic Drivers and Catalysts: A Targeted Economic Development Strategy for Prince George's County, Maryland*

2014 *Plan Prince George's 2035 Approved General Plan*

2017 *Central Kenilworth Avenue Revitalization Study*

2019 *Port Towns Sustainable Communities Action Plan*

2019 Prince George's County Retail Opportunities Guide

2020 Prince George's County Business Improvement District Toolkit

Employ Prince George's www.employpg.org

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www.pgplanning.org