

Plan Highlights

Community Vision

The vision for Subregion I is an integral community consisting of many healthy and historical residential neighborhoods, a regenerated and reinvented “main street” US 1 Corridor, upgraded commercial and industrial areas, and a vibrant “downtown” at the Konterra Town Center. The Subregion I community offers attractive parks and open spaces, trails, multiple transportation modes, quality schools, public safety and other public facilities.

Development Pattern Elements

- Adopt rural design guidelines and strategies for the portion of Subregion I located in the Rural Tier to ensure development consistent with the prevailing character.
- Discourage new isolated commercial activities and promote new mixed-use development in Konterra and at designated nodes along the US 1 Corridor.
- Discourage new isolated commercial activities and promote new commercial development in Konterra and at designated nodes along the US 1 Corridor, encourage the revitalization and redevelopment of existing, underutilized commercial areas, develop compact planned employment areas, and promote mixed-use development in the center and corridor with a strong emphasis on transit-oriented and pedestrian-friendly design in the Developing Tier.

Infrastructure Elements

- Initiate “green” design guidelines for all future development and redevelopment to ensure preservation and sustainability of the significant natural environment, implement all applicable environmental regulations, and consider the use of Leadership in Energy and Environmental Design (LEED) building certification to promote the design, construction, and operation of high performance green buildings and neighborhoods.
- Maintain, improve, and construct freeways, arterials, major collectors, collectors, and local (industrial, commercial, primary, and secondary) roadways as required by current and future development.

- Extend the Metro Green Line rail transit along the CSX railroad line through the Subregion I area connecting the Greenbelt Station to Baltimore/Washington International Thurgood Marshall Airport.
- Construct four elementary schools, a new middle school, and a new high school to meet the school capacity needs of the expanding population; construct a new Laurel library branch and renovate the Beltsville library branch; relocate the District VI police station to the vicinity of Van Dusen Road and Virginia Manor Road and renovate or replace fire station companies 31, 41, and 49 and construct new fire stations in the Snowden and Konterra areas.
- Acquire additional land for community parks and stream valley parks including properties within Konterra to achieve the standards of 15 acres of local parkland per 1,000 persons and 20 acres of countywide, regional, stream valley, or special parkland per 1,000 persons.

Economic Development and Community Character

- Maintain existing employment areas in the Subregion I area, attract new employment development to provide a stable job and tax base and high value-added jobs, and strengthen screening and buffers between industrial uses and other adjacent uses.
- Introduce the phased replacement of sustainable and environmentally friendly industrial structures in both the Beltsville Industrial Park and Beltsville Industrial Center to allow for a more economically competitive industrial environment.
- Cultivate new long-term employment opportunities generated by the Fort Meade Base Realignment and Closure (BRAC), White Oak federal facility, Konterra Town Center and business campus, the Intercounty Connector (ICC) and the growth of the area’s flex/industrial base.
- Reposition retail along the US 1 Corridor’s edge to take advantage of better visibility and accessibility to the existing and future customer base and to accommodate a changing retail and service environment with the construction of the Konterra Town Center.

- Cluster key retail uses at designated nodes of activity along the corridor (Costco site and vicinity, MARC/Muirkirk Road, Contee Road, and US 1).
- Create greater residential density and a diversity of housing types at designated mixed-use nodes along the US 1 Corridor and the Konterra Town Center to accommodate all income levels.
- Enforce County Codes regarding: (1) truck and other excessive vehicle parking on residential streets, (2) multiple families living in single-family homes, (3) property maintenance, and (4) home businesses in areas not zoned for such uses.

Living Areas

- Preserve and maintain the living and the natural environments and the unique character of the identified eight communities, which include Beltsville, Calverton, Gunpowder, North Beltsville, Pheasant Run, South Laurel, Vansville, and West Laurel and repair roads, improve public facilities, and promote public safety for these communities.
- Provide an action and phasing plan to implement the master plan's recommendations.
- Provide public facility cost analysis and estimates for the purpose of seeking future funding for the proposed projects.
- Include a sectional map amendment to implement the master plan's vision and recommendations.
- Establish appropriate zoning districts along the Intercounty Connector to allow for moderate-to-high-density commercial development.

Implementation

Introduction

Plan Purpose

The Subregion I Master Plan and Sectional Map Amendment establishes development policies, objectives and strategies that are consistent with the recommendations of the 2002 Prince George's County Approved General Plan.

The master plan's overarching goal is to ensure that the subregion area becomes an inviting place to live, work and play. It is a planning framework that guides the preservation, revitalization and redevelopment of the subregion, providing specific recommendations to guide new development while protecting existing communities and significant environmental, historical and cultural resources.

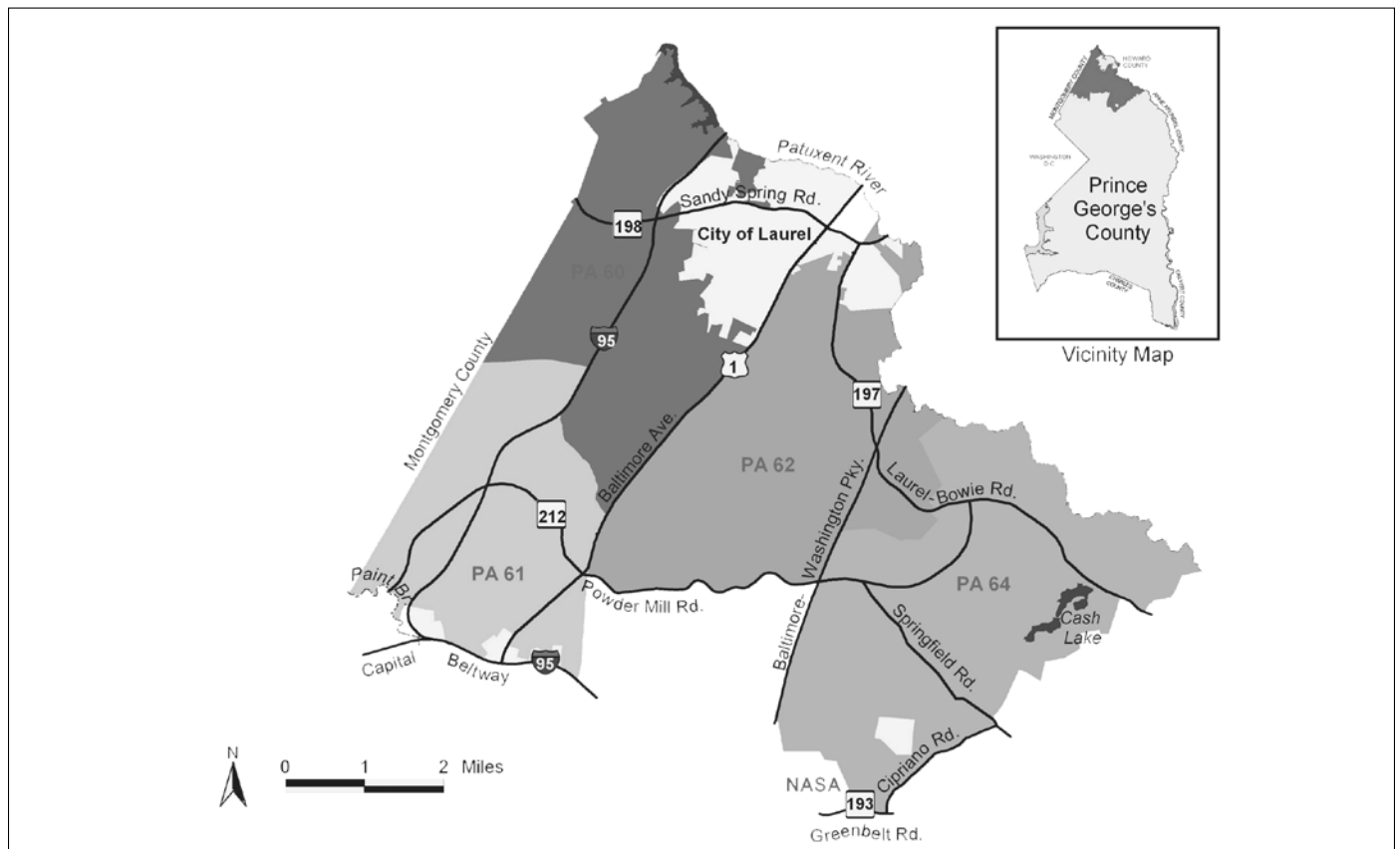
Major goals of the master plan are:

- To enhance the quality and character of the existing communities.

- To encourage quality economic development.
- To preserve and protect environmentally sensitive and scenic land.
- To make efficient use of existing and proposed county infrastructure and investment.
- To provide a safe, affordable, and accessible multimodal transportation system.
- To provide needed public facilities in locations that efficiently serve the subregion's population.

Planning Area Boundary and Regional Setting

The master plan area consists of approximately 44 square miles in northeastern Prince George's County and includes Planning Areas 60, 61, 62, and 64. It includes



Map 1: Subregion I Vicinity

the communities of Beltsville, North Beltsville, West Laurel and South Laurel, which includes the Montpelier subdivision. Subregion I is bounded by the border with Montgomery County to the west; Anne Arundel County, the Baltimore-Washington Parkway, and MD 201 to the east; Powder Mill Road and the Capital Beltway to the south and southeast; and the City of Laurel and the Patuxent River to the north. The master plan applies to all the land area within the subregion unless specifically stated otherwise. The City of Laurel is not included in the master plan because it has its own planning and zoning authority.

Relationship to the 2002 Prince George's County General Plan

The master plan establishes development policies consistent with the intent and vision of the 2002 Prince George's County Approved General Plan. The General Plan places Subregion I within two growth policy Tiers—the Developing Tier and the Rural Tier—and designates one possible future center and one corridor within the subregion. Over one-half of the subregion falls within the Developing Tier, which the General Plan envisions as an area of low- to moderate-density suburban residential communities, distinct commercial centers, and transit-serviceable employment areas. Developing Tier growth policies emphasize a balance between the pace of development and the demand for adequate roads and public facilities, encouraging contiguous expansion of development where public facilities and services can be provided most efficiently. The remainder of the subregion falls within the Rural Tier, where the General Plan seeks to preserve large amounts of land for woodland, wildlife habitat, recreation and agriculture pursuits, and preservation of the rural character and vistas that now exist.

In Subregion I, the Konterra planned community is identified as a possible future regional center, which is a location for regionally marketed commercial and retail centers, residential communities, office and employment areas, some higher educational facilities, and possibly sports and recreation facilities primarily serving Prince George's County. Moreover, Baltimore Avenue (US 1) is one of seven corridors designated by the General Plan where more intensive development and redevelopment should be encouraged at specified nodes along each corridor. In the Developing Tier, such corridors should contain a moderate-intensity mix of residential and nonresidential uses that are more community-oriented in scope.

Relationship to Other Plans and Policies

A number of previously approved plans and policy documents, such as the 1982 Master Plan of Transportation, the 1983 Functional Master Plan for Public School Sites, the 1975 Countywide Trails Plan including 1985 Equestrian Addendum, and the 1992 Prince George's County Historic Sites and District Plan provide background information and a framework for the plan and SMA for specific planning issues. In addition to these documents, other state planning legislation and the prior 1990 planning study for Subregion I also shape the planning framework and are described below.

1997 Maryland Smart Growth and Neighborhood Conservation Act

This act builds on the eight visions adopted in the 1992 Act, as amended. The act is nationally recognized as an effective means of evaluating and implementing statewide programs to guide growth and development.

In 1997, the Maryland General Assembly enacted a package of legislation collectively referred to as the Neighborhood Conservation and Smart Growth Initiative. The Maryland Smart Growth Program has three basic goals: to save valuable remaining natural resources; to support existing communities and neighborhoods; and to save taxpayers millions of dollars in the unnecessary cost of building infrastructure to support sprawl. A significant aspect of the initiative is the Smart Growth Areas legislation requiring that state funding for projects in Maryland municipalities, other existing communities, and industrial and planned growth areas designated by counties will receive priority funding over other projects. These are called Priority Funding Areas (PFA). The majority of the Subregion I planning area is categorized as a county-certified compliance area that is eligible for priority funding.

1992 Maryland Economic Growth, Resource Protection and Planning Act

This legislation was enacted to encourage economic growth, limit sprawl development, and protect the state's natural resources. It establishes consistent general land use policies to be locally implemented throughout Maryland. These policies are stated in the form of eight visions.

1. Development is concentrated in suitable areas.
2. Sensitive areas are protected.
3. In rural areas, growth is directed to existing population centers and resource areas are protected.
4. Stewardship of the Chesapeake Bay and the land is a universal ethic.
5. Conservation of resources, including a reduction in resource consumption, is practiced.
6. To assure achievement of 1 through 5 above, economic growth is encouraged and regulatory mechanisms are streamlined.
7. Adequate public facilities and infrastructure under the control of the county or municipal corporation are available or planned in areas where growth is to occur.
8. Funding mechanisms are addressed to achieve these visions.

The eight visions are a set of guiding principles that describe how and where growth and development should occur. The act acknowledges that the comprehensive plans prepared by counties and municipalities are the best mechanism to establish priorities for growth and resource conservation. Once priorities are established, it is the state's responsibility to support them.

1990 Subregion I Approved Master Plan and Adopted Sectional Map Amendment

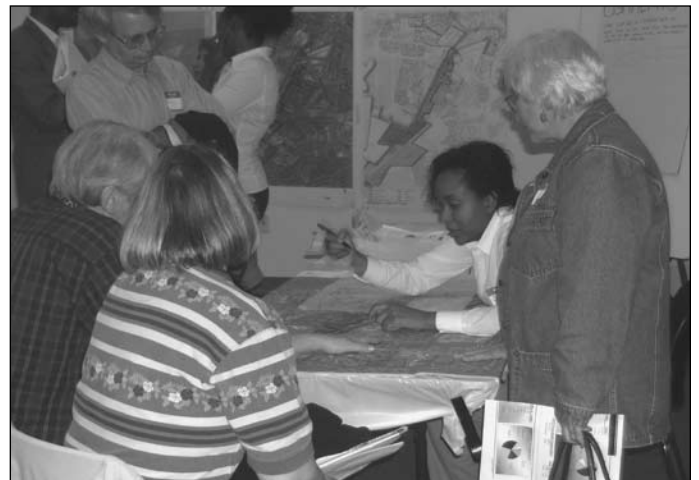
The plan generally recommends protecting and improving the quality of all living areas and concentrating commercial uses along US 1. In commercial areas, the plan discourages the creation of further strip-commercial development. It proposes measures to improve the existing commercial strips along US 1, such as grouping similar uses and exploring opportunities for rear expansion and redevelopment, where feasible. The plan recommends a new town center in the proposed Konterra downtown and new neighborhood activity centers in the living areas to the west of US 1. The plan also proposes extensive future employment areas along US 1 and near I-95 to create job opportunities and increase tax revenue. Considerable zoning changes are recommended in the plan to achieve consistency with the land use plan.

The master plan includes goals, objectives, concepts, recommendations and guidelines for the environmental envelope, mineral resources, historic preservation, living areas, housing, commercial areas and activity centers, employment areas, circulation and transportation, and public facilities. This Subregion I Master Plan reexamines the 1990 master plan and develops recommendations for future development and redevelopment in the planning area.

Public Participation

Public participation was fundamental to the creation of this community-based vision plan. The planning process for Subregion I included multiple opportunities for a broad cross-section of stakeholders to provide input at various stages of analysis, from initial concepts to the development of a preferred alternative. Community involvement began with a public forum on March 29, 2005, that provided an initial opportunity for the public to offer ideas and comments pertaining to the planning area. Following initiation of the planning process, two community workshops were held to gather community input for this plan. The first workshop, held on June 2, 2005, focused on parks, open spaces, trails and the green infrastructure network. The second workshop, held on October 6, 2005, focused on public facilities (libraries, schools, police and fire facilities), historic preservation and transportation.

The public participation focus was then divided into two phases. The first phase focused on the US 1 Corridor, while the second phase examined the living areas surrounding US 1.



US 1 Corridor charrette

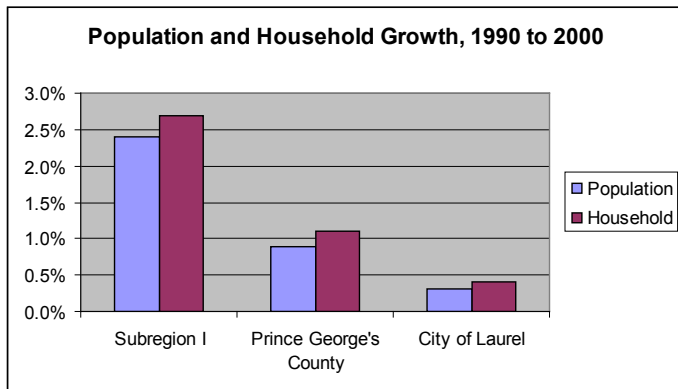
The public participation focus on the US 1 Corridor consisted of a charrette process that included a pre-charrette workshop on August 29, 2006, followed by a five-day charrette held at the corporate offices of the Hope Christian Church from September 13, 2006 to September 19, 2006. The charrette began with a public workshop that offered opportunities for stakeholders to provide feedback both informally and in interviews during the design process and culminated with a public workshop to present the concepts developed during the charrette. A post-charrette presentation, held on October 11, 2006, at the Martin Luther King, Jr., Middle School, presented final concepts, plan refinements and implementation strategies.

The public participation focus on the living areas surrounding US 1 consisted of three public workshops focused on the western living areas, central living areas, and eastern living areas, respectively. These workshops, held at the corporate offices of the Hope Christian Ministries on October 19, October 21 and October 26, 2006, offered an opportunity for residents to provide input on key issues and concerns in each living area. The planning concepts developed based on the workshop feedback were presented at a post-workshop session on November 18, 2006, at the Martin Luther King, Jr., Middle School. A total of 130 people participated in the living areas workshops.

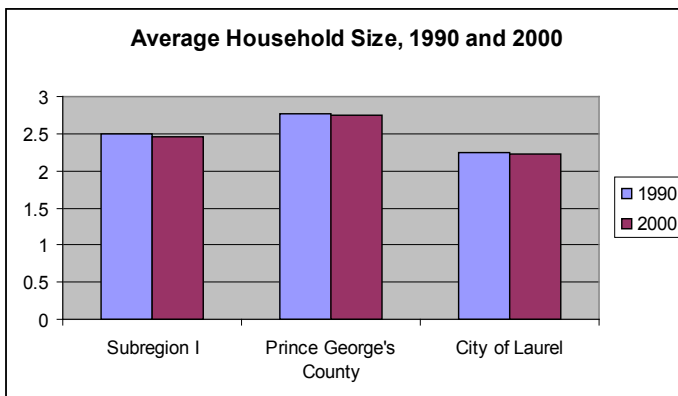
Planning Area Profile

Population and Households

In 2000, the Subregion I area was home to approximately 55,000 residents and 21,000 households. From 1990 to 2000, annual growth in population and households was 2.4 percent and 2.7 percent, respectively (approximately 43,000 residents and 16,000 households). However, household sizes in general declined; the Subregion had an average household size of 2.49 in 1990 and 2.46 in 2000. This is a trend also seen in the City of Laurel and Prince George's County as a whole.



Source: U.S. Census, 1990 and 2000

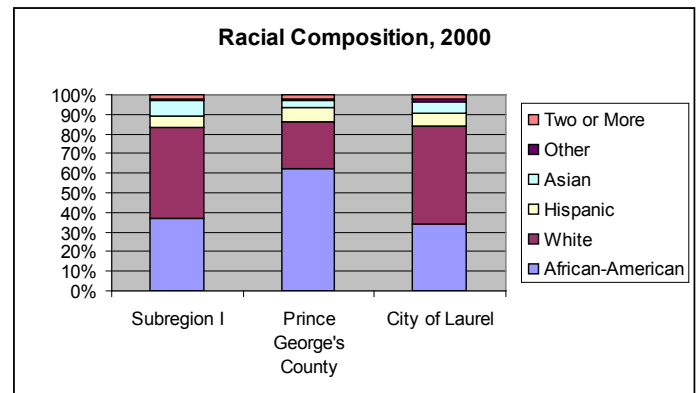


Source: U.S. Census, 1990 and 2000

Race

According to the 2000 Census, the two largest ethnic groups were whites and African Americans consisting of 46.5 percent and 36.7 percent of the subregion's population, respectively. The Asian population accounted for approximately eight percent, with Hispanics accounting for approximately six percent. Those of

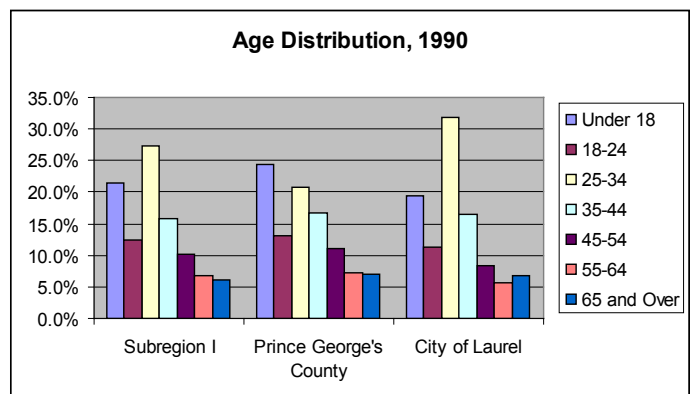
“Other” or two or more races accounted for approximately three percent of the Subregion I population. The racial composition of the subregion is similar to the City of Laurel whose population was approximately 34 percent white and 50 percent African American in 2000. Both the subregion and the City of Laurel differ when compared to Prince George's County's racial composition in 2000. According to the 2000 Census, Prince George's County's population was composed primarily of African Americans (62.1 percent) and a significantly smaller white population (24.4 percent).



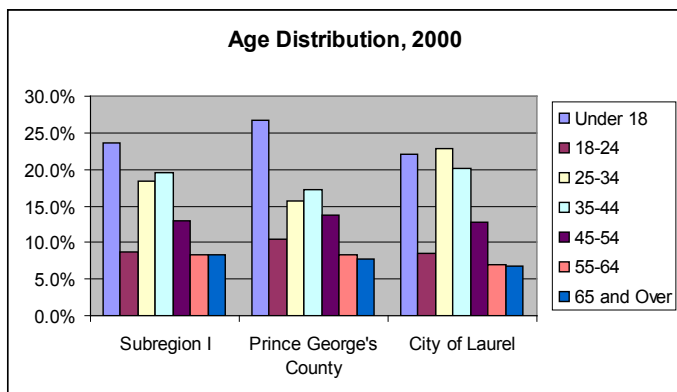
Source: U.S. Census, 2000

Age of Population

The working-age population (25 to 44 years of age) and the aging population (45 to 54 years of age) have increased steadily since 1990. According to the 2000 Census, 38 percent of the population was between 25 to 44 years of age and 13 percent of the population was between 45 to 55 years of age, while those under 18 years of age accounted for approximately 24 percent.



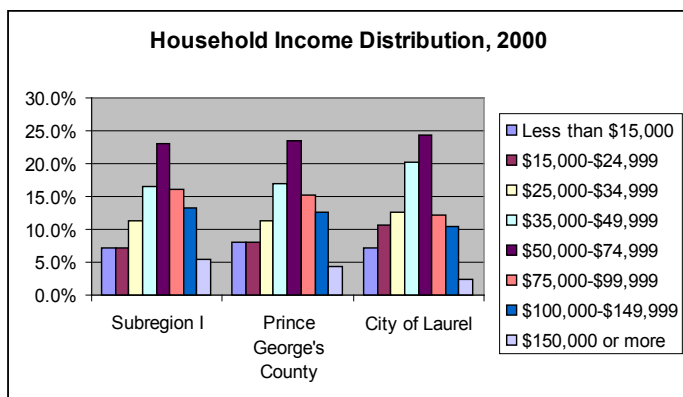
Source: U.S. Census, 2000



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Income

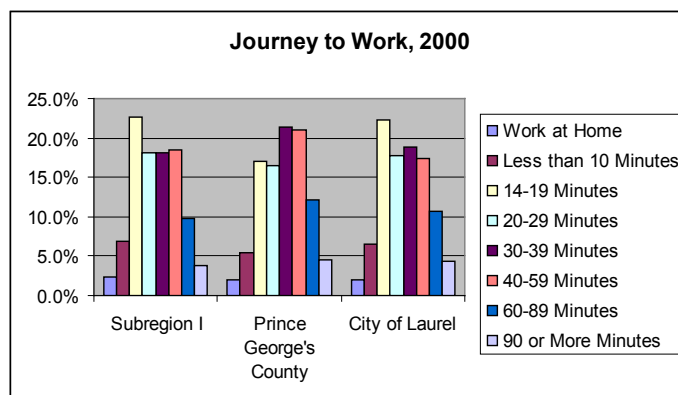
In 2000, the median household income in Subregion I was \$58,488, which was higher than the City of Laurel (\$49,415) and slightly above the county median (\$55,265). More than half of the households in Subregion I (57.8 percent) and Prince George's County (55.8 percent) had incomes greater than \$50,000, while approximately half (50.1 percent) of the households in the City of Laurel had incomes less than \$50,000.



Source: U.S. Census, 2000

Commuting

Half of the residents in Subregion I (50 percent) commuted more than 30 minutes to work in 2000, as compared to 59 percent of county residents and 51 percent of residents in the City of Laurel. At the same time, approximately 56,400 persons worked in Subregion I in 2000, with professional, scientific and management services (14 percent of the jobs), retail trade (11.4 percent) and construction (10.6 percent) serving as the top three job generators in Subregion I.



Source: U.S. Census, 2000

Housing

Owners outnumber renters in Subregion I, with homeowners comprising 57.9 percent of households in 2000 as compared to 61.8 percent of county households and 49.9 percent of City of Laurel households. Single-family units accounted for the majority (59 percent) of the housing stock in Subregion I, while nearly 30 percent of the housing stock was located in structures of ten or more units. Over 70 percent of the overall housing stock in Subregion I was constructed between 1960 and 1989.