



PRINCE GEORGE'S COUNTY ECONOMIC DEVELOPMENT PLATFORM

COUNTY EXECUTIVE ANGELA D. ALSOBROOKS

COUNTYWIDE ECONOMIC DEVELOPMENT PLATFORM

The County's economic development platform is organized by core focus areas and anchored by a succinct set of economic goals that will guide the County's economic development activities, help us determine how to direct our economic development tools and resources, and determine how we measure progress.

NATIONAL HARBOR

ECONOMIC DEVELOPMENT PLATFORM



WHERE THE REGION LIVES AND WORKS

BUILDING A MORE SUSTAINABLE ECONOMY

GROWING THE NUMBER OF PEOPLE WHO CALL THE COUNTY "HOME"

PRESERVING DIVERSITY, EVEN AS WE GROW

CREATING ACCESS & EQUITY ACROSS ALL OF ITS COMMUNITIES

A DESTINATION

ECONOMIC DEVELOPMENT PLATFORM



GOALS

Increase the number of people who both live and work in the County

Increase commercial tax collections by \$100M

Increase population by 50,000 and density in transit-oriented development areas (Metro, MARC, Amtrak, Purple Line) and other local growth centers to promote a mix of incomes, housing options, amenities and job growth

Preserve housing affordability & diversify the County's housing stock

Increase the amount of healthy food retail square footage in Low Income, Low Access areas by 100,000 SF

Increase areas in the County with identifiable character and a sense of place



PRINCE GEORGE'S IS...

PRESERVING DIVERSITY, EVEN AS WE GROW

The County's key economic development goals for growing jobs and commercial tax revenues must be anchored by infrastructure (housing, as well as transportation and community amenities) that services a range of household incomes. To attract new and preserve existing major employers, the County must accommodate the range of employees who work those jobs. When we cannot, we become less competitive for the growth of industry. The County has a lot of naturally occurring affordable housing, but it is a disappearing asset. Because we will need this asset long-term to house existing and new households, and to remain competitive for attracting and retaining businesses, by 2030 we will:

Goal : Preserve housing affordability & diversify the County's housing stock

GLENARDEN HILLS PHASE 3 (158 units)



WOODYARD STATION, Clinton, MD (158 units)

GOAL : Preserve housing affordability & diversify the County's housing stock by:

- Supporting the production of 26,000 new residential units, 75% of which would be committed as affordable to households with income less than 120% of the area median.
- Supporting the preservation of 6,000 affordable residential units.
- Increasing the number of new multifamily construction starts by 10,400 by 2030.



BEACON HEIGHTS, East Riverdale, MD (350 units)

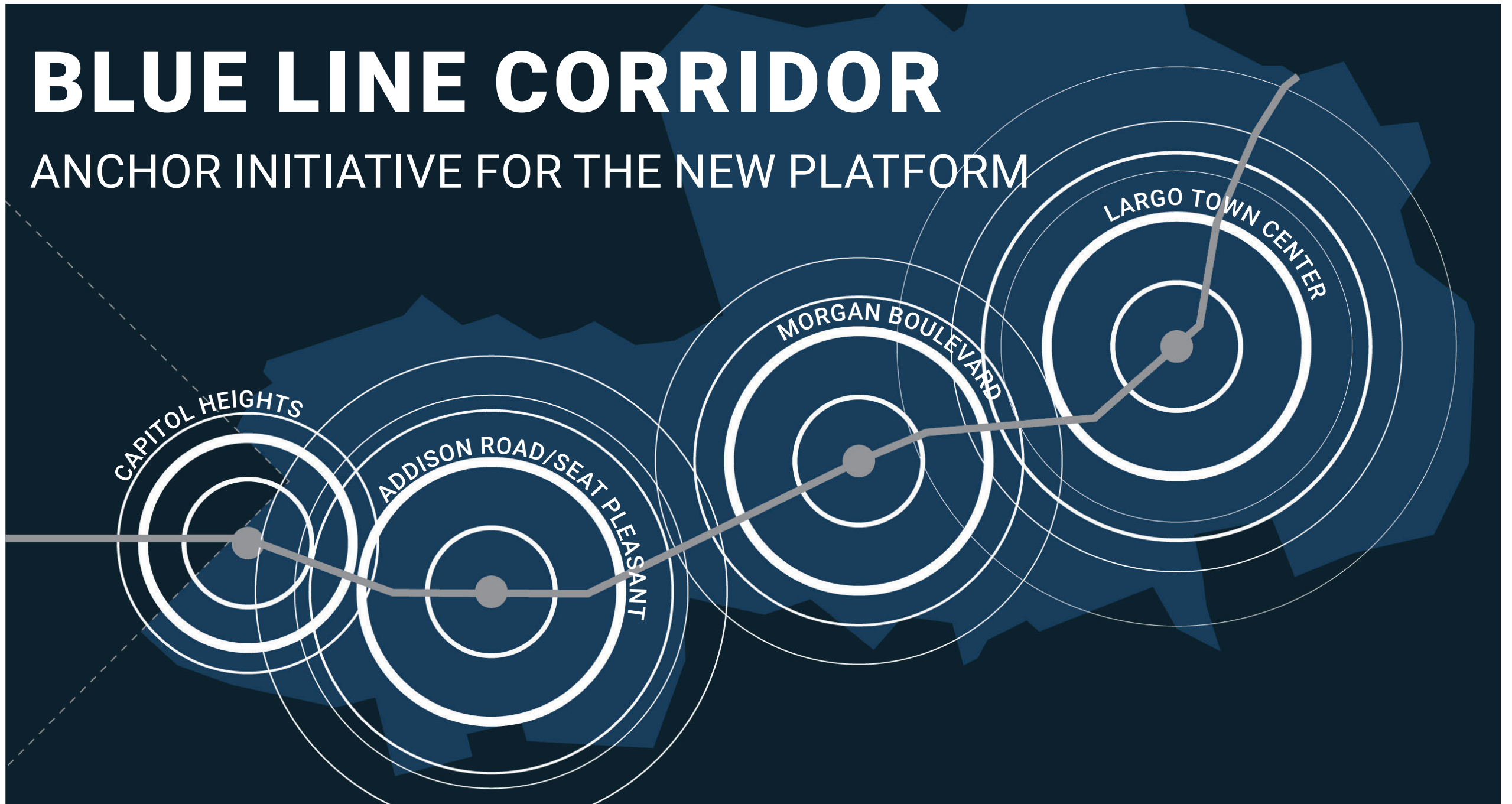


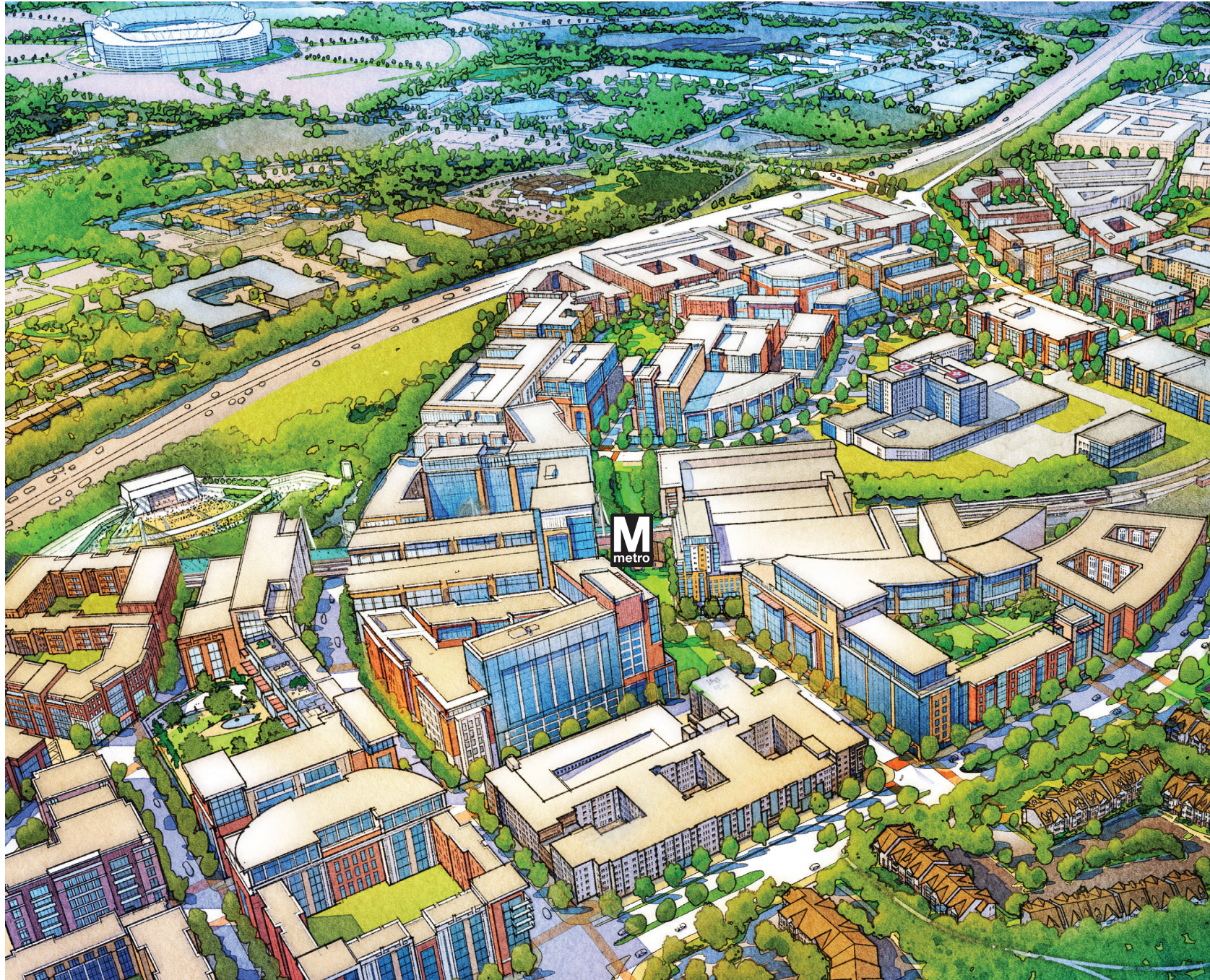
HEADEN SPRING DEVELOPMENT CONCEPTUAL MASTERPLAN, Riverdale Park, MD (287 units)

There are many examples of what happens in communities when demand grows - often because of the growth/availability of jobs, expansion of transit options, and expansion of attractive amenities. In cases where the production of new housing does not keep pace with population growth, and affordable units are not committed as such, housing affordability can become a big, expensive problem to manage.

BLUE LINE CORRIDOR

ANCHOR INITIATIVE FOR THE NEW PLATFORM





VISION FOR A REPLICABLE MODEL FOR PLACE- BASED ECONOMIC DEVELOPMENT

The Blue Line Corridor represents an opportunity to create the next big destination for the County and region – a dense, multi-modal, amenity-rich sports and entertainment destination. The Blue Line Corridor will become a major economic engine for the County by catalyzing development, creating jobs, and incentivizing the development of a sports and entertainment-branded corridor. The vision is not just about the Blue Line Corridor – it is an opportunity to craft a replicable model for place-based economic development throughout the County.



GREATNESS GROWS HERE

THE ECONOMIC DEVELOPMENT VISION FOR PRINCE GEORGE'S COUNTY IS TO GROW A DIVERSE, DYNAMIC AND SUSTAINABLE ECOSYSTEM OF JOBS, HOUSING, AND AMENITIES THAT SUPPORTS THE COUNTY'S GOAL TO BE THE ECONOMIC ENGINE OF BOTH THE REGION AND THE STATE.