



Action Plan and Economic Development Strategies – Public Town Hall Input Meeting #1 Town of Upper Marlboro, Maryland

Marlboro Volunteer Fire Department - October 4, 2007 7:00-9:00 PM

Planning Process Overview:

In 1993, an "Approved Master Plan" for the Town of Upper Marlboro was last prepared and incorporated into the Prince Georges County Sub-region VI Master Plan as an adopted Sectional Map Amendment. It is standard planning practice for a Master Plan to be reviewed and updated every 10 to 15 years to keep pace with new market, neighborhood and government conditions as well as advancements in technological, environmental, transportation and land-use planning. As the 15th anniversary of the Town's Master Plan approached this year, the Prince George's County Planning Department of the Maryland-National Capital Park & Planning Commission recently retained the professional services of the EDSA planning team to prepare an updated "Opportunities Action Plan and Economic Development Strategy" for the Town of Upper Marlboro. The EDSA Team is composed of EDSA, Inc. of Baltimore, MD., RKG Associates of Alexandria, VA., Cultural Heritage Research Services of North Wales, PA. and Sabra, Wang & Associates of Baltimore, MD.

The Action Plan and supporting strategies will be crafted through an open public planning process involving the citizens, businesses, property owners and Town officials of Upper Marlboro, as well as M-NCPPC and Prince Georges County Government resource people. The Action Plan will focus on four key topic areas including; 1) urban design, neighborhood conservation and public realm enhancements, 2) economic development, market feasibility, business retention and financial implementation, 3) historical resources and cultural heritage and 4) transportation, parking and infrastructure. The action plan and strategies will be developed through an eight step planning process including; 1) Research and observation, 2) Analysis of current conditions, 3) Market analysis, 4) Historic district evaluation, 5) Creating options for enhancement, conservation and infill development, 6) Sifting and choosing plan options, 7) Setting priorities, implementation strategies and development tools and 8) Plan review, approval and adoption. The entire public planning process is forecasted to be completed by March 2008.

On October 4th, the EDSA Team will facilitate an introductory Town Hall meeting with interested members of selected groups such as local business association members, local civic groups, concerned citizens, government representatives, etc. This meeting is the forum for introducing citizens to the project team and the proposed Town planning process. After an initial existing conditions/analysis presentation covering the four topic areas of focus, EDSA Team members will pair up with planning staff and advisory committee representatives to conduct smaller topic oriented break-out group sessions with participants to allow for as much interaction as possible. A public input survey illustrated on the reverse side will also be provided for participants to record their thoughts for the Team's use.

Purpose:

The primary purpose of this upcoming meeting and the survey questionnaire below is to receive input from you, a Town representative and stakeholder, regarding the Upper Marlboro Opportunities Action Plan and Economic Development Strategy. The EDSA Team believes that building majority consensus among the Town's resident, business and government stakeholders on the direction that should be taken to conserve, preserve and strengthen the Town core and surrounding residential neighborhoods is critical to any future successful planning and redevelopment activities. Before we can begin planning for the Town's enhancement, preservation, conservation, sensitive development and long-term sustainability, we must first understand what the Town majority wants the area to become in the future. Please review the questions below and consider verbal or written responses to each for the EDSA Team's use.

EDSA Consultant Team Members Attending:

Keith Weaver & Aspasia Xypolia of EDSA, Inc. – Town Planning, Neighborhood Conservation & Urban Design Focus
Russ Archambault of RKG Associates – Economic Development & Real Estate Focus
Mary Alfson of Cultural Heritage Research Services, Inc. – Historic Preservation & Cultural Heritage Focus
Paul Silberman & Ron Reitman of Sabra, Wang and Associates – Transportation, Parking & Infrastructure/Utilities Focus

Question 1 – Study Area Thoughts

In this survey, you can help us to identify general conditions, needs and opportunities for the Town core and surrounding neighborhood areas. Please list the top three things and/or areas that you believe are strengths, weaknesses, opportunities and threats to the Town and neighborhoods.

Strengths 1) _____

2) _____

3) _____

Weaknesses 1) _____

2) _____

3) _____

Opportunities 1) _____

2) _____

3) _____

Threats 1) _____

2) _____

3) _____

Question 2 – New Town Core and Neighborhood Amenities

The Town core and neighborhoods can support additional amenities that will make the area more useful, beautiful and fun while adding to Upper Marlboro resident's overall quality of life. Please list amenities that you would like to see introduced into the study area:

1) _____

2) _____

3) _____

Question 3 – New Town Core Development

There are development opportunities in the Town core and neighborhood areas for a mixture of new, infill land uses. Please list three types of development that you would like to see considered for the study area:

1) _____

2) _____

3) _____

Question 4 – If I Could Fix One Thing....

Identify the top three things that need to be changed in the Town core and neighborhood study area. These things keep us from fully benefiting from the opportunities in these areas. Please list things you would like to see changed:

1) _____

2) _____

3) _____