



# PRINCE GEORGE'S COUNTY ECONOMIC DEVELOPMENT PLATFORM

JUNE 2021 – COUNTY EXECUTIVE ANGELA D. ALSOBROOKS





# EXECUTIVE **STATEMENT**

## **A NEW PLATFORM FOR ECONOMIC DEVELOPMENT**

This platform represents the County Executive's vision for a new way of doing business in Prince George's County. It will guide and influence the County's economic development activity for the next decade and beyond, including setting goals to guide policy and investments; confirming intention and strategy to grow the commercial tax base and attract new jobs; and launching signature projects to demonstrate the new platform.



## ACKNOWLEDGMENTS

OFFICE OF PRINCE GEORGE'S COUNTY EXECUTIVE ANGELA ALSOBROOKS	FINANCIAL SERVICES CORPORATION
DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT	HOUSING AUTHORITY OF PRINCE GEORGE'S
DEPARTMENT OF PERMITTING, INSPECTIONS AND ENFORCEMENT	MARYLAND NATIONAL CAPITAL PARK AND PLANNING COMMISSION
DEPARTMENT OF PUBLIC WORKS AND TRANSPORTATION	PRINCE GEORGE'S ARTS AND HUMANITIES COUNCIL
ECONOMIC DEVELOPMENT CORPORATION	REDEVELOPMENT AUTHORITY
EMPLOY PRINCE GEORGE'S	REVENUE AUTHORITY
EXPERIENCE PRINCE GEORGE'S	WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

## PROJECT CONTRIBUTORS

HR&A ADVISORS	REAL ESTATE AND ECONOMIC DEVELOPMENT
DESIGN COLLECTIVE	URBAN DESIGN
TOOLE DESIGN GROUP	TRANSPORTATION AND MOBILITY





THE ASTER COLLEGE PARK



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# WHERE WE ARE...



## Travel Times from Largo, Maryland:

- BWI Airport: 42 Minutes (30 Miles)
- Reagan National Airport; 28 Minutes (21 Miles)
- Dulles International Airport: 47 Minutes (45 Miles)
- Capitol Building: 26 Minutes (10 Miles)
- Downtown DC: 30 Minutes (14 Miles)
- Amazon HQ2: 30 Minutes (19 Miles)



# WHO WE ARE...

## PRINCE GEORGE'S COUNTY LEADS THE WAY

### BUSINESS ATMOSPHERE

- 498+ Square Miles
- 28 Million Visitors/Year
- Affordable Class A Office Space
- \$5.8 Billion Infrastructure Investment
- AAA Bond Rating
- \$50 Million EDI Fund
- County Incentives: TIFs, PILOTS, Tax Credits, Fee Waivers



### EDUCATIONAL ATTAINMENT

- Median Household Income in the Top 4% of Counties
- 40% of Residents have College Degrees
- Top Universities
  - University of Maryland
  - Bowie State University
  - PGC Community College
- Culturally Diverse
  - 94 Languages Spoken



### ECONOMIC GROWTH

- \$3.2+ Billion Pipeline Development Projects
- #1 Leader in Job Growth
  - 24,000+ Jobs Created 2014 - 2019
- 900k + Residents
- Employer/ Federal Agency Acquisition
  - Kaiser Permanente
  - WMATA
  - Dept. Of Citizenship, Immigration Services





# 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

# PRINCE GEORGE'S IS...



PROPOSED NEW FBI HEADQUARTERS, GREENBELT, MD

**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**



# PRINCE GEORGE'S IS...

## WHERE THE REGION LIVES AND WORKS

Prince George's County is transforming itself from just a bedroom community for DC, to a dynamic place in its own right that supports the region's growing industries, a high-quality mix of retail and recreation amenities, as well as the region's best communities to live. The positive economic impact to the County is greatest when more residents earn and spend where they live. When 72% of the residents leave the County every day for work, their spending power and support for a more robust commercial sector leaves with them. By 2030, we will:

**Goal 1: Increase the number of people who live and work in the County**

NEW CARROLLTON CROSSING





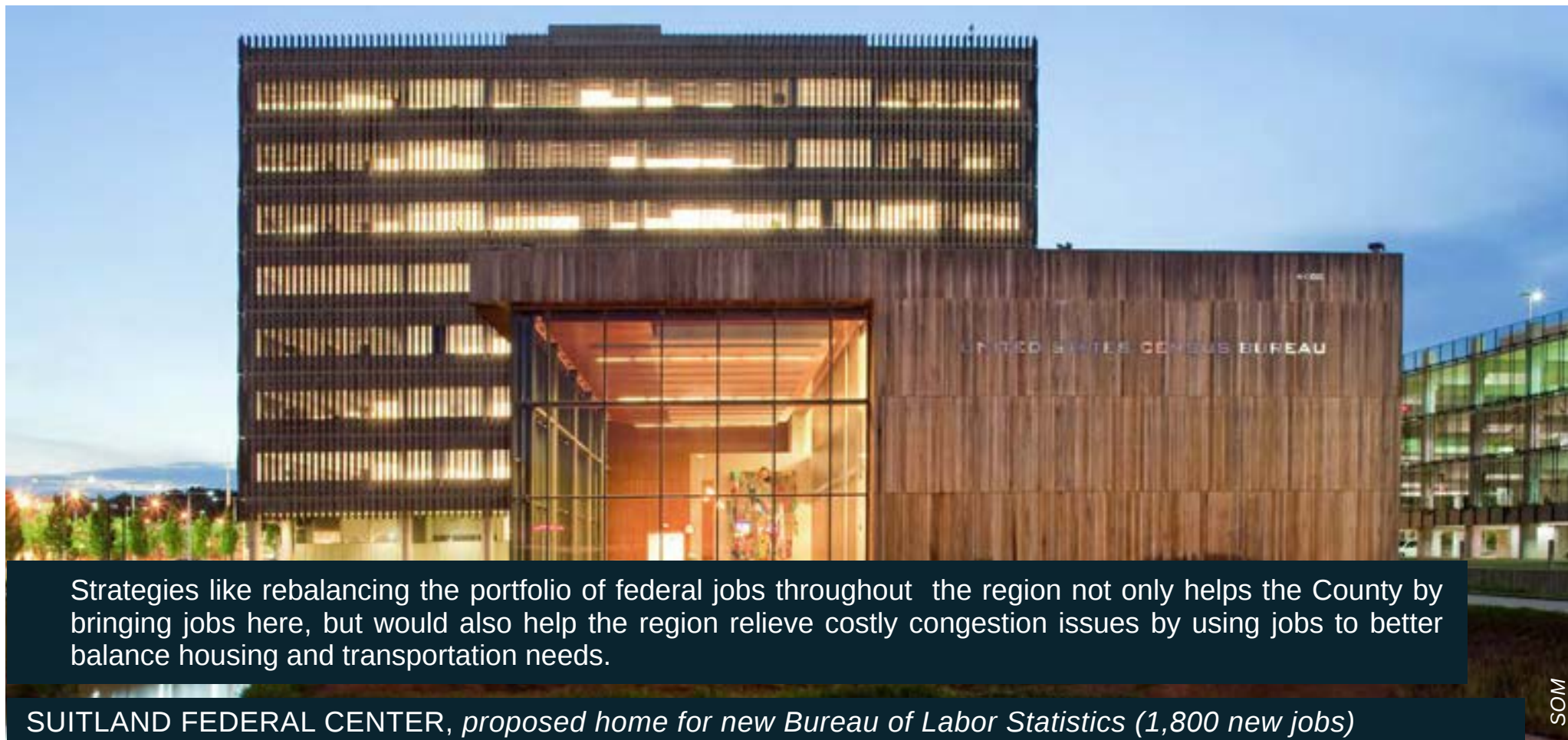
**New USCIS Office, Branch Avenue (3,000 Jobs)**

Washington Business Journal



**Beltsville Agricultural Research Center (BARC), Proposed home for new Bureau of Engraving & Printing (1,600 jobs)**

SOM/Huitt-Zollars/Ghafari



Strategies like rebalancing the portfolio of federal jobs throughout the region not only helps the County by bringing jobs here, but would also help the region relieve costly congestion issues by using jobs to better balance housing and transportation needs.

**SUITLAND FEDERAL CENTER, proposed home for new Bureau of Labor Statistics (1,800 new jobs)**

SOM

## **GOAL 1: Increase the number of people who live & work in the County by:**

- Increasing the number of new jobs by attracting large, institutional employers, particularly in the County's anticipated primary growth sectors (Federal Government, Hospitals and Health Services, Information Technology, Research Intense Technologies), and secondary growth sectors (Transportation/Distribution/Logistics, and Destination Retail), leading to a recovery of jobs lost during the COVID-19 pandemic by the end of 2023, and growth of at least 4,000 jobs every year after.
- Increasing the average wage of County residents to \$100,000, a roughly 18% increase - consistent with averages wages in other DC metropolitan jurisdictions.
- Increasing the number of students graduating from the County's colleges and universities, who also stay in the County to work after graduation;
- Increasing the skillset of low-skilled adult workers;
- Increasing the number of PGC HS students not bound for college who connect to employment within 90 days after graduation; and
- Increasing job placement for the hardest to serve unemployed persons.





# PRINCE GEORGE'S IS...

## BUILDING A MORE SUSTAINABLE ECONOMY

Currently, Prince George's County gets only 30.5% of its property tax revenue from commercial taxes. Compare this to DC's 66%. The County relies too heavily on residential property taxes to fund essential services. Stagnation or depression in the residential market can disproportionately affect the County's resources compared to our neighbors. This imbalance is rooted in that old identify as a bedroom community. To make the local economy more sustainable over time, by 2030 we will:

### **Goal 2: Increase commercial tax collections by \$100M**

NEW CARROLLTON CROSSING





DISCOVERY DISTRICT, *The Hotel on Route 1*

Robert Isacson/CoStar



HAMPTON PARK

Design Collective, Inc.

## GOAL 2: Increase commercial tax collections by \$100M

- While the County's beautiful and diverse residential neighborhoods are a treasure in the region, and while we even want to see new residential units built to accommodate existing and new housing needs, we also need to prioritize preserving and producing commercial business space - office, institutional, warehouse, retail, recreation and hospitality – particularly in our Transit-Oriented Development (TOD) and other local growth centers.



CARILLON

Design Collective, Inc.





# PRINCE GEORGE'S IS...

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

The County's population has grown by almost 1% each year for the past decade, and demographers predict that the County (along with the region) will continue to grow. Particularly as the County takes concrete steps to grow commerce and jobs, the inevitable by-product is growth in population. Plan 2035 – the County's General Plan – anticipates this growth, and recommends targeting it inside the beltway and other growth centers. In this way, the growth should not result in inefficient sprawl that drains County resources. Rather, growth can be targeted to support attraction of high-quality amenities to the County, and also balance the provision of key County services (schools, public safety, utilities, etc.). To recognize, support and plan for growth, by 2030 we will:

**Goal 3: 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**

THE STATION AT RIVERDALE PARK (862 units)





REMY II, NEW CARROLLTON (268 units)



THE STELLA, NEW CARROLLTON (282 units)



THE RIVERFRONT AT WEST HYATTSVILLE (183 townhomes, 300 apartments)

**GOAL 3: 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**

- The County's key goals for growing jobs and commerce means its population will grow. Managing that growth so that it happens in the right places, and works to feed related goals for growing and diversifying housing, jobs and amenities is key.



# 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 4: Preserve housing affordability & diversify the County's housing stock**

GLENARDEN HILLS PHASE 3 (158 units)





WOODYARD STATION, Clinton, MD (158 units)

Pax Edwards

## GOAL 4: 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)

Grimm + Parker

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.



# PRINCE GEORGE'S IS...

## CREATING ACCESS & EQUITY ACROSS ALL OF ITS COMMUNITIES



Lack of healthy food options exacerbates health disparities, particularly in communities of color. Lack of quality food retail amenities in these communities also makes them less attractive for new residents and businesses, which depresses values in these areas, leading to further disinvestment. To improve access by 2030, we will:

**Goal 5: Increase the amount of healthy food retail square footage in Low Income, Low Access areas by 100,000 SF**

FIVE NEW LIDL GROCERY STORES OPENED SINCE 2018 (135k sf total)





FUTURE MARKET FRESH, HAMPTON PARK (20,300 sf)

Design Collective, Inc.

## GOAL 5: Increase the amount of health food retail square footage in Low Income, Low Access areas by 100,000 sf

- Based on USDA data, there are 81 census tracts identified in the County as “Low Access” – meaning at least a third of the households live more than a mile from a grocery store (10 miles for rural areas). Another 20 census tracts are identified as both “Low Income” - either 20% of the households have income at or below the poverty level, or the median family income is under 80% of the state’s median – as well as “Low Access.” Further, unhealthy food venues account for roughly 55% of all food retail outlets in these 101 census tracts. LILAS are an equity issue on several fronts.



FUTURE GOOD FOODS MARKET, CAPITOL HEIGHTS (3,817 sf)

Good Food Markets



# PRINCE GEORGE'S IS...

## A DESTINATION

At 498 square miles, Prince George's is urban, suburban and rural. The transit-accessible urban core is suitable for a dense mix of uses to support the County's full range of economic development goals. The suburban core remains attractive for growing quality residential neighborhoods for households who want more space, and for businesses like those in the growing transportation, distribution and logistics sector that require a larger footprint. Rural and open spaces support agricultural enterprise as well as natural attractions - unique destinations in the region. To capitalize on this dynamic identity, we will:

**Goal 6: Increase areas in the County with identifiable character and a sense of place.**

PYRAMID ATLANTIC ART CENTER, GATEWAY ARTS DISTRICT





NATIONAL HARBOR

BCT Design Group



MIXT FOOD HALL, Brentwood, MD

Esther Ciammachilli / WAMU

**GOAL 6: Increase areas in the County with identifiable character and a sense of place by promoting and improving priority areas as destinations, and featuring the full range of activities that define a destination – arts & placemaking + retail & entertainment + hospitality + transit access.**

- Due to the County's size, it can be easy to spread available resources and capacity across too many priorities. By focusing on transforming key areas of opportunity into full destinations that meet all economic development goals, the County can begin to create prosperity that can spread across the entire County.



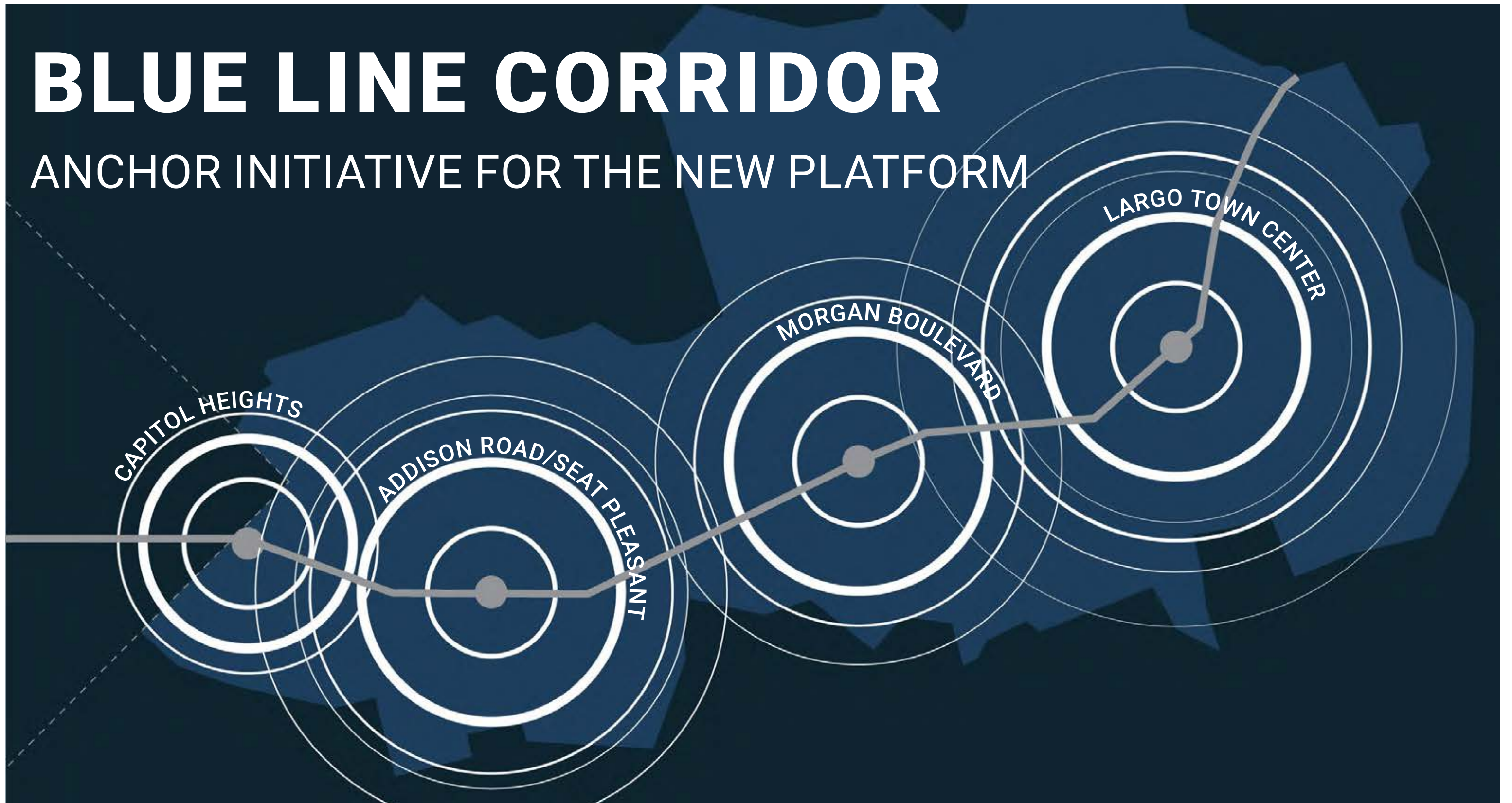
PRINCE GEORGE'S AFRICAN AMERICAN MUSEUM & CULTURAL CENTER

The Hyattsville Wire



# 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.





# LARGO

## THE DOWNTOWN OF PRINCE GEORGE'S COUNTY



# LARGO PRESENT DAY

I-495 CAPITAL BELTWAY



ARENA DRIVE

LOTTSFORD RD

Suburban auto-centric typology not conducive to a vibrant, walkable downtown



# LARGO VISION



Signal commitment to vision via public investment in accessibility and connectivity infrastructure



# LARGO VISION



Leverage the momentum of Carillon and the University of Maryland Capital Region Medical Center



# LARGO VISION



Support WMATA infill around the station core



# LARGO VISION



Create a civic hub around Wayne K. Curry Administrative Building



# LARGO VISION



Facilitate private sector investment to fill in the core



# LARGO VISION



Facilitate private sector investment to bring about full build out





# LARGO STATION

## A VIBRANT, MULTIMODAL TRANSIT HUB



# LARGO STATION

## PRESENT DAY



Opportunity for transit-oriented development



# LARGO STATION

## VISION



Activate the public realm to improve walkability



# LARGO STATION VISION



Support dense development around station core



# LARGO STATION VISION



Support dense development around station core



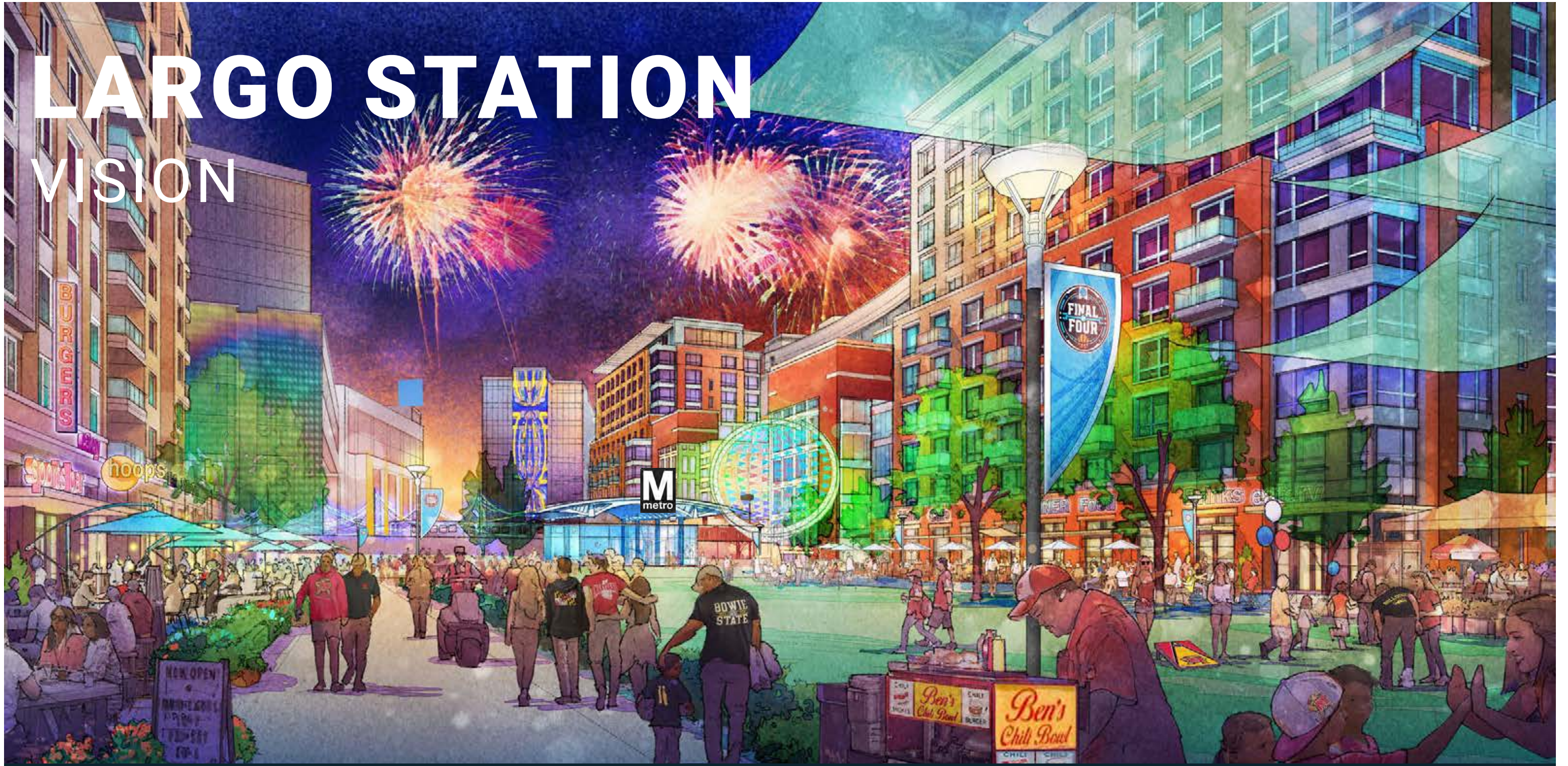
# LARGO STATION VISION



Cultivate unique sense of place through public art and cultural programming



# LARGO STATION VISION



Establish the station as a vibrant anchor of Downtown Prince George's and the Blue Line Corridor



# CENTRAL AVENUE CONNECTOR TRAIL 495 BRIDGE



**AN ICONIC BRIDGE CONNECTING LARGO & MORGAN BOULEVARD**





# MORGAN BOULEVARD

## A NEW MIXED-USE DISTRICT



# MORGAN BOULEVARD

PRESENT DAY



50+ acres of undeveloped land adjacent to Central Avenue and the Blue Line



# MORGAN BOULEVARD

## VISION



Unlock value by creating development pads with a new urban street grid



# MORGAN BOULEVARD

## VISION



Catalyze the market by concentrating resources around the station core and along the Connector Trail



# MORGAN BOULEVARD

## VISION



Leverage County property to create a unique destination via placemaking



# MORGAN BOULEVARD

## VISION



Tap into industrial character to foster sense of place and attract artists and makers



# MORGAN BOULEVARD

## VISION



Facilitate private sector investment to fill in the core



# MORGAN BOULEVARD VISION



Facilitate private sector investment to bring about full build out





# CENTRAL AVENUE AT MORGAN BOULEVARD ENHANCED MULTIMODAL CONNECTIVITY



# CENTRAL AVENUE AT MORGAN BOULEVARD

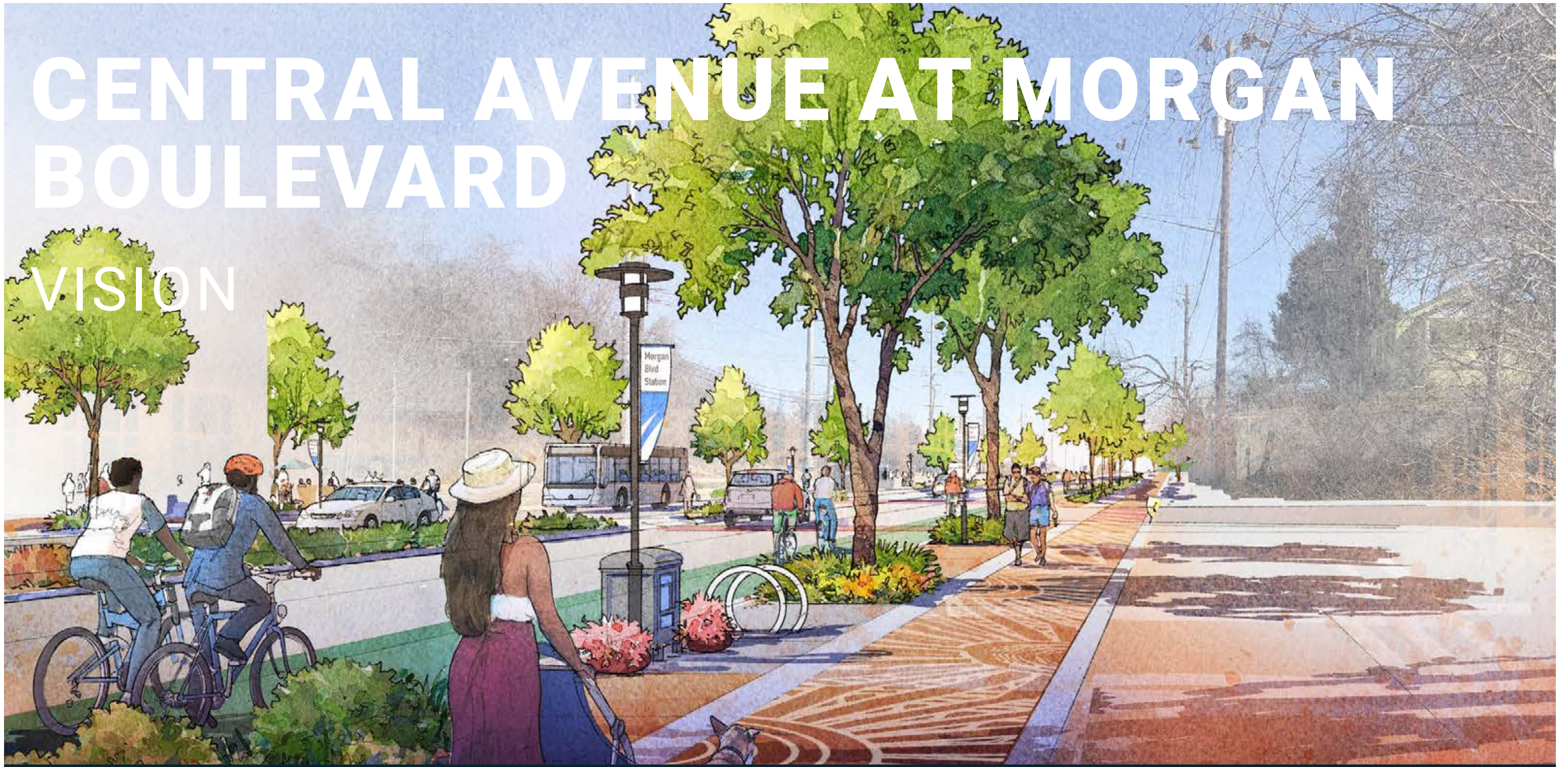
PRESENT DAY

Auto-centric condition of Central Avenue inhibits investment in dense, mixed-use development



# CENTRAL AVENUE AT MORGAN BOULEVARD

## VISION



Signal commitment to vision via public investment in Central Avenue “Complete Streets” redesign



# CENTRAL AVENUE AT MORGAN BOULEVARD

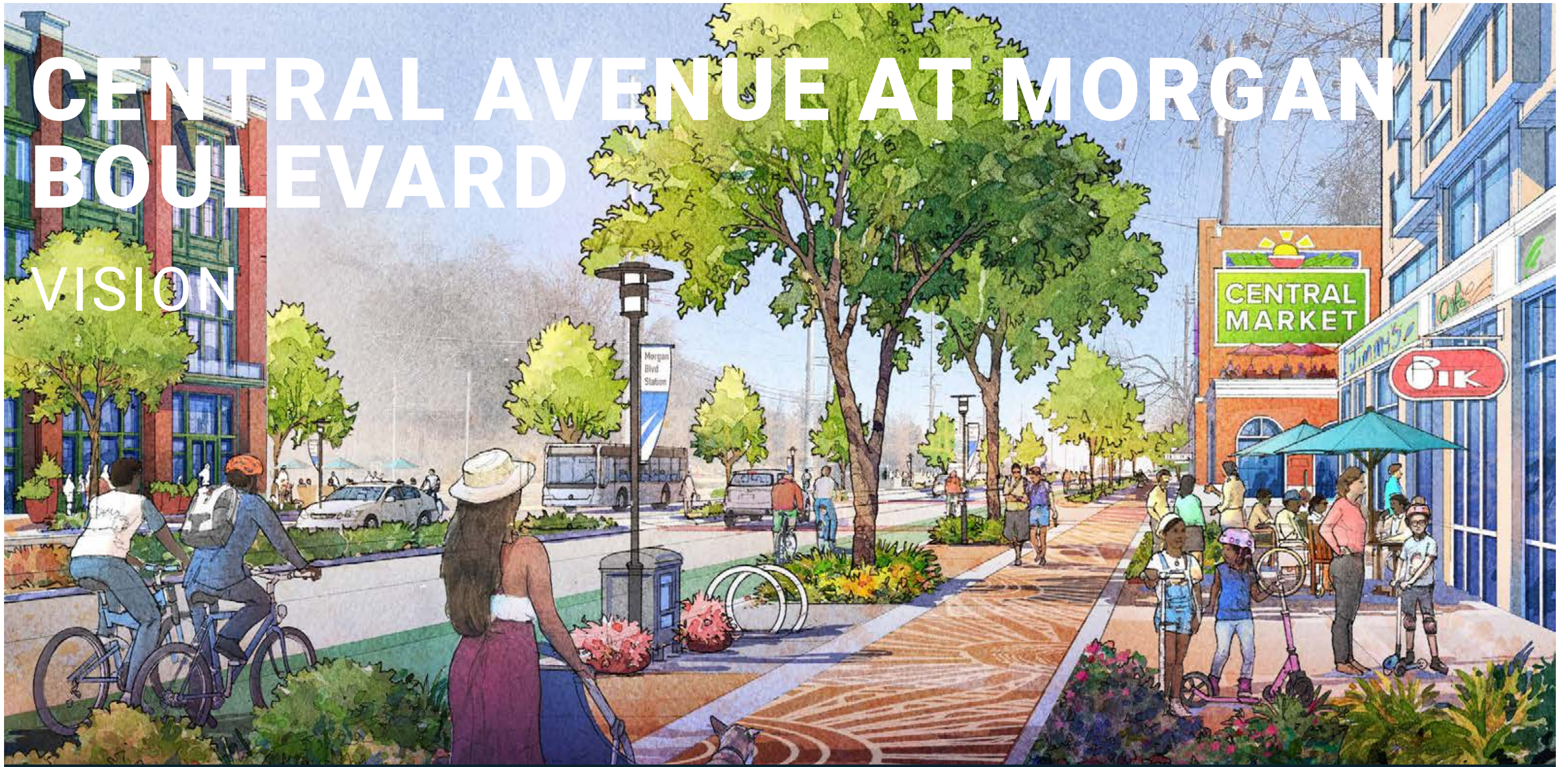
## VISION



Cater to pedestrians to help activate ground floor retail



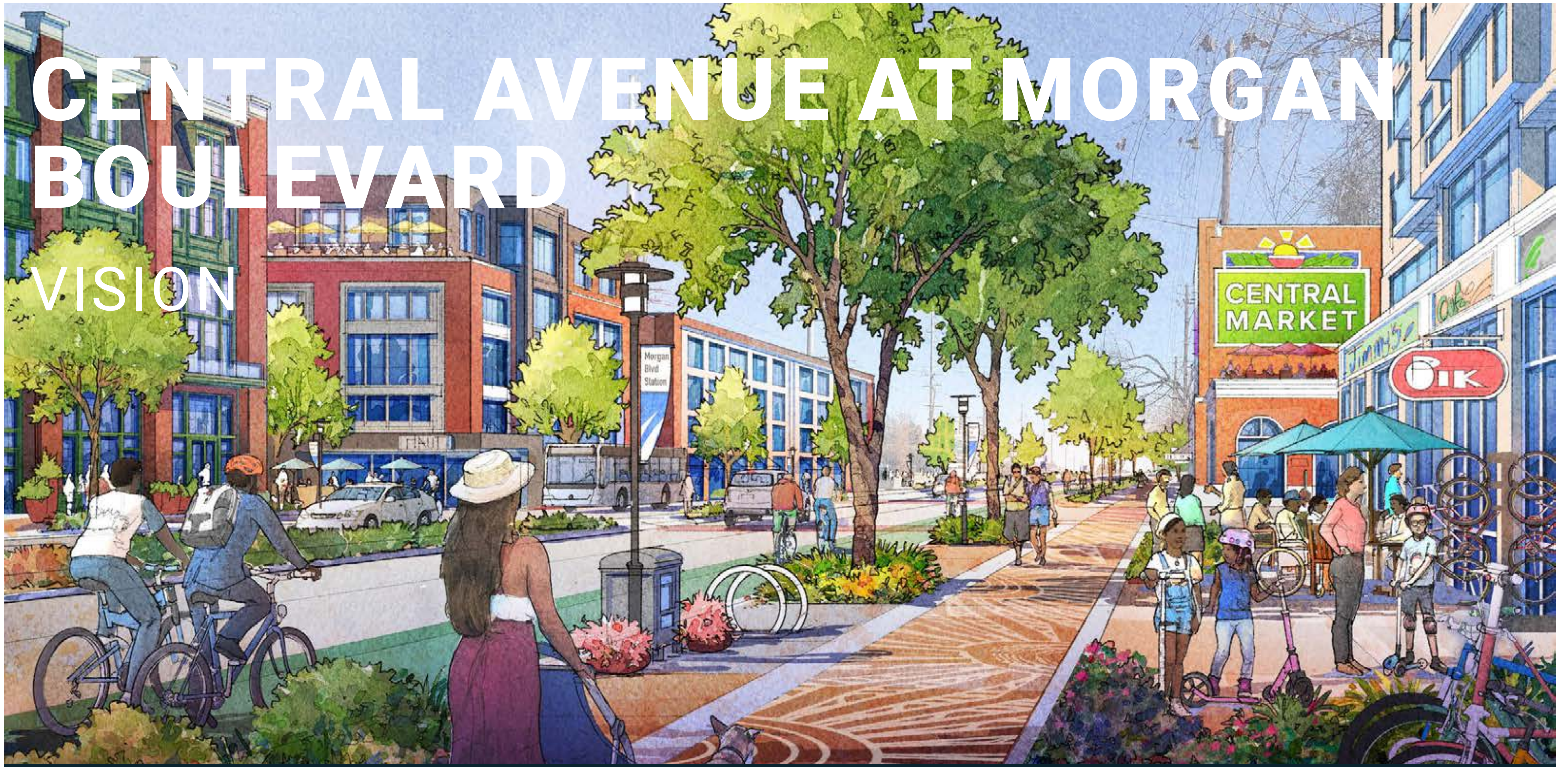
# CENTRAL AVENUE AT MORGAN BOULEVARD VISION



Create destination marketplace to catalyze adjacent development



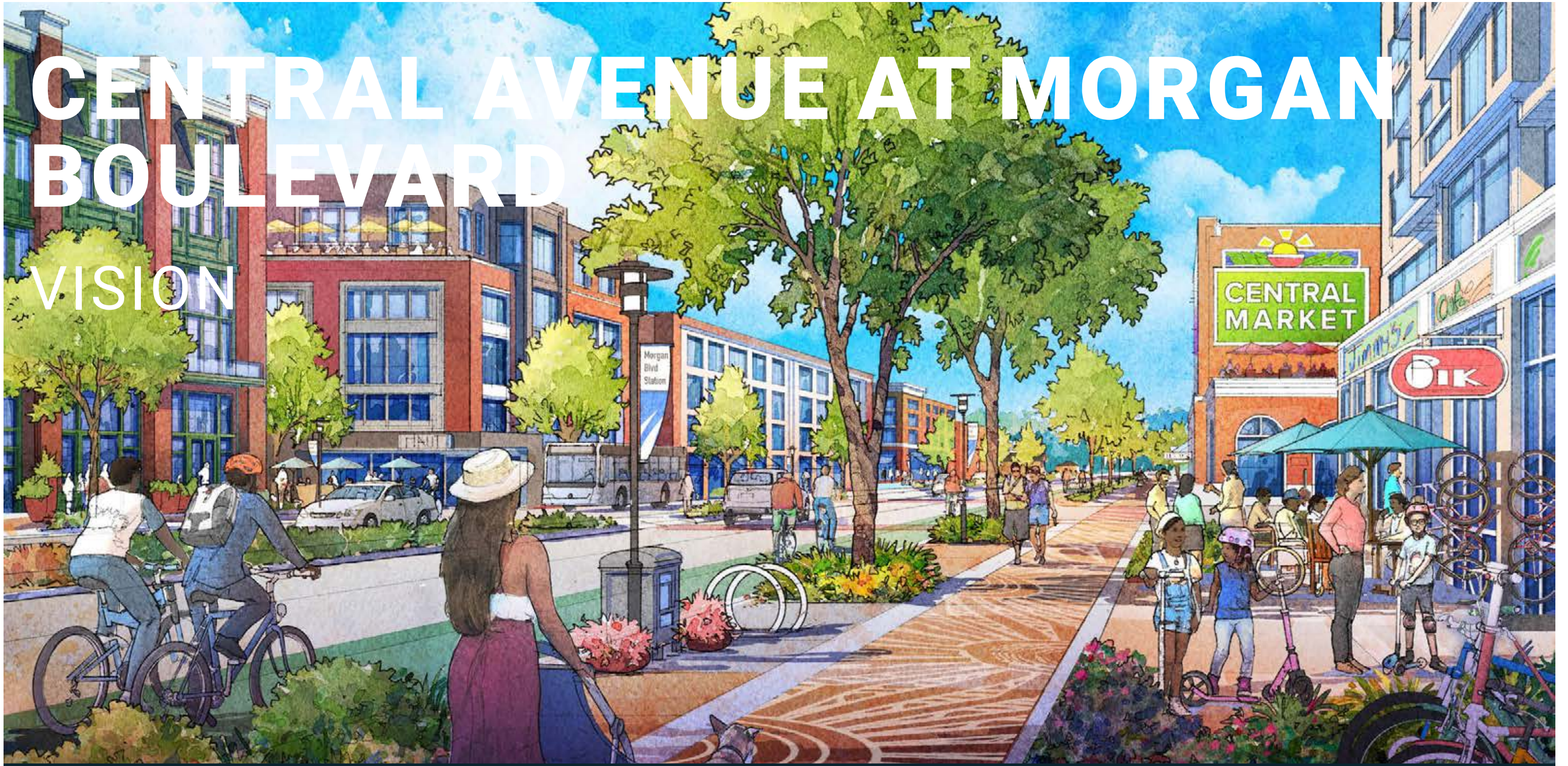
# CENTRAL AVENUE AT MORGAN BOULEVARD VISION



Facilitate private sector investment to fill in the core

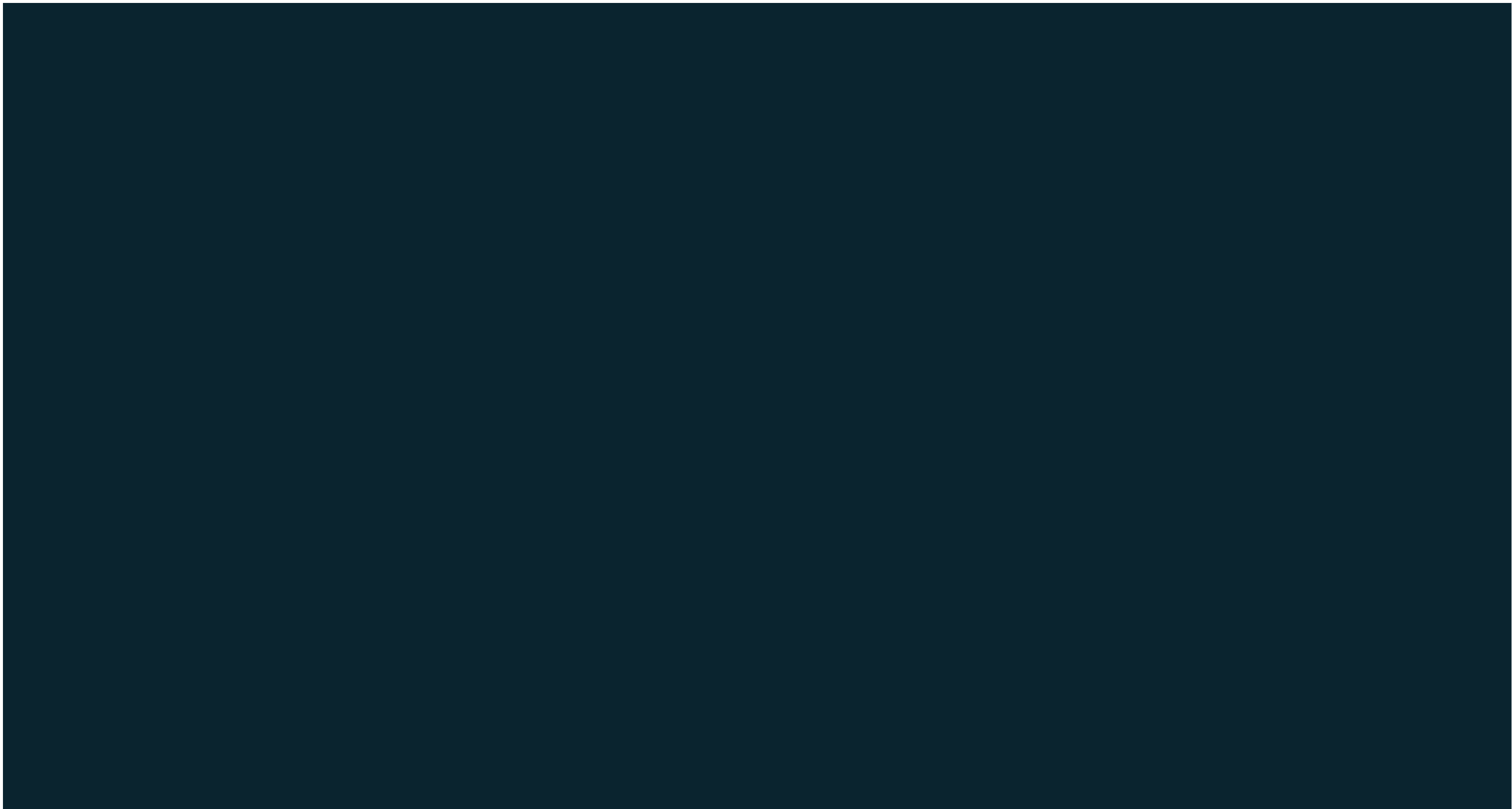


# CENTRAL AVENUE AT MORGAN BOULEVARD VISION



Facilitate private sector investment to bring about full build out









# ADDISON ROAD-SEAT PLEASANT

BRINGING ACTIVATION AND VIBRANCY TO THE NEIGHBORHOOD



# ADDISON ROAD-SEAT PLEASANT

## PRESENT DAY



**Auto-centric thoroughfare and surface parking not conducive to vibrant, mixed-use development**



# ADDISON ROAD-SEAT PLEASANT

## VISION



Signal commitment to vision via public investment in Central Avenue “Complete Streets” redesign



# ADDISON ROAD-SEAT PLEASANT

## VISION



Catalyze the market by concentrating resources around the station core and along the Connector Trail



# ADDISON ROAD-SEAT PLEASANT

## VISION



Facilitate private sector investment to fill in the core



# ADDISON ROAD-SEAT PLEASANT

## VISION



Facilitate private sector investment to fill in the core



# ADDISON ROAD-SEAT PLEASANT

## VISION



Facilitate private sector investment to fill in the core



# ADDISON ROAD-SEAT PLEASANT

## VISION



Prime market for long-term infill development





# CENTRAL AVENUE AT ADDISON ROAD

## FOSTERING COMMUNITIES WITH IDENTIFIABLE CHARACTER AND A SENSE OF PLACE



# CENTRAL AVENUE AT ADDISON ROAD

## PRESENT DAY



Placemaking opportunity on underutilized WMATA property



# CENTRAL AVENUE AT ADDISON ROAD ROAD VISION



Partner with WMATA to activate underutilized property along Connector Trail and Central Avenue



# CENTRAL AVENUE AT ADDISON ROAD ROAD VISION



Improve connectivity and accessibility to Addison Road-Seat Pleasant Station



# CENTRAL AVENUE AT ADDISON ROAD ROAD VISION



Facilitate private sector investment to fill in the core



# CENTRAL AVENUE AT ADDISON ROAD VISION



Prime market for long-term infill development





# CAPITOL HEIGHTS

## THE GATEWAY TO PRINCE GEORGE'S COUNTY



# CAPITOL HEIGHTS PRESENT DAY



Opportunity to establish gateway to the Blue Line Corridor and Prince George's County



# CAPITOL HEIGHTS

## VISION



Signal commitment to vision via public investment in Central Avenue “Complete Streets” redesign and public realm activation



# CAPITOL HEIGHTS

## VISION



Catalyze market to support joint development of WMATA property



# CAPITOL HEIGHTS VISION



Facilitate private sector investment to fill in the core



# CAPITOL HEIGHTS VISION



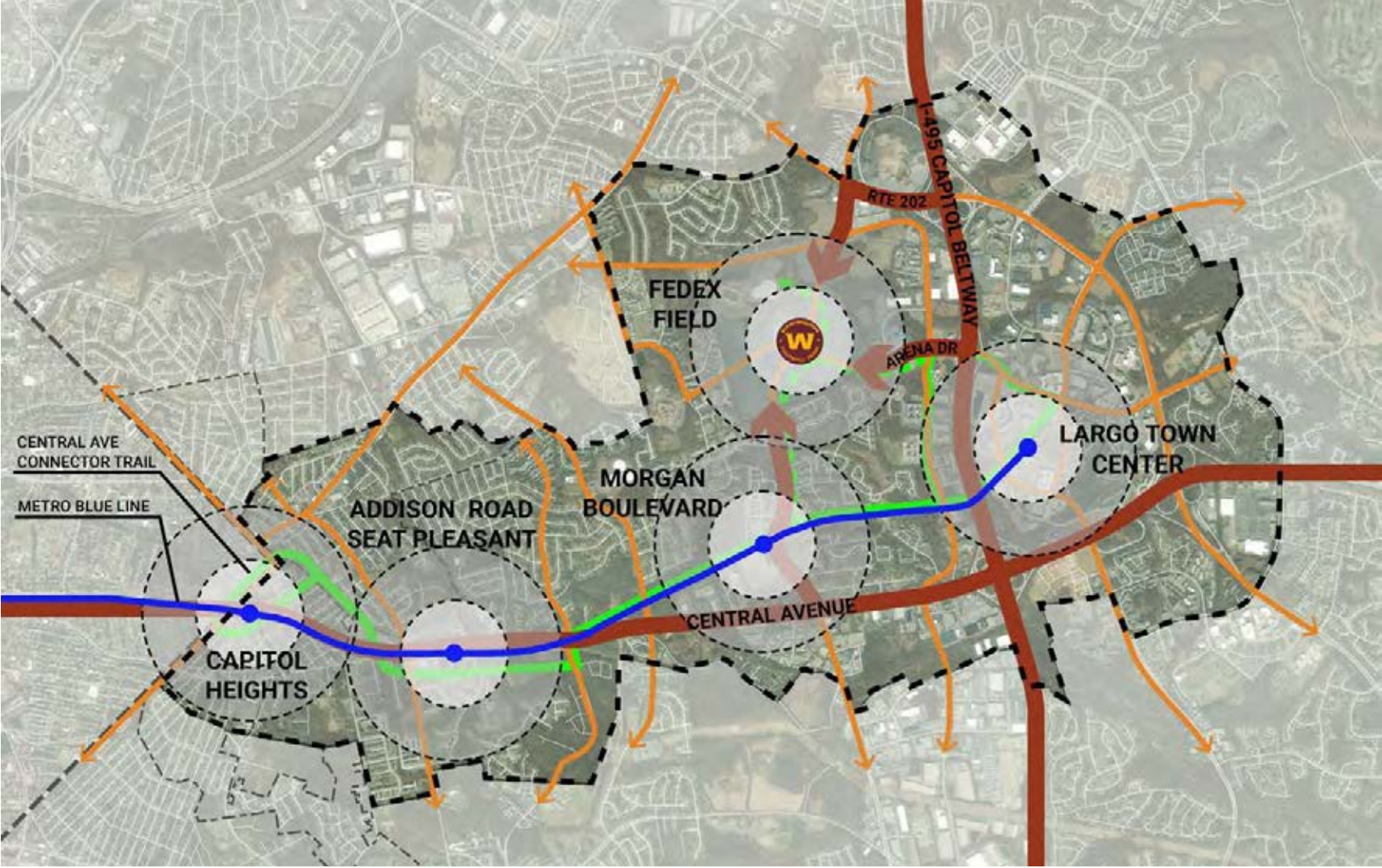
Prime market for long-term infill development of station core



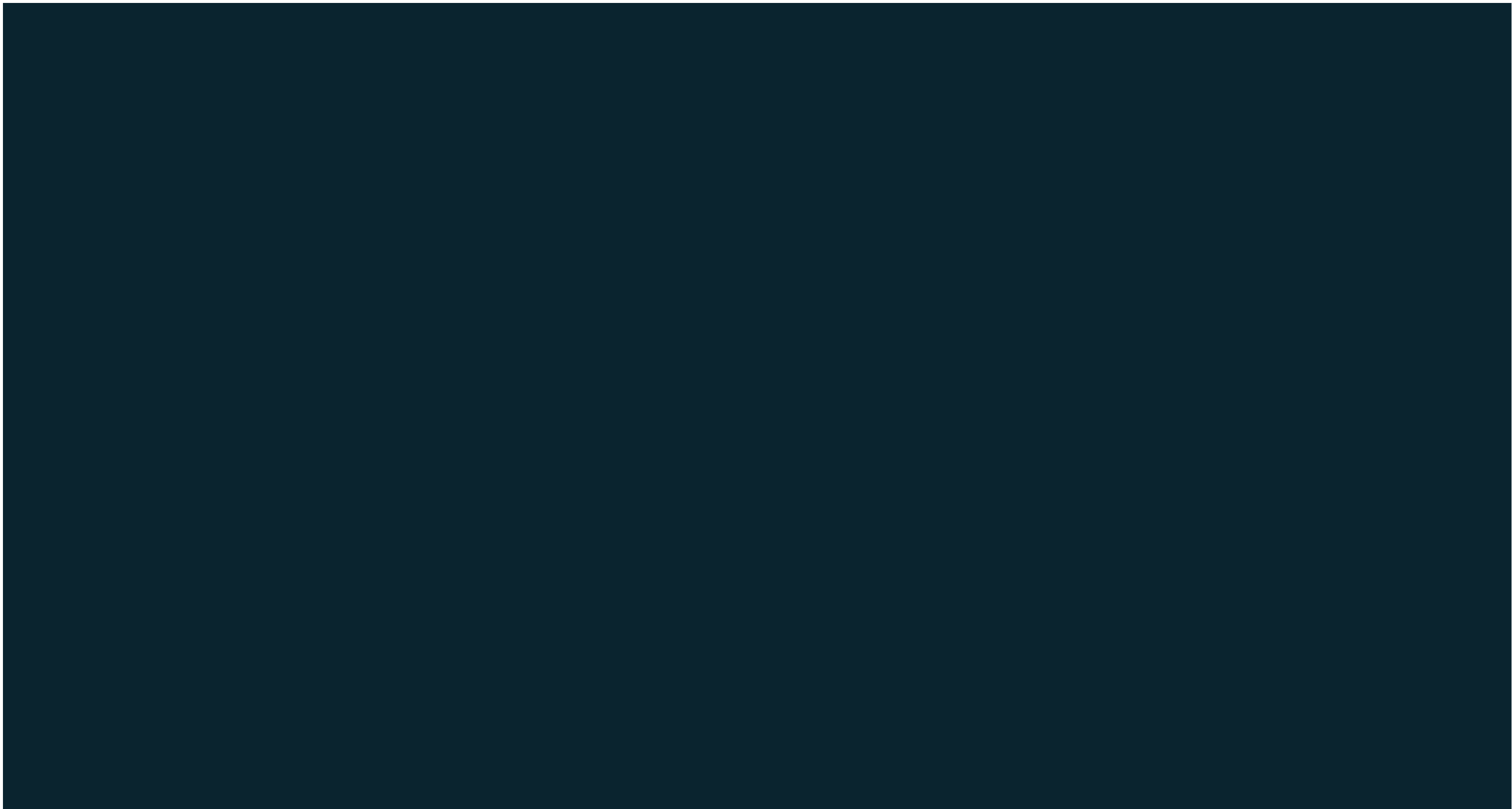
# PROJECT FUNDING SECURED TO DATE

Prince George’s County has already secured \$45.7M for Blue Line Corridor projects. This investment in near-term and high-visibility projects will set the vision in motion.

PROJECT	COST
1. Arena Drive Complete Streets	\$7.5M
2. FedEx Field Micromobility	
2A. Stadium to Largo Station	\$800K
2B. Stadium to Morgan Blvd Station	\$800K
4. Morgan Blvd Complete Streets	\$5M
3. Morgan Blvd Urban Street Grid	\$1.5M
5. Corridor-wide Pedestrian Safety Improvements	\$2M
6. Central Avenue Connector Trail Phase 1	\$11M
7. Prince George’s County Amphitheater	\$16M
8. Public Art Installations	\$1.1M
<b>TOTAL</b>	<b>\$45.7M</b>











# COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY UPDATE

## THE COUNTY'S GUIDE TO GROWING JOBS

**Prince George's County, in collaboration with the Maryland National Capital Park and Planning Commission and the Economic Development Corporation, is nearing completion of an update to its 7-year old economic development strategy, which will establish a roadmap for how the County will regain jobs lost during the pandemic and grow additional jobs over the next five years.**

THE ASTER COLLEGE PARK



# GOALS & ASSETS & OPPORTUNITIES



KAISER PERMANENTE, NEW CARROLLTON, opened in 2019 (850 jobs)

Urban Atlantic

**FEDERAL JOBS STRATEGY**

**PRIMARY SECTOR GROWTH**

**SECONDARY SECTOR GROWTH**

**ASSETS**

**OPPORTUNITIES**



# FEDERAL JOBS STRATEGY



**Currently, some 20% of the region's 675,000 federal workers live in the County, yet we only host 4% (30,000) of the region's federal jobs. We would like to increase that to at least 10% of the total – an addition of over 40,000 jobs.**

PROPOSED NEW FBI HEADQUARTERS, GREENBELT, MD (8,000 jobs)





UNITED STATES CENSUS BUREAU HEADQUARTERS, Suitland Federal Center

HSK Architects

# FEDERAL JOBS STRATEGY

Specific, near-term opportunities include:

FBI  
**8,000 Jobs**

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BLS  
**1,800 Jobs**

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CIS  
**1,200 Jobs**

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BEP  
**1,600 Jobs**



# PRIMARY SECTOR GROWTH



**The County’s existing institutional assets (e.g. hospitals, universities and federal government) create a natural draw for jobs in health care, research and technology. The County already outpaces the rest of the country in concentration of these jobs, and they are where the highest level of growth is anticipated.**

UNIVERSITY OF MARYLAND CAPITAL REGION MEDICAL CENTER, *Largo, MD*

University of Maryland Medical System





DISCOVERY DISTRICT, 4600 RIVER ROAD (105,000 SF Office Building)

Corporate Office Properties Trust

# PRIMARY SECTOR GROWTH

**Specific, near-term opportunities include:**

## **Hospital and Health Services**

Ancillary development around new medical anchors

## **Information Technology Services**

Cybersecurity, quantum computing and data centers, driven by federal government and universities

## **Research Intensive Industries**

STEM opportunities driven by research related to aerospace, climate sciences and biosciences

In March 2021 the Prince George's County Council passed CB-1-2021, making the development of data centers a by-right prospect in most cases, which will significantly reduce the time it takes to develop new data centers in the County.



# SECONDARY SECTOR GROWTH

The County's existing resources featuring large parcels of affordable land near highways and underdeveloped transit nodes not readily found in other parts of the region are a natural fit for businesses that require significant space but still want access to the metropolitan area.

TOPGOLF, OXON HILL





TWO NEW AMAZON DELIVERY STATIONS IN UPPER MARLBORO AND LANHAM (400 FT and 500 PT jobs)

# SECONDARY SECTOR GROWTH

**Specific, near-term opportunities include:**

## **Transportation/Distribution/Logistics**

Fulfillment, last mile transportation and distribution, and cold storage facilities are growing, particularly as the population transitions more to online purchases for everyday items

## **Destination Retail**

Blue Line Corridor as a new sports and entertainment branded destination and the continued development of the Gateway Arts District are opportunities for identifiable places whose attraction extends beyond the County

Amazon





**NASA'S GODDARD SPACE FLIGHT CENTER**  
Greenbelt, MD

Syneren Technologies



**NOAA SATELLITE OPERATIONS FACILITY**  
Suitland, MD

NOAA Faircoun Media Group



**UNIVERSITY OF MARYLAND**  
School of Engineering

Ballinger



**BOWIE STATE UNIVERSITY**  
Center of Natural Science, Mathematics and Nursing

Perkins & Will

# ASSETS

The presence in the County of the University of Maryland, Bowie State University, and Prince George's Community College, as anchors for training, research and innovation, provide a natural draw for both established companies and startups to locate nearby

Research-focused federal installations (e.g. BARC, NASA Goddard, NOAA) attract a range of small and large companies looking to locate nearby

Availability of (more) affordable land, located near major highway and rail infrastructure, close to two regional airports, 15 Metro and 11 Purple Line stations as well as the gateway New Carrollton transit hub

Educated and skilled majority Black population attractive to businesses locating to the County and looking to capitalize on emerging diversity and inclusion interest





TOWNE SQUARE AT SUITLAND FEDERAL CENTER

# OPPORTUNITIES

## **Inclusive Growth**

Target new incentives and access to capital for small, minority and women businesses, startups, and small-scale makers around anticipated primary and secondary growth sectors

## **Catalytic Growth**

Placemaking initiative that will focus business development and job opportunities in TOD areas/activity centers, in order to increase the attractiveness of these communities to the workforce in targeted industry sectors and grow amenities available to all County residents

## **Sustainable Growth**

Diversify the County's economic landscape to raise average wages, reduce residents' burden for covering essential County services and functions, and further align the County's economic profile with that of the rest of the metropolitan region



An architectural rendering of a modern city skyline at dusk. The sky is filled with colorful clouds in shades of blue, purple, and orange. In the foreground, a pink and white transit train is moving along a track. To the right, there is an outdoor seating area with white umbrellas and people sitting at tables. The background features several tall, modern buildings with illuminated windows, suggesting a vibrant urban environment.

# 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.