



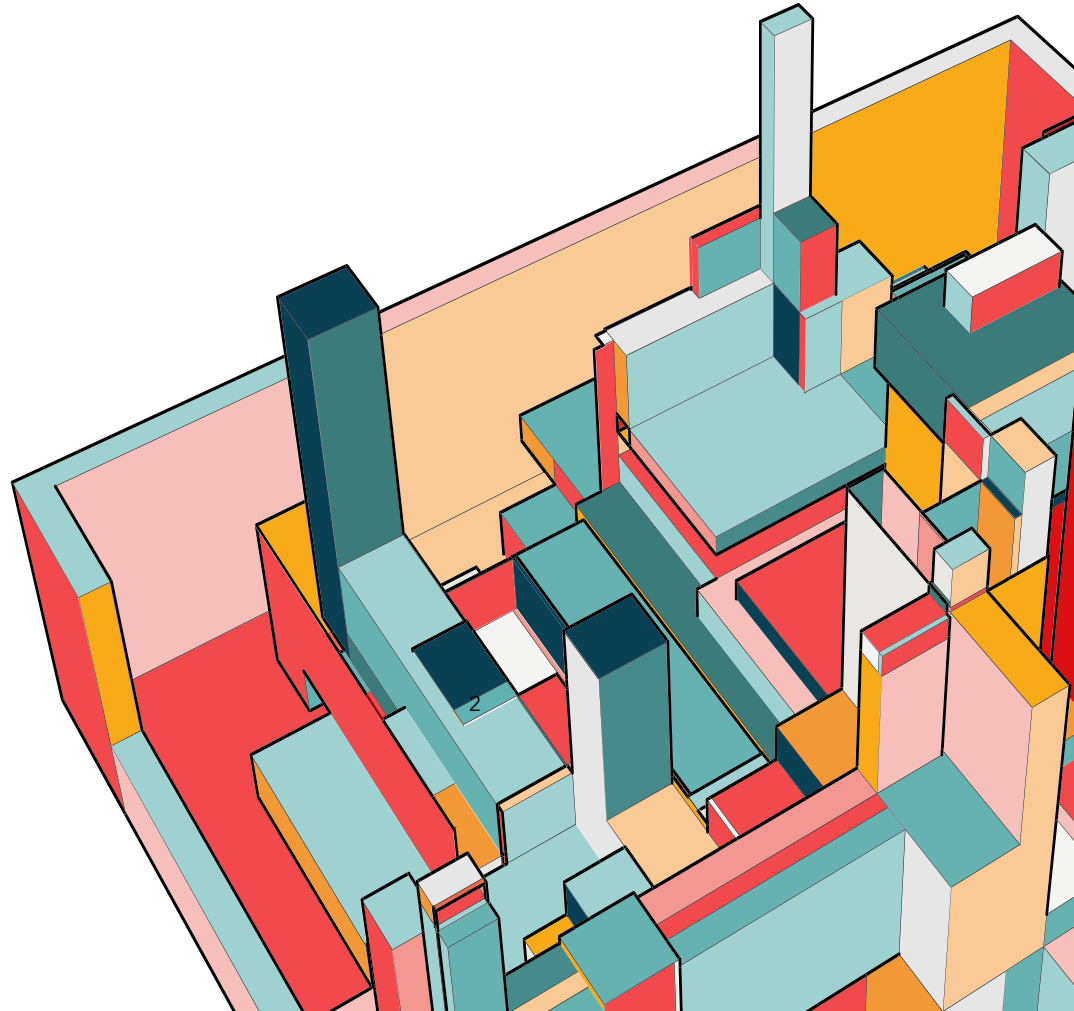
FORT WASHINGTON FORWARD

Business Development
Forum
April 20th, 2023



ABOUT US

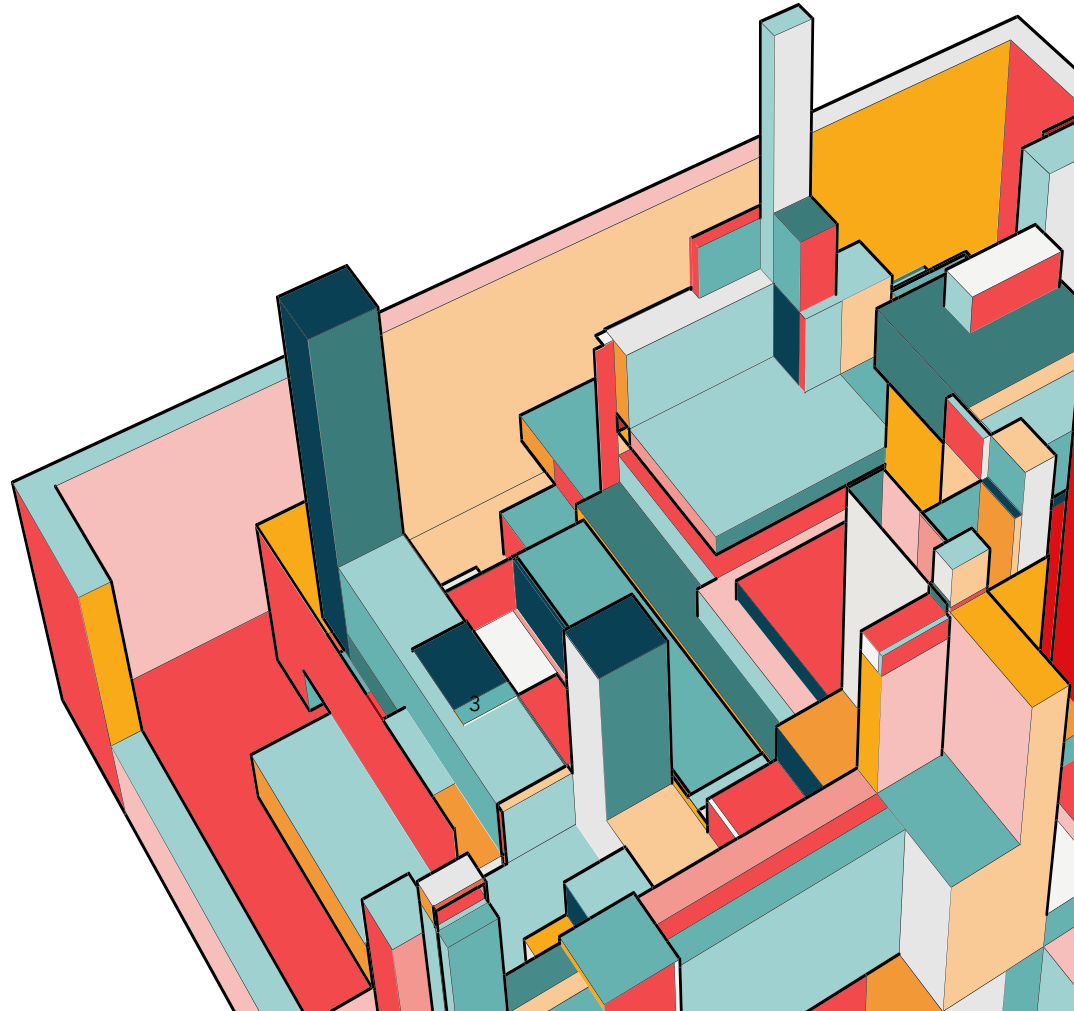
- Maryland 501(c)(3) non-profit organization
- Formed in December of 2021 by residents
- Attract smarter investment to FtW





FWF Strategic Vision

Connect business and community together in a seamless way that results in a unique identity and sense of place in the Fort Washington area. Leverage that identity to attract additional investment in our community.

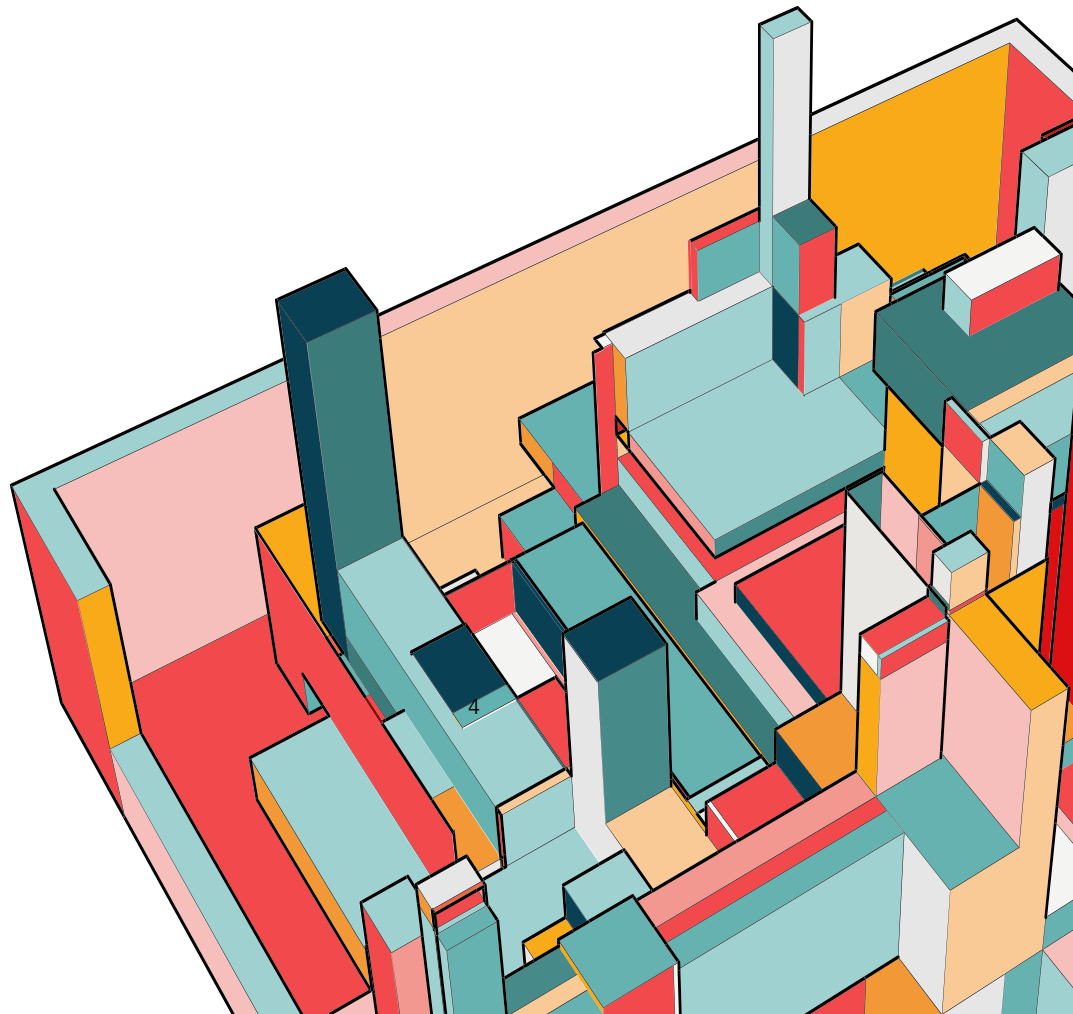




FWF Believes

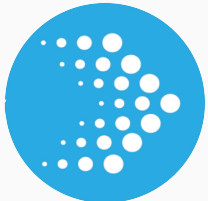
The ethos of Fort Washington is:

- Strong families
- We want to socially connect with neighbors
- We don't want to drive everywhere else to do everything else
- Protecting the environment and natural resources is key



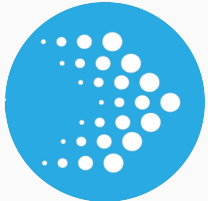
Agenda

1. What guides development in our community?
2. Why is there a lack of balanced retail along MD-210
3. How Fort Washington Forward is using placemaking to reimagine your community
4. How to stay up on development issues



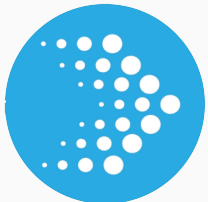
What Governs Our Development

About every 15-20 years, counties create **General Plans** that set a broad vision for land use, zoning, housing, the economy, equity, transportation, parks and open space, the environment, and historic resources.



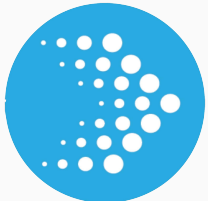
Plan 2035/Prince George's County

- Approved in 2014 (Replaces General Plan 2002)
- The plan designates eight ***Regional Transit Districts***
 - This is the focus of the County's planned growth and mixed-use development
 - County believes these areas have the capacity to become major economic generators.



Plan 2035/Regional Transit Districts

1. Branch Ave Metro
2. College Park/UM Metro/Purple Line
3. Greenbelt Metro
4. Largo Town Center Metro
5. New Carrollton Metro
6. National Harbor
7. Suitland Metro
8. Prince Geo. Plaza Metro



Map 1. Prince George's County Growth Policy Map

Growth Boundary:

The growth boundary is important because it designates the areas that are eligible to receive public water and sewer service and impacts where we grow and develop. Rural and Agriculture Areas are not eligible for public water and sewer service.



REGIONAL TRANSIT DISTRICTS

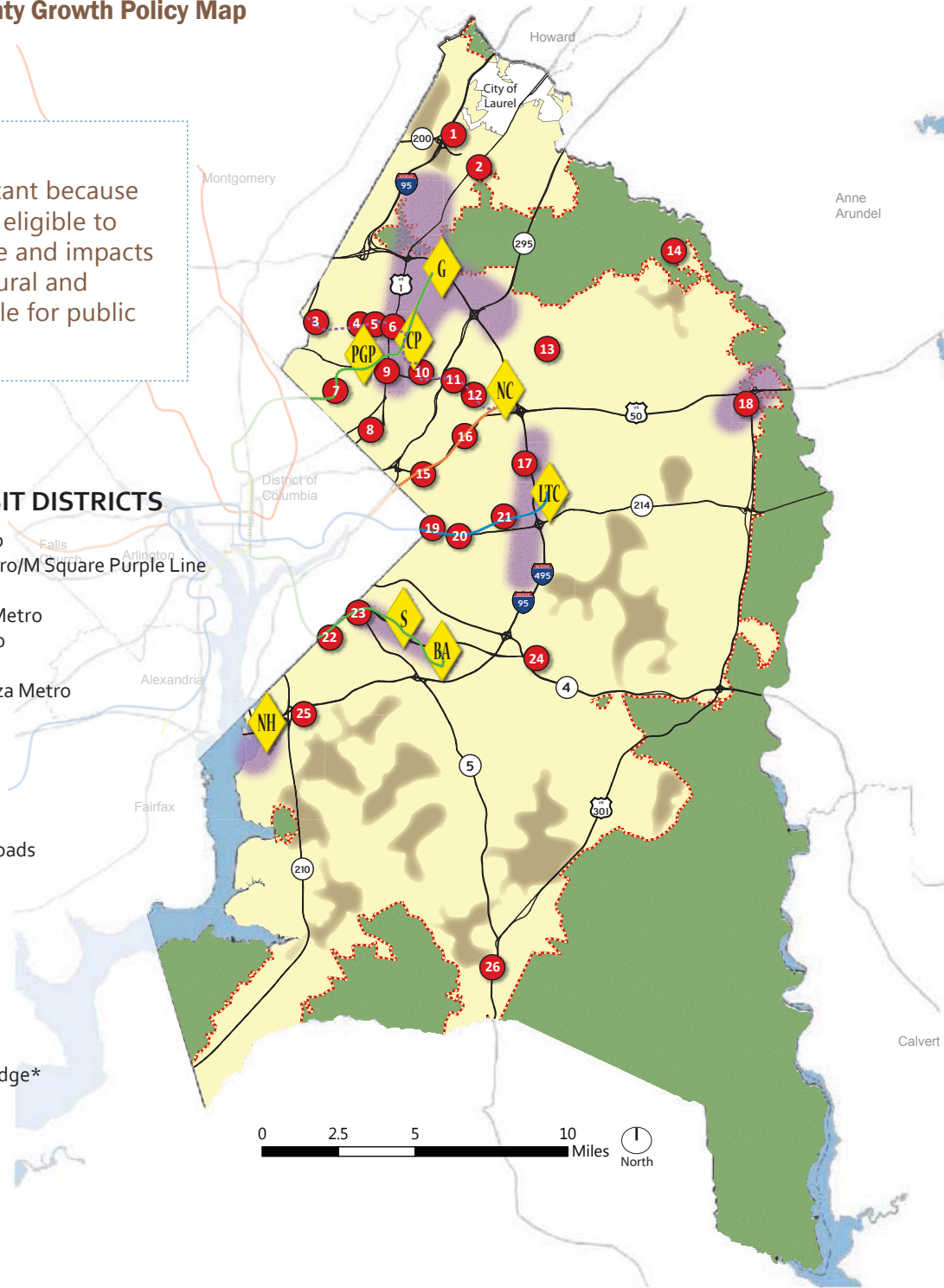
- BA - Branch Avenue Metro
- CP - College Park/UM Metro/M Square Purple Line
- G - Greenbelt Metro
- LTC - Largo Town Center Metro
- NC - New Carrollton Metro
- NH - National Harbor
- PGP - Prince George's Plaza Metro
- S - Suitland Metro



LOCAL CENTERS

1. Konterra
2. Muirkirk MARC
3. Takoma/Langley Crossroads
4. UMD West*
5. UMD Center*
6. UMD East *
7. West Hyattsville
8. Port Towns
9. Riverdale MARC
10. Riverdale Park*
11. Beacon Heights*
12. Annapolis Road/Glenridge*
13. Seabrook MARC
14. Bowie MARC
15. Landover Metro
16. Cheverly Metro
17. Landover Gateway
18. Bowie
19. Capitol Heights
20. Addison Road
21. Morgan Boulevard
22. Southern Avenue Metro
23. Naylor Road Metro
24. Westphalia
25. Oxon Hill
26. Brandywine

*Future Purple Line Centers



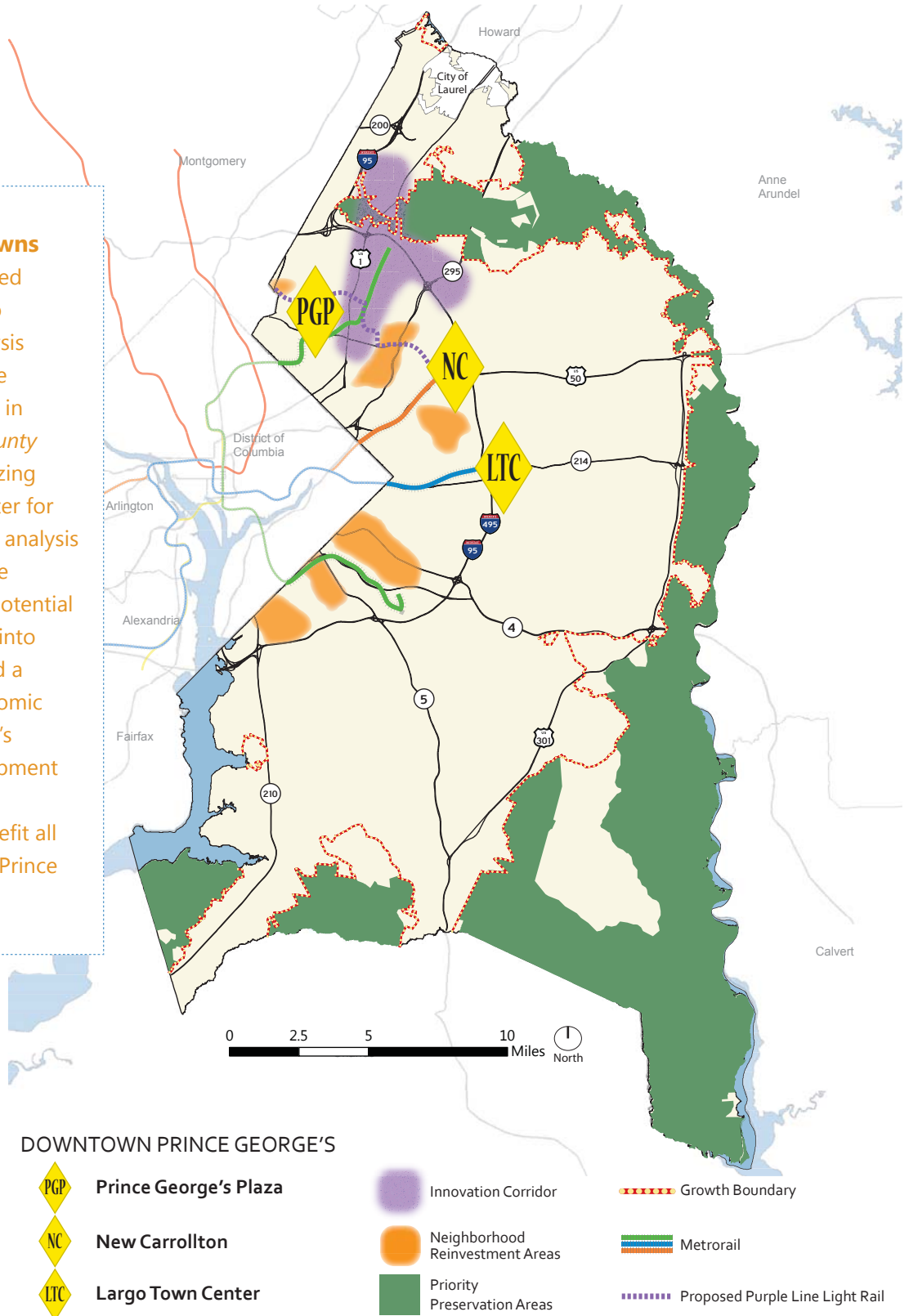
Legend

- Employment Areas
- Future Water and Sewer Service Area
- Rural and Agricultural Areas
- Established Communities
- Growth Boundary
- Metrorail
- Proposed Purple Line Light Rail

Map 2. Prince George's County Strategic Investment Map

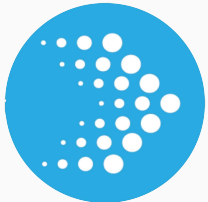
Identifying the Downtowns

The Plan 2035 Team partnered with the CountyStat Team to develop a quantitative analysis tool to evaluate and rank the 27 activity centers identified in the 2002 *Prince George's County Approved General Plan*. Utilizing best practices from the Center for Transit-Oriented Design, the analysis included 31 indicators. These indicators represented the potential each center had to develop into a complete "Downtown" and a regionally competitive economic generator for Prince George's County. Successful redevelopment of our Downtowns and the Innovation Corridor will benefit all residents and businesses of Prince George's County!



What About MD-210 and Fort Washington Area?

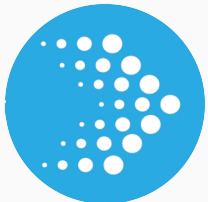
Fort Washington is part of the Henson Creek/South Potomac Planning Area.



2006 Sectional Map Amendment For Henson Creek South Potomac Planning Area

This plan was developed primarily during a community wide, seven-day planning charrette.

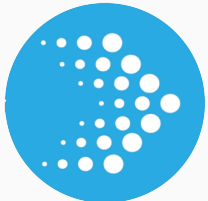
- Approximately 300 citizens, property owners, and various community organizations along with county charrette team
- Workshops and open sessions discussed issues and ideas



Outcomes 2006 SMA Henson Creek South Potomac Planning Area

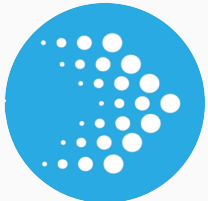
- High-intensity development is encouraged at the ***National Harbor Metropolitan Center***
- Medium to high-intensity redevelopment is encouraged at the ***Oxon Hill Regional Center***. (Commercial stretch along Oxon Hill Road/Rivertown)

*****Strong emphasis on mixed-use, transit and pedestrian-oriented development patterns in these areas.***



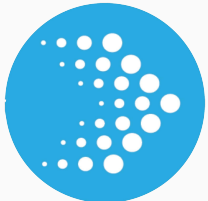
Outcomes 2006 SMA Henson Creek South Potomac Planning Area

- Deletes the *corridor designation* for MD-210 Highway
- Designates *a new corridor* along the proposed transit line from the Woodrow Wilson Bridge to St. Barnabas and Brinkley Roads.



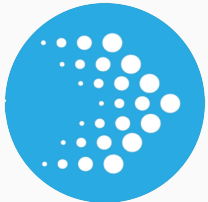
What Are Corridor Designations?

Urban Corridor Planning is planning that involves intentional land development strategies that allow for a broad range of mobility options – **walking, bicycling, public transit, and driving**. The goal is to improve access to jobs, services, entertainment and recreation.



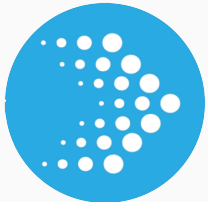
What Do Planning Area Documents Say About MD-210 and Fort Washington Area?

These plans encourage an alternative mix of compact mixed-use and pedestrian-oriented development to replace existing small retail and commercial areas that exhibit high vacancy rates. (Called the Developing Tier)



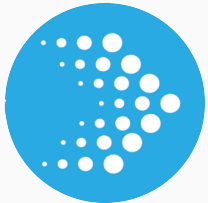
What Do Planning Area Documents Say About MD-210 and Fort Washington Area?

Recommends development within the Developing Tier adjoining the historic district be consistent and compatible with the prevailing Broad Creek historic character.



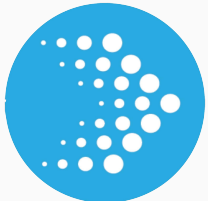
In Layman's Terms

The MD-210 corridor is not a high priority development area, ***and to a degree***, explains why you haven't seen high intensity development efforts occurring in this area in the past 10-20 years.








Henson Creek Village Area Study

Conducted in 2020 to assess development along the two-to three-block section of Livingston Road between Palmer Road and Old Fort Road. ***(Known as Henson Creek Village Area or Henson Creek Transit Village)***




#	Location
1	McDonald's / KFC at Old Fort Rd
2	Giant at Livingston Rd
3	Livingston Rd & Cady Dr
4	Auto Service Center at Cady Dr
5	Harley Davidson at Livingston Rd
6	Tire Pros at Livingston Rd
7	Behind the Office Buildings
8	Extra Storage at Livingston Rd
9	Tires Plus at Livingston Rd
10	Public Storage at Livingston Rd
11	U-haul at Livingston Rd
12	Golf / Laundromat at Livingston Rd
13	Golf / Shell at Livingston Rd
14	Hovermales / Shell at Livingston Rd
15	Liquor Store at Livingston Rd

CLICK to open
Google Street View

-  Google Street View
(click to open)
-  Henson Creek Transit Village
-  Study Area Boundary
-  Property
-  Road



 The Maryland-National Capital
Park and Planning Commission

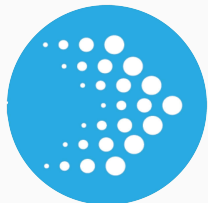
Henson Creek Village Area Study

Prince George's County



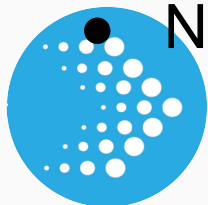
Henson Creek Village Area Study Conclusions

Since 2006, little reinvestment has occurred within the study area. The fixed-guideway or enhanced transit service envisioned by the 2002 master plan has not materialized and is not expected soon.



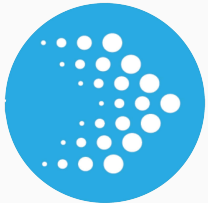
Henson Creek Village Area Study Conclusions

- The area is mostly automobile-oriented
- Mostly stand-alone, light-industrial businesses
- Two Class C Office Buildings-old and outdated structures built in 1982, 1973 (renovated 2011) combined 91k sf
- Area has significant barriers for pedestrians and cyclists
- No bus stops along the commercial corridor



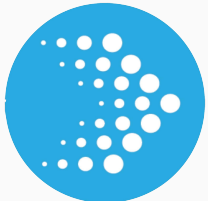
Adjacent Neighborhoods To The Henson Creek Village Area

- Median income \$15k higher than County average
- 63% Black, 17% Hispanic, 9% Asian, 7% White
- ***Asian population % in our area is double that of County average***
- In general, ***population density is lower in our area***



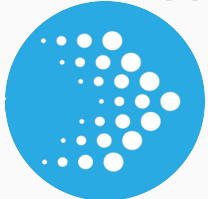
Employment Density

- Nearly 2,000 jobs per square mile in the National Harbor area.
- Only 320 jobs per square mile Henson Creek Village and south



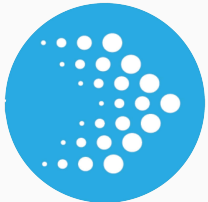
Employment Growth 2010-2018

- National Harbor area 25.3%
- Arlington 7.1%
- Fairfax 7.0%
- Prince George's County 7.0%
- Montgomery County 5.9%
- Henson Creek Village and further south 2.8%



Retail Analysis

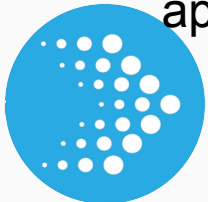
It was determined that despite new development to the north (National Harbor and Tanger), significant demand remains for new retail in the ***Henson Creek Village Trade Area that could support as much as 500,000 additional square feet of retail.***



Henson Creek Village Area Study Recommendations

Within 3 years:

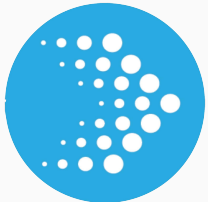
1. Improve access and mitigate traffic along Livingston Road by reallocating road space to accommodate a center turn lane and curbside parking and pick-up/drop-off areas.
2. Prioritize neighborhood activation and beautification efforts, including walkable infrastructure improvements, with the goal of increasing area appeal to housing developers and high-quality retailers.



How Fort Washington Forward Initiates Investment in Our Area

1. By creating projects that:
 - a. Create a sense of place in Fort Washington
 - b. Drive foot traffic to retailers doorsteps
 - c. Establish a community gathering hub

(All of these are in direct alignment with Henson Creek Village Area Study Recommendation #2)



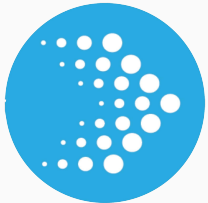
How Fort Washington Forward Initiates Investment in Our Area

2. By encouraging owners of commercial plazas to host our projects, and use our ability to draw foot traffic to entice tenants that support Fort Washington's strong families.
3. By encouraging business owners to take steps to enhance their property beautification to align with the recommendations of the Henson Creek Village Area Study.
4. By attending Planning Board Meetings and advocating for development that aligns with the recommendations of the Henson Creek Village Area Study.



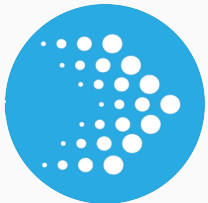
Fort Washington Forward Mission Accomplishments

- *The Forward Farmers Market* encourages food security by serving 280 customers/market day in 2022



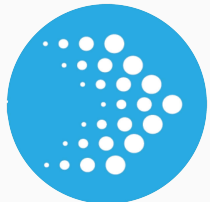
Fort Washington Forward Mission Accomplishments

- Fort Washington Forward *meets with local developers* to strategize ways to attract tenants that represent and support strong families.



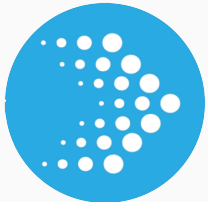
Fort Washington Forward Mission Accomplishments

- Fort Washington Forward *improves community property values* by engaging in aggressive beautification efforts. *37 bags of trash collected in 2022.*



Fort Washington Forward's Proposed 2023 Projects

1. Farmers Market Season 2 (June-November)
2. Community Gardening Workshops
3. Henson Creek Trail Beautification
4. Business Development Forum/Liaison With Developers and Business Owners

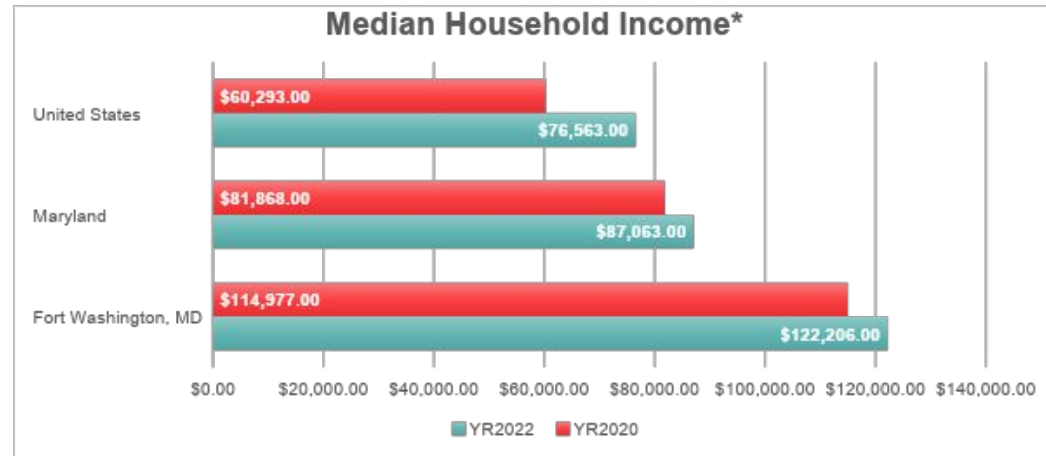


What Services Do Residents Leave FtW For?

“80% of the county's southwestern residents leave the community for medical care; that's the reverse of most communities.” (AHC FWMC)

- 67% of respondents leave FtW to purchase groceries
- 95% of respondents leave FtW for sit-down dining

2020 Community Survey Results (600+ respondents)



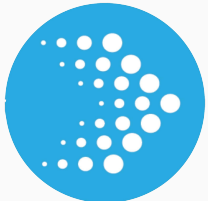
*Contains Fort Washington & Friendly CDP Census Data, and World Population Data

**Based on a needs assessment survey conducted in 2020 by Neighbors for Fort Washington Commercial

What Are The Top Commercial Needs in Fort Washington?

Community Survey (2023, 130 responses)

1. Sit-down restaurant 94%
2. Coffee/bakery shop 71%
3. Small business incubator 33%
4. Health care facilities 28%
5. Grocery store 23%
6. Health-related business 17%



FWF KEY PARTNERSHIPS



George Washington Sustainable
Urban Planning (GWUSUP)

Leveraging existing Social

Connectivity and Tactical

Urbanism partnership to create
a small area plan/development

concept.



Maryland-National Capital
Park & Planning Commission
(M-NCPPC)

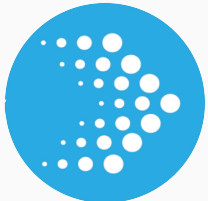
Leveraging existing M-NCPPC partnership to
highlight parks and recreation activities in Fort

Washington (e.g., Henson Creek Trail

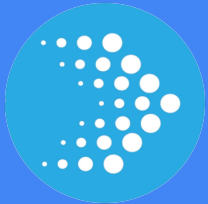
Beautification).

How To Stay Up To Date On Development Issues

1. How to receive development notices
2. Person of Record vs. Testifying
3. Zoning designations, why you should care



Questions?





Contact Us/Join a Committee

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