



Resolution 19-16
Resolution in Support of City PAMC Application

Effective: March 20, 2019

**A RESOLUTION
OF THE CITY COUNCIL OF NEW CARROLLTON IN SUPPORT OF THE CITY'S
PLANNING ASSISTANCE TO MUNICIPALITIES AND COMMUNITIES APPLICATION AND
AUTHORIZING THE CITY ADMINISTRATIVE OFFICER TO SUBMIT THE APPLICATION**

WHEREAS, the Maryland-National Capital Park and Planning Commission (M-NCPPC), Prince George's County Planning Department, Community Planning Division, Neighborhood Revitalization Section offers a program called the Planning Assistance to Municipalities and Communities (PAMC) program; and

WHEREAS, the purpose of the PAMC program is to provide technical planning services, at no cost, to communities using Prince George's County Planning Department expertise, and/or to fund projects conducted by paid consultants; and

WHEREAS, PAMC projects are intended to benefit municipalities and communities that have limited planning resources but are committed to revitalization and enhancement of the appearance and function of their communities; and.

WHEREAS, as recommended by M-NCPPC, City staff met with PAMC planners and discussed potential PAMC projects to ensure that the City's proposed project would meet the PAMC guidelines and be eligible for the award of funds under the program; and

WHEREAS, City staff recommends that the City submit an application for an economic development rebranding campaign to focus on assets, services, amenities and opportunities of the City; and

WHEREAS, City Council agrees with staff and desires to submit a PAMC application in substantially the same form as that attached hereto as Exhibit A.

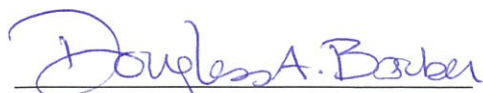
NOW, THEREFORE, BE IT HEREBY RESOLVED, by the City Council of New Carrollton, that the City Council hereby supports and approves the submission of an application to the PAMC program for the development of an economic development rebranding campaign and authorizes the City Administrative Officer to submit a PAMC application in substantially the same form as that attached hereto as Exhibit A subject to any necessary revisions.

ADOPTED AND ENACTED BY THE CITY COUNCIL OF NEW CARROLLTON THIS 20th DAY OF MARCH 2019.

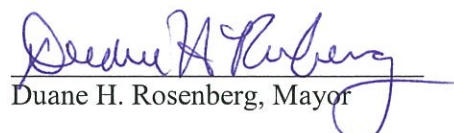

Lincoln Lashley, Vice-Chairman
City Council

[SEAL]

ATTEST:


Douglass A. Barber, CMC, City Clerk

APPROVED:


Duane H. Rosenberg, Mayor

Date: March 20, 2019

Planning Assistance to Municipalities and Communities (PAMC) Application

Applicant Information

1 - Contact Information

A. Name: Karen Ruff C. Phone: (301)459-6100
B. Title/Position: Assistant City Administrative Officer D. Email: kruff@newcarrolltonmd.gov

2 - Organization

A. Name: City of New Carrollton D. Website: www.newcarrolltonmd.gov
B. Address: 6016 Princess Garden Pkwy., New Carrollton, Md. 20784 E. Type: Municipality
C. Tax ID Number: 52-60-18662
F. Community organizations requesting financial assistance: list prior experience and accounting structure.

Project information

Date Submitted: **April 11, 2019**

3 - Project Title: Economic Development Rebranding

See Attached.

- Provide a detailed description of the requested project. If financial assistance is sought, provide a scope of services, including a list of deliverables.
- How will the project implement policies or recommendations in the County's approved plans? (Be specific when citing official plans, e.g. page numbers.)
- How will the completed project benefit the community in the immediate and/or long-term?
- Provide a map of the project boundaries. (If a municipality, the municipal boundaries or the location of the project within the municipality.)
- Upon completion, what next steps will be used to implement the project? If a community organization, identify any partners (government agencies, other organizations) that will assist in implementation.

4 - Additional Information

See Attached.

- Indicate whether the project location is in a TNI (Transforming Neighborhoods Initiative) area, Priority Funding Area (PFA), Plan 2035 Neighborhood Reinvestment Area, or Plan 2035 Employment Area? B. If applicant is a municipality, provide a resolution of support approved by the City Council. C. If applicant is a community organization, provide letters of support (minimum 3.)

Submit completed application by emailing attachments (this page, plus 2F, 3A-E, 4A, 4B or 4C) to:

pamc@ppd.mncppc.org

PLANNING ASSISTANCE TO MUNICIPALITIES AND COMMUNITIES

(PAMC) APPLICATION

3. Project Title: Economic Development Rebranding

A. Provide a detailed description of the requested project. If financial assistance is sought, provide a scope of services, including a list of deliverables.

The City of New Carrollton desires to develop a fresh economic development campaign that focuses on assets, services, amenities and opportunities of the City. The current economic development materials of the City are purple and orange and contain pictures of a Metrorail train car, all giving a nod to the New Carrollton Metrorail Station and the proposed Maryland Transit Administration's Purple Line, neither of which are located within the corporate limits of the City. The visuals associated with the materials further depict hi-rise development, which, again, is not located within the City, but rather is proximate to the Metrorail Station. Finally, the written materials do not address properties that are in the City and those properties addressed that are in the City are not currently available for redevelopment. When you put all of this together, it is no wonder that when the City attended the International Council of Shopping Centers ("ICSC") Conference at the National Harbor earlier this month, every inquiry made was about development surrounding the Metrorail Station, none of which is in the City.

As you may know, the City of New Carrollton (the "City") is a Maryland municipal corporation located in Prince George's County that was incorporated in 1953. It is a residential community with easy access to public transportation, namely a joint Washington Metro, MARC, and Amtrak station and the upcoming Purple line, as well as major highways, including the Capital Beltway (495/Interstate 95), the Baltimore-Washington Parkway, and John Hanson Highway (U.S. Route 50). The City has approximately 12,500 residents and is a diverse community. Beautiful tree-lined streets, and single family and multi-family dwellings are characteristics of the City. The City also has some commercial development along its Annapolis Road corridor. Residents find the charm of and services provided by the City make for a great quality of life. The City has won the Prince George's County Beautification Award four times due to the City's green spaces! The City is in a Priority Funding Area and is a designated Maryland Sustainable Community. The City has much to offer.

However, there is no undeveloped commercial land within the corporate boundaries of the City. Accordingly, the City's economic development efforts must focus on retaining existing commercial tenants, filling any vacant commercial spaces (which are very few) and redeveloping older sites. The City has created a revolving loan program as well as a grant program to assist in these efforts. These programs may also be used to entice the owners of commercial properties located adjacent to the City to annex into the City. The City does not have a land planner on staff. In order to be successful in these efforts, the City must create attractive, informative and persuasive economic development materials. For this reason, the

City seeks the assistance of the PAMC program in developing these materials, in conjunction with clarifying the City's economic development strategy.

The deliverable that the City would like to see is:

Promotional/publicity informational materials for prospective businesses.

B. How will the project implement policies or recommendations in the County's approved plans? (Be specific when citing to official plans, e.g. page numbers.)

1. The City's project will further the purpose of Plan Prince George's 2035 Approved General Plan (hereinafter "Plan 2035") to make Prince George's County a competitive force in the regional economy, a leader in sustainable growth, a community of strong neighborhoods and municipalities, and a place where residents are healthy and engaged. *See* Plan 2035, p. 5. Plan 2035 encourages economic development that promotes employment opportunities for all income levels. Plan 2035, p. 33. A new branding of the City of New Carrollton will help the City to clearly articulate where it wants to go and what it wants to be. It will also strengthen the City and the community by potentially increasing the commercial tax base of the City. An increase in the commercial tax base would mean that the City would not have to raise residents' taxes into the future. It will also help to promote the area in Prince George's County near the New Carrollton Metrorail and the Purple Line, which is a Growth Area and a General Plan Center. Plan 2035, p. 37. The Purple Line can be an impetus for revitalization of the City. *See* Plan 2035, p. 77 as to how other municipalities in Prince George's County have experienced revitalization. The potential redevelopment of existing aged commercial properties can benefit the City, the County and the region.
2. Plan 2035 states that in order to create a stable source of revenue to invest in our schools, revitalize our neighborhoods and protect natural, historic and cultural assets, we must focus the majority of our resources and efforts on targeted areas best suited to develop into regional economic engines, grow our commercial tax base and stimulate job growth. *See* General Plan, p. 15. The area around the new Purple Line is an area best suited to invest resources and efforts to grow the County and the City's commercial tax base, stimulate job growth and lead to revitalization of the area.

Likewise, a goal of the Bladensburg New Carrollton and Vicinity Approved Master Plan & Sectional Map Amendment, Planning Area 69, May 1994, established the goal of providing adequate, appropriately located amounts of various types of commercial space. One of the objectives of which is to encourage and provide for the upgrading and maintenance of commercial corridors. *See* p. 59. The City's project would clearly further this objective.

3. Plan 2035 further acknowledges the importance of the City's strategic location in close proximity to a joint Washington Metro, MARC, and Amtrak station, the upcoming Purple line, and major highways, including the Capital Beltway/Interstate 95, the Baltimore-Washington Parkway, and John Hanson Highway. Accordingly, the City is located within a population center that has a well maintained multimodal transportation system that facilitates the movement of people. Plan 2025, p. 33, referencing the Smart and Sustainable Growth Act of 2009. The Plan states "[o]ur strengths and assets include the County's strategic location in the region and access to DC and Baltimore, our transportation infrastructure, in particular our 15 Metro stations and 11 planned Purple Line stations ..." See p. 15. Given the City's location, the City's project is a perfect request for the allocation of resources.
4. It is truly the City's hope to maximize its location recognizing the transportation assets that surround it, which can help attract both employees and employers and retain existing businesses. Plan 2025, p. 93. The City's plan will promote redevelopment of an existing community and reduce pressure on undeveloped land, among other things.
5. Under Plan 2035, Policies and Strategies, is Policy 8 "[s]trengthen and enhance existing residential area and neighborhoods in the Plan 2035 Established Communities." (p. 115) This project and its implementation will require the coordination of land use planning with the County and promote the integrity of high-quality infill development in the City. Since the City is a designated Md. Sustainable Community, this project will further the City's participation in the program. The project will also promote Policy 9 by encouraging reinvestment and growth in existing commercial areas. Plan 2035, p. 116. LU9.2 specifically states that "[a]s part of a retail plan, inventory older commercial areas and shopping centers to identify candidates for potential redevelopment." The implementation of the City's project will hopefully lead to precisely that result.

C. How will the completed project benefit the community in the immediate and/or long-term?

The completed project can lead to the long-term stability of the City of New Carrollton and the surrounding area. The City has a large elderly population that is not able to bear the burden of increased taxes. Therefore, the completed project will provide a means for the City to increase its commercial tax base over time, which will make the City stronger as it will be able to retain its most valuable assets, its residents. If the City is not able to increase its commercial tax base, the City will have no choice but to increase taxes in the future.

D. Provide a map of the project boundaries. (If a municipality, the municipal boundaries or the location of the project within the municipality.) See attached Map of the City of New Carrollton

E. Upon completion, what next steps will be used to implement the project?

The City Administrative Officer, Tim George, is a former economic development consultant. Mr. George will be able to assist the City in using the materials that are produced to embark on a renewed economic development effort on behalf of the City. The materials developed under this project will provide the City a valuable tool to use in its annexation efforts and when attending conferences such as the ICSC Conference.

4. Additional Information

A. Indicate whether the project location is in a TNI (Transforming Neighborhoods Initiative) area, Priority Funding Area (PFA), Plan 2035 Neighborhood Reinvestment Area or a Plan 2035 Employment Area?

1. TNI - No

2. PFA – Yes

3. Plan 2035 Neighborhood Reinvestment Area - No

4. Plan 2035 Employment Area - No

B. If applicant is a municipality, provide a resolution of support approved by the City Council. See attached Resolution 19-16, a Resolution of the City Council of New Carrollton in Support of the City's Planning Assistance to Municipalities and Communities Application and Authorizing the City Administrative Officer to Submit the Application

C. The Applicant is not a community organization.



Median Household Income New Carrollton, MD

