

Town of Bladensburg Strategic Plan Update 2025

Goal Area		Objective
Goal Area A – Economic Development		To improve the economic sustainability of the Town through sound practices and policies.
Strategy	Status	Update
1. Develop an economic development/redevelopment plan for key commercial areas in the Town (Coordinate with Collaboration and Partnerships, priority #10).	In Progress	With the hiring of an ED Consultant, work on this objective began in 2023 and continues currently.
2. Identify and explore annexation alternatives and opportunities to expand the tax base of the Town.	In Progress	In 2023-2024, the Town updated previous material on Annexation, and we have worked on the annexation of county-owned parcels that will help expand the town's reach to other areas.
3. Work with the State legislators, Maryland National Capital Park and Planning, and Prince George's County Planning Department to create and pass legislation that will provide Bladensburg with greater zoning and land use authority.	Ongoing and In Progress	Over the last few sessions, there has been legislation on this matter, and the Town has been supportive of these efforts. The Town will continue to support this matter.
4. Develop policies to attract quality housing opportunities.		Need an update from Council on this goal
5. Develop a marketing plan to promote and position Bladensburg as a commercial business destination, attract investment opportunities, and address job creation and workforce development.	In Progress	Some of this could be handled as part of the BCCE Port Town CDC development.
6. Market and preserve the historic and cultural assets of the Town and region to attract visitors to Bladensburg.	In Progress	The work on the Bostwick house is underway. In May 2025, the Town held a outdoor event to invite people to the site and open it up as a place to gather and celebrate.
7. Create and host an annual signature event for the Town.	Ongoing	This has been done with Independence Day and Bladensburg Day, which is year three.
8. Develop inclusive policies, procedures, and programs that promote sustainability.	Ongoing	The Town has series of policies and activities regarding green infrastructure and sustainability the Town joined Sustainiabile Maryland in 2019 and renewed in 2024. The Port Town is a Sustainable Community with DCHD.

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Goal Area		Objective
Goal Area C – Infrastructure and Roads		Assess infrastructure and road conditions and prepare development, maintenance and funding plans.
Strategy	Status	Update
1. Conduct a baseline conditions assessment of all buildings and facilities owned by the Town.	In Progress	The Town has been successful in acquiring Bond Bill funds and has been working towards a replacement to the Town Hall and Police facilities. Neighborhood Design Center has been providing professional support on this project since 2023.
2. Advocate for the development of a Stormwater Management Plan.	In Progress	Throughout COVID and over the last several years, the Town has engaged the County on the plan for the Quincy / Edmonston Channel Projects. In 2023, the Town entered into an MOU with Prince George's to provide \$500,000 in ARPA funds for this project.
3. Develop a Capital Improvement Plan to fund facilities maintenance, purchase equipment and construct new infrastructure.	In Progress	The Town has continued with Pay-go projects, but over the last several years, the Town has been successful in securing capital and traffic improvement projects.
4. Assess the need for traffic improvements, including traffic calming and safety alternatives for streets maintained by the Town.	In Progress	In 2023-2024, the Town installed LED stop signs and crosswalks, and the Town has taken on pavement markings.
5. Create a sense of place for key gateways and development areas by identifying the highest and best uses and accompanying improvements, including signage, landscaping, lighting, street furniture, etc.	In Progress	Over the last few years, the Town has replaced its gateway signage and improved the landscaping at the gateways. The has invested in new trashcans and created benches for key bus and areas throughout the town,
6. Develop a Complete Streets Plan to support multi-modal transportation access and options (Coordinate with Police and Public Safety, priority #4).	In Progress	There has not been progress on this Complete Street Plan, but we have worked with our engineering team on critical areas of improvement of our infrastructure.

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Goal Area		Objective
Goal Area D – Collaboration and Partnerships		Cultivate new and grow existing partnerships with public, private, non-profit and government organizations to support a thriving community.
Strategy	Status	Update
1. Work with and encourage the Maryland-National Capital Park and Planning to identify ways to promote Bladensburg waterfront recreational opportunities and increase the number of visitors to the park.	Ongoing	Staff and the Town Council have worked with MNCPPC on supporting events and creating new events and activities at Bladensburg Waterfront Park.
2. Partner with Prince George’s County and Maryland agencies to protect Bladensburg’s historic and cultural assets.	Ongoing	The Town has been active with the County and other MD agencies on various historical sites.
3. Identify and build relationships to increase workforce development opportunities.	In Progress	The Town has been active with the Trade School Project and is currently working with Employ Prince George's on workforce development activities within the Town.
4. Support the expansion of cultural events and celebrations, especially in the Town of Bladensburg.	Ongoing	The Town has developed cultural and community events with the addition of the marketing specialist. We have grown and expanded our outreach to the community.
5. Increase and strengthen existing partnerships.*	Ongoing	The town has worked to continue to strengthen all community and local partnerships.
6. Improve and strengthen relationships with county, state and federal legislatures and agencies.	Ongoing	Town Council and staff have worked to strengthen relationships with governmental partners through the engagement of a legislative consulting team and in 2025, the Town compiled a formal report
7. Improve outreach to educational institutions and community organizations.	Ongoing	This has been an ongoing process for the Town and has worked collaboratively with schools and community organizations.
8. Expand social media networks and platforms to inform and promote outreach to residents and stakeholders.	Ongoing	In 2020, the Town hired a marketing specialist, and since then, this position has expanded the Town's reach on social media and engagement.

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