

Charles Colbert
Mayor

Derrick Brooks
Vice Mayor

Sarah Franklin
Councilmember

Karen Lott
Councilmember

Joseph Hourcle
Councilmember



Clayton A. Anderson
Town Manager

Telaya Bush
Deputy Town Manager

TO: Town Council

FROM: Clayton A. Anderson, Town Manager

DATE: January 13, 2025

SUBJECT: Funding Use Plan for Town of Upper Marlboro

Purpose

The Town of Upper Marlboro will strategically invest the \$250,000 Capital Improvement Program (CIP) allocation from Prince George's County to strengthen the long-term economic viability, walkability, and overall livability of Downtown Upper Marlboro. This investment will support targeted initiatives focused on reducing blight, expanding retail, retaining and recruiting businesses, promoting mixed-use development, and fostering sustainable growth. The allocation is directly aligned with the Town's 2023 Vision Plan, which emphasizes a thriving, vibrant downtown that promotes outdoor recreation, economic activity, and strong community connections.

Approval is requested for the recommended allocation of the \$250,000 Capital Improvement Program (CIP) investment to support Downtown Upper Marlboro's revitalization efforts consistent with the Town's adopted priorities and 2023 Vision Plan.

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Funding Priorities & Proposed Uses

1. Blight Reduction and Façade Improvement – \$75,000

- Expand the existing façade improvement program to assist property and business owners with exterior renovations, signage upgrades, and landscaping.
- Provide matching grants to incentivize private investment and development of underutilized and dilapidated commercial buildings.
- Focus on vacant storefronts along Main Street and other gateway corridors.

2. Walkability & Public Right of Way Enhancements – \$50,000

- Install wayfinding signage and pedestrian-oriented amenities (benches, planters, trash receptacles).
- Improve lighting and crosswalk safety in key downtown corridors.
- Support planning and design work for long-term streetscape reconfiguration to increase accessibility and encourage foot traffic.
- Enhance the existing pocket park.
- Begin development of the Chesapeake Rail Trail

3. Business Retention, Recruitment, and Expansion – \$62,500

- Develop targeted marketing and recruitment campaigns to attract diverse retail and dining options.
- Support technical assistance for existing businesses, including workshops on digital marketing, financial planning, and operations.
- Assist with permitting and other start-up or build-out costs.
- Provide small-scale incentive grants for business expansion or modernization.

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- Provide business relocation incentives.
 - Assist struggling businesses with a one-time assistance grant.
 - Work to modernize the town's business license database.
 - Develop programs to recruit businesses to fill retail and service gaps.

4. Business Incubation and Entrepreneurial Support – \$25,000

- Pilot a business incubator program providing shared workspace, mentorship, and training for startups and small businesses.
- Partner with county agencies, local colleges, and private sector experts.
- Prioritize locally owned and minority-owned businesses to promote inclusive economic growth.
- Provide ongoing training for students who want to own a business.

5. Long-Term Strategic and Sustainable Growth Planning – \$37,500

- Update the town's Economic Development Strategy and integrate it into the county's broader vision.
- Explore opportunities for sustainable growth, including green infrastructure, adaptive reuse of historic properties, and mixed-use development.
- Commission feasibility analysis for projects such as public-private parking solutions and adaptive reuse of vacant buildings.
- Plan for the impact of the departure of county facilities
- Develop design guidelines for Main St.

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Expected Outcomes

- Visible reduction in downtown blight through improved façades and streetscapes.
- Increased variety of retail and service businesses available to residents and visitors.
- Stronger business retention and measurable recruitment of new businesses.
- Enhanced pedestrian safety and overall downtown walkability.
- Greater community understanding of annexation opportunities.
- Establishment of a foundation for a small-scale business incubator to support entrepreneurship.
- Create a long-term strategy aligning town growth with sustainable and inclusive economic development.

Conclusion

This \$250,000 CIP allocation will allow the Town of Upper Marlboro to take immediate action to improve downtown vibrancy while laying the groundwork for sustainable growth. By addressing blight, diversifying retail choices, enhancing walkability, and investing in business retention, recruitment, and incubation, the Town will create a more resilient, attractive, and economically viable downtown for residents, businesses, and visitors alike.

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