



2024 ANNUAL REPORT

MarlboroPikePartnership.org



STRATEGIC
PARTNERSHIPS



EDUCATION



SERVICE &
ADVOCACY



ECONOMIC
DEVELOPMENT

OUR MISSION & VISION

Our mission is to improve the residential and commercial experience on and around the Marlboro Pike corridor by prioritizing revitalization, public safety, economic development, and community empowerment.

Our vision is to increase the quality of life on and around the corridor by creating a safer, healthier, and thriving community through strategic partnerships among government, educational, and private sector entities. We pursue community development, educational programming, promote civic engagement and advocacy, and plan community service initiatives.

MARKET FEASIBILITY STUDY

Sponsored by the Planning Assistance to Municipalities and Communities

We are excited to announce the completion of the Market Feasibility Study for the Marlboro Pike corridor, from Brooks Drive to Forestville Road, by our consultants at Partners for Economic Solutions. Their technical assistance provided an overview of the area's demographics, economic conditions, and a residential and retail analysis. We extend our gratitude to the Prince George's County Planning Department and Bishop McNamara for their continued support!



MARLBORO PIKE QUICK FACTS:

- 15,220 people live within the study area
- 50% of residential housing stock are single-family detached homes; 28% live in multi-family units
- Median age and income is 49 years of age making \$69,000 annually
- 737 businesses employing 5,826 people
- 25.7% of the population has an advanced degree
- Current shopping centers are 60% GAFO, 20% NGS, 10% F&B, 10% Non-Retail
- Prospective retail customers are workers, students, residents, and visitors



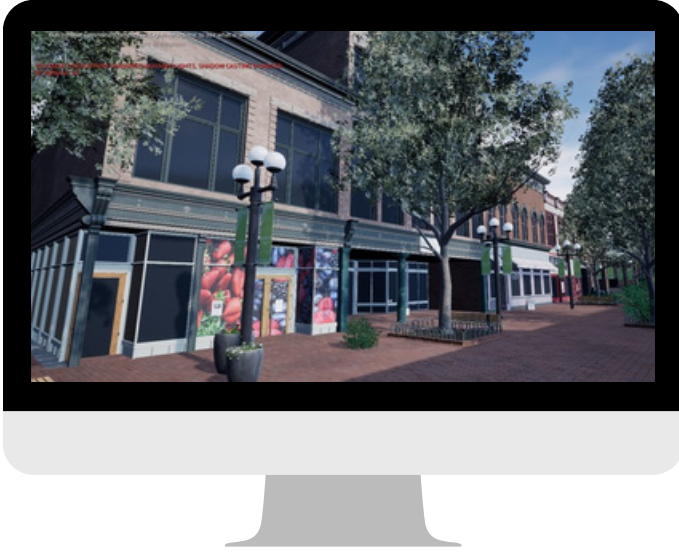
ASHLEY N. SHARP
President & Founder

"This effort is about more than development—it's about strengthening identity and community."



Play on the Pike

Reimagine Marlboro Pike



As part of ongoing efforts to revitalize and enhance the Marlboro Pike corridor, “Play on the Pike” showcased creative placemaking demonstrations such as Right of Way art and a virtual reality game, which was customized to reimagine our local shopping centers. These included Great Eastern Plaza, The Centre at Forestville, Penn Mar Shopping Center, and Forestville Plaza. Attendees enjoyed live entertainment, local vendors, and food trucks! This event brought together local businesses, community members, and nonprofits of all ages to enjoy.

To witness the full virtual experience, visit our webpage: www.MarlboroPikePartnership.org

LOCAL FEATURE: Salynt | NewView Team

MPP prioritizes support for small and minority businesses providing connections to development opportunities and resources. Last summer, we set out to change the landscape using new methods of public engagement for community development. The “Play on the Pike” simulation was created by Salynt | New View (*pictured right*), a Maryland-based company, that created an innovative customized game using virtual reality (VR) and AI in order to address recreational accessibility, pedestrian/cyclist safety, and to gain feedback on current commercial shopping centers along the corridor that were virtually altered and reimagined to cater to diverse community needs. This approach not only enhances the quality of life for current residents but also makes the county more attractive to potential new residents and businesses, contributing to long-term growth and development.



Photo Credit: J. Mangrum