

**Recommended Goals, Concepts, Guidelines**  
**Public Participation Program**  
**Landover Metro Area and MD 202 Corridor Sector Plan**  
**Sectional Map Amendment**

Prepared by  
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## INTRODUCTION

The Prince George's County Planning Department of The Maryland-National Capital Park and Planning Commission (M-NCPPC) has been directed by the Prince George's County Council to develop a Landover Metro Area and MD 202 Corridor Sector Plan and concurrent Sectional Map Amendment (SMA) for portions of Planning Areas 69 and 72.

The sector plan will contain policies, objectives, and recommendations that will guide future growth and development along the MD 202 corridor and Landover Metro area. The SMA will help to implement the sector plan recommendations and policies by amending the zoning map. The sector plan and SMA will build upon the 2002 *Prince George's County Approved General Plan*, the 2005 *Countywide Green Infrastructure Functional Master Plan*, the 2008 *Approved Public Facilities Master Plan*, the 2009 *Master Plan of Transportation*, and the 2010 *Subregion 4 Master Plan and Sectional Map Amendment*.

## PROJECT DESCRIPTION

The MD 202 corridor is an important transportation route in the county that links the District of Columbia to the Capital Beltway and the county seat in Upper Marlboro. FedEx Field, Prince George's Hospital, and Woodmore Town Center are served by this important transportation artery. Since 2009, the 2009 *Approved Landover Gateway Sector Plan and Sectional Map Amendment* and 2009 *Approved Port Towns Sector Plan and Sectional Map Amendment* have been approved by the Planning Board and the District Council. Both of these plans have made land use and transportation recommendations for improvements to the portions of the MD 202 corridor within their respective plan boundaries. However, these improvements do not take into consideration the three-mile central portion of the corridor between the two plans. This project will develop a sector plan and SMA along the MD 202 corridor for the portion between the two plans and will include the MD 202 corridor right-of-way from slightly west of the Baltimore-Washington Parkway to Barlowe Road and the commercial, institutional, and multifamily properties along that portion of the corridor.

The sector plan will investigate existing transportation conditions along the MD 202 corridor and the future development potential in and around the Landover Metro area in order to define short- and long-range transportation, pedestrian safety and streetscape improvements, and revitalization and implementation strategies that will encourage quality economic development and redevelopment, preserve and protect environmentally sensitive land, and make efficient use of existing and proposed county infrastructure and investment.

The 2002 *Prince George's County Approved General Plan* designates the Landover Metro station as a Regional Center in the Developed Tier. The vision for the Developed Tier is a network of sustainable, transit-supporting, mixed-use, pedestrian-oriented, medium-to-high-density neighborhoods. Regional Centers are locations for regionally marketed commercial and retail centers, office and employment areas, some higher educational facilities, and possibly sports and recreation complexes primarily serving Prince George's County. High-density residential development may be an option at Regional Centers if the needed public facilities and services, particularly schools and transit, can be provided. Regional Centers should be served by



rail or bus mass transit systems. The following are goals of the General Plan for the Developed Tier and Centers:

The goals of the Developed Tier are:

- Strengthen existing neighborhoods
- Encourage appropriate infill
- Encourage more intense, high-quality housing and economic development in Centers
- Promote transit-supporting, mixed-use, pedestrian-oriented neighborhoods
- Renew/redevelop commercial strips
- Enhance industrial employment areas

The goals of the Centers are:

- Capitalize on public investment in the existing transportation system
- Promote compact, mixed-use development at moderate to high densities
- Ensure transit-supportive and transit-serviceable development
- Require pedestrian-oriented and transit-oriented design
- Ensure compatibility with surrounding neighborhoods

## **SECTOR PLAN AREA AND SECTIONAL MAP AMENDMENT BOUNDARY**

The sector plan and SMA boundary focuses on the Landover Road (MD 202) right-of-way between the Baltimore-Washington Parkway (I-295) and Barlowe Road and will include, but not limited to, the following properties (see Figure 1):

- Cheverly Station Apartments and Landover Park Shopping Center east of John Hanson Highway (Route 50)
- Landover Metro station, southern portions of the Ardwick Industrial Park, Beall's Pleasure, and Hunter's Ridge development site
- Overland Park and Kings Square Apartments, Dodge Park and Judge Sylvania Woods Elementary Schools, Dodge Park Shopping Center, and M-NCPPC property on the north side of MD 202 between Route 50 and Martin Luther King Jr. Highway (MD 704)
- Kent Village and Stadium Station Shopping Centers on the south side of MD 202 between Routes 50 and MD 70
- Commercial and institutional properties along MD 202 east of MD 704

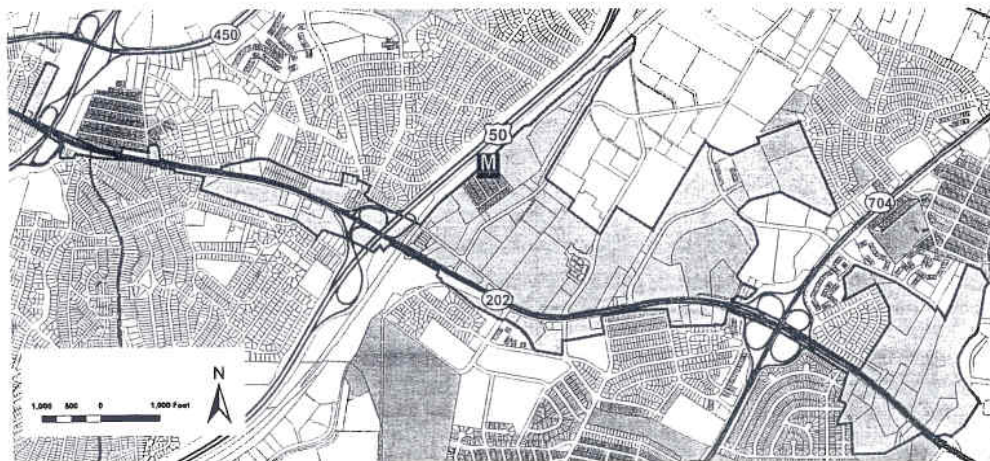


Figure 1

## **GOALS, CONCEPTS AND GUIDELINES**

The Goals, Concepts, and Guidelines for the Landover Metro Area and MD 202 Corridor Sector Plan area summarize the goals and issues identified during the preplanning phase of the project. The goals and issues were informed by the General Plan's policies as they relate to the sector plan area; other relevant master plans and sector plans; meetings with stakeholders including property and business owners, homeowner associations, and the Town of Cheverly; and research, analysis, and field observations conducted by M-NCPPC staff.

The category of issues correspond to various elements contained in the General Plan, including the area's development pattern, environmental infrastructure, green infrastructure, transportation systems, public facilities, housing, economic development, urban design, and implementation. The planning process will examine and refine these issues and recommend planning and zoning strategies to guide future growth and development. The following are potential opportunities and challenges that will be addressed during the planning process:

### **Development Pattern**

*Goal: Promote a sustainable pattern of development that promotes economic vitality, encourages efficient use of existing and proposed public facilities, enhances the quality and character of communities and neighborhoods, and protects environmentally sensitive lands.*

#### *Issues:*

- How to better design land uses to adequately serve the sector plan area by creating common visual, design, or signage elements that tie together the area?
- What is the most appropriate mix and intensity of land use for the sector plan area?
- Extensive and viable employment industrial uses are strategically located adjacent to the area's highway system. However, there is a lack of transition between industrial and adjacent residential land uses. How can the distinct types of land uses be better integrated with each other?
- How can existing and new residential uses be better incorporated into the fabric of the area?
- What can be done to promote greater business variety along the corridor?
- How to redevelop the MD 202 corridor and existing shopping centers to meet community needs and enhance the tax base?
- What is the potential for "Green Building Technology" approaches to land use and development?
- How to attract a variety of high quality commercial uses within the sector plan area?

### **Environmental and Green Infrastructures**

*Goal: To preserve, enhance, and restore the natural environment and its ecological functions as the basic component of a sustainable development pattern.*



*Issues:*

- How to minimize or reduce the amount of impervious surface in this area?
- Determine which locations within the sector plan area are appropriate for locating enhanced street tree cover?
- How to minimize impacts of noise on commercial and residential uses?
- How to promote environmental stewardship as an important element to the overall success of the environmental initiatives contained in the General Plan?
- How to reduce poor drainage patterns for surrounding streams within the corridor, particularly the Beaverdam Creek?
- How can we preserve, protect, and enhance surface and ground water features and restore lost ecological functions in the sector plan area?

### **Transportation Systems**

*Goal: Provide residents and workers in Prince George's County with a safe, affordable, and accessible multimodal transportation system that effectively contributes to the timely achievement of county growth, development, community presentation, and revitalization goals.*

*Issues:*

- How will the area's transportation systems interface with the 2009 *Approved Countywide Master Plan of Transportation*?
- How can connectivity with and accessibility to the Landover Metro station be improved?
- How can public ridership for the Metro station be increased?
- How to make Landover Road safer for pedestrians and bicyclists?
- How can connectivity between the surrounding residential neighborhoods and the corridor be enhanced?
- Which intersections should be redesigned or improved to enhance pedestrian safety and connectivity and accommodate future pedestrian-oriented development?

### **Public Facilities**

*Goal: Provide needed public facilities in locations that efficiently serve the area's population.*

*Issues:*

- Do the existing public facilities in the area sufficiently meet the needs of existing and future residents?
- Are there opportunities to improve the functionality, utilization, and maintenance of existing public facilities within the sector plan area?
- What can be done to provide safe and continuous linkage to public facilities?

### **Parks and Recreation**

*Goal: Provide the needed parks and recreation facilities in locations that efficiently serve the area's population.*

*Issues:*

- Do the existing park and recreation facilities in the area sufficiently meet the needs of existing and future residents?
- How can we strengthen and enhance the relationship between the Kentland Community Center and the surrounding elementary schools in order to benefit students within the boundary area?
- How can existing public and private open spaces in the sector plan area be improved?

## **Housing**

*Goal: Enhance the quality and character of residential neighborhoods through the planning and provision of a high-quality mix of residential development that provides a choice of housing types.*

*Issues:*

- What locations are most appropriate for future mixed-use residential development?
- How to ensure a diversity of housing options for present and future residents?
- What strategies can be employed to promote improvements to the public spaces immediately adjacent to the existing multifamily residential communities?

## **Economic Development**

*Goal: Encourage quality economic development that would increase employment opportunities, income, and the tax base within the county.*

*Issues:*

- How can the presence of a nearby anchor such as Prince George's Hospital, or other types of medical facilities, be leveraged to help capture and retain new retail and office development?
- What enhancements and strategies should be pursued to improve the attractiveness of the Metro station area and the corridor to an appropriate and diverse range of businesses?
- What programs may be initiated to help promote job growth in the area?

## **Urban Design**

*Goal: Use urban design principles to achieve quality development in the sector plan area.*

*Issues:*

- What are the short- and long-term urban design solutions that can be developed to encourage the revitalization of the commercial areas within the sector plan area?
- How can the design of infill development enhance the character of the existing community?
- What design approaches can be applied to encourage connectivity, walkability, and pedestrian access throughout the sector plan area?
- What can be done to promote environmentally sustainable and green design principles in future development?
- What is the best way to employ the principles of Crime Prevention Through Environmental Design (CPTED) to discourage criminal activity?



- How can portions of the sector plan area separated by major highways, roads, and other physical barriers be integrated through a unified design approach?

## **Implementation**

*Goal: Achieve the community's overall vision within the sector plan boundary.*

### *Issues:*

- What are the specific actions steps necessary to implement the sector plan recommendations?
- How can intergovernmental cooperation and public participation help to support the implementation of the sector plan?
- Who are the key players needed for implementation of these recommendations and what are their roles?
- What is the phasing plan for implementation of sector plan recommendations?

## **PUBLIC PARTICIPATION PROGRAM**

Public participation is an essential element in the preparation of the Landover Metro Area and MD 202 Corridor Sector Plan and Sectional Map Amendments. The program is intended to facilitate broad participation by residents, community organizations, business owners, municipalities, public agencies, and other stakeholders. It is recognized that a strong community outreach program will provide multiple project benefits, including: a better understanding of the issues and opportunities for the area, buy-in from residents and key stakeholders, community ownership of the plan, and improved opportunities for plan implementation. Therefore, a number of different community outreach strategies will be utilized to ensure that ample opportunities exist to keep stakeholders informed and facilitate public participation throughout the various stages of the project.

Active outreach by M-NCPPC staff takes place during the pre-planning and planning phases of a sector planning effort. Several meetings with key stakeholders have already been held, including the following:

- The County Council Member for District 5
- The Mayor and Council of the Town of Cheverly
- The Town of Cheverly Advisory Planning Board
- The commercial, multifamily, and industrial properties adjacent to the MD 202 corridor
- The Kentland Community Center
- The Dodge Park Elementary School
- The Greater Landover Knolls Civic Association

On March 8, 2012, an information gathering meeting was held with residents and other stakeholders to further inform the Goals, Concepts, and Guidelines; and this Public Participation Program. The meeting solicited input from the community on preferences, what should be changed, and how the staff could enhance the sector plan's public outreach process.

## **Obtaining Information from the Public**

Meaningful discussion and active collaboration are essential to the success of any sector planning process. Multiple strategies are often needed to obtain input from all project stakeholders in order to identify and understand key community issues and formulate plan recommendations. The primary method to be used to gain public input will be a series of community workshops. These workshops will be supplemented by small stakeholder meetings and interviews with citizen groups, business owners, advocacy groups, apartment complexes, and agency staff. The following outlines the components of the proposed public participation program:

- *Community Workshops.* A series of workshops will be held with the community, including residents and property and business owners, to review pertinent background information, identify areas of concern, develop preliminary visions, goals, and strategies, review alternatives, identify functional area issues or recommendations that should be modified, eliminated, or added, and select preferred approaches to inform final draft recommendations.
- *Envision Prince George's.* Staff will build on the success of the *Envision Prince George's* outreach and visioning exercises (<http://envisionprincegeorges.org>) and will focus on the Envision goal areas such as Live, Work, Enjoy, and Sustain throughout this sector planning effort. As a plan emphasizing transit-oriented, mixed-use development at a designated center, the Landover Metro Area and MD 202 Corridor Sector Plan and Sectional Map Amendment will naturally incorporate and build on these tenets from Envision.
- *Key Stakeholder Interviews.* Interviews will continue to be conducted with community leaders, business interests, elected officials, advocacy groups, apartment complex owners, county, state, and regional agency staff, and other key stakeholders to identify opportunities and areas of concern.
- *E-mail.* An e-mail mailing list used to disseminate project information can serve as a means for soliciting input from citizens and other stakeholders. The project team will also consider the use of surveys distributed either via e-mail or on the project website.

## **Communicating Information to the Public**

Throughout the planning process, it is necessary to communicate information to the public. This information should serve to educate the public on the planning process, inform them of upcoming events, and provide updates on the progress of the project. Proposed community outreach tools for communicating project information to the public include:

- *Public Newsletters.* A public information brochure outlining the overall goals, opportunities, challenges, and timing of the project was prepared in January 2012. This brochure will be supplemented by periodic newsletters intended to present project information in a dynamic, reader-friendly format.



- *Presentations to Decision Makers.* Staff will brief the mayor and council of the Town of Cheverly; the Planning Board; and the District Council on the status of the sector plan at appropriate intervals.
- *Project Website.* The project website will include a project description, study area map, background planning information, project schedule, information on opportunities for public participation, materials presented at public meetings, and project team contact information.
- *Required Public Notification.* Staff will send flyers to all property owners within the project boundaries advising them of the preliminary plan and joint public hearing and will notify all municipalities within one mile of the project boundaries of major project steps and public hearings.

## SCHEDULE

The Landover Metro Area and MD 202 Corridor Sector Plan and Sectional Map Amendment will follow the 18-month master planning process established in Zoning Bill CB-39-2005. The following schedule outlines estimated dates for the major milestones of this sector plan:

1. Pre-Planning	July 2011—April 2012
2. Planning Board Initiation	April 5, 2012
3. District Council Authorization	April 24, 2012
4. Prepare Sector Plan/SMA	April 2012—December 2012
5. Permission to Print	December 13, 2012
6. First Joint Public Hearing	February 26, 2013
7. Planning Board Adoption and Endorsement	May 9, 2013
8. Plan Transmittal to District Council	May 21, 2013
9. District Council Sets Second Public Hearing	June 25, 2013
10. Second Joint Public Hearing	July 16, 2013
11. District Council Final Approval	September 24, 2013