



FY'14

**MARYLAND DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT
SUSTAINABLE COMMUNITY DESIGNATION**

Prince George's County Application for Greater Camp Springs / Morningside
(Inclusive of the Branch Avenue Metro Station)

February 6, 2014

I. SUSTAINABLE COMMUNITY APPLICANT INFORMATION

Name of Sustainable Community: Greater Camp Springs / Morningside

Name of Applicant: Prince George's County

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II. SUSTAINABLE COMMUNITY BASELINE INFORMATION

A. Proposed Sustainable Community Area(s):

(1) Name of proposed Sustainable Community Area(s): Greater Camp Springs / Morningside

(2) Provide a description of SC Area boundaries.

The Greater Camp Springs/Morningside Sustainable Community Area encompasses the incorporated Town of Morningside as well as portions of the unincorporated Camp Springs community. It contains Allentown Road and Suitland Road Commercial Corridors adjacent to Joint Base Andrews (JBA), and the Branch Avenue Metro Station area. The Sustainable Community (SC) area is bounded to the north by Suitland Parkway and Henson Creek, to the east by Allentown Road, to the south by the Camp Springs Town Center commercial area, and to the west by Branch Avenue (MD 5) and Old Branch Avenue.

Within this proposed SC area, Prince George’s County, the Town of Morningside and the Camp Springs communities propose to seek funding in the following areas:

- Revitalization and redevelopment
- Streetscape improvement
- Pedestrian and bike facilities improvement
- Business attraction and retention
- Job training and job creation
- Housing rehabilitation and affordable housing
- Community services
- Place making
- Transit accessibility

(3) Approximate number of acres within the SC area: 2,289 acres

(4) Existing federal, state or local designations:

- Priority Funding Area
- Base Realignment and Closure (BRAC) Revitalization and Incentive Zone
- State Enterprise Zone
- Maryland TOD Designation – Branch Avenue Metro Station

(5) Prior Revitalization Investments & Smart Growth:

(a) List and describe any significant State and local smart growth or revitalization related program investments. What impact have these investments made in the community?

- In 2001, Washington Metropolitan Area Transit Authority (WMATA) completed the final segment of the Green Line Extension from Anacostia Station to Branch Avenue Station. This new section cost \$900 million and added 5 new stations in Prince George’s County, and included the Branch Avenue Station. This investment sparked several new residential developments

constructed near the Branch Avenue Metro Station that created a more diversified housing stock within the SC area, consisting of apartments, condominiums and townhomes.

- Between 2002 and 2013, the Economic Development and Training Institute (EDTI) designed and implemented several community-based initiatives:
 - Small and Minority Business Development: provides business development and incubator services to 42 small, minority businesses and virtual office tenants.
 - Affordable Housing Initiatives: EDTI partnered with the Prince George's County Redevelopment Authority by participating in its \$1 Homes Program developed to eliminate blight while also providing homeownership opportunities for low-income families.
 - Help Somebody Program: provides mentoring, training and technical assistance to help implement comprehensive neighborhood empowerment to low-income and disadvantaged youth.
 - Real Smart Home Program: provides computers and/or computer training to low-income and disadvantaged youth.
- Between 2006 and 2009, the Maryland State Highway Administration (SHA) reconstructed the interchange of MD 5 (Branch Avenue) and I-95/I-495 to improve access to the Branch Avenue Metro Station. Additional improvement projects completed or proposed by SHA in the area include:
 - Resurfacing of Allentown Road – 2004
 - Bridge Deck Replacement and landscaping on the Auth Road bridge over the Capital Beltway – 2005-2006
 - Signalization upgrade on MD 5 at Beech Road – 2007
 - Joint Base Andrews/Suitland Road gateway project which includes roadway, pedestrian improvements and landscaping – 2009-2010
 - Improvements related to Americans with Disabilities Act (ADA) compliance on Allentown Road and Suitland Road – 2010
 - Bridge deck replacement on Forestville Road; Bridge 16161 over I-95/I-495 – 2010
 - BRAC improvements at Allentown Road and Suitland Road – 2014
 - BRAC improvements at Allentown Road and I-95/I-495 ramps – 2014
 - Phase 2 access improvements from MD 5 (Branch Avenue) and I-95/I-495 to the Branch Avenue Metro Station – 2014-2017

The above projects have had and will continue to have positive impacts on the SC Area through the strengthening of communities, improving overall road network, and supporting economic and transit-oriented development.

(b) Describe any existing barriers to Smart Growth that may affect your jurisdiction or the proposed SC Area.

There are a number of issues that have been identified that could affect the sustainability of the community as it currently exists. These include an aging population that would require accommodations that allow them to age in place comfortably, older housing stock that is dominated by low-density single-family dwellings, higher than average foreclosures, disjointed uses, and lack of significant day-time employment. All of these create barriers to creating a true mixed-use, walkable and sustainable community.

There is a lack of quality retail and office space that would attract major employers that support the county's economic development goals. The area currently has one of the lowest daytime employment populations in comparison to similar communities, largely because it lacks Class A office space that would be attractive to major tenants. Given the low amount of daytime population, retail tenants suffer from low performance. The community also has a number of strip commercial centers characterized by neighborhood-serving uses. Some of the shopping centers are experiencing economic distress that may benefit from revitalization efforts. However, a lack of innovative funding strategies that will help spur revitalization efforts continues to be a barrier to smart growth within the SC area.

There is a need for a variety of housing types and choices in the SC Area. In order to attract diverse populations, from senior to young families, quality housing options are key, strategically accessible to the metro station. As a result of deteriorating infrastructure and redevelopment of brownfields in the SC Area, development costs have increased over the years. The increased costs hinder redevelopment, since capital is limited and developers are attracted to areas where development can occur without increased expenditures.

A critical element for achieving sustainability is reducing automobile dependency. There is a need for improved pedestrian access, connectivity, and streetscape improvements, in the area, especially as it pertains to accessing the metro station. Poor connectivity between various land uses prevents an ease of travel for all users. Many key routes to the metro station lack adequate sidewalks or bicycle facilities, and encourage the use of an automobile to get to the station. The community has several wide roads with high volumes of traffic that have become barriers to pedestrians and cyclists due to safety concerns.

Finally, Joint Base Andrews plays a critical role in determining the overall market in the area, as it has a resident population close to 3,000 and an additional employment population and anticipated growth. However, many data sets do not recognize or include the demographics of the base. This creates a barrier to attracting major retailers that do not recognize the existence of the base and the potential market that it creates.

B. Community Conditions: Strengths and Weaknesses

(1) Describe the strengths and weaknesses in the proposed Area's existing built environment.

Strengths:

- The Old Bells Methodist Church & Cemetery is a county designated historic site. Its large front-gabled frame is an example of churches built in early twentieth century in the county. Historic properties provide character and a sense of place, while contributing an important element of cultural heritage.
- Suitland Parkway, the northern border of the SC area, is on the National Register of Historic Places, and is maintained by the U.S. National Park Service.
- Several subdivisions were constructed in the 1970's and 1980's, offering single-family home options ranging from 2,000 to 5,000 square feet, creating a more diversified housing stock. Most are well-maintained situated on tree-lined streets.

- There are numerous parks, including the Henson Creek Stream Valley Park, which preserves important environmental assets while providing opportunities for active use. Other neighborhood parks provide small-scale recreational opportunities.
- The Henson Creek trail is a 5.7-mile scenic and recreational route through the Henson Creek Stream Valley Park.
- An existing park/shared-use trail connects newer residential development to the Branch Avenue Metro Station.
- The area has excellent access to regional road network, including the Capital Beltway.
- The Branch Avenue Metro Station is a multimodal transit hub for Metrobus, Prince George's County's *The Bus* and Maryland Transit Administration (MTA) commuter bus service, allowing for bus-to-rail and bus-to-bus transfers.
- The Branch Avenue Metro Station has the highest percentage and number of riders carpooling to the station in comparison to others on Metro's southern green line.
- Multiple homeowners associations own and maintain open space north of the metro station, providing passive recreational opportunities and visual amenities for adjacent properties.

Weaknesses:

- Most of the older commercial centers and uses are disjointed and poorly designed, have inconsistent signage and large parking lots in front, and require façade improvements at minimum.
- An aging housing stock consisting of garden-style apartments and single-family ramblers and split levels, mostly built prior to 1960.
- Most of the commercial development in the area is characterized by older (1970's) strip shopping centers with large surface parking lots in the front.
- There are no dedicated bikeways, bicycle signage, or bicycle parking facilities, making it difficult to navigate by bicycle. Furthermore, connections are lacking between existing trails and other transportation options.
- The area is highly auto-oriented and lacks adequate infrastructure to accommodate other modes of mobility.
- There are currently no recreational facilities within the SC area.
- Although most of the existing commercial establishments provide a variety of neighborhood-scale goods and services, they are low-performing, experiencing high vacancy rates and have low property values. In addition to this, residents desire higher quality family-oriented establishments.
- The Branch Avenue Metro Station is largely inaccessible for pedestrians, due to lack of crosswalks, lighting, and fragmented sidewalks, especially along critical routes to the station. Walkers use drive lanes and worn dirt/grass paths where sidewalks are not provided. Furthermore, other pedestrian barriers to the station from surrounding communities include the WMATA rail maintenance yard, I-95/495 (Capital Beltway), and Henson Creek and its tributaries. A wetland area between the WMATA rail yard and the Morningside community east of the station is also a barrier as there is no pedestrian linkage to the station.

- The metro station has the lowest percentage (7%) of “walk-up” metro riders in comparison to other stations on the green line, largely due to the inaccessibility of the station from the surrounding community.

(2) Describe the Area’s land use/zoning make-up (residential, commercial, industrial, and mixed-use). Is the current land use or zoning conducive to revitalization investment?

Existing land uses in the area are largely comprised of residential development, primarily low-density single-family. Commercial uses are concentrated along Allentown Road and Branch Avenue, with some mixed use zoning near the metro station. Most industrial uses are concentrated in the northern portion of the SC area abutting Suitland Parkway. Zoning around the Branch Avenue Metro Station allows for vertical, mixed-use transit- and pedestrian-oriented development. Single-family residential zones and commercial zones match those existing land uses.

Strengths

- Although the area is generally built-out, there are several “ripe” underdeveloped pieces of land as well as infill and redevelopment opportunities in the SC area.
- There are numerous institutional uses, including places of worship and medical facilities, which are typically viewed as friendly neighbors and community assets.
- WMATA owns over 30 acres of land surrounding the metro station that is currently surface parking. The agency has expressed interest in joint development of this property.
- The SC area contains a designated Base Realignment and Closure (BRAC) Revitalization and Incentive Zone that will further encourage redevelopment and investment in the area.
- Existing mixed-use zoning around the metro station establishes an opportunity for a strong core of development.
- Mixed-use land use designation at Camp Springs Town Center and Andrews Manor Shopping Center establishes policies that encourage pedestrian-oriented and transit-oriented development.
- A proposed Andrews Federal Campus, to the northeast of Morningside, is currently vacant I-3 zoned land, creating opportunity for industrial uses.

Weaknesses

- The area is generally built-out, largely in a suburban development pattern; single use residential subdivisions and commercial strip shopping centers.
- Large automobile sales and service-related businesses, such as dealerships, dominate commercial uses along Branch Avenue, at the entrance of the Branch Avenue Metro Station. Certain land uses in the vicinity of the metro station has been shaped by development that predates opening of the station in 2001.
- Within a quarter-mile of the metro station, uses are dominated by a commuter parking lot and large undeveloped parcels.

- Parking near the Branch Avenue Metro Station is inadequate resulting in overflow parking in the residential neighborhoods.
- With many vacant retail spaces in the area, numerous institutional uses, such as churches, are occupying these spaces in strip shopping centers that are intended for commercial purposes.
- Vacant sites surround the metro station in all directions and are held by a small number of owners.
- Undesired uses, such as nightclubs, have increased in the area. Some establishments are operating certain uses that are not valid uses or have not received proper permits.
- There is a need for more institutional uses, such as medical offices, resulting from the closing of medical facilities on base and could accommodate the planned expansion of Southern Maryland Hospital Center.
- Many office tenants are occupying older, sub-standard space as there is no Class A office space in the area.
- Vacant retail spaces expose a fundamental flaw in previous approaches to zoning for mixed-use at the Branch Avenue Metro Station, specifically requiring commercial space in locations that are not optimal for attracting customers, and also prior to there being enough residential or office density to generate demand.

(3) Describe strengths and weaknesses in basic features of community quality-of-life.

Strengths

- The SC area is well-served by educational institutions, including Strayer University, located near the Branch Avenue Metro Station as well as a public charter school, Imagine Foundation, located in the Town of Morningside.
- There are two public elementary schools in the SC area; both are between 60-84% enrollment capacity.
- Homeowners associations and other civic organizations have improved communications with the police department over the last several years.
- Several community-led initiatives have been beneficial, including the Explorer program operated by the police department and the Police Athletic League, as well as a new Veterans Affairs office, and other recreational programs available to youth and seniors offered by The Maryland-National Capital Park and Planning Commission (M-NCPPC).
- The M-NCPPC Department of Parks and Recreation began a countywide parks plan, Formula|2040, which will help move the county from the suburban park planning model to one that can expand its provision of various types of public spaces to serve an increasingly diverse and urban population.
- There are opportunities for partnerships between various entities, such as institutions and businesses. Specifically, Joint Base Andrews and the Southern Maryland Hospital Center have specialized knowledge and expertise that could forge creative and innovative collaborations and partnerships benefiting the community.

Weaknesses

- Obstacles to change and reinvestment in the area include crimes against persons and property, which creates a negative perception of the community.
- Greater investment in job training is needed. Residents' desire to augment the Trades Skill program, a collaborative initiative with the Prince George's Community College and Southern Management Corporation.
- Parking utilized by religious institutions often spills into surrounding neighborhoods.
- Existing businesses have not invested in the surrounding community.
- There is a lack of community-based youth and senior-focused programs, outside of summer recreational programs. An enhanced senior/community center, more centrally located in the SC area has been identified as a priority, and could serve as an anchor within a revitalized center for the community, either within a new structure or by way of adaptive reuse of an existing building.
- Despite the area's proximity to the base, there are no Veterans programs in or for the community.

C. Natural Resources and Environmental Impact: Strengths and Weaknesses***(1) Describe the strengths and weaknesses of the community's "natural environment" in or near the Sustainable Community Area.***

Most of the land within the SC Area was developed prior to the adoption of requirements regarding woodland conservation, stormwater management (SWM), or stream, wetland, and floodplain protections. Stream buffers were removed, some wetlands and floodplains were filled in order to create more dry land for development, and some streams were removed, or channelized. The environmental alteration was compounded by the creation of large areas of impervious surfaces including roads, parking lots, rooftops, and sidewalks. Without the benefit of natural areas and amenities to manage stormwater run-off, rain is unable to infiltrate the ground. Much of it runs off the impervious surfaces and flows untreated directly into the receiving streams and wetlands resulting in physiological degradation such as failing slopes, deep ravines, and severe erosion of the remaining streams, wetlands and floodplains.

High imperviousness throughout the planning area poses challenging SWM and water quality issues that need to be addressed as a matter of urgency. Challenges to water quality include bacteria carried into streams, streambank erosion, reduced infiltration of groundwater caused by the loss of forest and tree cover, as well as trash, pesticides, oil and chemicals deposited into streams, wetland and floodplains by uncontrolled stormwater runoff.

Strengths

- The Countywide Green Infrastructure (GI) Plan designates areas of countywide ecological importance. The GI Plan designates all stream corridors, riparian buffers, and wooded areas

within the county's Developed Tier to be of countywide significance; the SC Area is entirely within the Developed Tier. A stream segment in the Henson Creek watershed flows between the Capital Beltway and Suitland Parkway east of the Branch Avenue Metro Station and west of Suitland Road and is identified within the GI plan network.

- The majority of the SC Area is within the Henson Creek watershed. A small area, south of Allentown Road, is in the Tinkers Creek watershed. These watersheds provide ecosystem services that are necessary for the social and economic well-being of the community.
- The only identified floodplain is along Suitland Parkway at the northern boundary of the SC area. It is on federal parkland and is included as part of the countywide Green Infrastructure Network.
- The county has established a Tree Canopy Coverage Ordinance in order to increase tree canopy in developed and redeveloping communities, ultimately improving air quality. Despite most of the areas forests and farms having been replaced by development, there is still a significant amount of tree cover in the area, over 34% of total land cover within the SC area.

Weaknesses

- The SC area is dominated by impervious surfaces (32% or 741 acres) which contribute to negative surface water quality, increased flooding, reduced groundwater recharge, and degradation of the natural stream systems. Studies indicate when imperviousness raises above ten-percent stormwater runoff increases impacts to water quality.
- The current tree canopy has been calculated at 34% or 780 acres. The countywide goal per the new General Plan update is aggressive at 52 percent; however, the positive impacts from tree canopy are important. Tree canopy helps to buffer winter winds, shade summer sun, improve air quality, absorb storm water, and reduce erosion. It also increases economic/resale values within communities.
- The water quality and watershed ratings of both Henson and Tinkers Creeks watersheds are rated "poor" and/or "very poor."
- The Washington Metropolitan Area, which incorporates the SC area, does not currently meet the federal standards for ground level ozone, the main component of smog.
- A small portion of the area is subject to high noise levels from aircraft use at nearby Joint Base Andrews.
- Light intrusion into residential areas and environmentally-sensitive areas from commercial and industrial uses are a concern.

(2) Describe the strengths and weaknesses of any current efforts to reduce the community's "carbon footprint" or impact on the environment.

Strengths

- The county has a residential recycling program that provides collection for over 164,000 homeowners. Recycling is an opportunity to keep the county a clean and healthy place to live and save energy.

- Currently, every owner of a multifamily rental facility with three or more units must provide recycling opportunities for its tenants. The county provides technical assistance to apartment managers and owners to implement their programs.
- The Condominium Recycling Reimbursement Program was established to provide assistance and funding for condominium communities who wanted to establish convenient recycling programs developed and managed by their homeowners associations.
- Branch Avenue in Bloom (www.branchavenueinbloom.org), a program sponsored by the Maryland Small Business Development Center to reinvigorate Branch Avenue, is fully supporting locally grown food sources, such as community gardens and Farmers Markets. The program currently organizes an ongoing seasonal farmers market held during the spring and summer.

Weaknesses

- The area is currently considered a food desert, lacking fresh food options apart from the Farmers Markets typically held during summer months at the Iverson Mall, which is outside of the SC area and 2.5 miles from the Branch Avenue Metro Station.
- There is a lack of knowledge and awareness of the community's carbon footprint and environmental impact. Citizens who are informed of ways to improve the environment are more likely to practice greener initiatives.
- Existing trails and green space are limited and poorly connected to the residential and commercial areas. Most of the green space in the area is associated with the stream valley, schools or other community facilities.

(3) Describe the strengths and weaknesses of the jurisdiction's current stormwater management practices and how these may affect the proposed SC Area.

Strengths

- In 2010, Prince George's County passed new stormwater regulations that incorporate the state's requirements for the use of environmental site design (ESD) to the maximum extent practicable (MEP). Prince George's County has been a leader in this practice and has numerous demonstration projects that illustrate and educate citizens about these green technologies.
- The Department of Environmental Resources (DER) current CIP Water Quality Restoration program strives to implement innovative LID/BMP's to treat impervious surfaces and address Total Maximum Daily Loads (TMDL's). DER also manages the Urban Water Quality Retrofit Program MS4 permit mandate to treat 20% of untreated impervious areas (or 8,000 acres). The initial pilot operation will treat 2,000 impervious acres by 2017 within targeted areas.

Weaknesses

- The SC area experienced the majority of development when stormwater management practices were not required and little consideration was given to preservation of the natural environment.

Consequentially, many headwater wetlands were filled and many streams and tributaries were channelized and/or piped to accommodate development.

- To improve water quality in the SC area, imperviousness of 741 acres (32%) will require significant efforts and funds to retrofit with permeable paving, bioswales, green roofs, and other ESD solutions.
- The Camp Springs Town Center drains to Henson Creek, in which portions are severely degraded and in need of stabilization.
- Flash flooding remains a problem in low-lying communities.

D. Economic Conditions and Access to Opportunity: Strengths and Weaknesses

(1) Describe the SC Area's current economic strengths and weaknesses.

Strengths

- The Metrorail Green Line segment within the District of Columbia is emerging as the region's high-growth line in terms of household and job growth.
- Joint Base Andrews and the new Homeland Security headquarters in the District, along with the 10,000 federal employees at the Suitland Federal Center, constitute an important market generator along the Southern Green Line.
- The real estate market analysis considers the Branch Avenue Metro station area the best location for any new private office development along the Southern Green Line.

Weaknesses

- The area has a significantly low daytime employment population and low residential density contributes to overall low performing retail centers.
- There is an imbalance between the amount of existing retail space and other land uses that generate demand for retail, which has resulted in more retail space than the area can support.
- There are several underutilized office parks in the SC area. Most of the existing office supply is older, Class B and C, built in the 1970s and 1980s, and unattractive to regional-serving Class A tenants.
- Retail vacancy rates have increased consistently in recent years, while the county's has remained relatively unchanged.
- Business revitalization programs are needed to assist resident businesses with making improvements to aging infrastructure
- The existing retail stock is aging with no new construction in the area since 1990.
- The area has an overabundance of retail, especially of older, obsolete retail space, which is reflected in its vacancy rates.
- The Branch Avenue corridor is underserved in the area of convenience goods, which include groceries, restaurants, sporting goods, and other miscellaneous retail.

- The area needs public investments—in public infrastructure, enforcement, and business incentives—to succeed.

(2) Describe the jurisdiction's housing market and access to affordable workforce housing. What are the trends in residential construction (rental and homeownership), homeownership rate, foreclosure rate and, property values?

The Camp Springs and Morningside communities have a high proportion of single-family housing units; with over 4,000 housing units, nearly 50% are single-family detached and the majority was built prior to 1980. However, a number of multifamily units were built near the Branch Avenue Metro Station after its opening in 2001, adding over 1,000 apartment or condominium units to the area. Even with the addition of these multi-family units offering close proximity to transit, many of the intended condominiums went unsold and were converted to rental units. Additionally, the area lacks housing that would allow an aging population to remain and housing that would attract young professionals and families. The county's anticipated future demand for housing will be driven mostly by the millennial generation and future workforce, and is expected to dominate the need for single-family units at a projected demand of 61% of the county's housing stock.

Housing in the area is considered to be affordable but has room to see more units of workforce housing. Less than 4% of families in the area have income below the poverty level, and the current median household income of \$73,534, is higher than that of the county, \$69,879. The majority of housing values range from \$200,000 to \$399,999. However, the 20746 zip code, which includes portions of the SC area, is considered a "severe hot spot" for foreclosures, according to MD Department of Housing and Community Development (Q3 2012).

Recent economic and market analyses conducted in the area and vicinity reveal that the area has room to grow, to be competitive with similar communities and can absorb as much as 30 percent in total housing units. Joint Base Andrews is expected to continue to be an important market generator for housing.

(3) Describe the SC Area's demographic trends (with respect to age, race, household size, household income, educational attainment, or other relevant factors).

Population (age, race, etc)

The population in the SC area is currently 9,246, an increase by 6.6% since 2010. Over the next five years, the population is projected to grow by 7.1%. The rate of population growth in the SC area is higher than the county, where the population increased by 3.3% from 2010 to the current year, and is projected to grow by 4.1% over the next five years.

Overall, the population in the SC area is slightly older than the county as a whole. The median age for this area is 36.2, higher than the county median of 35.9. Five years from now, the median age is

projected to be 38.7. A large majority of the area’s population is 16 years and over, and more than 11% is 65 years and over. A summary of age distribution is below:

Age Group	Population	%
Age 16 and Under	1,898	20.5%
Age 16 and Over	7,348	79.5%
Age 18 and Over	7,091	76.7%
Age 21 and Over	6,747	73.0%
Age 65 and Over	1,033	11.2%

Census projections show the population aging with median age rising, from 34.2 in 2000, to 36.2 in 2014, and 38.7 in 2019. Residents aged 65 years and over would increase from 8.47% in 2000 to 11.17% in 2014 and to 13.88% in 2019. The table below shows the area’s current racial composition.

Race	Population Estimate	%
White alone	1,207	13.1%
Black or African American Alone	6,892	74.5%
Hispanic or Latino	942	10.2%
American Indian and Alaska Natives Alone	31	0.3%
Asian alone	263	2.8%
Native Hawaiian and Other Pacific Islanders Alone	14	0.2%
Some Other Race	549	5.9%
Two or More Races	290	3.1%

Educational Attainment

Overall, the area residents’ level of educational attainment is comparable to the county, even though a higher percentage (18.9%) of residents has earned bachelor’s degrees than the county’s 17.5%. An estimated 6.5% of the residents age 25 and over have earned a master's degree, 0.7% has earned a professional degree, and 0.5% has earned a doctorate degree.

Household Income

There is currently, an estimated 3,588 households in this area, representing a 7.6% increase since 2010 when there were 3,334 households. Over the next five years, the number of households is projected to increase by 8.2%, a high rate of increase compared to the county’s 3.9%.

The current median household income is estimated to be \$73,534, approximately \$3,655 higher than the county current median of \$69,879. The median household income in the area is comparable for

Whites, Blacks, American Indians and Alaska Natives, and Hispanics/Latinos. It is however, exceptionally high for Asians at \$106,604. Few families (3.75%) in the area have incomes below poverty.

Labor Force and Employment

An estimated 85.7% of the labor force in the area is employed this current year. The employment status of the population age 16 and over is as follows:

- 0.4% in the Armed Forces
- 64.5% employed civilians
- 10.8% unemployed civilians
- 24.3% not in the labor force

Civilian unemployment in the area is 9.5%, higher than county rate of 6.9%. Approximately 18.5% of the employed in the area hold blue collar occupations, 66.1% hold white collar occupations, and 15.4% are occupied as service & farm workers.

Area Businesses

There are 267 businesses located in the area with a total of 4,384 employees. All except 4 of the businesses are in the private sector. The majority of businesses are Healthcare and Social Assistance; Repair and Maintenance; Personal, Religious, Grant making, Civic and Other Organizations; Professional, Scientific, and Technical Services; and, Retail Trade. The sectors with the largest number of employees are Administrative, Support, Waste Management, Retail Trade; Repair, Maintenance and Personal Services; and, Finance and Insurance.

Occupational Categories

A majority (66.1%) of the area's civilian employed population 16 years and older have white collar occupations, 18.6% have blue collar, and 15.4% are in the service sector.

Housing

There is a range of housing options in the area. Most of the estimated 4,025 housing units (49.24%) are single-family detached. There are also an estimated 1,439 multi-family units of 3 units or more representing 35.75% of the total. Approximately one-fifth (21.61%) of the housing stock was built 2005 or later, making them 9 years or newer. At the same time, about a third of them (31.16%) were built in 1969 or earlier making them 45 years or older. The majority of the owner-occupied housing stock (65.9%) is in the middle price range, and valued from \$200,000 to \$399,999. 7.2% have values below \$99,999, and 3.5% are more than \$400,000. 59.1% of housing units are owner-occupied, with an average of 20 years residence. The remaining 40.1% are renter-occupied with an average tenure of 6.3 years.

Commercial Real Estate Market

The area's commercial real estate market is slightly stronger compared to the county's. There are 112 properties with a total of 2,403,380 square feet of rentable building area. These properties are fairly old, averaging 43 years. 7.2% of the space (173,631 square feet) is currently vacant, lower than the 9.3% for the whole county and there are no anticipated new deliveries. The current full service gross rental rate in the area (\$15.00/square foot) is also higher than the average county rate, which is \$13.69/square foot.

III. LOCAL CAPACITY TO IMPLEMENT PLANS AND PROJECTS**A. Organizational Structure:**

Describe the applicant's organizational structure. Specifically, which organizations are members in the Sustainable Communities Workgroup and who are the respective staff? Who are the leaders, and how will the Workgroup advisor or staff manage the implementation of the SC Area Plan?

The Prince George's County Planning Department, and its respective staff in the Community Planning Division, managed the preparation of the Sustainable Community Application and Action Plan. The Planning Department has received ongoing support from various stakeholders, including the Town of Morningside, the county's Department of Housing and Urban Development (DHCD) and the Prince George's County Economic Development Corporation in reviewing the SC Application and Action Plan as part of the workgroup. The workgroup is also comprised of representatives from the Washington Metropolitan Area Transit Authority (WMATA), Department of Environmental Resources (DER), and Police Department, along with Citizens Encouraging Community Revitalization (CERC), the Economic Development and Training Institute (EDTI), and other area residents and community groups. A complete list of workgroup members (names and affiliations) are listed in the Section III roster. The Planning Department will play a supporting role by assisting the workgroup in the implementation of the Action Plan.

The workgroup is assigned to implement the SC Action Plan in accordance with the related goals and recommendations of the approved plans for the area. The goals and policies outlined in the approved plans emphasize policies that will strengthen neighborhoods, support economic development, capitalize on transportation investments, and encourage transit-supporting, mixed-use, pedestrian-oriented neighborhoods. In order to implement the approved area plans and ultimately the SC Action Plan, the workgroup's responsibilities will include:

- Preparing and reviewing grant applications pursuant to the Action Plan;
- Assisting with the identification, review, and evaluation of alternative programmatic, legislative, and zoning options;
- Advocating the action plan to the Prince George's County Executive, county agencies, the state, and developers;
- Supporting the on-going implementation of the Action Plan;
- Assessing the performance of the Action Plan and recommending periodic revisions.

B. Organizational Experience:

Describe the Applicant organization's past experience in administering revitalization plans and projects. Describe the roles of the members of the Sustainable Communities Workgroup, including their experience in implementing revitalization initiatives. What are the strengths and challenges of the capacity of these groups with respect to implementation of the SC Plan?

Listed below are the roles of some of the key workgroup members and their strengths and challenges with respect to implementation of the SC Plan.

Prince George's County Planning Department

The Prince George's County Planning Department within M-NCPPC administers planning and zoning for the county. Although it's not an implementing agency the department's Community Planning Division manages the county's community planning processes and initiatives, and participates in certain implementation activities. Staff develops plans and studies used to guide future growth and physical development in the county. The Division has staff and resources to prepare concept plans and budget estimates. In addition to plan preparation staff utilizes a variety of community outreach techniques to ensure meaningful public participation and engagement. Given the department's community awareness, resources, and experience, it will be an asset in assisting the workgroup with implementing the Action Plan.

Prince George's County Department of Housing and Community Development (DHCD)

DHCD is comprised of three governmental agencies: the Department of Housing and Community Development, the Housing Authority, and the Redevelopment Authority. DHCD is responsible for the implementation of HUD regulations at the local level and implementation/administration of federal grants that revitalize neighborhoods. The mission of DHCD is to expand access to a broad range of quality housing, and to create safe, well planned, attractive residential communities which enable families to become stable and self-sufficient. DHCD has experience in the development and execution of varied revitalization projects and will be valuable in the implementation of the SC Action Plan.

Town of Morningside

The Town of Morningside, which was incorporated in 1949, is located in Prince George's County. Its board of government includes an elected mayor and four council members. The town operates its own fully staffed Police Department, Code Enforcement, Department of Public Works and is home to the busiest Volunteer Heavy Rescue Fire Department in the State of Maryland (14th in the nation). Morningside has an approximate population of 2000 residents and is a great place to live, learn, and work. The municipality has the ability to leverage additional funding and resources that could benefit the SC area.

Citizens Encouraging Community Revitalization (CECR)

CECR is comprised of Prince George's County citizens working to improve the community and speak on behalf of residents. The group serves as the liaison between the community and legislative authorities, and provides continuous communication with the Police Department.

Economic Development and Training Institute (EDTI)

EDTI is a multi-disciplinary community development corporation (CDC) and community housing development organization (CHDO), incorporated in a Revitalization and Enterprise Zone. The non-profit organization creates economic development and training opportunities through residential, commercial, institutional and industrial development projects that enhances the communities they serve, while providing training programs that teach and mentor disadvantaged, low-income youth through collaboration with other nonprofits, private industry, local, municipal, county, state and federal government.

Camp Springs Civic Association

The Camp Springs Civic Association is interested in the safety and the improvement of the community. The organization is active in community planning processes, shares ideas for revitalization efforts, and pursues goals that will enhance the quality of life for the Camp Springs community.

C. Public Input:***How did residents and other stakeholders in the community provide input to the Action Plan described below in Section IV?***

Numerous community meetings and workshops, consisting of residents, community groups, property and businesses owners, and other stakeholders, were held throughout the 2013 Approved Central Branch Avenue Corridor Revitalization Sector Plan and the Preliminary Southern Green Line Station Area Sector Plan processes. The implementation objectives of the Action Plan originated in both of these sector plans, which heavily incorporated input from community stakeholders. The SC Action Plan reflects several years of work and input from hundreds of stakeholders.

As a critical component of completing this application, a workgroup was formed, consisting of key community organizations and stakeholders. The workgroup met on multiple occasions to discuss community strengths and weaknesses and to frame the SC Action Plan, all of which have been incorporated.

IV. SUSTAINABLE COMMUNITY ACTION PLAN**A. Supporting existing communities & reducing environmental impacts.*****(1) Broadly describe your jurisdiction's Smart Growth approach and any significant accomplishments made over the last decade or so.***

Smart Growth principles call for concentration of development and growth around existing or planned facilities and infrastructure in order to preserve open space and avoid sprawl. Smart growth is characterized by compact, transit-oriented, pedestrian and bicycle friendly, mix of uses. The county supports these smart growth principles through policies and strategies established in the 2002 General Plan, which set the following goals: encourage quality economic development; make efficient use of existing and proposed county infrastructure and investment; enhance quality and character of

communities and neighborhoods; preserve rural, agricultural and scenic areas; and protect environmentally sensitive lands. Furthermore, the Central Branch Avenue Corridor Revitalization Sector Plan envisions compact, mixed-use, walkable design consistent with existing community character, located near available or planned transit options.

More specifically, natural areas contain environmentally sensitive features and perform ecological services that help stabilize soil, and clean air and water. This smart growth development pattern has been the focus of the county's master and sector plans as well as other projects in this area for a number of years. Advocacy for increases in density through land use recommendations as well as zoning changes has been the hallmark of plans in this area and throughout the county over the last decade or longer. The development of a countywide Green Infrastructure Plan, Woodland and Wildlife Habitat Conservation Ordinance, Tree Canopy Ordinance, a Priority Preservation Area Master Plan and a Water Resources Plan has all helped define areas of environmental vulnerability, preservation of key ecological services, and have forwarded policies and strategies to protect environmental resources. Additionally, the county recently adopted new environmental legislation to strengthen protection of open space resources during development, and has also adopted new stormwater management requirements consistent with the state's requirement for environmental site design as the first means of stormwater management to help support the natural water cycle, replenish our groundwater, as well as protect our surface water.

Prince George's County has established priorities of concentrating development and growth near its 15 metro stations in order to maximize ridership and capacity of the county's transit amenities, as well as to ensure that sprawling development does not infringe on the county's protected natural resources. By doing so, the county is able to support smart growth principles and goals by creating compact, walkable, sustainable communities.

(2) Describe any major investments in community infrastructure – water, stormwater, sewer, sidewalk, lighting, etc. – that must be undertaken in order to improve the readiness or competitiveness of the proposed SC Area for private investment and compliance (if applicable) with TMDL regulations.

Environmental improvements planned for communities in the county include significant reductions in impervious surfaces; currently at approximately 32% within the SC Area. Additionally objectives to increase tree canopy throughout the county have been established, improving the current canopy of approximately 34 percent in the SC Area.

Water quality degradation is generally accepted at and above 10 percent imperviousness within a drainage or watershed area. The removal of pavement and the addition of green roofs and a robust tree planting program would all support additional environmental improvement programs in the SC Area.

The county's Department of Environmental Resources (DER) has set goals to treat 20 percent of untreated impervious runoff through Low Impact Development (LID) and Environmental Site Design (ESD) techniques (8,000 acres countywide) by 2017. DER is currently targeting projects to implement this objective through the direction of planners and environmentally focused civic groups and municipalities. In an effort to address the county's Water Quality Restoration objectives, DER will be focusing on opportunities for high quality demonstration projects to help educate and inform residents of the importance of environmental protection and preservation. Prince George's County is committed to improving the quality of life for its communities by promoting green solutions to stormwater runoff.

DER has initiated the county's Rain Check Rebate Program, which allows property owners to receive rebates for installing Rain Check approved stormwater management practices. Homeowners, businesses, and nonprofit entities (including housing cooperatives and churches) can recoup some of the costs of installing practices covered by the program.

Additionally, other county agencies are implementing progressive programs that will improve the infrastructure throughout the county. The Department of Permits, Inspections, and Enforcement (DPIE) will be evaluating the 100 year floodplain in the county particularly in communities experiencing issues with flooding. The Department of Public Works (DPW&T) leads a Green Streets program and facilitates a street tree planting program, improving green infrastructure. The Office of Central Services operates the Sustainable Energy Program which coordinates efforts to reduce energy consumption in buildings and the transportation sector, through implementation of policies, plans, and programs in partnership with other county agencies. This program includes community-based projects such as installation of wind-turbine, street light upgrades, energy efficiency and conservation, and solar demonstrations and recovery, many of which have been in partnership with local municipalities. The planning Department recently developed a sustainability plan which will focus on energy efficiency, building code updates to accommodate best management practices for water and energy savings and to help realize county Green Building goals for public and private construction projects. The Planning Department also developed a Food Systems Plan to identify food deserts and to recommend changes to support urban gardening and local agricultural efforts.

(3) Describe policies, initiatives or projects that the community will undertake or expand in order to reduce the SC Area's impact on the environment.

The below policies and strategies will help improve the overall health of the SC area and reduce adverse impact on the environment.

Existing Policies:

- Policies in the recent parks and recreation Master Plan, Formula2040, looks at land acquisition and rehabilitation opportunities throughout the county.
- Through the Master Plan of Transportation, the county has developed complete streets policies to support multi-modal transportation opportunities, and encourages a comprehensive network of trails, sidewalks, and bicycle facilities.

Actions:

- Establish special assessment taxing for public improvements and investments.
- Promote and support streetscape improvements based on complete streets principles.
- Promote green building standards and encourage LID and ESD in site plan review processes.
- Emphasize utilization of county redevelopment and revitalization tax credits to incentivize investment.
- Identify community-based projects in the Town of Morningside that could utilize existing incentives and resources, such as the county's Sustainable Energy Program.

- Identify opportunities to incorporate open space corridors along publically owned properties and/or Rights-of-Ways to connect existing recreational assets.
- Further develop and support a robust recycling program, including initiatives located at schools, apartment complexes, and restaurants.
- Identify ESD demonstration project locations on public/quasi-public properties with high visibility to support educational opportunities.
- Increase overall tree canopy percentages, including street right-of-ways, medians, private properties, and on commercial properties including parking areas.
- Educate area residents about water conservation and the damage that excess stormwater does to the Piscataway and Henson Creeks.
- Retrofit older schools in the area to incorporate more energy efficient designs.
- Promote and support the installation of rain barrels, rain gardens, and other mitigation strategies on private property
- Identify funding opportunities that will assist in stabilizing nearby Henson Creek and associated tributaries, to minimize further degradation.
- Identify needs to reconstruct most severely degraded segments of Henson Creek.
- Use pervious materials for paving and repaving on streets and parking lots where feasible and practical.
- Support the county's Department of Environmental Resources Urban Water Quality Retrofit Program, which establishes a permit mandate to treat 20% of untreated impervious areas throughout the county (or 8,000 acres). The initial pilot target of this operation will treat 2,000 impervious acres by 2017 within target communities.
- Pursue funding to create an overlay map of the community to identify possible locations for bioretention cells for stormwater management.
- Minimize light pollution and only purchase street lights that are covered in order to cast light downward and not upwards to the night skies.
- Pursue a Tree City USA designation for Morningside.

(4) Which community groups or stakeholders will be key to the implementation of the initiatives and projects noted in this section?

Promoting preservation and protection of key environmental resources will rely on coordinated and strategic public and private support and will involve representatives from the Department of Environment Resources (DER), Department of Public Works and Transportation (DPW&T), Prince George's County Planning Department and Parks and Recreation (M-NCPPC), and community and non-profit organizations.

B. Valuing communities and neighborhoods - building upon assets and building in amenities:

(1) What are the key assets that exist in the community upon which the Plan's projects and initiatives will build?

The SC area could be divided into four subareas that include: the Branch Avenue Metro station area, the Town of Morningside, the commercial areas along Suitland Road and Allentown Road abutting Joint Base Andrews, and the businesses west of Branch Avenue on Allentown Road and Allentown Way that comprise the envisioned Camp Springs Town Center. Recent planning efforts in these areas and countywide are themselves, assets. They include the 2009 Approved Countywide Master Plan of Transportation, the 2012 Andrews Working Group Action Plan, the 2013 Approved Central Branch Avenue Revitalization Corridor Sector Plan, and 2013 Adopted Southern Green Line Station Area Plan. These planning efforts have helped the community to coalesce around official land use policies and recommendations that form many of the items in this action plan.

Additionally, the proposed SC area is designated in the Developing Tier in the 2002 Approved County General Plan. This policy area is envisioned to protect stable residential neighborhoods, direct commercial development to designated Centers and Corridors while ensuring that employment areas are increasingly transit serviceable. The 2009 Countywide Master Plan of Transportation seeks to support this General Plan policy area by recommending a comprehensive transit network. The Southern Green Line Station Area Plan further builds transit connections between the four southern Green Line Metro stations – with the terminus of the Green Line, the Branch Avenue Metro Station, within the proposed SC area. Most recently, planning staff completed the 2013 Approved Central Branch Avenue Revitalization Corridor Sector Plan. This plan took an in-depth look at the Camp Springs community highlighting six focus areas and the community assets that make them candidates for reinvestment. As a result, the workgroup will build upon strengths and assets in the proposed SC area by targeting prior investments in transit, trails and pedestrian circulation; access to parks and open space, and commercial redevelopment and revitalization. Assets identified in these plans are listed below:

- Good access to regional road network including the Capital Beltway (I-95/495)
- Branch Avenue Metro Station
- An existing/shared use trail connecting Branch Avenue Metro Station to newer residential
- WMATA owned land currently being used as surface parking (30 acres)
- A planned transit stop on the southwest section of Branch Avenue and Allentown Road (CBA plan)
- A planned pedestrian overpass linking the transit stop to an arts district to the west (CBA plan)
- Significant existing parks network with site identification for new urban parks
- EDTI Biz Center (Rent-Learn-Grow business development concept)
- A planned bikeways, side paths and trails network (CBA Plan)
- Henson Creek Stream Valley Park and watershed
- An existing strategic plan for Camp Springs Town Center, and Allentown-Suitland Road Corridors
- BRAC designated properties with development potential
- A planned Andrews Federal Campus with industrial uses
- Local arts-related businesses
- Veterans of Foreign Wars facility located within community offering various community events and initiatives.
- Municipal (Town of Morningside) leverage of resources
- Institutions, such as Strayer College and Prince George's Community College Skilled Trades Center, is located within the SC area and higher education learning opportunities supporting key industries. Prince George's Community College also has a campus on nearby Joint Base Andrews.

- Active Civic organizations (CECR, Camp Springs Civic Association, EDTI, CBA Community Advisory Committee)

(2) What policies, initiatives or projects will reuse or enhance the historical assets, traditional business districts/Main Streets and cultural resources of the community?

Portions of the SC area, specifically the Camp Springs Town Center area at Allentown Road and Branch Avenue is recommended for cultural amenities and arts related uses. Additionally, existing institutionalized assets such as the Department of Family Services and the Kaiser Permanente Medical Center, as well as a new mix of local businesses with arts related themes, would make this an attractive place that could serve to brand Camp Springs as a unique destination in Prince George's County.

Actions:

- *Clean and reconfigure the existing storm water management pond on Allentown Road east and Branch Avenue;*
- *Install benches, trash receptacles, and other amenities such as neighborhood greens and plazas at appropriate locations;*
- *Provide a perimeter sidewalk that connects the civic space to the surrounding sidewalk and trail network and incorporate pavements of varied texture, color, and pattern to guide movement;*
- *Demolish dilapidated vacant buildings on Suitland Road;*
- *Redevelop surface parking at the "The Market" to include a civic space attracting activities such as concerts, movies or a farmers market;*
- *Begin a branding campaign to highlight the proposed SC area's proximity to Joint Base Andrews and the Branch Avenue Metro, using:*
 - *Signage and wayfinding program*
 - *uniform façade improvements; and*
- *Rezone key properties in the Camp Springs Town Center and on Allentown-Suitland road corridor to the appropriate zoning classification*

Furthermore, the Town of Morningside is taking on a major renovation project of a public facility; the Morningside Fire/EMS Station #27 project consists of constructing a replacement station that will provide adequate space for the larger fire/rescue apparatus that is now being utilized by the Fire/EMS Department. The new station will, at a minimum, provide the same services as the current facility that include housing a heavy rescue squad vehicle, several fire engines, and a hazardous materials support unit. The current fire station is too small to accommodate most types of fire/rescue vehicles, therefore limiting service from this facility, which is also presently in a floodplain.

(3) Describe policies, initiatives or projects that will increase community access to green spaces, parks and other amenities?

The 2013 Approved Central Branch Avenue Revitalization Corridor Sector Plan highlights an extensive trail network in the stream valley parks that is in varying stages of completion. In the proposed SC area there are two stream valley parks: the Henson Creek Stream Valley Park and a portion of the Tinkers

Creek Stream Valley Park. A stream segment in the Henson Creek watershed flows between the Capital Beltway and Suitland Parkway, east of the Branch Avenue Metro and west of Suitland Road and is identified in the Green Infrastructure network. In the proposed SC area, the Tinkers Creek watershed comprises only a small area south of Allentown Road.

The County also has established a Tree Canopy Coverage Ordinance in order to increase tree canopy in developed and redeveloping communities, ultimately improving air quality. There is a significant amount of tree cover, over 34% of total land cover within the SC area. The following projects could be pursued to increase connectivity of tree canopy and improve air quality, using the green infrastructure network in the 2005 Approved Countywide Green Infrastructure Plan that highlights existing connections and the gaps that exist.

Actions:

- Enhance the existing stream valley parks and open space network by acquiring sensitive environmental properties and gap properties identified in the Green Infrastructure Network
- Work with the county to expand the Auth Village Neighborhood Park to incorporate the county-owned land adjacent to Princeton Elementary School.
- Target areas within the proposed SC area for tree canopy restoration using the county's Tree Canopy Coverage ordinance.
- Provide pockets of accessible and usable open spaces and urban plazas throughout the mixed-use areas.
- Extend trails along Stream Valley Parks connecting to other trails and key destination points.
- Incorporate pavements of varied physical texture, color, and pattern to guide movement and define functional areas.
- Design and install a range of gateway treatments, such as sculptures, water features, artwork, and obelisks.

(4) Which community groups or stakeholders will be key to the implementation of the initiatives and projects noted in this section?

Several organizations will be guiding and assisting with the implementation of these initiatives including M-NCPPC, EDTI, and the CECR.

C. Enhancing economic competitiveness and access to economic opportunity.

(1) What economic development policies, initiatives or projects will improve the economy through investments in small businesses and other key employment sectors? What economic development and business incentives will you build upon or implement as part of the SC Plan?

Employment (office) and commercial land uses are keys to economic sustainability of a community. The commercial and mixed-use land use classifications within the SC boundary provide sites that can be developed or redeveloped consistent with approved plans' visions, goals and policies. The Prince George's County General Plans' economic development goal is to encourage quality economic development at appropriate locations to increase employment opportunities, income, and tax base. The development pattern of the General Plan helps set the framework by identifying the Centers and

Corridor that should be the cornerstones for attracting new employment and commercial development. This SC area contains both. Branch Avenue is a designated Corridor and Branch Avenue Metro Station area is designated as a Metropolitan Center. A Metropolitan Center is envisioned as a high concentration of land uses and economic activities that attract employers, workers and customers from other parts of the metropolitan Washington area, such as large government service or major educational complexes or high-intensity commercial uses.

Other policies, initiatives or projects that will improve the economy, expand small business opportunities and actions therefore implemented as part of the SC plan are:

Existing Policies:

- County Bill CB-17-2011 (“Jobs First Act”) was created to enhance the county’s economic development by creating bid preference and participation requirements for county-based small businesses to on certain procurement contracts, which will continue to stimulate economic growth for county businesses.

Actions:

- Revise the Zoning Ordinance to and other land use regulation to facilitate appropriate mixed-use development and reduce development costs;
- Ensure that land use, development review and other policy decisions support the retention and growth of existing businesses and eliminate unreasonable barriers to expansion and renovation;
- Implement the redevelopment concepts recommended by the Approved Central Branch Avenue Corridor Revitalization Sector Plan for the Camp Springs Town Center, Andrews Manor Shopping Center and Suitland Road;
- Work with the Prince George’s County Government to establish specific criteria, incentives and procedures for the designation of the SC area as a revitalization overlay area;
- Develop innovative and creative incentive programs to attract new businesses;
- Aggressively package the area for marketing, capitalizing on the strongest assets – Branch Avenue Metro Station and Joint Base Andrews;
- Continue the development and implementation of Crawford's Restaurant that would have delivered an upscale restaurant and provided opportunity to train and develop world class chefs from the surrounding communities
- Continue the development and implementation of Green Development and Sustainable Life-styles project started by EDTI that trains low income individuals in customer service, employee relations, packaging, pricing, and delivery, but was stalled due to lack of funding.
- Enhance code enforcement at older commercial and industrial areas to ensure businesses are operating with valid use and occupancy permits as well as keeping up with building maintenance.
- Partner with civic, non-profit organizations and the Town of Morningside in the SC area to promote the services of the Prince George’s County Economic Development Corporation to area residents and start-up business that include:
 - Resource Library – Businesses can use materials for development and research
 - MBE/DBE Certifications – Assists with application and certification process

- Procurement – Businesses have an opportunity to learn the processes and procedures of upcoming contracts (certification requirements, how to bid, timelines, capacity, etc.).
- Loan Package Assistance – assists businesses in compiling their information for lenders and educates businesses to become ready for business funding.

(2) What workforce development policies, initiatives or projects will increase access to jobs and economic opportunity for residents in the SC Area?

- Promote and implement First Source Hiring Program (CB-17-2011) legislation – A policy that establishes bid preference and participation requirements. This policy will spur job creation for local residents, and economic development for small, minority-owned businesses within the Greater Camp Springs/Morningside SC area.
- Encourage civic and non-profit organizations and the Town of Morningside in the SC area to partner with the Prince George's County Economic Development Workforce Division to educate residents and area businesses how to utilize the following initiatives:
 - The One-Stop Career Center – This center will maintain the First Source Registry. The registry will consist of county residents who have been identified and registered with the One-Stop Career Center or MWE (mwejobs.maryland.gov). Priority will be given to veterans, unemployed, residents within 300 percent of the federal poverty guidelines, and other job seekers.

One Stop Career Centers provide a full range of assistance to job seekers and businesses (free of charge). The centers are part of Maryland Jobs Now (MJN), a network of high-performing, results-oriented workforce organizations investing in employment and training strategies, services, and initiatives, helping job seekers and businesses succeed. Staffed with qualified professionals who can assist with training referrals, career counseling, job listings, and other employment-related services, the Centers stand ready to serve Marylanders with high-quality services and programs. Available resources at the One-Stop Career Center includes computers, phones, photocopiers, and fax machines to aid job seekers in their search for employment

- Workforce development partnership with MGM National Harbor to assist MGM National Harbor with their initial and ongoing staffing needs by preparing county residents for career opportunities, from entry-level to senior management, in a variety of fields within hotel operations and engineering. Occupational training programs with credentialing will be utilized to assist county residents with acquiring the necessary skill sets.
- Workforce development partnership with Tanger Outlets at National Harbor to assist the retail vendors at Tanger Outlets National Harbor with their efforts to maintain staffing levels continuously by utilizing the following primary strategies:
 - Creating and maintaining a Sales & Service Training Center onsite to serve as a central depository of talent available to the retail vendors.
 - Participating in a retail management training program offered by Tanger Outlets National Harbor that creates career pathways for county residents to be trained and hired into retail leadership roles.

- The County's Economic Development Strategy identifies key high-growth industries that have the greatest potential to contribute to economic growth and development in the county, while leveraging the county's unique assets to capture opportunities in a competitive regional economy.

(3) Describe whether the sustainable community will be impacted by the Base Re-alignment and Closure (BRAC) activities in Maryland. If impacted, how do the initiatives and projects in your Plan complement BRAC-related growth?

This Sustainable Community will complement and advance the Base Realignment and Closure (BRAC) activities by implementing policies and strategies to accommodate the potential growth as a result of BRAC. This SC area encompasses BRAC Zone northwest of the Joint Base Andrews (JBA). The BRAC Zone includes the commercial area of the established community of Morningside, a town consisting predominately of older, single family housing stock developed in the years prior to and including the Second World War. The Town of Morningside spans Suitland Road, which is the main thoroughfare used by dignitaries from the President of the United States to foreign heads of state when accessing Joint Base Andrew. The BRAC Zone also includes the Allentown Road commercial corridor, across from the JBA Main Gate, that contains some of the original strip shopping centers and big-box retail stores that accompanied suburban residential expansion in the 1960s.

Due to the declining condition of this commercial area, the approved Central Branch Avenue Corridor Revitalization Sector Plan contains recommendations for the redevelopment and revitalization of this commercial area as a gateway to JBA. Key revitalization and redevelopment strategies for this area include:

- Redevelop the Andrews Manor Shopping Center as a mixed-use development with a concentration of high quality mid-to high-density housing with complimentary retail, office and civic uses oriented toward the JBA pedestrian gate on Allentown Road.
- Provide high quality office spaces with amenities to attract base contractors and neighborhood serving business.
- Redesign and construct Allentown Road within this section as a multiway boulevard providing safe transportation amenities for pedestrian, bicycle and automobile usage.
- Redevelop and revitalize the Suitland Road commercial corridor and commercial properties adjacent to the main gate by redeveloping vacant commercial buildings and housing developments, façade renovation, and overall streetscape improvement that includes street tree planting, sidewalk improvement, street lighting and pedestrian amenities.

The BRAC Zone also includes the Branch Avenue Metro Station area designated by the General Plan as a Metropolitan Center and is also designated as one of the State's TOD sites. The Branch Avenue Metro Station is the terminus of the Metro Green Line. Auth Road is also a BRAC Zone that provides direct vehicular access to the Metro Station from Allentown Road. All the approved and adopted plans target the Metro Station area for new transit-oriented high intensity, mixed-use development focusing on office and residential land uses with complementary retail to serve the station area and the established

adjacent residential neighborhoods. In order to capitalize on this amenity to create a multimodal urban center, several strategies or actions need to be in place, including:

- Support the implementation of the Woods Way project that will provide direct access to the station from Branch Avenue.
- Design and implement a grid or modified grid street network with sidewalks and bicycle lanes.
- Create a central open space “Town Square” at midblock in an easy walking distance from existing and future development within the station area.
- Seek opportunities to safely connect nearby neighborhoods to the station by pedestrian bridges, trails, and where possible, walkways.
- Provide streetscape improvement on Auth Road including tree planting and a safe pedestrian linkage to the station.
- Evaluate and provide shuttle bus service between the station and JBA.

(4) Which community groups or stakeholders will be key to the implementation of the initiatives and projects noted in this section?

- Maryland-National Capital Park and Planning Commission
- Prince George’s Economic Development Corporation
- Prince George’s County Office of Central Services
- Prince George’s County DHCD
- Prince George’s County Council
- Department of Permits, Inspection and Enforcement
- Department of Public Works and Transportation
- State Highway Administration
- Other community organizations include, CECR, EDTI/The Biz Center, Religious organizations, Joint Base Andrews, the Town of Morningside.

D. Promoting equitable access to high quality affordable housing.

(1) What housing policies, initiatives or projects will expand housing choices – rental and homeownership – for people of a range of ages, incomes, and also for disabled individuals? How will these actions address the current housing conditions and needs noted in Section II?

The Prince George’s DHCD administers policies, initiatives and projects that expand homeownership or rental housing choices throughout the county.

For the next 3 years, over \$8 million has been committed by the county. The “My HOME” program supports key housing policies by providing affordable homeownership for low, moderate and middle income households. Through the “My HOME” program, income eligible, first-time homebuyers can receive a deferred payment loan of up to 5% of the home’s purchase price towards down payment and closing costs. To date, the “My HOME” Program has provided 288 loans to first-time homebuyers; and has generated over \$1 million annually in transfer and recordation tax revenue.

The Neighborhood Stabilization Program (NSP) was established to stabilize communities suffering from foreclosures and abandonment. Through the purchase and redevelopment of these at-risk properties, the goal of the program is being realized.

DHCD administers the Housing Choice Voucher Homeownership Program (HCVHP), which uses a voucher subsidy that helps families pay and also helps first-time homebuyers purchase homes.

DHCD also administers numerous rental initiatives:

- **Housing Choice Voucher Program:** enables low-income families to rent residential unit in the County.
- **Family Self-Sufficiency & Welfare to Work Program:** assists families receiving rental assistance to achieve economic independence.
- **Family Unification Program:** a partnership with the county Department of Social Services who screens and refers families for housing assistance when the family is in danger of their children being placed in foster care.
- **The Moderate Rehabilitation Program:** In exchange for low-interest loans, owners of multi-family housing sites agree to allocate a fixed number of units to families who qualify for rental assistance.
- **Rental Allowance Program:** a state-funded housing program that provides fixed monthly rental assistance payments to eligible lower- income homeless persons and to households with critical emergency housing needs.
- **Veterans Assistance Program:** a local housing initiative established to provide permanent housing to homeless veterans in Prince George's County.
- **Housing Opportunities for Persons with Aids (HOPWA):** utilizes funds to address the housing needs of persons living with HIV/AIDS and their families.

DHCD participates in a regional partnership with the John D. and Catherine T. MacArthur Foundation and the Maryland DHCD to preserve affordable rental units, especially in jurisdictions most impacted by BRAC. The MacArthur Foundation invested \$4 million to be leveraged with state, federal, local and private funds of approximately \$915 million to preserve 9,000 affordable units throughout the region during the initial 10-year period of the BRAC process. As a partner, Prince George's County now has access to a larger pool of money to work with the owners of multifamily rental housing to assist them with the financing necessary to preserve and maintain affordable rents.

The county has also passed legislation related to Right of First Refusal (ROFR), which will allow the DHCD an opportunity to purchase existing rental housing to preserve affordable units.

Actions:

- Identify tools and financing options that provide tax credits and incentives to promote development of high-density housing in TOD, mixed-use communities;
- Encourage adoption of inclusionary zoning;
- Support new ROFR legislation;
- Encourage green building practices in reconstruction and rehabilitation projects;
- Identify neighborhood stabilization strategies;

- Partner with non-profits to expand access to foreclosure prevention services;
- Encourage integration of universal design features in new housing projects;
- Pursue funding sources to complement programs such as CDBG and HOME; and
- Work with Redevelopment Authority to identify key properties within ½ mile of Branch Avenue Metro for development/redevelopment.

(2) Will these housing initiatives or projects increase access to transit or community walkability and/or decrease transportation costs? In other words, will the housing investments result in more people living near work or town centers, or able to more conveniently reach work, school, shopping and/or recreation?

In conjunction with the homeownership and rental initiatives administered through the county DHCD, the mission of the Redevelopment Authority of Prince George's County is to be the County's principal development/redevelopment entity with a specific focus on the development of mixed income, mixed use and mixed tenure in targeted communities and the development and preservation of workforce/affordable housing near transit centers. Their mission supports the County Executive's priorities in community development, transit-oriented development, and affordable housing.

The agency's primary objective is to decrease the number of blighted commercial and residential structures within 1/2 mile radius of existing transit centers and improve the quality of life for the residents of the county.

The Preliminary Southern Green Line Sector Plan envisions the creation of a TOD Residential Zone near the Branch Avenue Metro, in order to maximize and provide for an expanding number of residential units to support nearby retail and maximize transit ridership. Orienting and integrating new development near major transit amenities and improvements, such as the Branch Avenue Metro Station, will increase residents' access to regional employment and shopping centers, public facilities, and other opportunities. Improving connectivity throughout the SC Area will also improve pedestrian and bicycle accessibility and safety, creating an overall healthier community.

(3) What is your goal for of number of units to be created of affordable workforce housing, rental and homeownership? What populations (by income or special needs) will benefit from this increased access to affordable housing?

Countywide, DHCD's projected number of new rental units produced for fiscal year 2015 is 294. The number of low to moderate income seniors, families and individuals placed in County rental housing is projected to be 6,493.

The number of new homeowners through all funding sources is projected at 350 for fiscal year 2015. The number of new homes made available for first-time homebuyers is five for the same fiscal year.

Specifically, the preliminary Southern Green Line Metro Area Sector Plan provides recommendations for the Branch Avenue Metro Station area, including a development concept that accommodates upwards of 2,500 new residential units. The Central Branch Avenue Corridor Revitalization Plan encourages a mix of housing units to accommodate a varying population, including seniors, young professionals, families, and workers. Finally, the countywide general plan provides housing recommendations that are guided

by the need to have a greater balance of housing types and values while strengthening neighborhoods. The plan encourages high end valued housing as well as a balance of affordable housing options, especially located near transit amenities and metro stations.

(4) *Which community groups or stakeholders will be key to the implementation of the initiatives and projects noted in this section?*

Promoting equitable access to quality housing in SC Area will depend on continued collaboration of community stakeholders and organizations, as well as private and public sector partners. The support of the County Executive and the County Council will be critical to moving these initiatives and projects forward, securing funding, and attracting private investment. A number of county and state agencies will be key to implementing this Action Plan (including the Planning Department, Economic Development Corporation, Department of Housing and Community Development, (Redevelopment Authority / Revenue Authority), as well as the Camp Springs Civic Association, Citizens Encouraging Community Revitalization, and other institutions, civic, and neighborhood organizations.

E. Supporting transportation efficiency and access.

(1) *What policies, strategies and projects are envisioned to strengthen the transportation network that affects the proposed SC Area? How will these initiatives support transportation choices (including walking, bicycling, bus or rail transit, and carpooling) or otherwise promote an efficient transportation network that integrates housing and transportation land uses?*

Planning policies and land uses that support and strengthen transit ridership, walking, and bicycle use have been established in recently approved plans covering the proposed SC area. Although a variety of transportation options exist within the area, non-vehicular access to the Branch Avenue Metro station falls short of its potential, including convenient, safe, direct access from Joint Base Andrews (JBA). Looking forward, the Branch Avenue Metro Station area has Transit-Oriented Development (TOD) potential, heightened by its location next to the Capital Beltway, and recent, adjacent high-density residential development in conformance with plan policies has taken place.

A goal of the 2009 *Approved Countywide Master Plan of Transportation (MPOT)* for Transit Oriented Development is to maximize benefits from public investment in the transit infrastructure. Furthering its policies are a series of recommendations in recently approved plans related to pedestrian safety, walkability and access to transit. The 2013 *Approved Central Branch Avenue Corridor Revitalization Sector Plan (CBA)* envisions new residential and office development in Camp Springs Town Center and recommends specific transportation improvements within the sustainable community area, enumerated below:

- Build minimum 6-foot wide sidewalks on both sides of streets;
- Install textured crosswalks;
- Use special paving material for crosswalks and intersections;
- Install traffic calming measures;
- Build pedestrian overpass over MD 5, in addition to providing connectivity and access to transit, use the bridge to brand the neighborhood;

- Improve the Branch Avenue underpass. Use lighting, public art, landscaping, textured crosswalks, and better signal timing;
- Redesign Allentown Road east of MD 5 as a multi-way boulevard, 6 travel lanes, 15-foot two-way cycle track, and wide sidewalks on the north side;
- Redesign Allentown Road west of MD 5 to allow four travel lanes and wide sidewalks on both sides.

In addition, the CBA plan recommends a future transit stop at the southwest quadrant of MD 5/Allentown Road would provide residents and workers in Camp Springs with a light rail or bus rapid transit connection to the Branch Ave. Metro Station.

The 2013 Adopted *Southern Green Line Station Area Sector Plan and SMA* recommends pedestrian facilities in the vicinity of the Branch Avenue station as a first step to improving the pedestrian environment. The adopted plan recommends the following high priority projects:

- Sidewalks and bicycle lanes along Auth Road east of the station to Allentown Road;
- Widen the sidewalk leading north from Old Soper Road and Auth Road to the station, preferably to 8 feet;
- Add striping at the intersection of Old Soper Road and the station access road;
- Add sidewalk segments on Auth Way South, directly adjacent to the station;
- Add sidewalks where there are worn paths along the south side of Auth Way North from the station to Telfair Boulevard;
- Add a safer pedestrian route on the WMATA property where worn paths indicate pedestrians crossing the access drive at the pay booths and continuing to the station entrance;
- Add a crosswalk across Auth Way North at the station entrance drive.

A project in the current CIP that is within the proposed SC area and the BRAC Zone (on Auth Road, from Henderson Road to Allentown Road) is described as follows: planning, design and road reconstruction is programmed to resolve drainage problems and enhance pedestrian access and safety. Design is programmed to start in fiscal year 2018 with completion in fiscal year 2020. Construction is programmed for after 2020.

All of these projects, if implemented in the proposed SC area, would create a more walkable or bikable community. More residents in the proposed SC area would have the opportunity to live a car-less lifestyle.

(2) If applicable, describe the SC Area's connection or proximity to transportation centers (e.g. Metro, MARC, and light rail stations) and describe opportunities for Transit-Oriented Development (TOD). Will the planned strategies and projects contribute to jobs/housing balance or otherwise provide a mix of land uses that can be expected to reduce reliance on single-occupancy automobiles?

A time is envisioned when military and civilian personnel realigned to Joint Base Andrews will increasingly view convenient access to the Branch Avenue Metro station or housing opportunities adjacent to the station as an attractive alternative to enduring congestion during rush-hour commutes on the Capital Beltway. The Branch Avenue Metro station has TOD development potential, heightened by its location next to the Capital Beltway, and has experienced recent, adjacent high-density residential development.

Plan policies, strategies and recommendations in the General Plan and in the previously discussed approved sector plans (CBA and Green Line) encourage mixed-use development, TOD, and commercial revitalization along arterial roadways in the proposed SC area. Build-out that implements planning policies and recommendations for the proposed SC area will increase opportunities for the local community to live and work in the area and will reduce reliance on single-occupancy vehicles. This will contribute to a healthy jobs-to-housing balance for the area's residents and workers.

The Washington Metropolitan Area Transit Authority (WMATA) and the county's Department of Public Works and Transportation (DPW&T) provide transit and bus service in the area. The county's "The Bus" service transports passengers on Branch Avenue and Allentown Road to the Branch Avenue Metro Station. The county's Call-A-Bus service offers demand-responsive, curb-to-curb service to seniors and disabled residents. The Maryland Transit Administration (MTA) Southern Maryland Transit Corridor Preservation Study calls for either a fixed-guideway or bus rapid transit along Branch Avenue connecting Camp Springs and areas south, to the Branch Avenue Metro Station.

Upgrades to Branch Avenue (MD 5) and Allentown Road (MD 337) are evaluated by the Maryland State Highway Administration (SHA) planning, design and construction process. I-95, on the border of the SC area, is also included within the SHA planning process. I-95 has a full interchange at Branch Avenue, and partial interchanges at Suitland Road and Forestville Road.

In response to the limited bikeways on major roads within the proposed SC area the county MPOT recommends the improvement of Suitland Road to provide both wide sidewalks and designated bike lanes. Auth Road has been programmed for improvement to provide sidewalk improvements and on-road bike lanes from Allentown Road (MD 337) to Branch Avenue (MD 5). These recommended improvements, and others in the Action Plan will reduce reliance on single-occupancy vehicles.

The Approved Countywide Master Plan of Transportation (MPOT) recommends the evaluation of an extension of the Purple Line north of the proposed SC area along St. Barnabas Road to National Harbor. In the long term, this will provide additional points of connection for residents of the proposed SC area.

Additionally, the Maryland Transit Administration (MTA) Southern Maryland Transit Corridor Preservation Study calls for either a fixed-guideway or bus rapid transit along Branch Avenue, terminating at the Branch Avenue Metro station. When built, this transit-way will connect residents and workers in the proposed SC area to points north and south, and increase the proportion of Metrorail riders that can access the Branch Avenue Metro Station by transit.

(3) Which community groups or stakeholders will be key to the implementation of the initiatives and projects noted in this section?

- The Maryland-National Capital Park and Planning Commission (M-NCPPC)
- Prince George's County Department of Permitting Inspection and Enforcement (DPIE)
- Prince George's County Department of Public Works and Transportation DPW&T)
- Washington Metropolitan Area Transit Authority (WMATA)
- Economic Development and Training Institute (EDTI) / The Biz Center
- Citizens Encouraging Community Revitalization
- Business and property owners

- Camp Springs Civic Association
- Town Center at Camp Springs
- Joint Base Andrews
- Prince George's County Department of Environmental Resources
- Maryland State Highway Administration
- National Park Service
- Washington Metropolitan Area Transit Authority
- Maryland Transit Administration
- Town of Morningside
- Prince George's County Civic Federation

F. Coordinating and leveraging (federal, state, and local) policies and investment.

(1) What specific steps will the Sustainable Community Workgroup take to coordinate policies and funding streams to remove barriers to investment and maximize and increase funding in the proposed Sustainable Community Area?

A barrier to investment in the proposed SC area includes the lack of appropriate zoning to implement the Camp Springs Town Center as recommended in the CBA Sector Plan. The SC Workgroup should coordinate with county planning staff and County Council members to draft and enact county zoning legislation to facilitate development of the envisioned town center.

The WMATA-owned land surrounding the Branch Avenue Metro Station will be developed as pedestrian and transit-oriented. Increasing collaboration between the SC Workgroup and WMATA in the planning and design phases will help to ensure that the community is supportive when funding and construction of this TOD area is imminent.

State funding of AC Action Plan activities would demonstrate commitment on the part of the public sector which will encourage additional private investments in the SC area. Before there is 'bricks and mortar' evidence of SC implementation activities, the SC Workgroup will promote the use of SC funding mechanisms.

Because employment data obtained by prospective retailers and other commercial interests does not reflect the potential influence of Joint Base Andrews in the proposed SC area, the SC Workgroup will seek economic development strategies to overcome this inherent deficiency with the data.

The Prince George's County Department of Permitting Inspection and Enforcement (DPIE), with other agencies, coordinate permitting of streetscape improvements. Staff in DPIE will be briefed on the importance of implementing the SC Action Plan. The SC Workgroup will assist DPIE, as necessary, to implement construction of improvements recommended within the proposed SC area both along the development frontage and off-site.

The Town of Morningside is located within the proposed SC area and is responsible for the construction and maintenance of local streets within the Town. The SC Workgroup will work with the Town if there is a need for collaboration in implementing specific SC Action Plan items.

The establishment of this SC Workgroup is a major milestone in bringing its members together to coordinate various interests, including policies and funding, related to the SC Area. The Workgroup

intends to continue collaborating to oversee the direction of the Action Plan and advocate its implementation. The Workgroup will collectively work on branding to market the area, collaborate on service delivery, and attract higher quality businesses. The Workgroup will play a role in identifying and endorsing the application of state and federal funding programs to support the implementation of the Action Plan. The Workgroup will periodically evaluate the performance of the Action Plan and, as warranted, make recommendations to strategically revise it. The SC Workgroup will also consider the long-term possibility of creating a business improvement district or other related programs. County Council members have allied themselves to support TOD and economic growth within the proposed SC Area. They will work in partnership with the Workgroup and County Executive in order to ensure economic and development opportunities are created.

(2) How is the proposed Sustainable Community Plan consistent with other existing community or comprehensive plans?

There is a high degree of consistency across current, official planning documents in the proposed SC area. Many of the community stakeholders who worked alongside planning staff in preparing this SC Action Plan also collaborated with planning staff in the preparation of the recently adopted or approved sector plans. Through the county's comprehensive planning processes there was collaboration with the federal, state and local agencies responsible for improving transportation and other public facilities within the proposed SC area. Recommendations in these plans are the foundation for this Action Plan.

This Sustainable Communities Application is the outgrowth of multiple planning efforts lead by the Planning Department. The 2002 Prince George's County Approved General Plan designates the proposed SC area within the Developed Tier, which places special emphasis on policies that will strengthen neighborhoods, support economic development along corridors, capitalize on transportation investments, and encourage transit-supporting, mixed-use, pedestrian-oriented neighborhoods surrounding metro stations. The majority of the SC Area was included in the 2013 *Approved Branch Avenue Corridor Revitalization Sector Plan* (CBA). The goals and policies outlined in this sector plan, as well as the 2013 *Adopted Southern Green Line Station Area Sector Plan*, implement the vision and goals recommended by the General Plan.

The Greater Camp Springs/Morningside proposed SC area presents significant TOD and economic investment potential for the county. With TOD a mix of uses (commercial, retail, institutional, and residential) may locate adjacent to the Branch Avenue transit station and will create a variety of economic, social, and environmental benefits for the established communities. TOD provides communities with long-term social, economic, and environmental benefits, such as revitalizing aging commercial centers, increasing pedestrian mobility and public safety, reducing vehicle trips, providing a variety of housing choices, spurring job growth, and decreasing infrastructure costs. Through ongoing private and public partnerships, TOD will enable neighborhood lifestyles; a mixture of shopping, restaurant, recreational, and entertainment options; and diversified employment opportunities.

The CBA Sector Plan, Southern Green Line Sector Plan and SMA, and each of the countywide functional master plans were the result of extensive community outreach and ongoing collaboration between the planning team and leadership from the County Council. The plans include recommendations related to transportation, economic development, historic preservation, land use, and implementation geared toward improving neighborhoods and supporting TOD.

They support redevelopment plans that focus on neighborhood stabilization, rehabilitation of key properties, demonstration projects on sustainable development, and public investment along key

corridors near the Branch Avenue Metro Station. This SC Application is fully in alignment with the recommendations of the County General Plan and the recent sector plans. Designation would allow the individual entities within the SC Workgroup to collaborate and have an impact that is visible, coordinated, and cohesive.

(3) How will the Plan help leverage and/or sustain more private sector investments?

The designation of the municipalities and neighborhoods surrounding the Branch Avenue Metro Station as a Sustainable Community will provide an opportunity for the county to apply for state and federal funds to maximize its potential for private investment. Making critical improvements to key infrastructure, such as constructing sidewalks, installing new lighting, and improving crosswalks near major development opportunity sites will also serve as a catalyst for private investment of commercial and residential redevelopment, particularly near the Branch Avenue Metro Station.

The SC Action Plan recommends improvements that are consistent with the Complete Streets policies. With funding available to construct the recommended street improvements, private sector developers are relieved of that new cost of development. Finally, the county's new EDIF presents an opportunity to support TOD; it can be used to leverage federal, state, and private funding to improve the proposed SC area.

V. PROGRESS MEASURES

In this section, explain how your jurisdiction will measure its progress towards the goals of the Action Plan outlined in Section IV.

A. List the specific outcomes that the Plan seeks to produce.

1. Support communities and reduce environmental impacts:

- Environmentally sensitive areas are preserved and protected;
- Stormwater runoff and stream pollution is reduced;
- Stormwater management devices are integrated;
- Vehicle emissions are reduced;
- Recycling efforts increased, apartment and condominium complexes have recycling programs;
- Water quality is improved; and
- Controls and devices that minimize the impact of stream encroachment on adjacent properties are implemented.

2. Value communities and neighborhoods:

- Key properties are rezoned to the appropriate zoning classifications to facilitate development;
- Funding is obtained for streetscape improvements and sidewalk connections by utilizing local and state programs such as Community Investment Tax credits, Community Development Block Grants, and other Sustainable Communities funding sources;
- Branding and marketing strategies are created, highlighting the areas' proximity to Joint Base Andrews and the Branch Avenue Metro Station;
- Communities achieve a unique sense of place and identity; and
- Passive and active recreational opportunities are created.

3. Enhance economic competitiveness:

- Programs related to business development, retention, and expansion are utilized, such as those offered by the Economic Development Corporation;
- Vacant commercial structures are repurposed or leased;
- A business-friendly environment was established through effective public-private collaboration on streetscape improvement and façade renovations;
- A branding and marketing program was prepared;
- Major public or private office development and new businesses serving existing communities and Joint Base Andrews personnel have located in the SC area; and
- Sustainable partnerships have been forged among the various civic and non-profit organizations, Town of Morningside and JBA in pursuit of a shared community improvement vision.

4. Promote access to quality affordable housing:

- Housing programs offered by DHCD are fully utilized;
- Creation of programs to promote the purchase and rehabilitation of foreclosed or vacant structures;
- Mixed-use, mixed-income communities have been constructed near transit;
- An analysis of the housing affordability in the SC area was prepared;
- Addition of new and affordable housing units through inter-agency partnerships; and
- Targeted investments and redevelopment opportunities within existing neighborhoods.

5. Support transportation efficiency and access:

- Mixed-use development at the Branch Avenue Metro Station is built with improved accessibility to the station;
- A higher proportion of Metro riders are walking rather than driving to the station, automobile dependence is reduced;
- Funding is obtained for capital improvement projects; and
- Pedestrian and bicycle facilities, adequate lighting, landscaping, coordinated signage, and other aesthetic and artistic features are installed throughout the SC area.

6. Coordinate and leverage policies and investment:

- Incentives from the County's Economic Development Incentive Fund (EDIF) increase private investment in the SC area;
- Funding of infrastructure improvements attracts private development.

B. And, list the specific benchmarks that will be used to measure progress toward these outcomes.

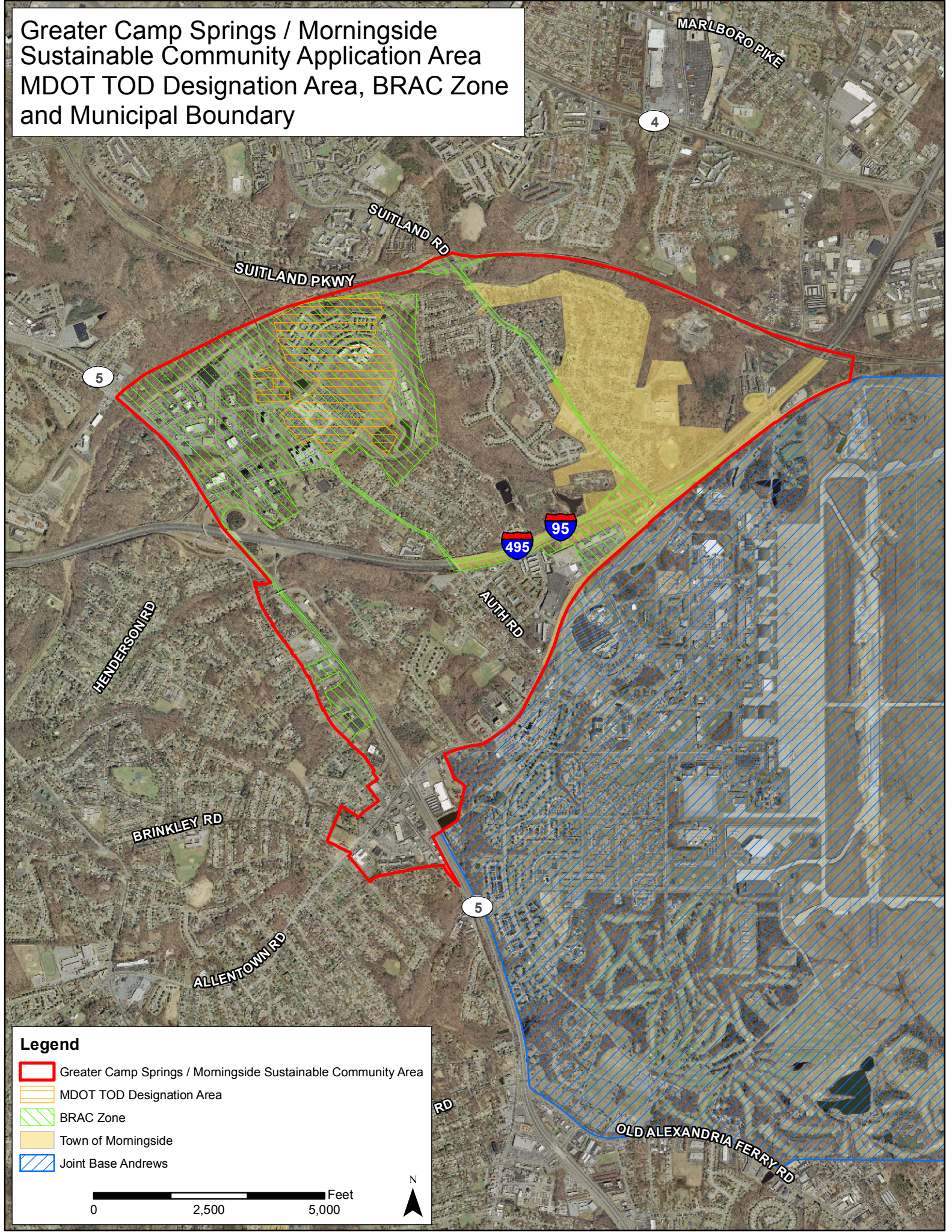
The following benchmarks will be used to measure progress towards the above outcomes:

1. Support communities and reduce environmental impacts:






- Reduction in calls on clogged storm drains show improved stormwater management;
- Data on amount of recycled goods collected from apartment and condominium complexes;
- Data on indicators of community health; and

- Aerial photography to document advancement toward increasing the tree canopy in area above 34%.
2. *Value communities and neighborhoods:*
- Appropriate zoning classifications are available to facilitate envisioned development;
 - Data on the number of code enforcement citations and violations related to residential properties;
 - Evidence of marketing and branding strategies in the SC area; and
 - Data on the acreages of active and passive recreation.
3. *Enhance economic competitiveness:*
- Data on the number of permits issued and development applications received for residential and commercial construction within the SC area;
 - The status of infrastructure improvements and capital improvement projects completed or ongoing;
 - Evidence of marketing and branding strategies; and
 - Access to training, job and business initiatives targeted for the SC area by the non-profit organizations, civic associations and the Town of Morningside;
 - Annual meetings with the JBA planner have occurred to evaluate effectiveness of revitalization efforts in the SC area in responding to the needs of workers and residents at JBA.
4. *Promote access to quality affordable housing:*
- Data on the number of code enforcement citations and violations related to residential properties;
 - Data showing the cost of housing and whether a wide range of income groups can be accommodated;
 - Data on the status of foreclosed properties and rate of new foreclosures filed;
 - The number of residents participating in programs offered by DHCD; and
 - The quantity of homes sold versus the inventory of homes for sale.
5. *Support transportation efficiency and access:*
- Data on the proportion of Metrorail riders that walk versus drive to the station;
 - Data on the number of Capital Improvement Program (CIP) projects Increases in the number of capital improvement projects completed or ongoing related to roads, sidewalks, and trails as compared to prior years.
6. *Coordinate and leverage policies and investment:*
- Data on the number of applications and awards of state, federal and other sources of funding;
 - Monitoring of infrastructure funding as part of the county's Capital Improvement Program;
 - Data on tax revenues collected in the SC area; and
 - Data on the number of businesses utilizing the EDIF fund and amounts awarded by the fund.

Greater Camp Springs / Morningside
Sustainable Community Application Area
MDOT TOD Designation Area, BRAC Zone
and Municipal Boundary



Legend

-  Greater Camp Springs / Morningside Sustainable Community Area
-  MDOT TOD Designation Area
-  BRAC Zone
-  Town of Morningside
-  Joint Base Andrews

0 2,500 5,000 Feet

