

Central Avenue - Blue/Silver Line Sector Plan and Sectional Map Amendment



RECOMMENDED GOALS, CONCEPTS, GUIDELINES
AND PUBLIC PARTICIPATION PROGRAM

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT
APRIL 2023

Introduction

This document is to brief the Planning Board and District Council on the general goals, concepts, and guidelines that the planning staff will observe throughout the planning process, in addition to the public participation process designed to solicit community input. It contains a general project description, plan boundary map, and plan schedule. It is intended to be used as a general reference document to guide the development of the Central Avenue - Blue/Silver Line Sector Plan and Sectional Map Amendment.

Section 27-3502 of the Zoning Ordinance requires the Planning Board to prepare “a project description and recommended goals, concepts, guidelines, and a public participation program” at the time of initiation of a sector plan.

Purpose

The Prince George’s County Planning Department seeks to initiate a multi-year effort to develop a new sector plan and Sectional Map Amendment for the areas surrounding the Central Avenue - Blue/Silver Line corridor and FedExField. The Capitol Heights, Addison Road, and Morgan Boulevard Metro Stations along the Metrorail Blue/Silver lines are designated Local Transit Centers by *Plan Prince George’s 2035 Approved General Plan* (Plan 2035). This plan will reflect the vision and goals contained in Plan 2035, including focusing new development in designated centers and preserving existing neighborhoods, and will amend applicable countywide functional master plans.

One of the sector plan’s principal purposes will be to provide recommendations for the rezoning of properties where appropriate. Other key purposes include the advancement of Plan 2035’s goals, as well as building upon the recommendations provided in the Department’s 2013 and 2014 *Central Avenue-Metro Blue Line Corridor TOD Implementation Project Mobility Study*; 2014 *Subregion 4 (Central Avenue-Metro Blue Line Corridor) Transit-Oriented Development Implementation Project*; 2015 *Central Avenue Connector Trail Feasibility Study and Implementation Plan*; and 2017 *Central Avenue Connector Trail – 30% Design Project: Phase I-Addison Road Segment*.

The sector plan will examine the existing conditions and issues, and assets and opportunities needed to develop a comprehensive assessment of the land use; economic prosperity; transportation and mobility; natural environment; housing and neighborhoods; community heritage, culture, and design; healthy communities; and public facilities. Through the implementation of an inclusive community input process, the area’s residents and stakeholders will have opportunities to participate in preparing the sector plan. Additionally, stakeholder engagement for this plan began in late winter of 2023, building off the outreach efforts from the County Executive’s Office and Prince George’s County Planning Department over the past decade.

A consultant team will be hired to conduct three main tasks, with various subtasks and deliverables. The consultant team will begin work on this project in June/July 2023. The three main tasks include:

- **Spanish Language Translation and Interpretation Services** – this task will assist the project team to engage and communicate with the Spanish-speaking community within the sector plan area. Other translation and interpretation services will be provided throughout the community engagement/input process.
- **Market Study** – using equity as the overarching approach, the market study will be an unbiased assessment of the short and long-term (re)development and/or improvement opportunities at the

sector plan's key locations. The key locations include the three Local Transit Centers, FedExField, and any key sections/properties along the Central Avenue corridor.

- **Urban Design Visualizations** – based on the market study and public/staff input, the consultant will provide high-quality Conceptual Site Plans (CSPs) and corresponding 3-D renderings. The visualizations/renderings shall depict improvements and/or (re)development scenarios that are of the highest and best use while remaining equitable, complementary, and grounded in feasibility and sustainability.

Overview

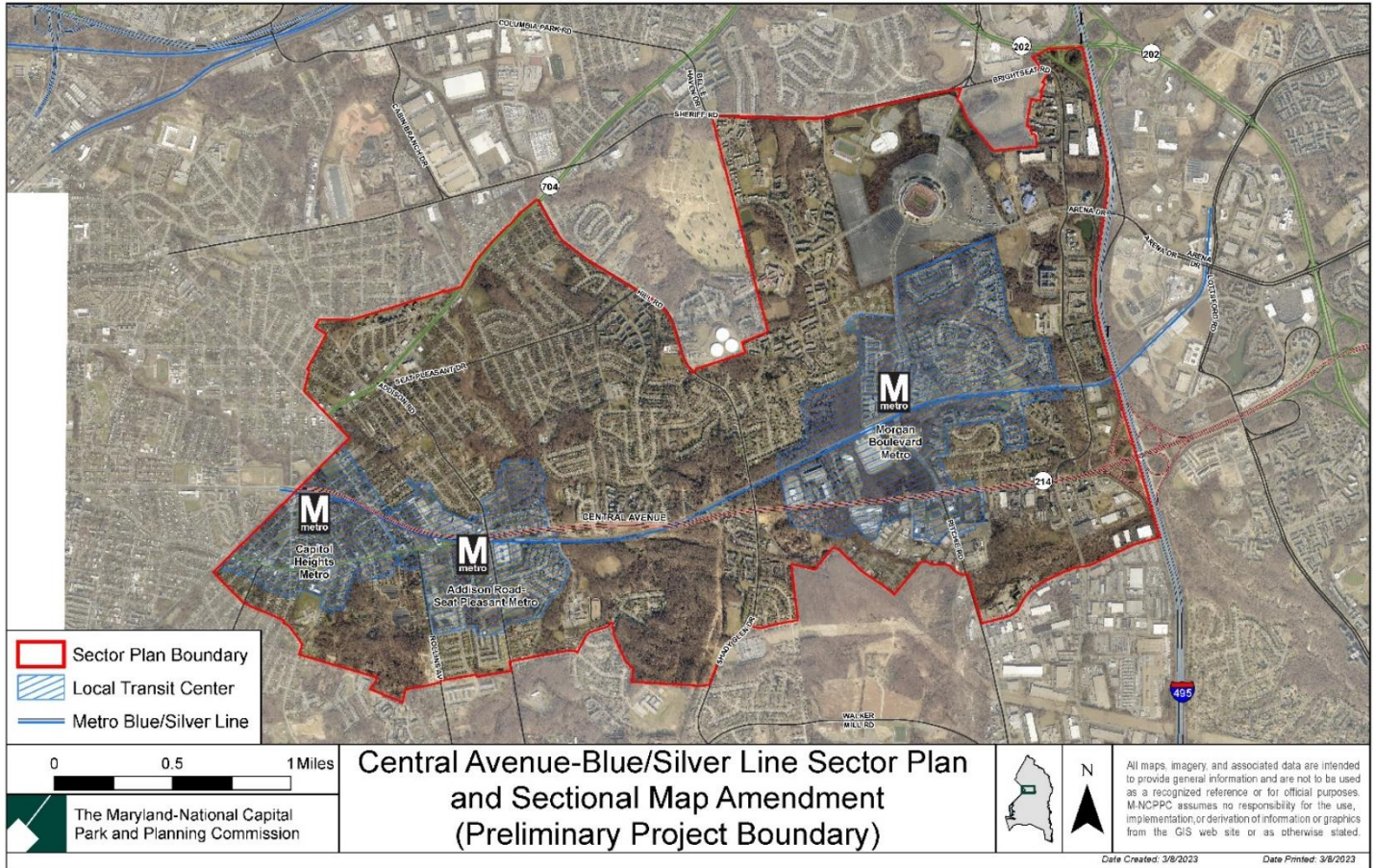
Sector Plan Area

The Central Avenue - Blue/Silver Line Sector Plan area is approximately 4,017-acres within Planning Areas 72, 75A, and 75B. The plan area includes a portion of the Town of Capitol Heights and the City of Seat Pleasant in its entirety. County Council Districts Five, Six, and Seven overlap the plan's boundary, each containing sites that are key to the sector plan. The project will cover areas within Plan 2035's Established Communities and Employment Areas. More information about the Planning Context of this project may be found in Appendix 1.

The sector plan area is located between the Washington, D.C. line and the I-495 Capital Beltway - see Map 1: Proposed Sector Plan Boundary on Page 4. Central Avenue (MD 214) and the Metro Blue/Silver lines bisect the plan area. The sector plan area is highlighted by the Capitol Heights, Addison Road-Seat Pleasant, and Morgan Boulevard Local Transit Centers. Additionally, since the future of the FedExField property is still unknown, it has been included in the sector plan's boundary.

The sector plan area is served by the I-495 Capital Beltway, with Central Avenue (MD 214) being a major arterial running through central Prince George's County. A small portion of Martin Luther King Jr. Highway (MD 704) is also within the plan's boundary. Major regional destinations outside the plan area include the Largo Town Center Metro (Regional Transit District) and Landover Gateway (Local Transit Center). A portion of the sector plan area contains the County's Employment Areas designation, along with pockets of the State's Enterprise Zone and Enterprise Zone Focus Area designations.

Map of the Proposed Sector Plan Boundary



Project Description

The sector plan will identify the vision and goals for the future of the three Local Transit Centers, FedExField, and identified opportunity sites. The vision and goals will create focused policies and strategies to implement the County’s goal of maximizing public infrastructure investment in transit through targeted transit-oriented development (TOD) and accessibility improvements in the sector plan area.

This new sector plan will advance Plan 2035 by examining the area’s existing conditions, issues identified by residents and stakeholders, economic market potential, and create a vision and goals for future growth, enhancement, and preservation along the Central Avenue-Blue/Silver Line corridor and its surrounding communities. The sector plan will provide specific, focused policies and strategies to achieve the goals identified throughout the plan preparation process.

Lastly, this sector plan will adopt a unified, complementary, and sustainable vision for an area of Prince George’s County with transformative potential and replace the 2008 *Capitol Heights Transit District Development Plan and Transit District Overlay Zone Map Amendment*.

Areas of Focus

This sector plan is anticipated to focus on the redevelopment or enhancement of existing commercial, institutional, and employment areas, infill development of vacant land, and transit-oriented/mixed-use development opportunities at the Capitol Heights, Addison Road, and Morgan Boulevard Local Transit Centers.

The plan area is predominantly comprised of existing residential neighborhoods, institutional, parks and open space, and environmentally sensitive areas. To organize planning for such a complex area, the plan will focus on distinct typological and geographic areas (listed below), with the goal of improving and better integrating them:

1. Capitol Heights, Addison Road, and Morgan Boulevard Local Transit Centers
2. Central Avenue corridor
3. FedExField property
4. Existing neighborhoods
5. Parks, open space, and trail connectivity

Key Assets

The plan area presents significant economic and transit-oriented development opportunities at the Capitol Heights, Addison Road, and Morgan Boulevard Local Transit Centers, FedExField, and vacant and/or underutilized properties along the Central Avenue corridor. The plan's inner-beltway proximity to Washington, D.C., direct access to the I-495 Beltway and I-95 Interstate, and the presence of three Metrorail stations are major geographical advantages. The transit hub (consisting of the Metro Blue/Silver line and connecting bus services provided by WMATA and TheBus) serves as the underlying anchor for the sector plan area. The plan area is also home to various religious institutions, schools, and Prince George's Sports and Learning Complex. Additionally, the Central Avenue Connector Trail is underway and is intended to provide (in phases) an integrated/dedicated bicycle and pedestrian pathway along the corridor.

Key Questions

Every plan should strive to answer some basic questions related to the eight elements found in Plan 2035. Location-specific questions are included and were identified and discussed during the project team's initial research, tours of the plan area, and meetings with key stakeholders. The sector plan will strive to address these questions, as well as other issues and opportunities identified by background research and analysis, public and private stakeholders, and the community input process.

General Questions

1. Are there feasible opportunities to develop equitable, complementary, sustainable, and high quality mixed-use/transit-oriented development at the area's Local Transit Centers?
2. How does Prince George's County and partner agencies improve transportation safety and connectivity, and identify targeted opportunities to increase/integrate accessibility to non-automotive travel modes?

3. Does the potential exist to increase area employment opportunities?
4. Are there opportunities to protect, preserve, and enhance elements of the County's Green Infrastructure Network?
5. How does Prince George's County attract development that provides housing opportunities for all while simultaneously protecting established communities?
6. What actions should be taken to preserve and capitalize on the area's history and culture?
7. How does Prince George's County increase and/or improve access to health care, healthy food, recreational opportunities, and a safe and accessible pedestrian and bicycle network?
8. How does Prince George's County ensure that public facilities exist to serve the future population?

Location-specific Questions

1. What are the feasible, long-term opportunities to mixed-use/transit-oriented development at the area's Local Transit Centers?
2. What are the appropriate rezoning recommendations for properties within the sector plan boundary?
3. How does the community envision the future use of the FedExField property?
4. How can (re)development occur along Central Avenue (MD 214) and other non-residential properties in the plan area to support safe walkability, bicycling, and transit use?
5. How can the pedestrian and bicycle infrastructure in the plan area improve to facilitate multimodal access to the Capitol Heights, Addison Road-Seat Pleasant, and Morgan Boulevard Metro Stations?
6. How can the plan encourage the development of market rate housing while simultaneously implementing policies that promote and preserve affordable/workforce housing that can also support aging-in-place?
7. What types of businesses can the sector plan area support? How can the retail mix be diversified to meet residents' needs while preserving local and startup businesses?
8. What strategies can be implemented to address the need for healthy food access within the sector plan area?
9. How can an established, inner-beltway communities such as Capitol Heights and Seat Pleasant, balance density and redevelopment opportunities with open space equity and the impacts of climate change?
10. In the sector plan area, what opportunities and/or challenges are presented by the new April 2022 Zoning Ordinance?

Goals, Concepts, and Guidelines

The following Goals, Concepts and Guidelines for the Central Avenue - Blue/Silver Line Sector Plan and Sectional Map Amendment provide the framework through which the Planning Department will conduct the proposed planning process over the next 16 months, resulting in a Preliminary Sector Plan and Proposed Sectional Map Amendment issued for public review and comment in October 2024.

Goals

The primary goals of the Central Avenue - Blue/Silver Line Sector Plan are to engage the community, stakeholders, elected officials, and other interested parties to create a feasible, complementary, and sustainable vision for the future of the sector plan area, while addressing the needs of current and future residents. Additionally, a principal purpose is to provide recommendations for the rezoning of properties where appropriate.

The sector plan will advance the countywide goals for land use, quality of life, transportation, environmental protection, and economic development. This new sector plan will implement Plan 2035 by setting goals for sustainable growth and preservation, developing policies that facilitate implementation of these goals, and identifying achievable strategies and actions that bring the vision to fruition.

Concepts

Plan 2035 and the County's area master and sector plans contain eight inter-related plan elements that represent the holistic framework of comprehensive planning. Each of these plan elements will be evaluated, in the context of Plan 2035, and addressed through this planning process with clear, specific, and implementable strategies. Plan 2035 established the following guiding principles:

1. Concentrate Future Growth
2. Prioritize and Focus Our Resources
3. Build on Our Strengths and Assets
4. Create Choice Communities
5. Connect Our Neighborhoods and Significant Places
6. Protect and Value Our Natural Resources

The following concepts will be addressed through this planning process:

1. Land Use
2. Economic Prosperity
3. Transportation and Mobility
4. Natural Environment
5. Housing and Neighborhoods
6. Community Heritage, Culture, and Design
7. Healthy Communities
8. Public Facilities

Guidelines

In developing this plan, the Planning Department strives to follow these important guidelines:

Community and Stakeholder Engagement

1. **Value Participants' Time:** The Planning Department strives to create a planning process that will be interactive, accessible, and rewarding to the community. The public and stakeholders' time is valuable; therefore, the project team will strive to make it an accommodating experience. The community planning process is a great way to learn about the place you live in, meet your neighbors and others in your community with similar interests, and to have a say in the future of the place where you call home.
2. **Inclusion:** The planning process will be inclusive. All members of the public will have an opportunity to provide input throughout several project phases. The community's input will be accepted respectfully and addressed professionally. The project team commits to meet virtually or via telephone with any interested stakeholder to discuss the Central Avenue - Blue/Silver Line area, provide information about the project, and to solicit feedback.
3. **Transparent and Fact-Based:** The planning process will be transparent, objective, and fact-based. Policies and strategies will be based on data, demonstrable trends, and defensible theories. The project team will present information and concepts to generate discussions amongst the stakeholders with the goal of discussing all topics, even if controversial. Information will be disseminated through the project website as soon as it is available. Public meetings will use a variety of platforms, will be advertised using a variety of media, and will be open to all.

Plan Development

4. **Feasible:** The planning process will focus on identifying priorities and achievable outcomes that advance the 20-year vision: An opportunity exists to plan for a great, sustainable, dynamic future for the Central Avenue - Blue/Silver Line community, and for participants to understand the opportunities and trade-offs to adopting a long-term plan.
5. **Focused:** This planning process is about the Central Avenue - Blue/Silver Line area as identified on the plan area map. Some issues facing Prince George's County affect multiple communities or the County as a whole. This plan is focused on strategies applicable to the sector plan area. Broader issues identified through this process will be directed to the appropriate entity or process to address at the appropriate time. This process will focus on developing the County's growth and preservation policies for the Central Avenue - Blue/Silver Line area for the next 20 years. This effort will be followed by a Sectional Map Amendment to rezone properties that support plan implementation.
6. **Consistent with County priorities:** This planning process recognizes that Central Avenue - Blue/Silver Line area is a resource for the entire county and that a plan for the area should be in harmony with the countywide goals for land use, quality of life, environment, transportation, and economic development.
7. **Carrying Forward What Works:** This planning process will not "start from scratch." This plan will build upon the wealth of knowledge that was presented throughout several studies, reports, and action plans focused on the Central Avenue - Blue/Silver Line corridor. Since many residents and stakeholders participated in various engagement and/or input exercises, this plan will update information and establish new relationships within the community to solicit additional feedback.

Some of the recommendations in the 2008 *Approved Capitol Heights Transit District Development Plan and Transit District Overlay Zone Map Amendment* are still relevant, while many are outdated, and most have yet to be implemented. Relevant and valid recommendations in prior plans will be carried forward, while others will be updated or replaced. This allows the project team to focus on areas that need up-to-date input based on current and anticipated conditions. Since the new Prince George’s County Zoning Ordinance went into effect on April 1, 2022, the Sectional Map Amendment (rezoning) process will be another focal point of this sector plan.

Anticipated Schedule

Central Avenue - Blue/Silver Line Sector Plan Major Milestones and Timelines

| Project Milestone | Anticipated Date |
|--|------------------|
| Planning Board Initiation | 4/27/2023 |
| Planning Board transmittal of the Goals, Concepts, Guidelines and Public Participation Program to County Council | 5/4/2023 |
| District Council Initiation | 5/30/2023 |
| Council approval of the Goals, Concepts and Guidelines and PPP | 5/30/2023 |
| Public release of Preliminary Sector Plan | October 2024 |
| Joint Public Hearing | November 2024 |
| Planning Board Work Session | January 2025 |
| Planning Board Adoption | February 2025 |
| District Council Approval or Amendments | May 2025 |
| 2 nd Joint Public Hearing (if necessary) | June 2025 |
| Council Work Session (if necessary) | July 2025 |
| Plan Approval by District Council with Amendments (if necessary) | September 2025 |

Request for Extension

CB-39-2005 amended the time the Planning Board is allotted to prepare a Preliminary Master Plan in Section 27-3502 of the Zoning Ordinance from 18 months to eight (8) months. Eight months generally has not allowed for an appropriate amount of time to prepare a professional quality, thorough comprehensive plan with significant public engagement. Fifteen of the 16 most recently initiated master and sector plans, including all plans initiated since 2009, have required an extension to this time frame.

Even with approved extensions, many of these plans have required a significant number of amendments during the Planning Board adoption and Council approval phases, and subsequent administrative corrections, due to inadequate time for drafting, vetting, and reviewing the Preliminary Master/Sector Plan prior to public release. In short, the eight-month legislated timeframe is insufficient to prepare a comprehensive sector plan for the Central Avenue - Blue/Silver Line area. Because non-personnel funding for this project was allocated in Fiscal Year 2023, a consultant will be contracted in June 2023 to develop inputs for the Plan and will begin their work on this effort in July 2023.

Due to the challenging legislated plan preparation time frame, standard practice over the past 15 years has been to conduct a significant amount of the planning effort prior to seeking formal legislative initiation and endorsement of goals, concepts, guidelines, and a public participation program. To this end, beginning in Fall 2022, Planning Department staff began to conduct the extensive research, stakeholder outreach, identification of issues, key stakeholder interviews, and analysis necessary to craft a comprehensive, inclusive, and holistic sector plan.

Beginning in June 2023, the Planning Department will have a consultant under contract to complete three primary tasks: Spanish Language Translation and Interpretation Services, Market Study, and Urban Design Visualizations. While drafting of the Preliminary Sector Plan will begin in summer of 2023, the Planning Department is cognizant of the need to fully engage the public, partner agencies, and other stakeholders, and to thoroughly vet and review the plan prior to its release for public review and comment.

The Planning Department is especially interested in ensuring that the community and stakeholders are aware of the project scope, stakeholder engagement, and the boundaries of the sector plan area. In the past, initiating the plan after significant pre-planning activities had taken place caused confusion with the public and stakeholders. Consequently, staff are requesting to initiate this project now and not after a significant number of planning activities have occurred.

In addition to these standard planning considerations, the Planning Department is undertaking this sector plan concurrently with a Sectional Map Amendment. The rezoning effort will require staff support to review and digest testimony from the fall of 2024 Joint Public Hearing, and, if necessary, a summer of 2025 Joint Public Hearing on any proposed amendments.

Accordingly, the Planning Department asks the Planning Board to request an eight-month extension of the plan preparation timeframe pursuant to Section 27-3502(d)(5) of the Zoning Ordinance.

Public Participation Program

Public participation is a crucial ingredient in the preparation of influential sector plans and sectional map amendments. It is understood that strong public participation, from residents, community organizations, business owners, municipalities, public agencies, and other stakeholders, will provide multiple project benefits. These benefits include a thorough understanding of the issues and opportunities for the area, sustained support from residents and key stakeholders, and identified initiatives for plan implementation. The goal of this public participation program is to tap into the local knowledge of the community by meeting people where they are and being present in the community to build trust.

Section 27-3502 of the Zoning Ordinance requires a public participation plan for District Council review. The proposed public participation plan for the Central Avenue - Blue/Silver Line Area Sector Plan and Sectional Map Amendment uses a mix of traditional and electronic media as community outreach strategies to facilitate information dispersal, collection of feedback, and wholesome dialogue. The active outreach will be conducted by M-NCPPC staff and consultant team during the pre-planning and planning phases of the sector plan process. The Central Avenue - Blue/Silver Line Corridor Sector Plan and Sectional Map Amendment will follow the 18-month master planning process established in Zoning Bill CB-39-2005.

Staff recognizes a percentage of Spanish-speaking residents live within the proposed sector plan boundary. Staff will retain a consultant to complete Spanish language translation, interpretation, and engagement services throughout the planning process to help ensure participation of that population within the plan area. A consultant will administer strength, weakness, opportunities, and threats (SWOT) exercises, provide translation services for the online project website and written materials, and provide interpretive services for community input meetings and events.

Since there has already been a lot of community engagement completed over the past 10 to 15 years, project staff anticipates fatigue or frustration with the planning process. Although this may scale back our overall approach, staff understand that thoughtful conversations and active collaboration are essential to the success of a sector planning process. All project stakeholders will have opportunities to provide input through multiple outlets used to interpret key issues and assets, while contributing to the development of goals and recommendations. Staff will use a series of community events supplemented by a community survey and an interactive on-line map as the primary methods to collect public input.

Public Information

The Central Avenue - Blue/Silver Line Area community will be made aware of opportunities to participate in the planning process, progress on the plan, and upcoming events and benchmark dates through the project's web page (located at WEBSITE), ESRI Online Apps, multimedia including project video recordings, social media, online community platforms like Nextdoor, and the municipal e-mail newsletters. The use of online meeting evaluation forms/surveys/polls will allow the public to evaluate and provide feedback on the quality of the public participation program and planning process to the project team.

The community will also be kept informed through more traditional methods of information sharing to bridge the digital equity divide: postcards, flyers, or posters can be made available at existing local initiatives like food drives or in highly frequented places like regular events, recreation centers, places of worship, grocery stores, metro stations, and laundromats. Bilingual and accessible public information material will be shared throughout the entire planning process.

Major Public Outreach Events/Methods

Key Stakeholder Interviews

The project team will conduct a series of interviews with key stakeholders and partner agencies to gather information that will inform the Existing Conditions Report. Below is a list of some of the key stakeholders involved in the interview process:

1. Prince George’s County Elected and Appointed Officials
2. The County Council Members of Districts 5, 6, and 7
3. Neighborhood/Civic Organizations and Community Leaders/Advocates
4. City of Seat Pleasant Staff
5. Town of Capitol Heights Staff
6. Washington Metropolitan Area Transit Authority representatives
7. Major Property Owners and Developers
8. Public Agencies (Public Works and Transportation, Schools, Libraries, Parks and Recreation, Environmental, Police, Fire, Transit, Health and Human Services, Washington Suburban Sanitary Commission, Housing, Economic Development, Redevelopment, Revenue, Department of Housing and Community Development, Maryland Department of Transportation, State Highway Administration, etc.)
9. Private Organizations and Non-profit Groups

Public Meetings

At least three phases of public meetings will be conducted by the project team staff during the project. Bilingual (English and Spanish) and accessible materials will be provided when necessary.

| DATE | TOPIC |
|--------------------|---|
| SUMMER 2023 | Project Kick-off Meeting (Hybrid): A virtual project kick-off meeting will be held in summer 2023 to introduce the public about the sector plan project goals, anticipated schedule, and information about future community outreach events and opportunities for providing input for the project. Bilingual and accessible material will be shared. |
| SUMMER 2023 | Existing Conditions Report Public Events (Venue TBD/Virtual): The Project Team will present the analysis of existing conditions, summarizing previous plans and studies for the area, demographic data, and impressions gathered during field research and stakeholder interviews at three pop up events. Comments and feedback will be solicited from the community at these sessions. Bilingual and accessible material will be shared. |
| FALL 2024 | Preliminary Plan Public Events (Virtual & Venue TBD): Staff will present the Preliminary Sector Plan and Proposed Sectional Map Amendment to |

community members and other stakeholders at one virtual meeting and three pop-up events. This will provide an opportunity for staff to explain the plan's goals, policies, and strategies to the public, display design visuals, and answer questions in advance of the formal Joint Public Hearing. Bilingual and accessible material will be shared.

Schedule

The general schedule for the public participation program is below, including the major public outreach events described in the previous section. The public participation program will be implemented in phases based on the sector planning process, as follows:

Throughout the Project: Winter 2023 – Summer 2025

Tasks:

1. **Project Website (virtual):** The website will go live in June 2023 and will be updated throughout all phases of the project. The project website will include a project description, study area map, background information, project schedule, information on opportunities for public participation, copies of materials presented at public meetings, and project team contact information. Bilingual and accessible material will be provided.
2. **Major Stakeholder Interviews/Meetings (virtual/in-person):** Staff and consultant team will carry out a series of meetings with key stakeholders starting February 2023. Interviews will be conducted with community leaders, business entities, elected officials, advocacy groups, multifamily residential and commercial property owners, county, state, and regional agency staff, and other key stakeholders to identify opportunities and areas and topics of concern. The project team will begin these meetings with an introductory statement that defines the project's boundary, scope, objectives, and key areas of focus. A semi-structured interview will follow this, with discussion topics and questions prepared in advance to guide the conversation. The information gathered from these sessions will inform the preparation of the existing conditions report which will, in turn, facilitate the preparation of the Preliminary Central Avenue - Blue/Silver Line Sector Plan and Sectional Map Amendment.
3. **Public Events (in-person):** Staff and the consultant team will attend community events to present information to the public on key milestones in the project. Staff and consultants will carry out and facilitate pop-up events to display results from the existing conditions report and preliminary plan as well as cultivate conversation in a flexible setting where stakeholders may pop in and out, ask questions, and provide input and feedback. Bilingual and accessible facilitation and materials will be available.
4. **Departmental E-mail, E-Newsletters, and Social Media (virtual):** The public has been regularly informed, via the Department's Twitter, Facebook and Instagram pages (starting Summer 2023). Staff will continue to use these tools throughout this phase of the project. Bilingual and accessible material will be shared. Staff will use Facebook, other social media outlets, and an e-mail mailing list to disseminate project information and solicit input from citizens and other stakeholders. The project team will also consider the use of a survey distributed either via e-mail, social media, and/or on the project's website.

5. **Councilmanic E-Newsletters and Newsletters (virtual):** Staff will work with the County Councilmembers for Districts 5, 6, and 7 to prepare and send out information introducing the Central Avenue – Blue/Silver Line Sector Plan and Sectional Map Amendment and promoting events. Bilingual and accessible material will be shared.
6. **Presentations to Decision Makers (virtual/in-person):** At appropriate intervals, staff will brief the mayors and councils of the City of Seat Pleasant, the Town of Capitol Heights; the Planning Board; and the area’s County Councilmembers on the status of the sector plan.
7. **Planning 101 (virtual/in-person):** Staff will utilize community events, workshops, open houses, and other engagement efforts to educate residents and stakeholders on planning, preservation, and growth-related topics including the new zoning ordinance and Countywide Map Amendment. Bilingual and accessible material will be available. Information will be presented and distributed through the following channels:
 - a. PowerPoint Presentation
 - b. Infographic
 - c. Postcard
 - d. Poster and/or Door-hanger
 - e. Other

PHASE 1: Pre-Initiation Information Gathering

Timeframe: Fall 2022 – Spring 2023

Tasks

1. **Letters to Key Stakeholders (e-mail):** Staff will introduce the project to key stakeholders and invite their participation in stakeholder interviews. (Fall - Winter 2023)
2. **Stakeholder Interviews (virtual/in-person):** Staff will carry out a series of meetings (virtual and in-person) with key stakeholders starting February 2023. Interviews will be conducted with community leaders, business entities, elected officials, advocacy groups, multifamily residential and commercial property owners, county, state, and regional agency staff, and other key stakeholders to identify opportunities and areas and topics of concern. (Winter - Spring 2023)
3. **Initiation (virtual):** Staff will present the Goals, Concepts, Guidelines, Public Participation Plan, and draft legislation to the Planning Board and District Council. (Spring 2023)
4. **Notice of Sectional Map Amendment:** Property owners will be notified of the sector plan and Sectional Map Amendment initiation pursuant to Section 27-3407(b) of the Zoning Ordinance. (Spring 2023)
5. **Team Introductions at Community Events (in-person):** When appropriate, staff will attend community events within the sector plan area to introduce themselves and the project and start to build relationships within the community. Bilingual and accessible material will be available. (Spring - Summer 2023)

PHASE 2: Research, Public Engagement, and Internal Review of the Draft Plan

Timeframe: Summer 2023 – Fall 2024

Tasks

1. **Project Kickoff Event (virtual):** Staff will host a virtual “kickoff meeting” to introduce the Central Avenue - Blue/Silver Line Sector Plan and Sectional Map Amendment to the community. The meeting will include the project team, and Councilmembers (or their representatives) for Councilmanic Districts 5, 6 and 7. Staff will prepare a presentation that highlights the overall purpose of the project, public engagement strategy, and project timeline. Interactive tools for Q&A, online mapping, and live polling may be used to solicit feedback from participants. Bilingual and accessible facilitation and material will be available. (Summer 2023)
2. **Existing Conditions Pop-ups and Community Events (in-person):** When appropriate, staff and consultant team will attend community events within the sector plan area to solicit and record feedback. Bilingual and accessible material will be available. Staff understand it is important to meet people where they are so staff will attend public events in the community to share information, identify existing conditions information gaps, and gain additional input for the plan. These events will include pop-up tables and display tools at major activity locations including transportation hubs and community and municipal centers and, attending shopping center events, church events, farmer’s markets, festivals, and weekend and holiday events. (Summer - Fall 2023)
3. **Spanish Speaking Community Engagement (virtual/in-person):** The chosen consultant team will identify strategies to encourage the Spanish-speaking community involvement in the planning process through the development and implementation of a separate and focused Public Participation Program. The team will administer strength, weakness, opportunities, and threats (SWOT) exercises, provide translation services for online project website and written materials, and provide interpretive services for public meetings for Spanish speakers. (Summer - Winter 2023/24)
4. **Online Interactive Community Input Map (virtual):** Residents will pinpoint locations identified as strengths, weaknesses, opportunities, and threats on an interactive community input map. Bilingual and accessible material will be shared. (Spring - Summer 2023)
5. **ESRI Story Map of Existing Conditions (virtual):** Staff will create an online story map providing a concise, visually engaging, and interactive summary of the existing conditions within the sector plan area. (Spring - Summer 2023)
6. **Ask a Planner (virtual):** Staff will set aside a day(s) to respond to any questions related to the sector plan from the public via social media. (Summer – Fall 2023)
7. **Council Briefings (virtual/in-person):** Staff plans to provide updates on the project to the Capitol Heights Town Council and the Seat Pleasant City Council. (Summer - Winter 2023/24)
8. **Community Organization Briefings (virtual/in-person):** Project staff will attend identified community organization and homeowners' association meetings in the sector plan area throughout the process to introduce themselves to residents, inform them of the upcoming

planning effort and project status, establish a connection with the community, and listen to concerns that are being voiced in their community meetings. (Summer – Winter 2023/24)

9. **Information Services Counter (County Administration Building)/Recreation and Municipal Centers (virtual and paper in-person):** Information and updates will be dissipated to the public in the form of flyers at the Planning Information Services Counter at the County Administration Building, as well as in the form of flyers/newsletters at area libraries and recreation centers. Bilingual and accessible material will be shared. (Summer - Winter 2023/24)
10. **Places of Worship/Faith Based Institutions in the Area (virtual and paper in-person):** Information and updates will be disseminated to the public in the form of flyers/newsletters at the area's places of worship/faith-based institutions. Bilingual and accessible material will be shared. (Summer – Winter 2023/24)

PHASE 3: Joint Public Hearings / Legislative Approval Process

Timeframe: Fall 2024 to Spring 2025 (Fall 2025 if a 2nd Joint Public Hearing is necessary)

Tasks

1. **Information Services Counter (County Administration Building)/Area Libraries/ Recreation Centers:** Once the Planning Board has granted permission to release the Preliminary Sector Plan and Proposed Sectional Map Amendment to the public, it will be made available on the Planning Information Services Counter at the County Administration Building, as well as at area libraries and/or recreation centers. Publicly available information and updates on the Joint Public Hearing will be distributed in English and Spanish. (Fall 2024)
2. **Letters to Property Owners and Stakeholders:** Staff will send out required public notifications to property owners and municipalities, inviting them to comment on the Preliminary Sector Plan and Proposed Sectional Map Amendment at the Joint Public Hearing. The status of the Sectional Map Amendment will be provided, pursuant to Section 27-3407(b) of the Zoning Ordinance. (Fall 2024)
3. **Final publication:** The final plan is scheduled for approval by the District Council in the spring of 2025 or fall of 2025, in the event of a 2nd Joint Public Hearing.

Appendix 1: Planning Context

Plan 2035

In 2014, the County approved Plan Prince George's 2035 Approved General Plan (Plan 2035), which set a new vision for Prince George's County that prioritizes "vibrant, mixed-use, transit and pedestrian-oriented communities with improved connectivity between the residential, recreational, commercial land uses". Plan 2035 provides a development policy framework for the county's long-term growth that includes policies and strategies to capitalize on local and regional strengths and assets.

http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=279&Category_id=1

Existing Area Master Plans

2010 Subregion 4 Master Plan and Sectional Map Amendment

This document contains text and maps of the approved master plan and sectional map amendment (SMA) for the Subregion 4 area. Developed with input from the community, this document recommends goals, policies, strategies, and actions pertaining to development patterns, zoning, environmental infrastructure, transportation systems, public facilities, parks and recreation, economic development, historic preservation, and urban design.

https://www.mncppcapps.org/planning/publications/BookDetail.cfm?item_id=257&category_id=&name=4&pricemin=&pricemax=&author=&Pubs_year=All&price=&

Existing Area Sector Plans and Studies

2008 Approved Capitol Heights Transit District Development Plan and Transit District Overlay Zoning Map Amendment

This plan contains a new TDOZ and transit district overlay zone (TDOZ) and amends portions of the 1993 Approved Master Plan and Sectional Map Amendment for Landover and Vicinity (Planning Area 72) and the 1986 Approved Master Plan for Suitland-District Heights and Vicinity, Planning Areas 75A and 75B. Developed by M-NCPPC with the assistance of the community, this plan contains a comprehensive development vision, development review process requirements, and form-based development standards and guidelines. Together, these elements comprise the Capitol Heights Transit District Development Plan (TDDP).

https://www.mncppcapps.org/planning/publications/BookDetail.cfm?item_id=221&category_id=&name=capitol&pricemin=&pricemax=&author=&Pubs_year=All&price=&

30% Design of the Central Avenue Connector Trail (CACT): Phase I-Addison Road Segment

This design report presents a summary of the trail design, stakeholder and community engagement tasks undertaken, and an implementation plan with the goal of advancing the project toward construction. Phase 1 (Implementation) consists of a one-mile segment of roadside trail along MD 214 (Central Avenue) in

the Seat Pleasant area of Prince George's County, Maryland. Central Avenue, a six-lane divided urban arterial with a posted speed limit of 30 miles per hour, provides regional transportation access between downtown Washington, D.C. and the eastern suburbs in Prince George's County.

https://www.mncppcapps.org/planning/publications/BookDetail.cfm?item_id=324&category_id=2&category=&name=&pricemin=&pricemax=&author=&Pubs_year=all&price=&

Central Avenue-Metro Blue Line Corridor TOD Implementation Project Mobility Study

Phase 3 of the Central Avenue Transit-Oriented Development (TOD) Mobility Study was initiated to investigate needs along the corridor and prepare guidance that would assist the Prince George's County Planning Department and The Maryland-National Capital Park and Planning Commission (M-NCPPC) with implementing the approved Subregion 4 Sector Plan. The effort included an analysis of the existing transportation network including roadways, pedestrian, bicycle, and transit facilities; refinement of feasible transportation solutions; review of existing county design guidelines and policies; and tailoring of broad "Complete Streets" policies to specifically implement concepts in the study area.

https://www.mncppcapps.org/planning/publications/BookDetail.cfm?item_id=282&category_id=2&category=&name=&pricemin=&pricemax=&author=&Pubs_year=all&price=&

Central Avenue-Metro Blue Line Corridor TOD Implementation Market and Transit-Oriented Development Potential, Priorities, and Strategies Study

The Market and Transit-Oriented Development (TOD) Potential, Priorities, and Strategies Study will support the Subregion 4 Central Avenue-Metro Blue Line Corridor TOD Implementation Project. Planning at the station level will be formed by corridor-level planning and will include an analysis of the development potential at the following Blue Line Metro Stations: Capitol Heights, Addison Road-Seat Pleasant, and Morgan Boulevard. Development opportunities at the Largo Town Center station are further defined in the 2013 Approved Largo Town Center Sector Plan and Sectional Map Amendment.

https://www.mncppcapps.org/planning/publications/BookDetail.cfm?item_id=283&category_id=2&category=&name=&pricemin=&pricemax=&author=&Pubs_year=all&price=&

Central Avenue-Metro Blue Line Corridor Sustainable Community Renewal Application

https://dhcd.maryland.gov/Communities/Approved%20Sustainable%20Communities/central_avenue_blue_line_corridor_app.pdf

Key Functional Master Plans

2017 Prince George's County Resource Conservation Plan: A Countywide Functional Master Plan

This plan combines related elements of green infrastructure planning, rural and agricultural conservation, and cultural preservation into one functional plan to streamline the plan approval process, meet state requirements for planning elements, and more efficiently update existing plans and maps. Its goals,

measurable objectives, policies and strategies pertain to green infrastructure planning, agricultural and forestry conservation, and rural character conservation.

http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=329&Category_id=1

Formula 2040: Functional Master Plan for Parks, Recreation and Open Space (2013)

This plan is the culmination of work that commenced in 2008 with a Needs Assessment project called Parks & Recreation: 2010 and Beyond. The “formula” in Formula 2040 is Parks + Recreation = Experience. The formula is recognition that parks, recreation, and leisure programming is a major component of the Department’s mission. The plan establishes a framework that will assure that the Department of Parks and Recreation can meet future parks and recreation programmatic, and facility needs.

Formula 2040 contains:

1. A profile of where Prince George’s County and its parks, recreation and open space system are today.
2. A description of demographic, recreation, and leisure trends that will influence the future direction of parks and recreation in Prince George’s County.
3. A strategic framework consisting of a vision, goals, objectives, and policies to guide decision-making by County officials, boards, and staff.
4. Specific strategies and action steps that will be taken to implement the Plan.

Formula 2040 is built on a substantive foundation of community engagement and participation using a variety of methods, including surveys, public meetings and open houses, special interest focus groups, a staff outreach corps and a speaker’s bureau.

<http://www.mncppc.org/DocumentCenter/View/118/2040-Functional-Master-Plan-PDF>

2009 Approved Countywide Master Plan of Transportation

This plan was developed with the assistance of the citizens of Prince George’s County, elected officials, as well as state, regional and local government agencies. The plan’s goals, policies and strategies seek to ensure an efficient multimodal transportation infrastructure in the county that accommodates the needs of all user groups.

<https://www.mncppc.org/1156/Transportation-Plans>

Other Key Studies and Plans

The ***2013 Economic Drivers and Catalysts: A Targeted Economic Development Strategy for Prince George’s County, Maryland*** was a year-long effort to create a targeted economic development strategy to maximize the creation of new jobs in the county as well as diversify and grow a tax base that supports the county’s government services. The strategy focuses on targeting key high-growth industries with the greatest potential to contribute to economic growth and development in Prince George’s County.

<https://pgccouncil.us/DocumentCenter/View/3161/The-Economic-Drivers-and-Catalysts-FULL>

The ***2016 Prince George’s County Retail Marketability and Competitive Study*** evaluated retail markets and their opportunities in the County, identifying areas that were growing, stable, or that may need

intervention. It was based on research completed in the *Prince George's County Maryland High-End Retail Market Analysis* that evaluated affluent spending patterns, tenant site and location criteria, developer and broker perspectives on Prince George's County, and the demographic and economic criteria important for high-end retail to succeed.

<http://mncppcapps.org/planning/publications/PDFs/311/Retail%20Marketability%20Analysis%20Deliverable.pdf>

The **2017 Prince George's County Competitive Retail Market Strategic Action Plan** is a five-year implementation strategy designed to proactively address the economic and real estate challenges that are negatively impacting the County's retail environment, build on key strengths and tools that can be leveraged, and articulate a strategic toolkit of actions and approaches. The goal of the plan is to help policy makers, elected officials, and business leaders enact the policy changes and programs necessary to strengthen and diversify the County's local and regional retail base and help guide future commercial and residential development and land use decisions. The Plan outlines key measures, actions, policies, programs, and financial incentives that the County can undertake to leverage areas of opportunity; attract and retain desired high-quality retail; and address the incidence of marginal, at risk, or failing retail centers.

http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=327&Category_id=2

The **2019 Prince George's County Comprehensive Housing Strategy: Housing Opportunity for All (CHS)** identifies housing challenges, assets, and opportunities; defines the community vision for housing; and provides a plan of action to solve those challenges and carry out that vision over a ten-year period. The goals of the CHS are to support existing and long-time residents that are at risk of displacement, attract new residents, and build on strategic investments and submarket conditions (including Transit-Oriented Development (TOD) areas).

<https://www.princegeorgescountymd.gov/DocumentCenter/View/26486/CHS---Housing-Opportunity-for-All-with-appendices---FINAL-updated-8-5-19>