

COUNTY COUNCIL OF PRINCE GEORGE'S COUNTY, MARYLAND
SITTING AS THE DISTRICT COUNCIL
2008 Legislative Session

Resolution No. CR-80-2008
Proposed by The Chairman (by request – Planning Board)
Introduced by Council Members Dean, Exum and Harrison
Co-Sponsors _____
Date of Introduction September 16, 2008

RESOLUTION

1 A RESOLUTION concerning
2 Preparation of a new Master Plan and Sectional Map Amendment (SMA) and approval of Goals,
3 Concepts, Guidelines, and Public Participation Program for Subregion 4 (Planning Areas 72,
4 75A, and 75B).

5 For the purpose of initiating a replacement to the 1985 *Suitland-District Heights and Vicinity*
6 *Master Plan and Sectional Map Amendment* and the 1993 *Landover and Vicinity Master Plan*
7 *and Sectional Map Amendment*; and an amendment to the 2000 *Addison Road Metro Sector Plan*
8 *and Sectional Map Amendment*, the 2006 *Suitland Mixed Use Town Center Development Plan*
9 *and Zoning Map Amendment*, and portions of the 2004 *Morgan Boulevard –Largo Town Center*
10 *Sector Plan and Sectional Map Amendment*, the 2005 *Tuxedo Road/Arbor Street/Cheverly Metro*
11 *Area Sector Plan and Sectional Map Amendment* and the 2002 *Prince George's County*
12 *approved General Plan*, and approving the Goals, Concepts, Guidelines and Public Participation
13 Program in order to develop a comprehensive approach to implement the recommendations of
14 the 2002 General Plan, to ensure that future development is consistent with County policies.

15 WHEREAS, Sections 27-225.01 and 27-641 of the Zoning Ordinance of Prince George's
16 County establish procedures whereby the Prince George's County Planning Board may initiate a
17 master plan and concurrent Sectional Map Amendment (SMA) with the approval or concurrence
18 of the District Council; and

19 WHEREAS, the approved Fiscal Year 2008 Planning Department Work Program includes
20 the preparation of the Subregion 4 Master Plan and SMA to evaluate the land uses and zoning
21 and set development policy and guidelines to provide a mix of uses at an intensity appropriate for

1 the 2002 General Plan designated Developed Tier, the designated Corridors (Central Avenue and
2 Pennsylvania Avenue) and the eight (8) designated Centers (New Carrollton Metro, Morgan
3 Boulevard Metro, Landover Metro, Suitland-Iverson Metro, Cheverly Metro, Capitol Heights
4 Metro, Addison Road Metro, and Landover Gateway) as articulated in the 2002 Approved
5 *Prince George's County General Plan*; and

6 WHEREAS, the Master Plan area includes parts of Planning Areas 72, 75A, and 75B
7 (Subregion 4) is generally comprised of the properties contained within the U.S. Interstate
8 Highway 50 and the CSX rail line to the north, Interstate I-495 to the east, Suitland parkway to
9 the south, and the District of Columbia border to the west, as shown on the attached Subregion 4
10 boundary map; and

11 WHEREAS, the Goals, Concepts, Guidelines and Public Participation Program
12 (Attachment A) establish the purpose, the issues to be addressed during the plan preparation, and
13 methodology for ensuring adequate community involvement throughout the planning process;
14 and

15 WHEREAS, the Master Plan will set development policy and guidelines to provide a mix
16 of uses at an intensity appropriate for land within the Developed Tier, as articulated in the 2002
17 Approved *Prince George's County General Plan*; and

18 WHEREAS, it is the desire of the District Council to process the master plan and SMA
19 concurrently, in accordance with Section 27-225.01 of the Zoning Ordinance, to shorten the
20 process and provide a strong interrelationship between the master plan and zoning of land as a
21 tool to implement land use recommendations.

22 NOW, THEREFORE, BE IT RESOLVED by the County Council of Prince George's
23 County, Maryland, sitting as the District Council for that part of the Maryland-Washington
24 Regional District in Prince George's County, Maryland, that The Maryland-National Capital
25 Park and Planning Commission is hereby directed to prepare a master plan and concurrent
26 Section Map Amendment (SMA) for Subregion 4 in accordance with the requirements of Parts 3
27 and 13 of the Zoning Ordinance for Prince George's County, Maryland.

28 BE IT FURTHER RESOLVED that the District Council has considered and hereby
29 approves the Goals, Concepts, Guidelines and Public Participation Program (Attachment A).

30 BE IT FURTHER RESOLVED that this Resolution shall take effect upon its adoption.
31

Adopted this 16th day of September , 2008.

COUNTY COUNCIL OF PRINCE GEORGE'S
COUNTY, MARYLAND, SITTING AS THE
DISTRICT COUNCIL FOR THAT PART OF
THE MARYLAND-WASHINGTON REGIONAL
DISTRICT IN PRINCE GEORGE'S COUNTY,
MARYLAND

BY: _____
Samuel H. Dean
Chairman

ATTEST:

Redis C. Floyd
Clerk of the Council

SUBREGION 4 MASTER PLAN
AND
SECTIONAL MAP AMENDMENT



Recommended Goals, Concepts, Guidelines
and
Public Participation Program

July 2008

1. PURPOSE

This document is to brief the Planning Board and the District Council on the general Goals, Concepts, and Guidelines, in addition to the Public Participation Program that the planning staff will observe throughout the planning process for the Subregion 4 Master Plan and Sectional Map Amendment. The Goals, Concepts, and Guidelines provide a framework for the development of this plan, while the Public Participation Program identifies a diverse array of community outreach strategies to reach all stakeholders. This document also contains a general project description, plan boundaries, and plan schedule. The proposed schedule lists completion dates for the major project milestones encountered throughout the planning process. It is intended to be used as a general reference document to guide the development of the Subregion 4 Master Plan and Sectional Map Amendment (SMA).

2. PROJECT DESCRIPTION

The Prince George's County Planning Department of The Maryland-National Capital Park and Planning Commission (M-NCPPC) has been directed by the Prince George's County Council to develop a master plan and concurrent sectional map amendment for Planning Areas 72, 75A and 75B that includes the municipalities of Capitol Heights, District Heights, Fairmount Heights, Glenarden, Seat Pleasant, and portions of Cheverly. This master plan will contain policies, objectives and recommendations that will guide future growth and development in the plan area, and the SMA will implement the master plan recommendations by amending the zoning map.

The new Subregion 4 Master Plan and SMA will implement the recommendations of the 2002 *Prince George's County Approved General Plan*.

In addition, it will replace the following plans:

- 1985 *Suitland-District Heights and Vicinity Master Plan and Sectional Map Amendment*
- 1993 *Landover and Vicinity Approved Master Plan and Sectional Map Amendment*

and update:

- 2000 *Addison Road Metro Area Approved Sector Plan and Sectional Map Amendment*
- 2006 *Approved Suitland Mixed-Use Town Center Development Plan and Zoning Map Amendment*
- 2004 *Morgan Boulevard -Largo Town Center Sector Plan and Sectional Map Amendment*
- portions of 2005 *Tuxedo Road/Arbor Street/Cheverly Metro Area Sector Plan and Sectional Map Amendment*.

It will also build upon the 2006 *Central Avenue Corridor Development Strategy Planning Study*, the 2007 *Greater Central Avenue Public Facilities Implementation Plan*, New Carrollton Transit District Development Plan (underway), and the Marlboro Pike Sector Plan and Sectional Map Amendment (underway).

The planning and zoning recommendations within the Subregion 4 Master Plan and SMA will provide guidance for future development activity appropriate for the 2002 General Plan designated Developed Tier, the designated Central Avenue Corridor and the eight designated centers (Cheverly Metro, Landover Metro, New Carrollton Metro, Landover Gateway, Capitol Heights Metro, Addison Road Metro, Morgan Boulevard Metro and the Suitland-Iverson Metro).

The Developed Tier

The 2002 *Prince George's County Approved General Plan* contains policies and strategies to guide future growth and development. The 2002 General Plan designates three policy tiers, each with unique characteristics and opportunities: the Developed Tier, the Developing Tier, and the Rural Tier.

This master plan area falls entirely within the Developed Tier. The goals of the Developed Tier are:

- Strengthen existing neighborhoods;
- Encourage appropriate infill;
- Encourage more intense, high-quality housing and economic development in Centers and Corridors;
- Preserve, restore and enhance sensitive features and provide open space;
- Expand tree cover through the increased planting of trees and landscaping;
- Capitalize on investments in transportation and other infrastructure;
- Maintain/renovate existing public infrastructure;
- Promote transit-supporting, mixed-use, pedestrian-oriented neighborhoods;
- Renew/redevelop commercial strips;
- Enhance industrial employment areas; and
- Design and site public facilities in accordance with appropriate development patterns.

2002 General Plan Centers

The 2002 General Plan identifies eight centers within the master plan area. The New Carrollton Metro is designated as a Metropolitan Center. Metropolitan Centers have 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 employment centers, major educational complexes, or high-intensity commercial uses. High-density residential development may also be located in or very near Metropolitan Centers.

Morgan Boulevard, Landover Metro, and Suitland-Iverson Metro are designated as Regional Centers. Regional Centers are locations for regionally marketed commercial and retail centers, office and employment areas, some higher educational facilities, and possibly sports and recreation complexes primarily serving Prince George's County. High-density residential development may be an option at these Centers, if the needed public facilities and services, particularly schools and transit, can be provided.

Cheverly Metro, Capitol Heights Metro, Addison Road Metro, and Landover Gateway are designated as Community Centers. Community Centers are concentrations of activities, services and land uses that serve the immediate community near these centers. These typically include a variety of public facilities and services—integrated commercial, office and some residential development—and can include mixed-use and higher-intensity redevelopment in some communities.

2002 General Plan Corridors

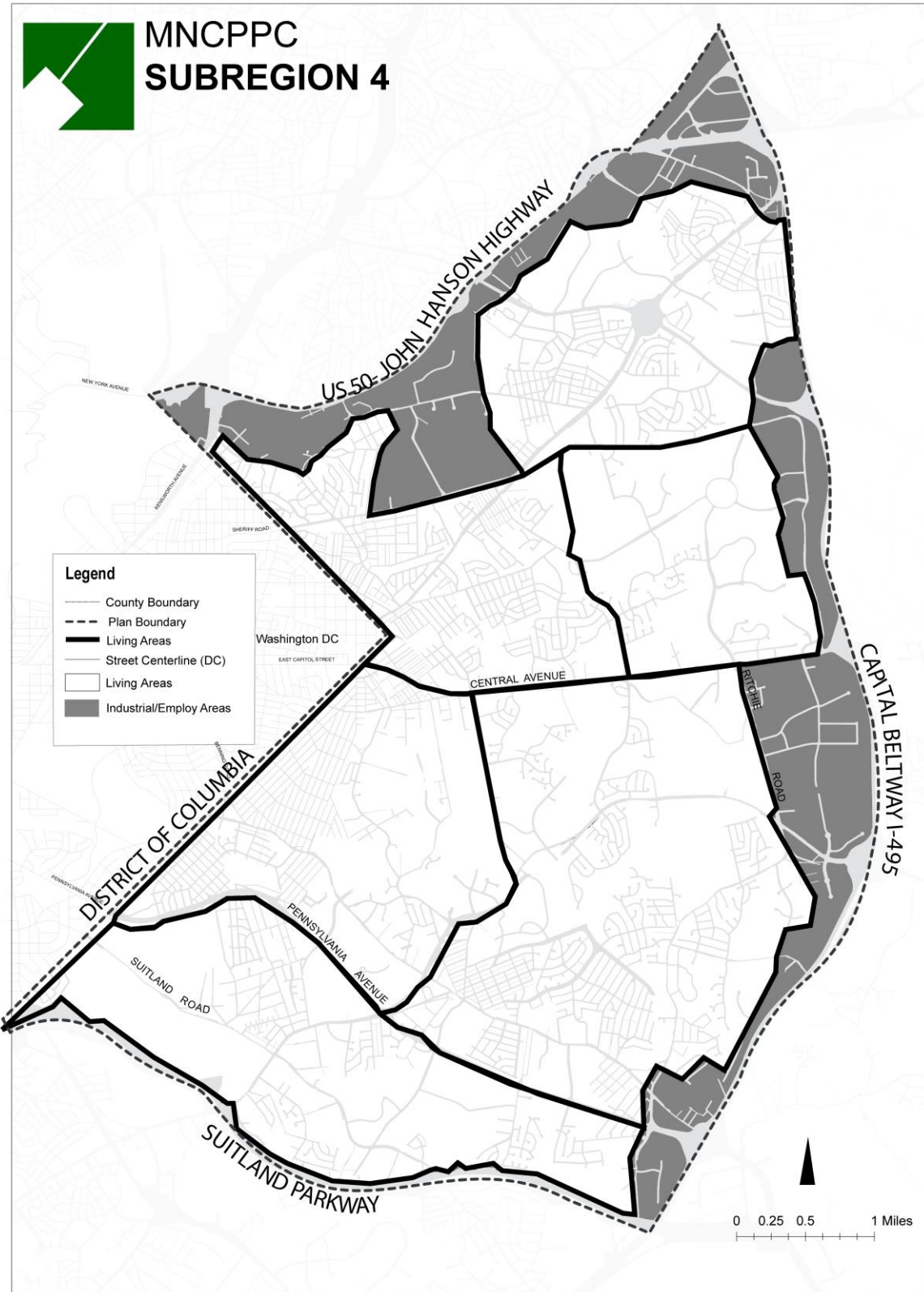
Two 2002 General Plan designated Corridors—Central Avenue and Pennsylvania Avenue—also exist within the master plan area. Corridors within the Developed Tier generally contain a higher intensity of residential and nonresidential land uses and a greater mix of uses that are regional in scope, than the Developing Tier Corridors.

3. PLAN BOUNDARIES

The Subregion 4 Master Plan area encompasses approximately 29.5 square miles of land located in the central portion of Prince George’s County, Maryland.

The master plan area consisting of Planning Areas 72, 75A and 75B is generally comprised of the properties contained within US 50 and the Metro Orange Line rail corridor on the north, Suitland Parkway on the south, the District of Columbia on the west and I-495 on the east. The master plan area is largely residential, but also includes eight growth centers designated by the 2002 General Plan, significant industrial/employment areas, several shopping centers, and regional open space such as Walker Mill Regional Park.

SUBREGION 4 MASTER PLAN AND SECTIONAL MAP AMENDMENT—PLAN INITIATION



4. PLANNING PROCESS

The Subregion 4 Master Plan and SMA will follow the 18-month master plan process as described in Zoning Bill CB-39-2005 and three to six months of post approval activities. The planning team has already spent several months scoping and studying plan issues, drafting the outline and soliciting bids for professional consultant services to help prepare the plan.



5. RECOMMENDED GOALS, CONCEPTS AND GUIDELINES

The Goals, Concepts and Guidelines for the Subregion 4 Master Plan summarize the issues and priorities identified during the preplanning phase of the project. During this phase of the process, planning staff conducted outreach activities to identify key issues. These activities included the following:

- A presentation to the affected Council Members;
- Two community meetings (in Planning Area 72 and 75A & B);
- Presentations to local municipalities;
- Participation in recent planning efforts for Landover Gateway, Capitol Heights, New Carrollton and Marlboro Pike.

In addition to the meetings and presentations, issues and priorities were derived from input received from the 2002 Approved General Plan policies related to the master plan area, other relevant master plans and sector plans, and the input of project team members' research and analysis of data and field observations. The various issues correspond to the elements of the 2002 General Plan, including:

Land Use/Development Pattern

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

Issues:

- What are the appropriate land uses, densities, and development/design features needed to create a unique sense of place for the established communities throughout the subregion?
- How to promote the development of mixed-use activities at the growth centers within Subregion 4?
- How to better design and use commercial lands to adequately serve the living areas?
- How to ensure the appropriate transition between higher density development/growth centers and neighboring lower density residential communities?
- What is the appropriate redevelopment pattern and land use for the Summerfield Military Housing site after the military chose not to renew the lease and left most of the units vacant?
- How to plan for the development of the eight 2002 General Plan Centers located within Subregion 4?
- How to attract a better variety and a higher quality of commercial uses throughout the area?
- How to limit/control unwanted uses in the area (e.g. adult entertainment)?

Environment

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

- How to implement the goals of the 2005 *Approved Countywide Green Infrastructure Plan* through this area?
- How to promote green building and environmentally sensitive designs throughout Subregion 4?
- How to protect and preserve tree cover in Subregion 4?
- How to identify and protect critical environmental resources?
- How to minimize noise levels/intrusions from railroads, highways, intersections, and industrial areas?

- How to implement better stormwater management practices?
- How to reduce the amount of flooding and erosion throughout the subregion?
- How to mitigate the adverse environmental impacts of existing and future industrial and commercial developments?
- How to improve the air quality in the subregion?

Transportation

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

Issues:

- How to improve pedestrian and vehicular safety on the roads?
- How to improve access to Metro stations and Metrorail services?
- How to mitigate traffic congestion, especially outside of the growth centers and at key corridor nodes?
- How to resolve conflicts between local and commercial through traffic in residential neighborhoods?
- How to improve north/south connections throughout the subregion?
- How to improve access to existing and future roads for cyclists?
- How to provide trail and pedestrian connections from Subregion 4 to the existing Anacostia Tributaries Trails Network?
- How to create a comprehensive pedestrian circulation system connecting living areas, commercial corridors, recreational facilities, and the Metro stations?
- How to improved walkability and pedestrian facilities, including sidewalks, crosswalks, pedestrian lighting, and special pavement?

Public Facilities

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

Issues:

- What is the projected demand for public facilities throughout the subregion as it grows into the future?
- How to improve the maintenance of existing and future public infrastructure?
- How to implement urban standards for future school construction in the subregion?
- How to address capacity deficits at the middle and high schools?
- How to improve access to and use of public libraries?
- How best to address existing and future needs of health and safety facilities, particularly police, fire, and emergency facilities?
- How to improve access to major health care facilities?

Parks and Recreation Facilities

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

Issues:

- Are the current park and recreation facilities sufficient to meet the needs of existing and future residents of the area?
- What standards and guidelines are needed to create urban parks throughout the subregion?
- How to improve access to local community centers and other recreational facilities?

Historic Preservation

Goal: Identify and evaluate all historic resources for designation as historic sites or as contributing to historic districts.

Issues:

- How to better demarcate and preserve historic sites throughout the area?
- How to protect and celebrate the historic character of Old Town Seat Pleasant and other historic neighborhoods?
- How to improve the visibility and access to the historic sites throughout the area?
- How to minimize the adverse impacts of incompatible uses surrounding historic sites, and how to control that in the future?

Revitalization

Goal: Ensure a healthy climate for private sector investment and improved quality of life for residents in the county's older communities

- How to improve code enforcement on both residential and commercial properties throughout the subregion?
- How to improve coordination between the planning and implementing agencies of the county for improving and preserving neighborhood quality?
- What programs and services can be put in place to assist lower income homeowners in the maintenance and upkeep of their properties?
- How to curb illegal dumping in the subregion?

Housing

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

Issues:

- How much housing is appropriate for the area?
- How to ensure a diversity of housing types and options for present and future residents?
- How to meet future demand for senior housing in the area?
- How to minimize nonresidential land use intrusions into existing residential areas?

Economic Development

Goal: Encourage quality economic development at appropriate locations to increase employment opportunities, income, and the tax base within the area.

Issues:

- What is the appropriate character, density and mix of uses for the eight growth centers located within the subregion?
- How to support and improve existing local businesses?
- What are the priority economic development areas in the subregion?
- How to support existing and generate new employment opportunities to meet the needs of area residents?

Urban Design

Goal: Use urban design principles to achieve quality development throughout the area.

Issues:

- How to create a sense of place throughout the different neighborhoods in Subregion 4?
- How to strengthen visual and pedestrian connectivity between living areas and growth centers?
- How to use the principles and standards of Crime Prevention Through Environmental Design (CPTED)?
- How to encourage walkability and pedestrian access throughout the subregion?

Implementation

Goal: Achieve the approved vision of this master plan.

Issues:

- What are the specific actions necessary to implement the recommendations of the master plan (e.g. regulatory, economic, and other tools)?
- What is the phasing plan for implementation over the next 1 to 5 years, 5 to 10 years, 10 to 15 years and beyond?
- Who are the key players needed for implementation of these recommendations and what are their roles?
- How to improve intergovernmental cooperation to support implementation of the plan?

5. PUBLIC PARTICIPATION PROGRAM

The Public Participation Program (PPP) for the Subregion 4 Master Plan and Sectional Map Amendment (SMA) is structured to provide access to an open and transparent planning process that is guided by community input. A number of different community outreach strategies will be utilized to ensure that ample opportunities exist for public participation throughout the various stages of the project. The program is intended to facilitate broad public participation by citizens, community organizations, business owners, public agencies, and other stakeholders. It is recognized that a strong community outreach program will provide multiple project benefits, including: a better understanding of the issues and opportunities for the area, buy-in from residents and key stakeholders, community ownership of the plan, and improved opportunities for plan implementation. Therefore, the success of this project lies partially in the planning team's ability to effectively communicate information to, and obtain input from the public. Proposed strategies for doing both are presented below.

Soliciting Public Input

Early feedback from members of the community indicates a strong preference for public participation strategies that facilitate meaningful discussion and guarantee that community input is reflected in the plan. To achieve this, multiple strategies are required to obtain input from project stakeholders. Their input is essential to identifying and understanding the issues and formulating plan recommendations. Proposed community outreach tools for obtaining information from the public include:

- *Town Hall Meetings:* Staff will hold a series of town hall meetings, throughout the living areas to address the specific issues identified in each area. The meetings will be forums for citizens to share their concerns related to the key issues that have been identified and to receive more detailed information about how the plan and the county can address those concerns.

- *Key Stakeholder Interviews:* Community leaders, business interests, elected officials, and other key stakeholders will be interviewed to identify areas of concern and the positions of various groups.
- *Interactive Workshops* will be held to gain community input while developing illustrative site plans and regulating plans for the eight 2002 General Plan centers.
- *Business Roundtable:* Staff will host a daytime roundtable meeting for key property owners, business owners, and members of the development community to discuss issues and develop recommendations for the master plan area.
- *Project Website:* The project website will include a forum for community members to respond to questions and post their own comments, as well as a citizen survey.

Communicating Information to the Public

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

- *Community Organization Meetings and Community Events:* Planning staff will attend identified community organization meetings and community events early in the process to introduce themselves to residents, inform them of the upcoming planning effort, establish a connection with the community, and listen to concerns that are being voiced in their community meetings.
- *Local Newspapers:* Produce news releases/media advisories to provide project updates and announce major project milestones, project meetings, and public hearings.
- *Community Organization Newsletters:* Utilize community newsletters to disseminate information to the public, similar to the approach for local newspapers.
- *Local Radio Stations:* Staff will partner with the public affairs office and M-NCPPC community outreach staff to advertise major events and share information on local radio stations.
- *Project Website:* The project website includes a project description, study area map, background planning information, project schedule, information on opportunities for public participation, materials presented at public meetings, and project team contact information.
- *Banners and Signage:* Staff will work with publication staff from the Department of Parks and Recreation and the Department of Public Works and Transportation to produce and hang banners over the major corridors and post signage in Subregion 4 to announce major meetings and plan events.
- *Required Public Notification:* Staff will send flyers to all property owners within the Subregion 4 Master Plan boundary and all municipalities within one-half mile of the boundary, advising them of the preliminary plan and joint public hearing.
- *Speaker Series:* Staff will invite local leaders as well as speakers from local universities and the American Planning Association to discuss topics relevant to Subregion 4, such as managing density, transit-oriented development, mixed-use development, revitalization of urban areas,

crime prevention, senior housing, development of community development corporations (CDCs), and the revitalization of aging suburban communities.

Youth Outreach

- *Youth Leaders Team*: Establish a youth leader’s team where students are asked to comment on the plan throughout the process, and/or host a youth roundtable to discuss plan recommendations for Subregion 4.

6. PROJECT TEAM

- **Senior Management**
 - Vanessa Akins, Chief
 - Ragaei Abdelfattah, Planning Supervisor
- **Project Manager**
 - Sonja Ewing, Planner Coordinator
- **Core Team**
 - Judelle Campbell, Planner
 - Claire Schnitzer, Senior Planner
 - Christine Osei, Planner Coordinator
 - Clara Fenwick, Planner Coordinator
 - Bob Metzger, Planner Coordinator
 - Rex Hodgson, Planner Coordinator
- **Consultant Services**
 - **Living Areas and Industrially Zoned Properties in Subregion 4**
EDSA, RKG, ERM, Grice & Associates, Asset Property Disposition
 - **Developing Economic Strategies for the 2002 General Plan Centers**
BBPC (Basile Baumann Prost Cole), Strategic Solutions, Justice and Sustainability, PB Placemaking
 - **Urban Design Strategies and Regulating Plans for the 2002 General Plan Centers**
Code Studio, Rhodeside & Harwell, Incorporated, Farrell Madden Lewis

7. PROJECT SCHEDULE

The proposed schedule for preparation of the Subregion 4 Master Plan and SMA is as follows:

- | | |
|---|--------------------|
| 1. Planning Board Initiation | July 31, 2008 |
| 2. District Council Plan Authorization | September 16, 2008 |
| 3. Prepare Master Plan and SMA | July 2008–May 2009 |
| 4. Planning Board Permission to Print | May 7, 2009 |
| 5. First Joint Public Hearing | July 14, 2009 |
| 6. Planning Board Worksession on PH | September 17, 2009 |
| 7. Planning Board Adoption and Endorsement | October 8, 2009 |
| 8. Plan Transmittal to District Council | October 29, 2009 |
| 9. District Council Worksession on Adopted Plan | November 18, 2009 |
| 10. District Council Resolution of Approval OR Amendments | December 2, 2009 |
| 11. Second Joint Public Hearing on Amendments | January 6, 2010 |
| 12. Planning Board Review of PH testimony | February 25, 2010 |
| 13. District Council Worksession on Amendments | March 16, 2010 |
| 14. District Council Approval | March 30, 2010 |