

**Central Annapolis Road Sector Plan and Sectional Map Amendment  
Preliminary Goals, Concepts, and Guidelines and Public Participation Program**

**Prince George's County Planning Department  
Community Planning North Division  
June 11, 2009**

**Introduction**

The Prince George's County Planning Department of the Maryland-National Capital Park and Planning Commission (M-NCPPC) is conducting a corridor planning project along Annapolis Road between the Baltimore-Washington Parkway (MD 295) and Veterans Parkway (MD 410). The planning project will develop policies and recommendations that will guide future investments along the corridor. The Central Annapolis Road Sector Plan and SMA will amend portions of the 1994 *Approved Master Plan and Sectional Map Amendment for Bladensburg-New Carrollton and Vicinity* (Planning Area 69) and the 2002 *Prince George's County Approved General Plan*.

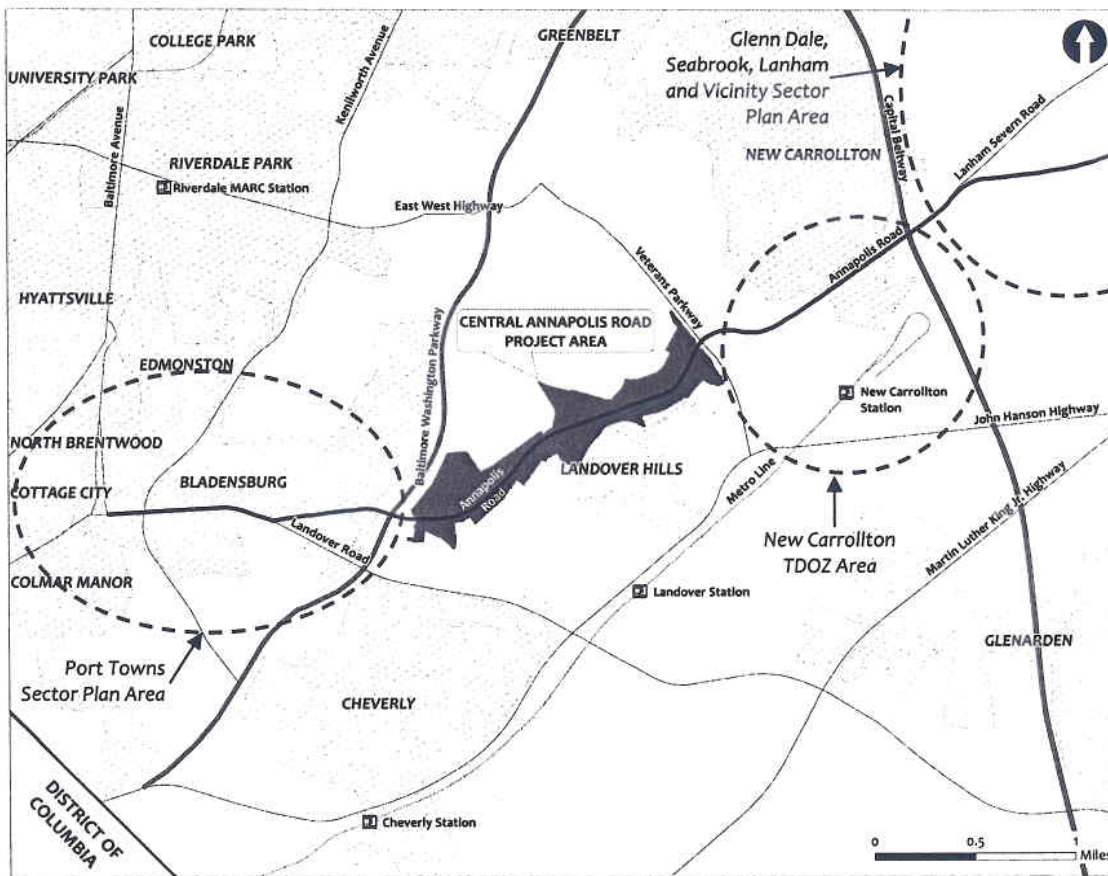
These goals, concepts, and guidelines and the related public participation program will provide a framework that will guide the Central Annapolis Road sector planning process.

**Project Location and Background**

Annapolis Road (MD 450) is an east-west state highway extending through central Prince George's County (*Figure 1*). The Central Annapolis Road Sector Plan and SMA will address the segment of Annapolis Road located between the boundaries of the Preliminary Port Towns Sector Plan and the Preliminary New Carrollton Transit District Development Plan.

Annapolis Road is within the 2002 *Prince George's County General Plan's* designated Developed Tier and is designated as a Corridor. Actions within the Developed Tier are encouraged to strengthen and preserve existing communities and resources, improve the quality of development and redevelopment initiatives, enhance community services and employment opportunities, and promote transit-supporting, mixed use, pedestrian-oriented neighborhoods. The *General Plan* defines Corridors as areas within which more intense development is encouraged to capitalize on existing public investments in transportation facilities. The vision for Corridors is mixed residential and nonresidential uses at moderate to high densities and intensities, with a strong emphasis on pedestrian- and transit-oriented development.

**Central Annapolis Road Sector Plan and Sectional Map Amendment**  
**Preliminary Goals, Concepts, and Guidelines and Public Participation Program**



**Figure 1 – Central Annapolis Road Project Location**

Central Annapolis Road is also within the *Bladensburg-New Carrollton and Vicinity* area. Adopted in 1994, the plan designates Annapolis Road as an arterial and recommends that the land use along the corridor be predominantly commercial and that residential uses be oriented away from the corridor. The existing land use and zoning patterns only partially reflect this recommendation. Central Annapolis Road is anchored by two commercial nodes located at the Capital Plaza Mall site and the Glen Ridge Shopping Center. Residential uses predominate along much of the remainder of the corridor between 68<sup>th</sup> Avenue and Ardmore-Ardwick Road.

The Central Annapolis Road corridor is characterized by the following:

- Strip shopping centers that line portions of the corridor
- Vacancies at older and newer shopping centers
- The largely vacant Capital Plaza Mall site, where the former mall was demolished in 2005 after being mostly vacant for years
- Auto-oriented streetscape

Several locations along the corridor have experienced significant economic revitalization in recent years, including:



**Central Annapolis Road Sector Plan and Sectional Map Amendment**  
**Preliminary Goals, Concepts, and Guidelines and Public Participation Program**

- Glen Ridge Center (intersection of MD 450 and MD 410) – This shopping center, including its anchor Giant Supermarket, was upgraded and given a facelift.
- Landover Hills Shopping Center (MD 450 near 71<sup>st</sup> Avenue) – This small shopping center is undergoing the repaving of its parking lot and façade improvements.
- Capital Plaza Mall site (MD 450/MD 295 interchange) – A new Wal-Mart department store opened at this site in 2007. It is the only Wal-Mart store located inside the Capital Beltway.

Although the corridor itself has shown signs of vacancy and disinvestment, most of the surrounding communities are established and thriving. The residential communities located on or adjacent to the corridor offer a variety of housing choices from apartments to single family detached homes. Many of these neighborhoods are stable and well-maintained. According to the market analysis prepared for the 2003 Annapolis Road Development Strategy planning study by ZHA, Inc., the median household income in the residential areas adjacent to the corridor was estimated at \$63,400 as of 2002. Some older garden apartment structures near the Capital Plaza Mall site have been torn down and replaced with single-family attached townhouse units.

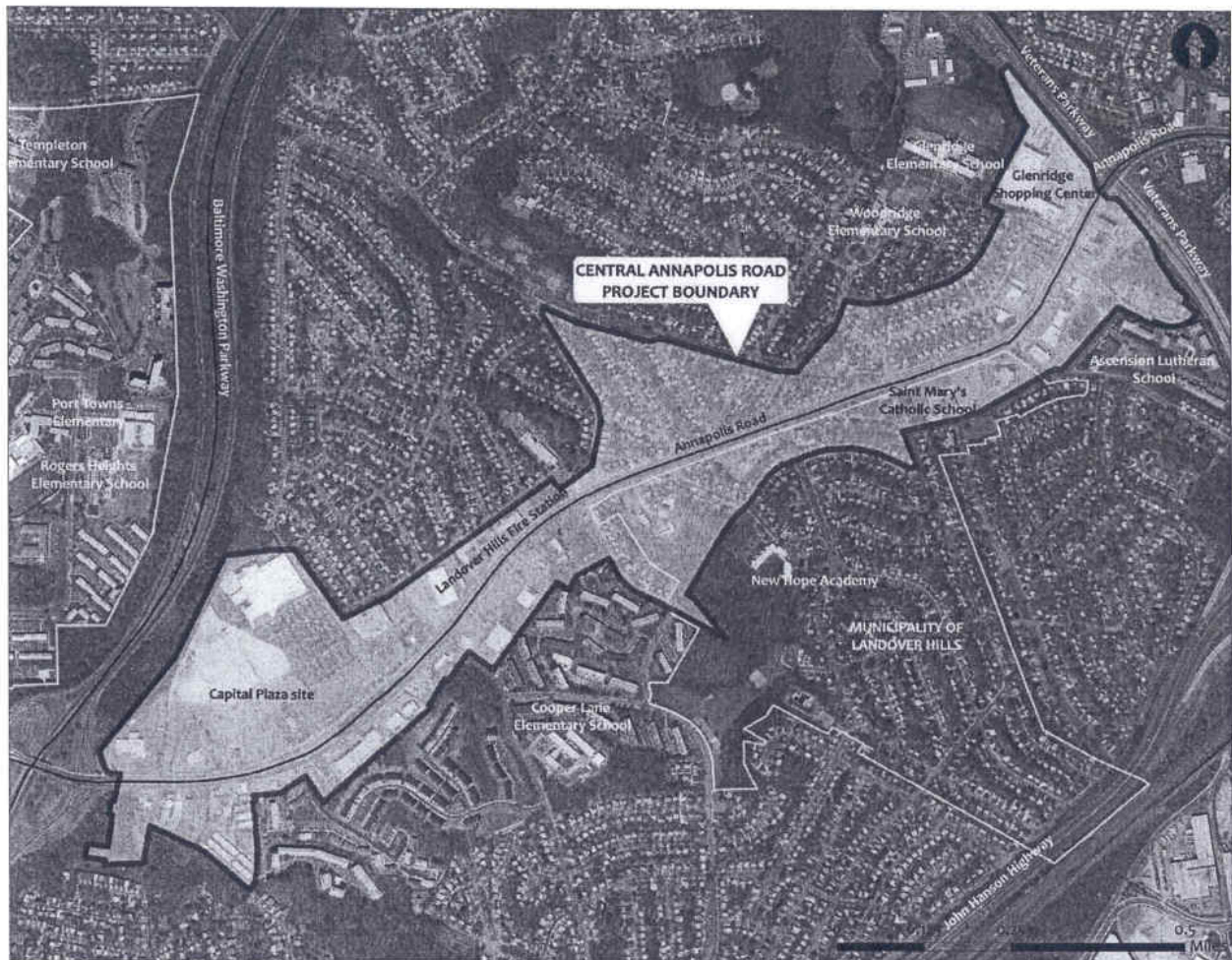
Several of the shopping centers along the corridor present substantial opportunities for redevelopment that could spur revitalization and enhance the quality of residential life and property values in the area. For example, the mostly-vacant Capital Plaza Mall site and the underutilized strip commercial development at the Annapolis Road/MD 410 intersection represent exciting redevelopment opportunities that would allow for flexibility in the use and size of future mixed-use commercial and residential development.

**Project Area Boundary**

The Central Annapolis Road corridor planning project boundary (*Figure 2*) has been established to focus on the corridor and adjacent properties affecting the corridor. This area is generally comprised of properties that have frontage on the corridor, properties clustered around the corridor gateways, and properties within areas prime for investments plus adjacent impact areas.

# Central Annapolis Road Sector Plan and Sectional Map Amendment

## Preliminary Goals, Concepts, and Guidelines and Public Participation Program



**Figure 2 - Central Annapolis Road Project Boundary**

### **Public Participation Program**

Business owners, property owners and citizens will become actively involved in planning the revitalization of Central Annapolis Road. Through our public participation activities, a broad range of area stakeholders are encouraged to participate in creating a common vision and implementation plan for the redevelopment and enhancement of the Central Annapolis Road corridor.

We have incorporated a variety of opportunities to maximize stakeholder involvement. These include:

- One-on-one stakeholder interviews
- Special outreach activities for small business operators, including open houses
- Public informational workshops
- Design charrettes
- Other informational outreach activities
- Scheduled community meetings and briefings



**Central Annapolis Road Sector Plan and Sectional Map Amendment**  
**Preliminary Goals, Concepts, and Guidelines and Public Participation Program**

This outreach process will initiate key relationships throughout the project area to create opportunities for partnerships in future stakeholder events. The success of this process will be based on:

- A continuing dialogue with key stakeholders
- Inviting stakeholders to partner or host future events
- Having a presence at regularly scheduled community meetings and events
- Providing bilingual speech interpretation at public meetings and ensuring all flyers, posters, and online materials are bilingual whenever possible
- Continuous evaluation of the effectiveness of the project's public outreach and participation efforts to determine what, if any, adjustments should be pursued

Interfacing with Hispanic residents and business and property owners will be critical to the success of the public participation program. This will be done through the use of Hispanic language interpreters at community workshops, the printing of bilingual meeting notices and newsletters, and special outreach efforts to involve Hispanic and other communities of faith.

***Stakeholder Interviews***

Initial stakeholder interviews will be conducted to identify and meet with a wide range of stakeholders in the project area through individual discussions, small group meetings, and regularly scheduled community meetings. Staff will work to create a critical mass of citizens, property owners, and business owners who are committed to participating in the planning and implementation process.

These interviews will focus on capturing community concerns and priorities regarding the project and process to be used. This process will also initiate key relationships that will serve as a foundation for partnerships in future stakeholder events. The team will conduct phone and in-person interviews of:

- Commercial property owners
- Business owners
- Area residents
- Official and unofficial community leaders
- Faith communities
- Educational leaders
- Other stakeholders

The interviews will determine:

- Issues that need to be addressed
- Current challenges facing the Annapolis Road corridor
- Positive aspects that need to be preserved or enhanced
- How the stakeholders would like to be involved in the process

Additionally, the team will interview area business and property owners on:

- What attracted them to the area
- What future plans they have for their property (where applicable)

**Central Annapolis Road Sector Plan and Sectional Map Amendment**  
**Preliminary Goals, Concepts, and Guidelines and Public Participation Program**

- Why they keep their business on or near Annapolis Road
- The challenges associated with being on Annapolis Road
- Areas they would like to see addressed by the project
- How they would like to participate in the project

***Informational Events and Progress Briefings***

Outreach efforts will also consist of informational events, such as group meetings or open houses, to engage agency representatives and special interest groups in the project and solicit their input.

The participation of a range of agencies will be critical to the success of the planning process. The team will engage representatives from, but not limited to:

- Local municipalities (including Landover Hills, Cheverly, and New Carrollton)
- Maryland Department of Transportation
- Economic Development Corporation
- Department of Housing and Community Development/Redevelopment Authority
- The Department of Public Works and Transportation
- The Department of Environmental Resources
- The Department of Parks and Recreation

The project team will also contact special interest groups and organize meetings or open house events and attend regularly scheduled community meetings. The groups include:

- Business owners
- Apartment managers
- Faith-based organizations
- Civic groups

To ensure the Planning Board and County Council are kept informed on the status of the project and to afford them opportunities to provide feedback, the team will provide regularly scheduled progress briefings.

***Public Workshops – Pre-Charrette***

The team will conduct a pre-charrette to generate dialogue regarding community issues, concerns, and opportunities that should be considered as part of the planning project. An overarching vision and goals are identified during this process. Objectives of the public workshops include:

- Encouraging stakeholders to collaborate and identify the key values that they wish to see incorporated into future planning efforts
- Initiating community dialogue around the Central Annapolis Road corridor and its vision for the future
- Ensuring that each stakeholder's voice is heard and that individuals relate to one another to share their opinions
- Encourage community members to establish a coalition to promote grassroots activities for the betterment of the corridor



**Central Annapolis Road Sector Plan and Sectional Map Amendment**  
**Preliminary Goals, Concepts, and Guidelines and Public Participation Program**

***Planning Charrette***

Building on the values and vision generated from the pre-charrette and other public outreach activities, the charrette will focus on generating and refining development concepts and addressing community issues and concerns as they relate to urban design, transportation, the environment, housing, public facilities, crime, and economic development.

***Post-Charrette***

The development concepts that are generated during the planning charrette will be presented at a post-charrette community meeting. Stakeholders will have an opportunity at this meeting to provide the planning team with feedback on whether or not the plan vision and supporting development concepts reflect the community's own vision for its future.

***Other Outreach Strategies***

Regular development and dissemination of information about the project, process, public input, and project results will be necessary to ensure that all stakeholders in the project area are kept abreast of the project's progress. These strategies will include:

- *Project Website:* The team will create and maintain a project website to help disseminate project information. A stakeholder survey will be included on the website to gauge stakeholders' values regarding the corridor as well as the aspects of the corridor that are important to them and the future they foresee for the corridor. The website will be promoted during all public interactions and through all printed materials.
- *Monthly Project Update:* The team will schedule monthly updates for the District Council, especially the representatives of Districts 3 and 5. At these meetings, the project team will provide an update on planning activities and present any development issues that may affect implementation of the approved sector plan.
- *Monthly Newsletter:* The team will prepare and disseminate electronically and in hardcopy a monthly newsletter summarizing the project's status and highlighting opportunities for stakeholder participation and specific issues affecting the area. Copies of the newsletters will be distributed to the Planning Board and County Council to ensure they are kept informed on the project.
- *Printed Public Outreach Materials:* Printed materials – such as flyers, posters, and fact sheets – will be used to inform stakeholders about the project's purpose and upcoming events. The team will deliver the materials to local businesses to be posted in windows and work with local organizations, schools, and churches to disseminate information.
- *Community Civic Day:* The team will also coordinate with local municipalities and stakeholders to host a community civic day. The event will be designed to actively engage the stakeholders in a neighborhood project relating to Annapolis Road. This will create an opportunity for the residents, businesses and property owners to collaborate and

## **Central Annapolis Road Sector Plan and Sectional Map Amendment**

### **Preliminary Goals, Concepts, and Guidelines and Public Participation Program**

organize a project that will instill pride and goodwill in the community and serve as an early win to stakeholders. This event can also be used to disseminate project-specific information, and involve a wider circle of individuals in the planning project.

#### **Goals, Concepts, and Guidelines**

The Goals, Concepts and Guidelines for the Central Annapolis Road Sector Plan summarize the goals and issues identified during the preplanning phase of the project. The goals and issues were informed by the General Plan's policies as they relate to the sector plan area, other relevant master plans and sector plans, meetings with council members and their staff, conducted research and analysis, and field observations. The categories of issues correspond to the various elements contained in the General Plan, including the area's development pattern, environmental infrastructure, green infrastructure, transportation systems, public facilities, housing, economic development, urban design, historic preservation, and implementation. The planning process will examine and refine these issues and recommend planning and zoning strategies to guide future growth and development along the Central Annapolis Road corridor.

#### **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 most appropriate mix and intensity of land use that will result in an attractive, safe, and economically viable commercial corridor?
- At which nodes should development be concentrated? What form(s) of development should be recommended at designated nodes versus the rest of the corridor?
- How should the need for and potential to accommodate additional development be balanced with the desire to maintain the character of the corridor's residential communities?
- How should the corridor capitalize on and relate to the planned Purple Line and nearby Metro stations?
- What existing corridors in Prince George's County or elsewhere can serve as a model for the Central Annapolis Road corridor?
- How should development relate to the New Carrollton Transit District Overlay Zone area?

#### **Environmental Infrastructure**

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

#### *Issues:*



## **Central Annapolis Road Sector Plan and Sectional Map Amendment**

### **Preliminary Goals, Concepts, and Guidelines and Public Participation Program**

- What strategies can be recommended to manage stormwater runoff and pollution on-site in light of the State of Maryland's Stormwater Management Act of 2007 and its new environmental site design regulations?
- How can the impacts of vehicular traffic, noise, and light pollution be minimized on residential uses?
- How can the concept of community health and wellness be incorporated into the plan?
- How can environmental stewardship be encouraged amongst corridor residents, businesses, and property owners?

#### **Transportation Systems**

*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 preservation, and revitalization goals.

*Issues:*

- How will the corridor's transportation systems interface with the countywide Master Plan of Transportation?
- How should the corridor's transportation systems interface with the planned Purple Line?
- Which intersections should be redesigned or improved to enhance pedestrian safety and connectivity and accommodate future pedestrian-oriented development?
- How can bicycle safety, access and circulation be improved along the corridor?
- How can the connectivity with and accessibility to the New Carrollton, Landover, and Cheverly Metro stations be improved?
- How can public transit ridership be increased along the corridor? What amenities can be provided to promote transit use?
- How can the connectivity between residential neighborhoods and the corridor be enhanced?

#### **Public Facilities**

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

*Issues:*

- Is there a need for additional library services within the sector plan area?
- Will surrounding schools be able to accommodate the growth of school age children generated by proposed development?
- Are current fire and Emergency Medical Services (EMS) facilities sufficient to meet the current and proposed needs in the sector plan area?
- Are current police facilities and staff sufficient to meet the current and proposed needs in the sector plan area?
- Are there other public safety and neighborhood quality of life issues that should be addressed?

#### **Parks and Recreation**

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

**Central Annapolis Road Sector Plan and Sectional Map Amendment**  
**Preliminary Goals, Concepts, and Guidelines and Public Participation Program**

*Issues:*

- Are the current park and recreation facilities sufficient to meet the needs of existing and future residents of the sector plan area?
- Do residents consider the facilities accessible, adequate, and safe?

**Housing**

*Goal:* Enhance the quality, range and character of housing stock in the sector plan area through the planning and provision of a high-quality mix of housing types and neighborhood environments.

*Issues:*

- How can a diversity of housing types be ensured for working class couples and families?
- Are there sufficient “lifestyle” housing options for persons aged 55 and over?
- What locations are most appropriate for future mixed-use residential development?
- Do residents have adequate access to foreclosure prevention assistance and financial counseling?

**Economic Development**

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

*Issues:*

- What enhancements and strategies should be pursued to improve the attractiveness of the corridor to an appropriate and diverse range of businesses?
- What goods and services are in demand by residents in the areas bordering Annapolis Road but are currently not offered along the corridor?
- Which redevelopment nodes can serve as a catalyst for community-wide investment and help to spur economic activity along the corridor?
- What large vacant and/or under-utilized parcels, such as the Capital Plaza site, can accommodate new retail and/or housing opportunities?
- What marketing steps should be pursued and by which body to ensure the corridor capitalizes on the proximity of the planned Purple Line?
- How can the corridor better take advantage of its designation as a State of Maryland Priority Funding Area and of the range of existing and potential economic incentives such a designation brings?
- How will the Central Annapolis Road corridor distinguish itself as a distinct urban place within the broader Annapolis Road corridor as well as from competing corridors?
- In the absence of a viable local community development corporation and/or business association – such as the former Annapolis Road Inner Beltway Alliance (ARIBA) – what resources can the county commit to marketing the area, enhancing its appearance, and helping businesses and community leaders develop the organizational structure(s) needed to effectively partner in the area’s future development?



**Central Annapolis Road Sector Plan and Sectional Map Amendment**  
**Preliminary Goals, Concepts, and Guidelines and Public Participation Program**

**Urban Design**

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

*Issues:*

- How can the topography of the corridor and its views be capitalized on?
- How can Crime Prevention Through Environmental Design (CPTED) principles be best incorporated into the plan?
- What types of design guidelines or regulations will create a distinct identity, sense of place, and purpose for the corridor?
- What streetscape improvements would foster a more pedestrian-oriented environment?
- How can green design be promoted and incentivized?
- How can the Capital Plaza and Glen Ridge Center areas be redesigned to serve as gateways to the area?

**Implementation**

*Goal:* Achieve the community's vision for this sector plan area.

*Issues:*

- What are the specific actions necessary to implement the sector plan? Who should coordinate these actions?
- What are the priorities and phasing plan for development and redevelopment?
- How can intergovernmental cooperation and public participation be encouraged and coordinated in the implementation of the sector plan?

**Project Schedule**

The project will follow the M-NCPPC streamlined 18-month sector plan process defined by CB-39-2005. Currently, the project is in the pre-planning phase during which initial analyses are conducted to establish the project's budget and specific stakeholder outreach strategies and supporting goals, concepts, and guidelines. The project schedule and milestones are as follows:

- Project Initiation: July 7, 2009
- Agency Field Tour: July 2009
- Initial Stakeholder Interviews and Outreach Events: July – September 2009
- Public Informational Workshops: September and October 2009
- Design Charrette: October – November 2009
- Draft Preliminary Plan: March 2010
- Joint Public Hearing: June 2010
- Draft PB Adoption Package: July 2010
- Planning Board Adoption: September 2010
- Transmittal to Council: October 2010
- District Council Approval: April 2011