

-- Attachment B --

GOALS, CONCEPTS, AND GUIDELINES
AND
PUBLIC PARTICIPATION PROGRAM

for the

Greenbelt Metro Area and MD 193 Corridor
Sector Plan and Sectional Map Amendment (SMA)

May 2011

INTRODUCTION

The Prince George's County Planning Department of The Maryland-National Capital Park and Planning Commission (M-NCPPC) has been directed by the Prince George's County Council to develop a sector plan and concurrent sectional map amendment (SMA) for portions of Planning Area 67, including the General Plan designated Greenbelt Metropolitan Center and the University Boulevard/MD 193 Corridor within the City of Greenbelt and the Town of Berwyn Heights. This sector plan will contain policies, objectives, and recommendations that will guide future growth and development for the plan area. The SMA will implement the sector plan recommendations by amending the zoning map. The new sector plan and SMA will amend portions of the 1989 *Approved Master Plan for Langley Park-College Park-Greenbelt and Vicinity*; 1990 *Adopted Sectional Map Amendment for Planning Areas 65, 66, and 67*; and 2001 *Approved Sector Plan and Sectional Map Amendment for the Greenbelt Metro Area*; and implement the goals and policy recommendations of the 2002 *Prince George's County Approved General Plan*.

The Greenbelt Metro Area and MD 193 Corridor Sector Plan area encompasses approximately 1.79 square miles (or 1,144 acres) of land located in the northwestern portion of Prince George's County, Maryland. The sector plan area is bounded by the Capital Beltway (I-95/I-495), Henry A. Wallace Beltsville Agricultural Research Center, and the historic center of Greenbelt to the north; the city boundaries of College Park to the west; the residential portion of the Town of Berwyn Heights, Greenbelt National Park, and the Hunting Ridge apartment complex to the south; and the Windsor Green and Greenbrook residential communities to the east (See Figure 1).

The sector plan area features a mix of commercial, multifamily residential, light industrial, and civic uses anchored by the Greenbelt Green Line Metro Station, Beltway Plaza Mall, and Greenway Center shopping center. The Berwyn Heights industrial area and three large office parks are also within the sector plan boundaries: Capital Office Park, Golden Triangle Office Park, and Maryland Trade Center. Greenbelt National Park adjoins the sector plan area to the south, and the historic mixed-use core of Greenbelt is approximately one-quarter mile to the east.

The 2002 *Prince George's County Approved General Plan* contains policies and strategies to guide future growth and development. The General Plan designates three policy areas, each with unique characteristics and opportunities: the Developed Tier, the Developing Tier, and the Rural Tier. Additionally, centers and corridors were designated which focus on specific areas where more intense development is encouraged to take advantage of public investments in transportation facilities.

The sector plan area falls within the **Developed Tier**. The goals of the Developed Tier are to:

- 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
- Design and site public facilities in accordance with appropriate development patterns

The General Plan designates the Greenbelt Metro Station as a **Metropolitan Center** and University Boulevard and MD 193 as a **Corridor** within the sector plan area. Centers and corridors are locations where more intensive development and redevelopment should be encouraged within the Developed Tier. The goals for centers and corridors are to:

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

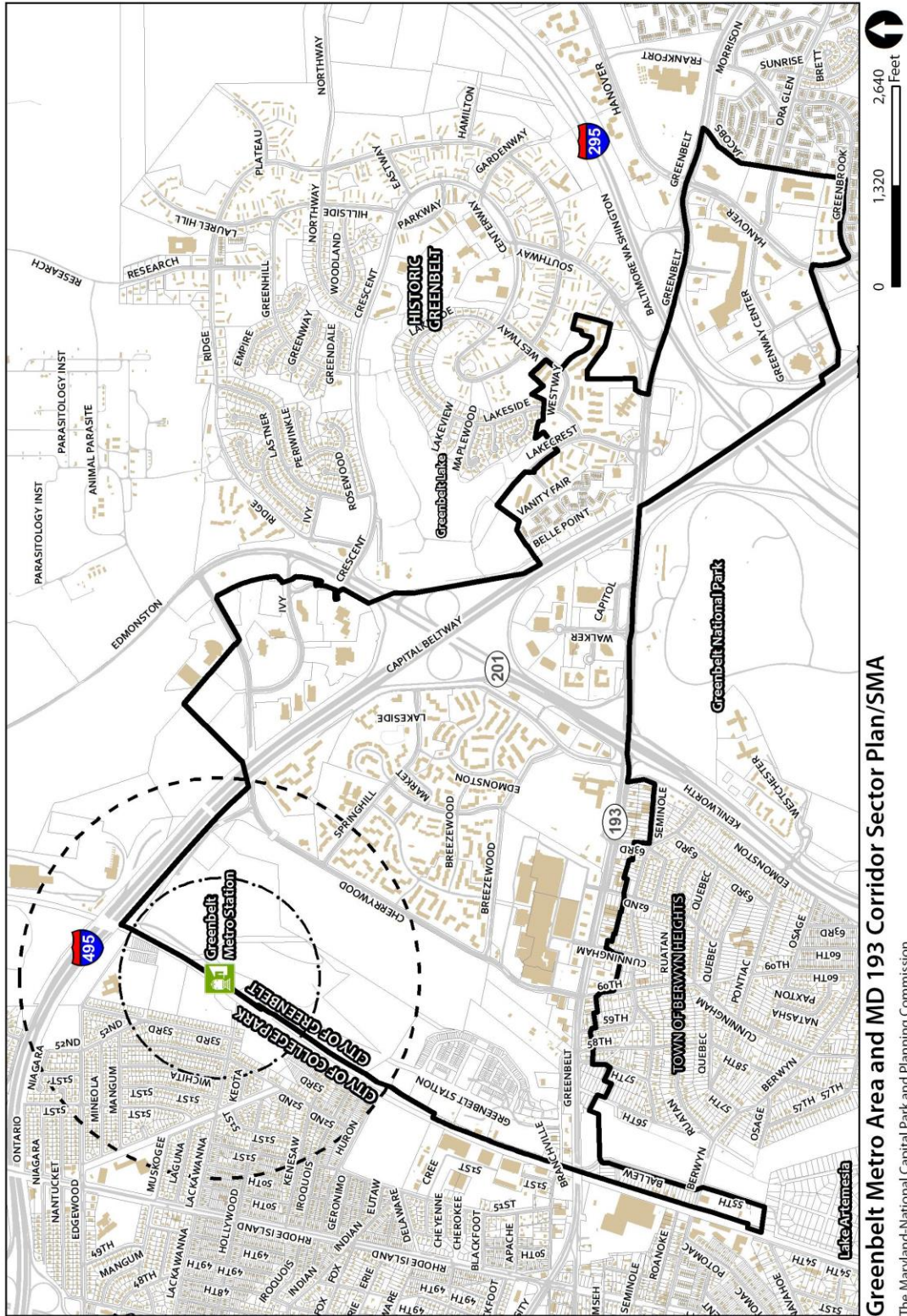
Metropolitan Centers are envisioned for high concentrations of land uses and economic activities that attract employers, workers, and customers from other parts of the metropolitan Washington area, such as large government service or major employment centers, major educational complexes, or high-intensity commercial uses. High-density residential development may also be located in or very near Metropolitan Centers. Metropolitan Centers can effectively be served by mass transit.

Higher intensity residential and nonresidential mixed uses are promoted at appropriate locations along key transportation routes, and development should occur within one-quarter mile of major intersections or transit stops along the corridor, in concert with existing and planned investments in public infrastructure. Compatibility of higher-intensity development with existing communities is essential, and close attention needs to be paid to design and land use relationships within and surrounding each project.

This document contains the proposed **Goals, Concepts, and Guidelines; Public Participation Program;** and **Schedule** for the Greenbelt Metro Area and MD 193 Corridor Sector Plan and SMA. 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. The proposed schedule lists estimated completion dates for major project milestones throughout the planning process.

FIGURE 1:

GREENBELT METRO AREA AND MD 193 CORRIDOR SECTOR PLAN AREA BOUNDARY



Greenbelt Metro Area and MD 193 Corridor Sector Plan/SMA

The Maryland-National Capital Park and Planning Commission
Prince George's County Planning Department

GOALS, CONCEPTS, AND GUIDELINES

The Goals, Concepts, and Guidelines for the Greenbelt Metro Area and MD 193 Corridor Sector Plan summarize the issues and priorities identified by major stakeholders, including citizens, property and business owners; the City of Greenbelt; the Town of Berwyn Heights; the City of College Park; the M-NCPPC; and county, state, and regional agencies. General Plan policies related to the sector plan area, other relevant master plans and sector plans, studies conducted in the sector plan area over the past ten years, and the input of project staff complemented the input gathered during the pre-planning phase of this project.

The categories of issues correspond to the various elements contained in the General Plan. The planning process will examine these categories of issues and other issues identified during the plan preparation stage, and recommend planning and zoning strategies to guide future growth and development.

Development Pattern

Goal: Promote a sustainable pattern of mixed-use 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:

- How to ensure a realistic, implementable vision for the future of the Greenbelt Metro Station and MD 193 Corridor?
- How to best capitalize on infrastructure investments, promote and accommodate transit-oriented development, and focus new development within walking distance of the Metro station and designated corridor nodes while respecting and enhancing the existing single-family residential character in the area?
- How to identify nodes where development may occur along the MD 193 Corridor?
- What relationship should existing office and commercial development have to proposed development at the Greenbelt Metro Station, and potential redevelopment along the MD 193 Corridor?
- What can be done to create a sense of place and tie neighborhoods together given the challenge posed by major roadways and physical barriers?
- What strategies are appropriate to facilitate future pedestrian-friendly, transit-oriented development?
- What form should development take to achieve the development pattern goals?
- How to coordinate efforts with the City of Greenbelt; the Town of Berwyn Heights; Washington Metropolitan Area Transit Authority (WMATA); the City of College Park; and county, state, and regional agencies to achieve shared visions for future development?

Environmental Infrastructure and Green Infrastructure

Goal: Ensure future development and redevelopment supports an enhanced and restored network of environmental features to create functional ecosystems, improve water quality, and support the desired development pattern of the General Plan.

Issues:

- How to implement the goals of the 2005 *Approved Countywide Green Infrastructure Plan* in this predominately urbanized area?
- What are appropriate watershed-level standards for impervious surface ratios and tree canopy coverage?
- How to connect urban areas with existing, restored, and enhanced natural stream corridor systems such as Indian Creek and Narragansett Run?

- What can be done to mitigate flooding issues within and adjacent to the sector plan area, such as in North College Park?
- What is the best way to plan, revitalize, and build public parks, plazas, greenways, and other open spaces to provide additional links in a green infrastructure network that provide for ecologic and hydrologic function?
- How to integrate connectivity of ecological and pedestrian systems into future and existing development, especially focused around the Greenbelt Metro Station?
- How to integrate Environmental Site Design (ESD) to the maximum extent practicable (MEP) during development and redevelopment?
- How to meet Chesapeake Bay Total Maximum Daily Load (TMDL) requirements while increasing development intensity and density in the area?
- How to increase urban tree canopy on public and private properties through the development process?
- How can the county encourage “green” development on sites and structures throughout the sector plan area?
- What can be done to minimize the impacts of noise and light pollution, degraded and non-regenerating urban forests, heat island and other micro-climate effects, increased impervious surfaces and lack of water recharge and infiltration, and other associated urban development impacts while promoting a transit-oriented, mixed-use form of development?
- How to address the existing degrading stream issues as identified in the Stream Corridor Assessments?
- How to incorporate recommendations for restoration from the Anacostia River Watershed Restoration Plan?

Transportation Systems

Goal: Provide a safe, affordable, and accessible multimodal transportation system that promotes transit ridership, maximizes investment in transit facilities and services, and supports city and county growth, development, community preservation, and revitalization goals.

Issues:

- How can connectivity between and within the noncontiguous areas of the sector plan boundary be improved for all modes of transportation?
- How can pedestrian and bicycle access along (and across) the Greenbelt Road Corridor and other major roads be made safer and more attractive? How can pedestrian and bicycle access to all uses, including schools, be made safer and more convenient?
- What funding mechanisms and resources are available to construct a full interchange at the Greenbelt Metro Station? How can potential negative impacts of a full interchange be mitigated?
- How can pedestrian and bicycle access to the Greenbelt Metro station be made safer and more convenient in order to increase the number of people who walk and bike to the Metro station?
- How should negative impacts of vehicular traffic on pedestrian and bicyclist safety and access to transit services and nearby land uses be mitigated?
- How can we best address and mitigate potential issues identified along local roads, including the potential impact of Kenilworth Avenue Extended, the need to improve multi-modal connectivity along Cherrywood Lane and Lakecrest Drive, and cut-through traffic within Berwyn Heights?
- What specific pedestrian and bicyclist safety improvements are needed now, and which ones would most effectively improve safety, access, circulation, and quality of user experience?
- What public improvements are needed to improve connectivity between the Greenbelt Road Corridor and the adjacent residential neighborhoods?
- How can parking be addressed to minimize the visual and environmental impacts of large surface parking lots or poorly situated structured parking facilities?

- How can implementation of previously recommended transportation improvements be facilitated? How can the sector plan best build upon recent trail facilities studies conducted for the City of Greenbelt?
- What is the best approach to address the adequacy of transportation facilities?
- How can we ensure a public realm that is attractive, pedestrian- and bicycle-friendly, and vibrant?
- How can trail connections to the Indian Creek Trail, Greenbelt National Park, and Buddy Attick Park trail system in historic Greenbelt be improved?

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 sector plan area?
- How can the maintenance of existing and future public infrastructure be improved?
- What can be done to provide safe and continuous linkages to public facilities?
- How can existing and future needs of health and safety facilities, particularly police, fire, and emergency facilities best be addressed?
- How to address school capacity issues in a built-out environment?
- What can the sector plan do to facilitate reprogramming and adaptive reuse of the historic Greenbelt Middle School?
- Is it possible or practical to relocate the school bus lot to another part of the county better suited for that use?
- Where is the best site for the relocation of the Greenbelt Volunteer Fire Station?

Parks and Recreation

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

Issues:

- Can cooperation between the county Department of Parks and Recreation and the City of Greenbelt Department of Recreation lead to new opportunities, foster innovative approaches to ensuring adequate park and recreation service, and serve as a model for future planning efforts?
- Are the current park and recreation facilities operated by the county and City of Greenbelt sufficient to meet the needs of existing and future residents of the sector plan area?
- What types of parks and recreation facilities are necessary or appropriate for an emerging transit-oriented community?
- How can access to existing parks and recreational facilities be improved?
- How can public and private open spaces in the sector plan area be improved?
- What can be done to improve the network of trails throughout parks and open spaces?
- Are there opportunities to incorporate low-impact and passive interpretive learning opportunities within wetlands, along the Indian Creek, and in other sensitive natural areas?
- How can multimodal trails best be integrated into the existing and future parks system?

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? Are there sufficient lifestyle housing options for persons aged 55 and over?

- What is the current demand for student housing generated by the University of Maryland in light of new housing options built within one-half mile of the university over the last decade? Does the demand for student housing generate impacts in the sector plan area?
- How to minimize potential impacts of transit-oriented, mixed-use development near the Metro station and along the MD 193 Corridor on nearby existing single-family residential communities?
- What strategies are best suited to promote improvements to existing multifamily residential communities?
- Are there innovative approaches to provide workforce housing opportunities and accommodate phased reinvestment or redevelopment to minimize multifamily displacement?

Economic Development

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

Issues:

- What enhancements and strategies should be pursued to improve the attractiveness of the sector plan area to an appropriate and diverse range of businesses?
- What kind of targeted investments will attract quality transit-oriented development (TOD) to the Greenbelt Metro Station area?
- What goods and services are desired by local residents but are currently not offered along the MD 193 Corridor?
- Can Beltway Plaza Mall and the Greenway Center be improved to better meet the community's needs without wholesale redevelopment?
- How can a new mix of residential and commercial development effectively compete with other proposed mixed-use development nearby?
- What marketing steps would be most effective to reduce the percentage of existing vacancies and attract high-value retailers, businesses, and research and development firms to the sector plan area?
- How can the sector plan area better take advantage of its designation as a State of Maryland Priority Funding Area to fully leverage the range of existing and potential economic incentives?
- How can the presence of nearby employment anchors such as the University of Maryland, Henry A. Wallace Beltsville Agricultural Research Center, and Goddard Space Flight Center be leveraged to help capture and retain strong new retail and office development?
- What resources can the county and the local municipalities commit to market the area, enhance its appearance, and help businesses and community leaders develop the organizational structure(s) needed to effectively partner in the area's future development?
- What is the potential to establish a self-sufficient community development corporation and/or business association to actively pursue sector plan implementation and secure additional funding sources? How would these organizations coordinate with the local municipalities?

Urban Design

Goal: Use urban design principles to achieve quality development and a distinct sense of place within the sector plan area.

Issues:

- How to create a sense of place and strengthen connections to activity centers and destinations within the sector plan area?
- What "lessons learned" from Historic Greenbelt and Berwyn Heights can be applied and built-upon to foster a sense of place and enhance community character within the sector plan area?

- How can we ensure the highest quality of transit-oriented development occurs within the Greenbelt Metro Station area? What approaches are suitable to ensure development in this location is sensitive to neighboring residential communities?
- What can be done to promote environmentally sustainable and green design principles in future development?
- What is the best way to apply principles and standards of Crime Prevention Through Environmental Design (CPTED) to discourage criminal activity?
- What design approaches can be applied to encourage connectivity, walkability, and pedestrian access throughout the sector plan area?
- How can portions of the sector plan area currently separated by major highways and other physical barriers be reintegrated through a unified design approach?
- Are “green” design approaches such as Leadership in Energy and Environmental Design (LEED®) for Neighborhood Development, other LEED® rating systems, and the Energy Star system appropriate for guiding transit-oriented development at the Metro station? If so, how can these approaches best be integrated into new development?

Historic Preservation

Goal: Identify and evaluate all historic resources for potential designation as historic sites to recognize their historical, architectural, cultural, or archeological value.

Issues:

- What can be done to ensure new development is compatible with and sensitive to nearby historic communities such as the Greenbelt National Historic Landmark?
- Are there additional historic resources that are appropriate for designation as historic sites?
- Are there historic resources within the sector plan area that are eligible for state and federal rehabilitation tax incentives?
- What are the best methods to increase public knowledge of identified local cultural and historic assets?

Implementation

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

Issues:

- What are the specific actions necessary to implement the sector plan? (e.g., regulatory, economic, and other tools)?
- What are the priorities and phasing plan for development and redevelopment?
- What is the phasing plan for implementation of the sector plan recommendations?
- Who are the key players needed for implementation of these recommendations and what are their roles?
- How to improve intergovernmental cooperation to support the implementation of the plan?

PUBLIC PARTICIPATION PROGRAM

Public participation is an essential element in the preparation of sector plans and sectional map amendments. The program is intended to facilitate broad participation by residents, community organizations, business owners, municipalities, public agencies, and other stakeholders. It is recognized that a strong community outreach program will provide multiple project benefits, including: a better understanding of the issues and opportunities for the area, buy-in from residents and key stakeholders, community ownership of the plan, and improved opportunities for plan implementation. Therefore, a

number of different community outreach strategies will be utilized to ensure that ample opportunities exist to keep stakeholders informed and facilitate public participation throughout the various stages of the project.

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

- The County Council Members of Districts 1, 3, and 4
- The Mayor and Council of the City of Greenbelt
- The Council of the Town of Berwyn Heights
- The City of Greenbelt Advisory Planning Board
- A televised presentation aired on the City of Greenbelt's municipal station
- The North College Park Citizens Association
- The Greenbelt East Advisory Coalition

On March 2, 2011, an information gathering meeting was held with residents and other stakeholders to further inform the Goals, Concepts, and Guidelines; and this public participation program. The meeting solicited input on what the community likes, what it would like to see changed, and how the staff could enhance the sector plan's public outreach process.

Obtaining Information from the Public

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

- *Community Workshops.* A series of workshops will be held with the community, including residents and property and business owners, to review pertinent background information, identify areas of concern, develop preliminary visions, goals, and strategies, review alternatives, identify functional area issues or recommendations that should be modified, eliminated, or added, and select preferred approaches to inform final draft recommendations.
- *Youth Workshop.* A workshop is envisioned for students (ages 8-15) to occur simultaneously with a community workshop. M-NCPPC staff will engage these students in an educational and fun planning exercise related to land use planning and design approaches. Students will then present their ideas to their parents at the conclusion of the workshop.
- *Envision Prince George's.* Staff will build on the success of the *Envision Prince George's* outreach and visioning exercises (<http://envisionprincegeorges.org>) and will focus on the Envision goal areas such as Live, Work, Enjoy, and Sustain throughout this sector planning effort. As a plan emphasizing transit-oriented, mixed-use development at a designated center and corridor, the Greenbelt Metro Area and MD 193 Corridor Sector Plan and Sectional Map Amendment will naturally incorporate and build on these tenets from Envision.
- *Key Stakeholder Interviews.* Interviews will be conducted with community leaders, business interests, elected officials, advocacy groups, apartment complex owners, county, state, and regional agency staff, and other key stakeholders to identify opportunities and areas of concern.

- *Spanish Interpretation.* Staff recognizes a large percentage of Hispanic residents live within the proposed sector plan boundaries. Spanish-speaking staff will be available for translation services during all community workshops and will translate flyers, newsletters, and other written material into Spanish for distribution.
- *Business Roundtable.* Staff will convene a meeting of the business and retail community to discuss opportunities and concerns.
- *Social Media.* Staff will explore the use of Facebook and other social media outlets as an innovative means to encourage interactive collaboration with project stakeholders.
- *E-mail.* An e-mail mailing list used to disseminate project information can serve as a means for soliciting input from citizens and other stakeholders. The project team will also consider the use of surveys distributed either via e-mail or on the project website.

Communicating Information to the Public

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

- *Community Organization Meetings.* Project staff will attend identified community organization meetings in Greenbelt, Berwyn Heights, and College Park 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.
- *Community Events.* Staff will attend public events in the community to share information and gain additional input for the plan. These events may include shopping center events, church events, festivals, and weekend and holiday events.
- *Local Media.* Staff will produce news releases/media advisories to provide project updates and announce major project milestones, project meetings, and public hearings. Staff will be sure to include prominent sources of local news such as the Greenbelt News Review, Greenbelt Patch, College Park Patch, and other social media sites and blogs. Additional outlets may include municipal newsletters and television stations, English and Spanish radio stations, and posted flyers at the Greenbelt Metro Station and business hubs.
- *Local Spanish Newspapers.* Staff will establish contact with local Spanish newspapers and will provide them with translated news releases and media advisories.
- *Public Newsletters.* A public information brochure outlining the overall goals, opportunities, challenges, and timing of the project was prepared in February 2011. This brochure will be supplemented by periodic newsletters intended to present project information in a dynamic, reader-friendly format.
- *Greenbelt Advisory Planning Board.* Staff will provide information on a monthly basis to the City of Greenbelt Planning Advisory Board.

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

SCHEDULE

The Greenbelt Metro Area and MD 193 Corridor Sector Plan and Sectional Map Amendment will follow the 18-month master planning process established in Zoning Bill CB-39-2005. The following schedule outlines estimated dates for the major milestones of this sector plan:

1.	Pre-Planning	June 2010—May 2011
2.	Planning Board Initiation	May 5, 2011
3.	District Council Authorization	May 24, 2011
4.	Prepare Sector Plan/SMA	May 2011—January 2012
5.	Permission to Print	January 12, 2012
6.	First Joint Public Hearing	March 20, 2012
7.	Planning Board Adoption and Endorsement	May 24, 2012
8.	Plan Transmittal to District Council	June 1, 2012
9.	District Council Sets Second Public Hearing	July 10, 2012
10.	Second Joint Public Hearing	September 11, 2012
11.	District Council Final Approval	October 2, 2012