

ATTACHMENT B

GOALS, CONCEPTS AND GUIDELINES

AND

PUBLIC PARTICIPATION PROGRAM

for the

Central US 1 Corridor

Sector Plan and Sectional Map Amendment (SMA)

October 2008

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 66, including the General Plan designated US 1 Corridor within the City of College Park. This sector plan will contain policies, objectives and recommendations that will guide future growth and development for the plan area, and the SMA will implement the sector plan recommendations by amending the zoning map. The new sector plan and SMA will amend the 1989/1990 *Approved Master Plan for Langley Park-College Park-Greenbelt and Vicinity, and Adopted Sectional Map Amendment for Planning Areas 65, 66 and 67*, 2001 *Approved Sector Plan and Sectional Map Amendment for the Greenbelt Metro Area*, and the 2002 *Approved College Park US 1 Corridor Sector Plan and Sectional Map Amendment* (Portion of Planning Area 66) and implement the goals and policy recommendations of the 2002 *Prince George's County Approved General Plan*.

The Central US 1 Corridor Sector Plan area encompasses approximately 1.21 square miles (or 773 acres) of land located in the northwestern portion of Prince George's County, Maryland. The sector plan area is bounded by the city boundaries of College Park to the north, the southern limit of mixed-use properties south of Guilford Road to the south, and commercial, mixed-use, vacant and related properties fronting or oriented to US 1 to the east and west, including established residential areas along Guilford Drive, Knox Road, and Cherry Hill Road, and commercial and residential properties located in the Hollywood community at the intersection of Rhode Island Avenue and Edgewood Road (See Figure 1).

The sector plan area features a mix of commercial, residential, light industrial and civic uses anchored by the University of Maryland, College Park campus and the historic downtown main street area of College Park. The sector plan area is bordered by the Beltsville Agricultural Research Center to the north, the stable residential enclaves of University Park and Riverdale Park to the south, and the College Park Metro Station and College Park airport 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 tiers, each with unique characteristics and opportunities: the Developed Tier, the Developing Tier, and the Rural Tier. Within the Developed and Developing Tiers, a policy overlay for Centers and Corridors focuses on specific areas where more intense development is encouraged to take advantage of public investments in transportation facilities.

Most of 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 portion of the sector plan area north of the Capital Beltway (I-495/I-95) falls within the **Developing Tier**. The goals of the Developing Tier are to:

- Maintain low- to moderate-density land uses (except in Centers and Corridors).
- Develop compact, higher-intensity, mixed-uses in Center and Corridors.
- Reinforce existing suburban residential neighborhoods.
- Reinforce planned commercial centers as community focal points.
- Develop compact, planned employment areas.
- Increase utilization of transit.
- Balance the pace of development with the ability of the private sector to provide adequate transportation and public facilities.
- Encourage contiguous expansion of development where public facilities and services can be more efficiently provided.

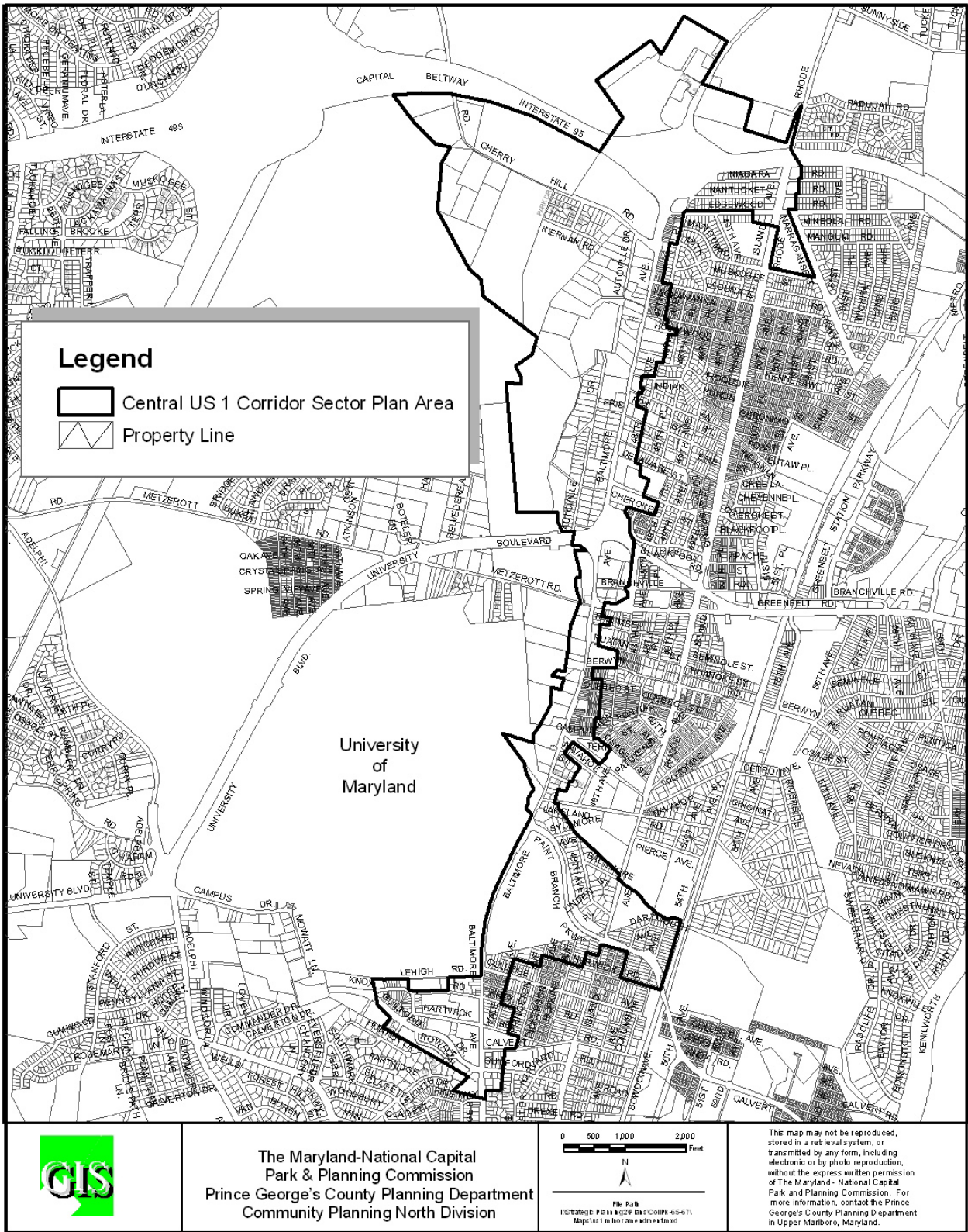
The General Plan designates US 1 as a **Corridor** within the sector plan area. Corridors are locations where more intensive development and redevelopment should be encouraged within the Developed and Developing Tiers. The goals for Corridors are to:

- 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.

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 Central US 1 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:
Central US 1 Corridor Sector Plan Area Boundary



The Maryland-National Capital
 Park & Planning Commission
 Prince George's County Planning Department
 Community Planning North Division

0 500 1000 2000 Feet



File Path
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GOALS, CONCEPTS AND GUIDELINES

The Goals, Concepts and Guidelines for the Central US 1 Corridor Sector Plan summarize the issues and priorities identified by major stakeholders, including citizens, property and business owners, the City of College Park, the University of Maryland, 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 four 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 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 balance the need to accommodate future development and maintain the character of the community?
- How to ensure a realistic, implementable vision for the future of the Central US 1 Corridor?
- How to identify nodes where development may occur along the Central US 1 Corridor?
- What form should development take along the Central US 1 Corridor to achieve the development pattern goals?
- How to coordinate efforts with the University of Maryland, City of College Park, and county, state, and regional agencies to achieve shared visions for future development?

Environmental Infrastructure and Green Infrastructure

Goal: Preserve, enhance, and restore an interconnected network of significant countywide environmental features that retains ecological functions, maintains or improves water quality and supports the desired development pattern of the General Plan.

Issues:

- 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 Central US 1?
- How to address flooding in some areas, especially on the west side of the US 1 Corridor north of the Paint Branch stream?
- How to implement low-impact stormwater management techniques to better manage stormwater quantity and quality on both new development and redevelopment projects?
- How will valuable environmental amenities be protected?
- What can be done to give the public better access to the area's natural resources, such as the Paint Branch?
- How to minimize the impacts of noise, light pollution, and other characteristics of a more urban and transit-oriented form of development?
- How to balance future development pressures in the US 1 Corridor with the need to maintain an interconnected network of environmental features?
- How to restore the Paint Branch to its normal, functional capacity and prevent the siltation of the river due to the consequences of development in the watershed?

- How to preserve, protect and enhance ground water features and restore lost ecological functions in the sector plan area?

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 presentation, and revitalization goals.

Issues:

- How to mitigate traffic congestion?
- How to improve pedestrian and vehicular safety along the US 1 Corridor?
- How to improve access to the College Park and Greenbelt Metro stations?
- How will the area's transportation systems interface with the ongoing countywide Master Plan of Transportation?
- What will be the potential impact of the proposed Purple Line on the Central US 1 Corridor?
- How can comprehensive bicycle and pedestrian facilities be retrofitted along the US 1 Corridor?
- How to improve connections to the existing Paint Branch Trail?
- How can pedestrian-oriented design be incorporated into new development or redevelopment within the US 1 Corridor?
- How to improve roadway and streetscape?
- How to facilitate implementation of previously recommended transportation improvements.
- How to address the adequacy of transportation facilities?

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?
- How to improve the maintenance of existing and future public infrastructure?
- How best to address existing and future needs of health and safety facilities, particularly police, fire, and emergency facilities?
- How to address school capacity issues in a built-out environment such as College Park?
- How to improve access to and use of public libraries? Is there a need for a new library facility within the sector plan area?
- How to improve access to major health care facilities?
- How to deal with water withdrawal permits issued in the aquifer recharge area?

Parks and Recreation

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 sector plan area?
- How to improve access to existing parks and recreational facilities?
- How to improve public and private open spaces in the sector plan area?
- How to preserve the operational capacity of the College Park Airport in light of development incursions into the airspace?
- How to improve the network of trails throughout parks and open spaces, and how to provide for alternate routes when some of these are flooded or temporarily inaccessible?

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?
- What are the impacts of the student housing demand generated by the University of Maryland?
- How to ensure sufficient student housing is provided along the US 1 Corridor?
- How to minimize mixed-use, commercial and industrial 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 density and mix of uses in the sector plan area?
- How to support and improve public-private partnerships in the sector plan area?
- How to support and improve existing local businesses?
- How to attract additional jobs to the sector plan area.
- What are the priority economic development areas?
- How to support existing and generate new employment opportunities?
- How to leverage the presence of the University of Maryland to help capture and retain strong new retail and office development?
- How to entice high-value retailers, businesses, and research and development firms to relocate to the US 1 Corridor?

Urban Design

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

Issues:

- How to create a sense of place and strengthen connections to activity centers and destinations within the sector plan area?
- How to ensure the highest quality of transit-supportive development occurs within the sector plan area?
- What can be done to preserve the character of existing neighborhoods?
- How to promote environmentally sustainable and green design principles in future development?
- How to use the principles and standards of Crime Prevention Through Environmental Design (CPTED) to discourage criminal activity?
- How to encourage walkability and pedestrian access throughout the sector plan area?

Historic Preservation

Goal: Identify and evaluate all historic resources for designation as historic sites.

Issues:

- How to preserve and maintain historic resources, including the Old Town College Park Historic District, while accommodating future growth and development?
- Are there additional historic resources that are appropriate for designation as historic sites?
- Are there historic resources within a National Register Historic District that are eligible for state and federal rehabilitation tax incentives?

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

The Public Participation Program (PPP) for the Central US 1 Corridor Sector Plan and 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, the City of College Park, the University of Maryland, 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. Proposed strategies for doing both are presented below.

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 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.
- *Local and Campus 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.
- *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.
- *Local Library:* Staff will work with nearby libraries including the Greenbelt and Hyattsville branches, and the University of Maryland McKeldin library to make project materials available to interested parties for their review.

- *E-mail*: E-mail and mailing lists will be extensively used throughout the process as a convenient way to disseminate information on plan progress and upcoming meetings.
- *Required Public Notification*: Staff will send flyers to all property owners within one-half mile of Planning Area 66 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.

Obtaining Information from the Public

Early feedback from members of the community indicates a strong preference for public participation strategies that facilitate meaningful discussion and guarantee 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:

- *Key Stakeholder Interviews*: Interview community leaders, business interests, elected officials, county, state, and regional agency staff, university student and administrative leaders, and other key stakeholders to identify areas of concern and the positions of various groups.
- *Developer Forum*: A forum will be held with developers and land use attorneys to gain their perspective on the plan area, and highlight the sector plan area as a prime location for mixed-use development per the recommendations of the 2002 General Plan.
- *Community Workshop*: A workshop will be held with the community early in the process, to include citizens, residents, and business owners, to focus on what works well in existing plans, what needs to be improved, and functional areas, issues, or recommendations that should be modified, eliminated, or added.
- *Design and Development Charrette*: An intensive six-day design and development charrette will be held late in 2008 to develop a preferred concept for land use, design, and development along the US 1 Corridor. This charrette will offer numerous opportunities for citizen and stakeholder input, and will result in a comprehensive design and development feasibility report that will identify and address issues essential to the implementation of the preferred concept. The concept will also inform development standards that will ensure high-quality development along the US 1 Corridor.
- *Post-Charrette Workshop*: A post-charrette workshop will be held in early 2009 to review the preferred concept and implementation strategies with the community and key stakeholders, and solicit additional input and buy-in prior to the preparation of a preliminary sector plan.
- *E-mail*: The same e-mail mailing lists 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.
- *Interactive Online Forums*: The project website will include a set of online, interactive forums dedicated to aspects of the sector plan and sectional map amendment process. Citizens, staff, and other stakeholders will have an opportunity to communicate on project-related issues in a free-flowing format.

SCHEDULE

The Central US 1 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:

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|-----|---|--------------------------|
| 1. | Pre-Planning | June 2008-September 2008 |
| 2. | Planning Board Initiation | October 2, 2008 |
| 3. | District Council Authorization | October 21, 2008 |
| 4. | Prepare Sector Plan/SMA | October 2008-June 2009 |
| 5. | Permission to Print | June 9, 2009 |
| 6. | First Joint Public Hearing | September 15, 2009 |
| 7. | Planning Board Adoption and Endorsement | November 19, 2009 |
| 8. | Plan Transmittal to District Council | November 2009 |
| 9. | District Council Sets Second Public Hearing | February 2, 2010 |
| 10. | Second Joint Public Hearing | March 9, 2010 |
| 11. | District Council Final Approval | April 13, 2010 |