

Attachment A

Revised

GOALS, CONCEPTS AND GUIDELINES

AND

PUBLIC PARTICIPATION PROGRAM

for the

Metro Green Line Corridor

Sector Plan and Sectional Map Amendment (SMA)

February 2012

(as revised March 19, 2012)

Introduction

The Prince George's County Planning Department of The Maryland-National Capital Park and Planning Commission (M-NCPPC) seeks permission to initiate a sector plan process and concurrent sectional map amendment (SMA) for portions of Planning Areas 75A & 76A, including the Branch Avenue Corridor within the Capital Beltway which is a designated Corridor in the 2002 *Prince George's County Approved General Plan*, and also Centers designated in the General Plan at the four Metrorail station areas that define the basic plan area. 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 Metro Green Line Corridor Sector Plan and SMA will supersede a portion of the 2000 *Approved Master Plan and Sectional Map Amendment for the Heights and Vicinity*, part of the area addressed in the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*, and implement the goals and policy recommendations of the 2002 *Prince George's County Approved General Plan*. The Metro Green Line Corridor Sector Plan and SMA may also amended or update the 2006 *Suitland Mixed-Use Town Center Development Plan*.

Background on the project area

The southern extension of the Metrorail Green Line into Prince George's County opened to the public in January 2001. Since its inception the line has operated as a successful commuter rail, with the station design oriented toward large surface and structured parking facilities offering park and ride access to the Metro system. While this service has allowed Metro patrons to access downtown Washington via rail, the greater economic development potential of the four station sites has not been fully explored in a formal planning process. In order to address this need, the Prince George's County Planning Department of The Maryland-National Capital Park and Planning Commission (M-NCPPC) applied for and received a grant from the U.S. Department of Housing and Urban Development under the Community Challenge Grant program of the Office of Sustainable Housing and Communities. The project outcome will propose improvements that align with the following six livability principles of HUD's Sustainable Communities Program:

1. Provide more transportation choices
2. Promote equitable, affordable housing
3. Enhance economic competitiveness
4. Support existing communities
5. Coordinate policies and leverage investment
6. Value communities and neighborhoods

The key project objectives are to increase the county's share of regional job growth; address income, jobs and transportation inequities; increase quality affordable housing through mixed-income projects; improve reverse commuting patterns, enhance connectivity and linkages to and between metro stations, and increase transportation options; and, stabilize and preserve nearby communities. The Goals, Concepts

and Guidelines provided below will meet the requirements of the HUD program and its principles. The grant period began on March 2011 and the work program must be complete and delivered to HUD before the end of February 2014.

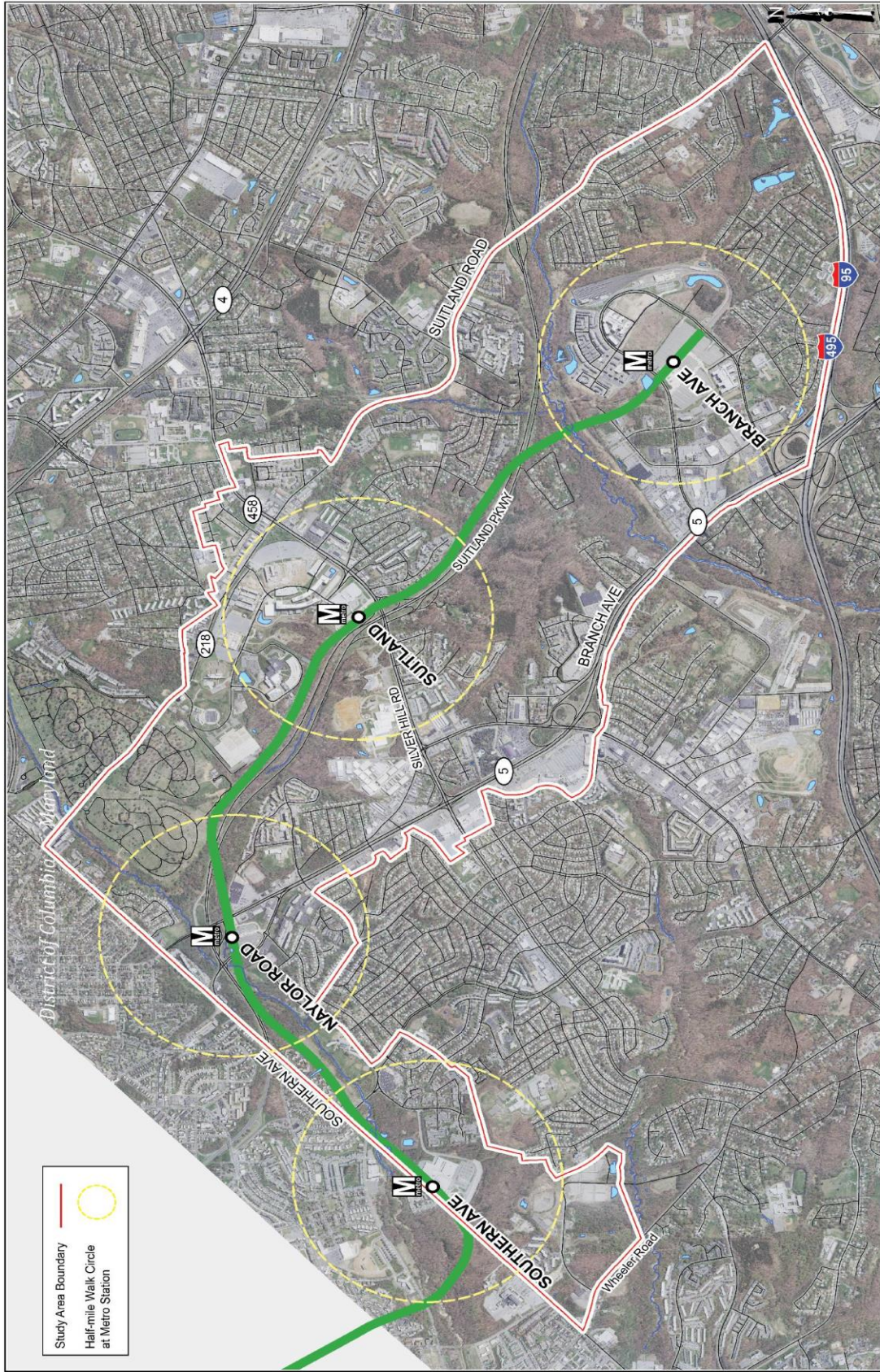
M-NCPPC has hired a consultant team and begun project area analysis and public outreach for the areas surrounding the four stations sites, which are:

- Southern Avenue Station
- Naylor Road Station
- Suitland Station
- Branch Avenue Station

The proposed Metro Green Line Corridor Sector Plan area encompasses 5.83 square miles or 3731 acres of land located in the south central portion of Prince George's County, Maryland. The proposed sector plan project area follows and surrounds the alignment of the southern portion of the Metrorail Green Line in Prince George's County and is roughly defined by Southern Avenue, Suitland Road, Interstate 495 (Capital Beltway), and Branch Avenue. The project area extends beyond Suitland Road to the east at its intersection with Silver Hill Road to include all of the area defined as the Suitland Mixed-Use Town Center (Suitland M-U-TC); along Branch Avenue it includes Iverson Mall and Marlow Heights Shopping Center that front on Branch Avenue near its intersection with Silver Hill Road; and, follows roadway center lines from Branch Avenue to Curtis Road to 28th Parkway to Oxon Run Drive to 23rd Parkway and Chadwick Street, past Panorama Elementary School, and along the north bank of Barnaby Run Stream to Wheeler Road. (See Figure 1, next page).

The Metro Green Line Corridor Sector Plan will focus on areas within a half-mile radius of the Southern Avenue, Naylor Road, Suitland and Branch Avenue Metrorail stations with the goal of identifying opportunities for transit-oriented development. Transportation and infrastructure planning will focus on access routes and connections to the Metro stations for all modes, and movement between stations and to major destinations in the defined study corridor. The sector plan area features a mix of residential, open space, commercial, employment, and institutional uses. The plan area includes portions of mature residential neighborhoods, such as Hillcrest Heights and Fleischmans Village; the commercial and institutional areas fronting on Silver Hill Road and Suitland Roads in the Suitland community, and also including Iverson Mall and Marlow Heights Shopping Center on Branch Avenue; and the area surrounding the Branch Avenue Station which has experienced new residential and mixed use development since the start of Metrorail service.

Figure 1
Metro Green Line Corridor study area



Relation to the General Plan

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. All of the proposed Metro Green Line Corridor Sector Plan area falls within the Developed Tier.

Planning goals for 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 Branch Avenue 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. Planning 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.

The General Plan also designates all of the four southern Green Line station areas as Centers as follows: Southern Avenue and Naylor Road station areas are designated Community Centers, Suitland Station is designated a Regional Center, and Branch Avenue Station is designated a Metropolitan Center. The 2008 *Branch Avenue Corridor Sector Plan* amended the General Plan to designate the Naylor Road Station area to the more intense Regional Center classification. In addition, the State of Maryland designated Naylor Road and Branch Avenue station areas as priority transit-oriented development sites in 2010.

Goals, Concepts, and Guidelines

The proposed Goals, Concepts, and Guidelines provide a framework for the development of the Metro Green Line Corridor Sector Plan based on the work program contained in the grant agreement with HUD and the scope of work to be performed by staff and the consultant team.

Land Use, Zoning, and Urban Design

Goal: Promote a pattern of transit-oriented development within walking distance of the four southern Metro Green Line stations.

Planning concepts and scope of work guidelines to shape future land use and urban design include:

1. Evaluate existing land use and zoning for consistency with principles of transit-oriented development, specifically in terms of higher density residential and higher intensity office uses within walking distance of the Metro stations.
2. Understand physical barriers to development at these station sites, including wetlands and steep slopes, stream corridors, floodplains and existing low-density residential subdivisions.
3. Investigate ownership of key parcels in the immediate station area and contact owners to discuss their plans for future development.
4. Create scenarios for land use change for each station area that explore the potential for more intense development.
5. Create an urban design framework for each station area, showing new roads that define developable blocks and sites.
6. Identify a recommended land use and urban development pattern based on available land and redevelopment potential, market potential, and transportation capacity.
7. Recommend basic urban design guidelines for building setback, housing and commercial building typologies, open space and placemaking amenities, and streetscape elements.

Transportation System

Goal: Provide a safe, convenient, and accessible transportation system that meets the basic need for travel via motorized and non-motorized modes, while promoting the use of public rail and bus transit, bicycle riding and walking as modes that reduce congestion and greenhouse gas emissions.

Planning concepts and scope of work guidelines to plan for improvements to the function of the transportation system and ensure access to the station by all modes include:

1. Establish baseline traffic movement and capacity based on data collection and identify constraints to further intensification of land use in the station areas given current mode split.
2. Establish baseline parking demand and supply analysis for each Metrorail station, including peak and off-peak periods and parking cost.
3. Establish baseline station access mode split.
4. Prepare transit network concept plan. Perform analysis and make recommendations to better integrate the Metrorail stations into a network of existing, planned, and proposed subregional and local transit services. Evaluate potential fixed guideway transit options that could link the study

corridor and Green Line stations to major subregional destinations at National Harbor, Upper Marlboro, Joint Base Andrews, and Largo Town Center. Identify potential new study corridor transit service concepts, such as bus rapid transit (BRT) and routes that would support creation of walkable, TOD neighborhoods and districts, and support pedestrian trips to commercial areas between Metrorail stations. Prepare a transit network concept plan diagram and map showing recommended routes and destinations.

5. Identify opportunities that will improve pedestrian and bicycle access to the Green Line stations and trips between stations. Analyze findings and develop criteria for identifying sidewalk, bike lane and trail priorities; prioritize projects that can improve bike and pedestrian access to Green Line; and identify possible funding sources for project implementation. Consider trail development as a part of an overall open space network connecting various communities in and adjacent to the study corridor.
6. Analyze existing conditions and make recommendations for improving the station sites and station area circulation.
7. Analyze how the alternative urban design scenarios will impact station capacity, especially parking, and mode split at interim and build out phases.
8. Develop strategies for station parking and joint development parking.

Economic Development

Goal: Establish an overall approach to economic development in the Green Line Corridor that maximizes employment opportunities, local incomes, and tax base.

Planning concepts and scope of work guidelines to establish an economic development strategy include:

1. Conduct key real estate and business stakeholder interviews focused on major land owners, real estate brokers, business owners, and developers and potential developers.
2. Identify and analyze impediments to development in the corridor, including market, structural, regulatory, and other factors.
3. Analyze and make recommendations for each real estate sector in regard to market trends, market potential, and positioning the corridor for any and all potential uses that will increase the intensity of land use at the stations and in the corridor, while also increasing Metrorail ridership, especially for reverse commute trips.
4. Survey planned office development in the station areas; evaluate trends in terms of market segment, including analysis of federal projects managed by the General Services Administration; generate recommendations for marketing and developing office space in the area including incentives and partnerships.
5. Identify opportunities for retail uses at the immediate stations sites and consider opportunities to serve daily needs of station neighborhood residents and employees; generate recommendations for retail development including incentives and small business incubation.
6. Survey existing housing types and identify new housing products that may find a market. Provide an analysis of existing rental and ownership opportunities for a spectrum of income levels, with an analysis of the affordability of existing housing stock within the station area and surrounding communities. Determine housing needs and demand potential for mixed-use and multi-family housing products. Recommend product types, pricing, amenities and absorption.

7. Consider the potential for new institutional uses that would benefit from proximity to a Metro station, such as educational or health services institutions.
8. Recommend strategies for joint development with WMATA and other land owners and structures for organizing public-private partnerships (including provision of shared parking and other infrastructure); identify resources for attracting and financing new development, including a list of existing incentives and public economic development programs and tools. Recommend strategies and programs to attract jobs and encourage creation of new businesses in the corridor. Suggest strategies and themes for branding the Green Line corridor within the Washington, D.C. metropolitan region.

Housing and Neighborhood Development

Goal: Plan for new residential development in walkable neighborhoods offering a mix of housing types and lifecycle choices.

Planning concepts and scope of work guidelines for neighborhood development include:

1. Improve the marketability of existing and new housing development through coordinated provision of a quality civic realm, including sidewalks, street trees, lighting and other amenities.
2. Research the housing market and provide creative approaches to supporting private investment in new housing stock.
3. Plan for a mix of housing types, including attached single-family units and multi-family units in attractive and well-built developments designed to hold long-term value.
4. Plan for a walkable mix of residential and neighborhood based convenience retail and hospitality businesses that serve daily needs of residents and contribute to community formation and cohesion.

Environmental Enhancement and Green Infrastructure

Goal: Ensure that future development and infrastructure minimizes impacts to sensitive environments, such as wetlands and steep slopes, while supporting enhancements to ecosystem function, improved surface water quality, and green infrastructure corridors.

Planning concepts and scope of work guidelines to plan for environmental protection include:

1. Create a land use plan that builds value from views into stream corridors and other undevelopable land, while also raising the amenity value of these corridors with trail and passive recreation facilities.
2. Keep development out of Regulated Areas, such as floodplains, wetlands, and steep slopes.
3. Utilize environmental site design to reduce stormwater run off to the maximum extent practicable when redeveloping sites.
4. Seek innovative programs to shift mode choice away from single-occupant vehicles to access Metro stations as a means reducing CO2 emissions.

Public Facilities

Goal: Plan for future public facilities to meet the needs of current and future population levels, while creating public amenities to attract new development to the corridor.

Planning concepts and scope of work guidelines in regard to public facilities include:

1. Inventory existing public facilities and gauge their adequacy and capacity to serve higher population levels.
2. Seek opportunities to improve public facilities, particularly schools, parks, and libraries, as an amenity to higher intensity development at the stations.
3. Plan for adequate provision of health and safety facilities, including police and fire district stations.
4. Establish guides for provision of placemaking park amenities in the immediate station area, both to serve residents and to add value to fronting property.
5. Plan for a system of off-street bicycle and pedestrian trails connecting neighborhoods to the stations, as a means of station access, and as a recreational amenity for residential development.

Implementation

Goal: Focus the resources and policies of Prince George's County on realizing an initial set of high priority projects within a five-year timeframe to encourage continued private investment at the Metro stations and establish high-quality precedents for future long-term development.

Planning concepts and scope of work guidelines to implement the plan include:

1. Write policy statements and provide supporting graphics and text to create a sector plan document.
2. Make parcel level recommendations for rezoning deemed necessary to establish a regulatory environment in agreement with the sector plan. Draft new zoning legislation as deemed necessary to create a regulatory framework for implementing the land use, urban design, transportation, and public facilities elements of the plan.
3. Identify immediate and long-term action steps for implementation and create a project priorities and phasing strategy. Identify potential responsible agencies for each action step and create a draft implementation action step matrix. Work with agency stakeholders to confirm participation of responsible agencies for each action step.
4. Provide order of magnitude cost estimates on key civil infrastructure projects deemed critical to support intensification at station sites.
5. Identify potential financing sources for public investments, including tax increment financing, business improvement and parking districts, public-private partnerships, state and federal economic development programs, and county capital budgets.

Public Participation Program

The Public Participation Program for the Metro Green Line Corridor Sector Plan is structured to facilitate access to a transparent planning process guided by an analysis of existing conditions, county policies, and community input. A strong community outreach program offers a number of benefits throughout the planning process, based on the belief that the community has the best understanding of the opportunities and challenges in the Green Line corridor and that the community will be best advocate for implementing

the many plan elements over the long term. Therefore, the goals for the community engagement for the Metro Green Line Corridor plan are to:

- inform and educate citizens about transit-oriented development and the benefits that TOD can bring to their communities,
- provide opportunities for the project team to obtain local knowledge about conditions in the corridor,
- ensure that all members of the community have an equal chance to engage in the planning process and provide input and feedback on the plan recommendations,
- provide support for long-term, community-based advocacy for implementing plan elements,
- identify resources and partnerships for implementation.

Methods of public engagement, outreach, and communication

Community input is an essential component of issues identification, plan visioning, data verification, and formulation of plan recommendations. Strategies that facilitate meaningful discussion and guarantee community input are at the heart of the planning process. A number of different methods for public participation will be utilized to ensure that multiple opportunities exist for active community engagement throughout the planning process. The project team will solicit participation from a broad range of stakeholders, including residents, business owners, property owners, civic and institutional organizations, and public agencies. Key stakeholders at each of the four station areas will be engaged to help determine their plans for future development and the wants and needs of the community.

Specific community engagement tools for obtaining stakeholder input include:

- Urban Land Institute Technical Advisory Panel workshop,
- Suitland design charrette,
- Steering Committee comprised of project partners and interjurisdictional and interdepartmental representatives,
- Southern Green Line Task Force, a resident-government cooperative coalition, to examine the economic development opportunities and implementation plan along the southern portion of the Green Line and make appropriate policy and implementation recommendations as part of the planning process.
- Response to short-term issues through coordination with partners,
- Key stakeholder interviews,
- Developer interviews,
- Community leaders meeting,
- General community workshops,
- Design principles workshop,
- Scenario options workshop,
- Recommended development plan open house.

Southern Green Line Task Force

The County Council appreciates the potential impacts of transit-oriented development along the Metro Green Line for citizen quality of life, and supports a comprehensive approach to development to encourage economic and mixed use development opportunities at the Metro stations located in the County, and most specifically the four stations within the Green Line Sector Plan area.

Accordingly, as part of this comprehensive approach, there will be a Southern Green Line Task Force to further review and evaluate the economic development opportunities along the southern portion of the Green Line and make appropriate policy and program recommendations to encourage Transit-Oriented Development along the Green Line corridor and sector plan area. The membership complement shall consist of:

- (1) Four (4) citizens of the County designated by the Council, residing within a one-half mile radius of the four Prince George's County Green Line stations, Southern Avenue, Suitland, Naylor Road, and Branch Avenue;
- (2) A representative from the County Council;
- (3) A representative from the Office of the County Executive;
- (4) A representative of the Economic Development Corporation
- (5) A representative from the Department of Public Works and Transportation;
- (6) A representative from the Washington Metropolitan Area Transit Authority (WMATA); and
- (7) A representative from the Maryland-National Capital Park and Planning Commission.

Throughout the entire planning process, staff will provide informational and educational materials to the public, including updates about upcoming events and progress of the project. Additionally, the education component will help the public understand options and principles that should guide choices about future development. Proposed outreach tools for communicating project information to the public include:

- Press releases will notify newspapers and other media outlets of upcoming community meetings and major plan development.
- The project newsletter and other materials will provide regular updates on the status of the project, along with study area maps, information on opportunities for public participation, summaries of community meetings, and project team information.
- The Prince George's County Planning Department website contains a webpage for the Metro Green Line Corridor Action Plan, as well as a TOD webpage. Visitors to the project webpage can access a project description, maps, graphics, plan documents, a project schedule, information on opportunities for public participation, and project team information. The web page will provide the most current updates available to the public.

Sustained public participation will be critical to the success of this project. Effective plan implementation requires the community to be advocates for and stewards of the plan, not only during its creation, but well beyond formal approval.

Project Schedule

The Metro Green Line Corridor Sector Plan and SMA project will follow the sector planning process established in Zoning Bill CB-39-2005 with a two-month extension. The following schedule outlines estimated dates, over a 20-month period, for the major milestones of this sector plan:

1. Pre-Planning	March 2011 to February 2012
2. Planning Board Initiation	February 23, 2012
3. District Council Authorization	March 20, 2012
4. Prepare Sector Plan/SMA	March 2012 to December 2012
5. Permission to Print	January 10, 2013
6. First Joint Public Hearing	April 2, 2013
7. Planning Board Adoption	June 6, 2013
8. Plan Transmittal to District Council	June 2013
9. District Council Approval or Authorization for a Second Public Hearing	July 20, 2013
10. Second Joint Public Hearing	September 2013
11. District Council Final Approval	October 2013