

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

Resolution No. CR-86-2008

Proposed by The Chairman (by request – Planning Board)

Introduced by Council Members Dean, Exum, Bland, Harrison, Knotts and Dernoga

Co-Sponsors _____

Date of Introduction September 23, 2008

RESOLUTION

1 A RESOLUTION concerning

2 Branch Avenue Corridor Sector Plan and Sectional Map Amendment

3 For the purpose of approving with amendments as an act of the County Council of Prince
4 George’s County, Maryland, sitting as the District Council, the Sector Plan and Sectional Map
5 Amendment for the Branch Avenue Corridor area, thereby defining long-range land use and
6 development policies and setting forth and adopting detailed zoning proposals for the area
7 comprising the Branch Avenue Corridor from the District of Columbia boundary line to St.
8 Barnabas Road, including the Naylor Road Metro Station, Iverson Mall, and Marlow Heights
9 Shopping Center, Silver Hill Road, Old Silver Hill Road, and the St. Barnabas Road commercial
10 corridor to the Capital Beltway.

11 WHEREAS, the Branch Avenue Corridor Sector Plan and Sectional Map Amendment
12 amends a portion of the 2000 *Approved Master Plan and Sectional Map Amendment for the*
13 *Heights and Vicinity* (Planning Area 76A); the 2002 *Prince George’s County Approved General*
14 *Plan* for the physical development of the Maryland-Washington Regional District within Prince
15 George’s County, Maryland; the 2005 *Countywide Green Infrastructure Plan*; the 1982 *Master*
16 *Plan of Transportation*; the 1983 *Functional Master Plan for Public School Sites*; the 2008
17 *Public Safety Facilities Master Plan*; the 1992 *Prince George’s County Historic Sites and*
18 *Districts Plan*; and the 1975 *Countywide Trails Plan* including the 1985 *Equestrian Addendum*;
19 and

20 WHEREAS, on March 6, 2007, in Council Resolution CR-11-2007, the County Council,
21 sitting as the District Council, directed The Maryland-National Capital Park and Planning

1 Commission to prepare a Sector Plan and Sectional Map Amendment for the Branch Avenue
2 Corridor area in order to develop a comprehensive plan that sets policies and strategies that will
3 improve the quality of life for the residential communities, improve the business climate, guide
4 revitalization and redevelopment in the sector plan area, maximize the use of existing transit
5 infrastructure, protect environmentally sensitive land, and implement the 2002 General Plan
6 vision for the Developed Tier; and

7 WHEREAS, on March 6, 2007, the District Council endorsed the Goals, Concepts and
8 Guidelines prepared by the Planning Board pursuant to Section 27-643 of the Zoning Ordinance;
9 and

10 WHEREAS, the Planning Board hosted a series of stakeholder meetings to inform the
11 public of the planning process and solicit issues and concerns, and the Planning Board further
12 conducted three planning workshops, including a four-day planning and design charrette, and a
13 one-day post-charrette as the major component of the Public Participation Program to involve the
14 community in the preparation of the Plan; and

15 WHEREAS, the Plan recommends the designation of the Sector Plan area as a
16 Revitalization Overlay Area and uses that designation to target regulatory legislation and
17 financial assistance required to successfully implement the recommendations of the plan and the
18 sectional map amendment; and

19 WHEREAS, on November 1, 2007, the Planning Board granted permission to print the
20 Preliminary Branch Avenue Corridor Sector Plan and Proposed Sectional Map Amendment; and

21 WHEREAS, on January 29, 2008, the District Council and the Planning Board held a duly
22 advertised joint public hearing on the Preliminary Branch Avenue Corridor Sector Plan and
23 Proposed Sectional Map Amendment; and

24 WHEREAS, pursuant to Section 27-645(b) of the Zoning Ordinance, the plan proposals for
25 public facilities were referred to the County Executive and District Council for review, and the
26 District Council subsequently endorsed the Sector Plan proposal for public facilities as amended
27 by CR-15-2008; and

28 WHEREAS, on April 17, 2008, the Planning Board held a work session to consider the
29 public hearing testimony; and

30 WHEREAS, on April 24, 2008, the Planning Board, in response to the public hearing
31 testimony, adopted the Sector Plan and endorsed the Sectional Map Amendment with revisions
32

1 as described in Prince George's County Planning Board Resolution PGCPB No. 08-55 and
2 transmitted the Sector Plan and Sectional Map Amendment to the District Council on May 16,
3 2008; and

4 WHEREAS, on June 10, 2008, the District Council held a work session to review the
5 Planning Board recommendations on the public hearing testimony and generally endorsed the
6 Planning Board recommendations contained in PGCPB No. 08-55, it nevertheless made the
7 following findings:

8 (a) The designation of mixed land uses or the M-X-T Zone should be strategic and should be
9 primarily focused along Branch Avenue, or at a designated center or corridor node.

10 (b) Due to the limited availability of public funds, the implementation of the recommended
11 public infrastructure improvements or financial incentives should be prioritized. Public
12 investment should be focused within the Naylor Road Metro Station Core area; and

13 WHEREAS, on July 1, 2008, the District Council decided to propose amendments to
14 the adopted Plan and endorsed Sectional Map Amendment and to hold a second public hearing to
15 allow public comments; and

16 WHEREAS, as it was the intent of the District Council to include among the proposed
17 amendments all the endorsed zoning changes that were not advertised for citizen comments at
18 the January 29, 2008, joint public hearing, with revisions directed by the Council and updated to
19 include references to exhibits that were added to the record after the close of hearing record; and

20 WHEREAS, on July 15, 2008, the District Council approved resolution CR-70-2008,
21 proposing amendments to the adopted Plan and endorsed Sectional Map Amendment authorizing
22 a second public hearing on September 9, 2008; and

23 WHEREAS, on September 9, 2008, the District Council and the Planning Board held a
24 duly advertised joint public hearing on the amendments contained in CR-70-2008, and did not
25 receive any comments on the proposed amendments.

26 NOW, THEREFORE, BE IT RESOLVED by the County Council of Prince George's
27 County, Maryland, sitting as the District Council for that part of the Maryland-Washington
28 Regional District in Prince George's County, Maryland, that the Sector Plan and Sectional Map
29 Amendment for the Branch Avenue Corridor area as adopted and endorsed on April 24, 2008, by
30 PGCPB No. 08-55, are hereby approved, with the following amendments and revisions:
31

SECTIONAL MAP AMENDMENT

AMENDMENT 1 Retain the existing C-O Zone on 3701 St. Barnabas Road. Account Number: 0436246, Acreage: 4.31.

AMENDMENT 2 Change the zoning of the properties a. through y. identified in Amendment 1 of CR-70-2008, from the existing C-M Zone to the C-S-C Zone. Retain the existing C-S-C Zone on 3405 Bonita Street, account number 0485946.

AMENDMENT 3 Retain the existing C-M Zone on 7,800 square feet of the 1.2202 property located at 4011 Silver Hill Road, identified as Parcel A, Zaatra Commercial and depicted on Plat Book REP 211, Plat No. 42. Account No. 3742251, as set forth in the Zoning Exhibit and Metes and Bounds description, attached hereto as Attachment A and incorporated as if set forth fully herein.

SECTOR PLAN

AMENDMENT 4 Add language to the plan text to incorporate a phasing plan to clearly state that the Naylor Road Metro Station Core area should be the priority for any public investment toward the implementation of the plan recommendations.

Revise Strategy 1, Policy 1, under Economic Development , p. 54, to read as follows:

Use the recommended designation of a Revitalization Overlay Area to foster a collaboration among [develop a partnership with] the county's Redevelopment Authority, [and its] Economic Development Corporation and any other governmental funding sources to commit financial, personnel, and other assistance to support the implementation of the economic, revitalization, and redevelopment recommendations of this plan, with priority at the Naylor Road Metro Station Core area.

Add Chapter 7 to the plan text entitled "Implementation Action Timeline" as follows:

IMPLEMENTATION ACTION TIMELINE

Implementation is critical to the realization of the plan vision. The approval of this plan puts in place the appropriate zoning tools, an important part of the implementation program. The designation of the Sector Plan area as a Revitalization Overlay Area is key in targeting other regulatory and financial assistance to this area to ensure the implementation of many of the

strategies in the plan. This plan recognizes that the vision is long range and requires commitment from property owners, developer interest and funding, and governmental support and prioritization of activities. Due to limited public financial resources, priority is given to the redevelopment of the Naylor Road Metro Station Core area where transit infrastructure exists. The plan assumes that redevelopment of the Metro Station area can stimulate redevelopment of other areas along the Branch Avenue Corridor at the same time given the right mix of incentives and market condition. Private redevelopment of other areas along the corridor could occur before or simultaneous with development at the Naylor Road Metro Station, however, the Metro Station area remains the priority for public infrastructure improvement.

The plan vision cannot be realized overnight. In order to create an environment for major redevelopment and to improve the area's image and business climate, some immediate actions need to take place. Although some actions may be identified as immediate or mid-term, they are intended to continue for the foreseeable future in order to ensure lasting change and a healthier community long term. Long-term actions depend on the successful implementation of immediate and mid-term actions in many cases, or are expected to require more time to establish and implement. They are the last phase in realizing the vision set forth by the community. The following Implementation Action Timeline establishes appropriate immediate, mid- and long-term actions relevant to the implementation of the plan vision over time.

Immediate Actions (less than 3 years)

1. Develop legislation to define criteria, programs and necessary regulatory mechanisms to implement the Revitalization Overlay Area for the Sector Plan area. Focus county staff and other public resources necessary for infrastructure improvements and to implement revitalization and redevelopment efforts starting within the Naylor Road Metro Station Core area.
2. Develop legislation to limit uses that when concentrated are detrimental to the economic revitalization goals within the designated Revitalization Overlay Area.
3. Develop legislation to amend the M-X-T Zone to utilize the plan's standards and guidelines to regulate the mix of uses, density and intensity, building placement, street level activities/uses, parking flexibility, building height, location of vertical and horizontal uses, and general quality of materials.
4. Systematically enforce all applicable county codes, particularly property maintenance and zoning codes, through area-based assignment of inspectors and education of property owners. Develop legislation for necessary improvements to ensure adequate maintenance of properties.

5. Work with the Department of Environmental Resources and the Department of Public Works to schedule regular clean-ups that include area businesses and neighboring communities.
6. Intensify police patrols in areas of high crime, particularly around the Naylor Road Metro Station and Iverson Street.
7. Create a community-led crime prevention campaign that educates and motivates citizens to get involved and introduce the Crime Prevention through Environmental Design (CPTED) principles.
8. Conduct a study of the industrial land uses adjacent to the St. Barnabas commercial corridor for impacts on the commercial and residential uses within the area. Include recommendations for necessary improvement and a strategy for improvements including possible rezoning needs.
9. Explore the feasibility of creating a parking district to encourage shared parking structures and possible redevelopment partnerships.
10. Develop a phasing and implement plan to construct trail connections to ensure pedestrian connections to mixed-use development giving the Naylor Road Metro Station Core area top priority.
11. Work with appropriate agencies, including SHA and the Department of Parks and Recreation to develop concept plans and an implementation strategy to transform Branch Avenue into an urban boulevard in conjunction with a linear park.
12. Focus on the redevelopment and revitalization of the Naylor Road Metro Station area with a mixed-use development of office, residential, retail, public and quasi-public uses utilizing design guidelines and standards in the plan.

Mid-Term Actions (3-7 years)

1. Continue to focus on the redevelopment and revitalization of the Naylor Road Metro Station area.
2. Explore financial and regulatory incentives for small property owners to assemble land suitable for mixed-use development.
3. Facilitate land acquisition, facility development, and recreational programming in the Naylor Road Metro Station area.
4. Identify and secure joint public and private funding mechanisms that will allow for the planning, design and timely construction and implementation of multimodal transportation network enhancements to promote more nonvehicular travel in the corridor.
5. Provide shuttle bus services to facilitate transit ridership from the new mixed-use centers.
6. Construct distinctive and welcoming gateways to the sector plan area.
7. Work with PEPCO, Verizon, Comcast, and other electrical and technological infrastructure service providers to update and improve their services in the area to ensure adequacy for existing and future development.

8. Explore the opportunity of forming a business improvement district (BID) to fund special services.
9. Establish a multidimensional branding campaign that brings clear identity and intensively markets the area, develop a tenant recruitment program, and create tax incentives for businesses to locate to the area.
10. Use CPTED principles in all designs of new projects to create more eyes on the street to encourage residents and customers to notify business owners and police of suspicious behaviors around the corridor.
11. Work with Iverson Mall and Marlow Heights on a staging plan for redeveloping the area as a mixed-use node including the prioritization of necessary public improvements to support the redevelopment projects.
12. Continue to provide transportation enhancements as warranted by the level of development including the development of Branch Avenue into an urban boulevard.
13. Work with appropriate agencies, including SHA and the Department of Public Works and Transportation, and property owners to develop a concept plan and implementation strategy to transform St. Barnabas Road into a minor urban boulevard.
14. Provide shuttle bus services to the Suitland Metro Station and the Naylor Road Metro Station from the major roadways in the Sector Plan area. Provide a super station and transfer point at the intersection of Silver Hill Road.

Long-Term Actions (7+ years)

1. Focus efforts to implement the phasing of the redevelopment of the Iverson Mall and Marlow Heights mixed-use nodes as the Naylor Road Metro Station area develops. Provide necessary public incentives and infrastructure development to support the redevelopment.
2. Continue a multidimensional branding campaign that brings clear identity and intensively markets the area and create tax incentives for recruiting quality businesses to locate to the area.
3. Provide needed public facilities per plan recommendation concurrent with the intensification of the sector plan area including a library, schools, parks, a revitalized Marlow Heights Community Center, and trails.
4. Explore the feasibility of replacing the shuttle bus services with a light-transit service that could provide an extension of the proposed rail transit between Northern Virginia, National Harbor, Oxon Hill Road, the St. Barnabas Road and Branch Avenue Corridors, and the Suitland Metro Station. If warranted, develop a longer range plan for implementation

AMENDMENT 5 Revise plan text and maps as appropriate to show consistency between any District Council rezoning, the proposed land use map, and any related text maps and illustrations.

1 BE IT FURTHER RESOLVED that the planning staff is authorized to make appropriate
2 text and map revisions to correct identified errors, reflect updated information, and incorporate
3 the zoning map changes reflected in this Resolution.

4 BE IT FURTHER RESOLVED that this Sectional Map Amendment is an amendment to
5 the Zoning Ordinance and to the official zoning map for the Maryland-Washington Regional
6 District in Prince George’s County, Maryland. The zoning changes approved by this Resolution
7 shall be depicted on the official zoning map of the County.

8 BE IT FURTHER RESOLVED that this Resolution shall take effect on the date of its
9 adoption.

Adopted this 30th of September, 2008.

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

BY: _____
Samuel H. Dean
Chairman

ATTEST:

Redis C. Floyd
Clerk of the Council

Attachment A is available in LIS as an Inclusion File