

**Application for
Prince George's County,
Town of Landover Hills,
and City of
New Carrollton**

June 5, 2014

Maryland
Department of
Housing and
Community
Development

**Sustainable
Community
Designation**

I. SUSTAINABLE COMMUNITY APPLICANT INFORMATION

Name of Sustainable Community: Landover Hills and New Carrollton

Name of Applicant: Prince George's County

Applicant's Federal Identification Number: 52-6000998

Applicant's Street Address: 14741 Governor Oden Bowie Drive

City: Upper Marlboro

County: Prince George's

State: Maryland

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II. SUSTAINABLE COMMUNITY BASELINE INFORMATION

A. Proposed Sustainable Community Area(s):

(1) Name of proposed Sustainable Community Area(s): Landover Hills and New Carrollton

(2) Provide a description of SC area boundaries: The Sustainable Community boundary includes the municipalities of the Town of Landover Hills and City of New Carrollton. The boundary encompasses the commercial properties adjacent to the Annapolis Road (MD 450) corridor east of the Baltimore Washington Parkway to the intersection of the Lanham Severn and Cipriano Roads. It also contains the commercial properties in close proximity to the Amtrak/New Carrollton Metro and proposed Purple Line stations, north of US 50, south of Annapolis Road, East of the West Lanham Hills and the Hanson Oaks Communities west of 1-495.

(3) Approximate number of acres within the SC area: The Landover Hills and City of New Carrollton Sustainable Community boundary includes 2,423.22± acres.

(4) Existing federal, state or local designations: The SC area includes a designated Neighborhood

(5) Prior Revitalization Investments & Smart Growth:

(a) *List and describe any significant State and local smart growth or revitalization related program investments. What impact have these investments made in the community?*

In 1979, the Town of Landover Hills applied for a Community Development Block Grant to construct sidewalks along portions of Annapolis Road (MD 450). Since that time, the town applied and received additional grants totaling over \$2,000,000 to resurface streets, replace curbs and gutters and sidewalks within the community. These improvements have helped to create and a more walkable and sustainable community.

In 2002, Landover Hills received a \$75,000 grant from the Community Parks and Playgrounds/Open Spaces organization to construct a playground adjacent to the Town Hall. The playground provided a social and recreational place for community residents.

In 2010, Landover Hills received a \$27,000 grant from the Governor's Office of Crime Control to upgrade police radios in efforts to improve efficiency and communication.

In 2012, Landover Hills received a \$50,000 Community Park and Playground grant to construct the Landover Hills Veteran's Memorial to honor veterans in the community. The grant also allowed community park amenities to be upgraded.

During the years of 2010-2014, the City of New Carrollton received an annual \$4,000 School Bus grant to allow officers to patrol streets during hours when buses are transporting students to and from school.

From 2011-2014, New Carrollton received a total of \$214,161 in grant funding to hire an additional police officer for 3 years.

Throughout 2011-2014, New Carrollton received a total of \$6,000.00 in grants from the State Highway Administration to allow officers to target areas for various violations such as DUI, aggressive driving, seatbelts and illegal pedestrian crossings.

During 2012-2013, New Carrollton received \$3,500.00 in Byrne Justice Assistance (BJA) grant funding to purchase body worn video cameras to help settle disputes between officers and suspects.

Between the years of 2013-2014, New Carrollton received a total of \$19,431.00 in BJA grants to purchase tablets and mobile equipment to allow officers the ability to instantly gather and share information.

The above mentioned projects have had and will continue to have positive impacts on the Landover Hills and New Carrollton Sustainable Community Area through the strengthening of neighborhoods, promoting public safety, and encouraging pedestrian-oriented communities.

(b) Describe any existing barriers to Smart Growth that may affect your jurisdiction or the proposed SC area.

The condition of housing in certain neighborhoods, lack of connectivity, and dearth in the variety retail establishments are issues affecting sustainability in the SC area. The majority of residential properties in the SC area are older, stable detached single-family houses, with some multifamily units built in the 1960's. However, some of the residential housing is in need of improvement, as there are some code enforcement issues.

Reducing vehicle dependency is another critical element for achieving sustainability. There is a need for improved pedestrian access, connectivity, and streetscape improvements in the SC area. Poor connectivity between various land uses and limited modes of transport prevent an ease of travel for all users. Many neighborhoods in the SC area are poorly connected without appropriate sidewalks or local road connections between destinations. The communities are adjacent to major roads with high volumes of traffic that have become barriers to pedestrians and cyclists because they are unsafe. There are recommendations in the action plan to improve pedestrian access, connectivity and streetscape in the SC area.

The SC area also has strip commercial shopping centers with similar uses, yet limited choices. Some of the shopping centers have experienced economic distress that may benefit from revitalization efforts.

B. Community Conditions: Strengths and Weaknesses

(1) Describe the strengths and weaknesses in the proposed Area's existing built environment.

Strengths:

- The majority of the housing stock in the SC area is well maintained and is relatively affordable, which makes the area very attractive for first time home buyers.
- The area is in close proximity to major roadways such as Annapolis Road, Baltimore Washington Parkway, US Route 50 and the Capital Beltway (I-495).
- The community is also accessible to public transportation systems including Prince George's County's TheBus and Metro bus lines, the New Carrollton Metro station, and the proposed Purple Line Stations as well as Amtrak.
- Parks owned by M-NCPPC and municipal open spaces provide area residents with some gathering places for recreational activities and social events.
- There are numerous religious institutions and affiliated organizations which serve as important resources for the community.
- Government agencies such as the Maryland Department of Housing and Community Development which is locating in close proximity to the Amtrak/New Carrollton Metro and proposed Purple Line stations will make the area more attractive to potential buyers and retailers.

Weaknesses:

- Traffic along the Annapolis Road (MD 450) corridor creates a challenge for residents to regress and ingress into the community during peak hours.
- There is some disconnect between several of the neighborhoods, making it difficult for many residents including school children to traverse through the community.
- The Town of Landover Hills does not have direct access to major roadways and lacks amenities within the town to serve its residents.
- Landover Hills lacks signage and significant identifying gateways which could help to create a sense of place.
- An aging housing stock dominates many neighborhoods the area, many with code enforcement issues.
- There are too many auto dealerships along Annapolis Road (MD 450). Limiting those uses may create an opportunity for retail development that could better serve the communities.
- The community is faced with an aging infrastructure; there are issues with flooding and the street network.
- Although there are several bus routes in the SC area, many of the bus stops are not sited in convenient locations; many of the bus stops lack shelters, which leave the riders exposed to the elements.

(2) Describe the Area's land use/zoning make-up (residential, commercial, industrial, and mixed-use). Is the current land use or zoning conducive to revitalization investment?

The existing land uses in the Landover Hills and New Carrollton SC area primarily consist of single family detached residential (R-55) neighborhoods. There are multifamily high (R-10) and medium density (R-18) residential uses adjacent to the intersection of Riverdale Road/Annapolis Road (MD 450) and Finns lane/MD 450. The commercial uses which consist primarily of shopping centers (C-S-C), offices (C-O) and miscellaneous (C-M) are located adjacent to the MD450 corridor and a portion of Lanham Severn Road (MD 564).

The area also includes transit-oriented uses at the Amtrak/New Carrollton Metro and proposed Purple Line stations and at the intersection of MD 450/Veterans Parkway (MD 410) with mixed use infill. This use is also located at the intersection of MD 450/Cooper Lane, which leads to the Amtrak/New Carrollton Metro and propose Purple Line stations. Open Spaces (O-S) for recreational uses are located in close proximity to the stations on Ellin Lane and Garden City Drive. The mix of land uses in the SC area is quite conducive to revitalization investment.

(3) Describe strengths and weaknesses in basic features of community quality-of-life.

Strengths:

- The SC area is culturally diverse with residents from many parts of the world including Latin America, Asia, and Africa.
- The crime rate in the area is significantly lower than the Maryland average and is much safer than most towns and cities in the nation according to a recent survey by Areavibe Statistics.
- The municipal Code Enforcement divisions of the municipalities are active in reducing violations and conditions of blight which helps to make the communities more attractive places to live.
- Community gardens provide a social environment for area residents in the community and help beautiful area.
- Area residents are supportive one another which helps create a sense of community.
- Residents also participate in events such as National Night Out, and community yard sales which also help to create a sense of community.
- Many SC area residents frequent the County library located on Riverdale Road in New Carrollton; the library is open 6 days per week and provides a variety of services.

Weaknesses:

- There are not many quality eating and shopping establishments (i.e. sit down restaurants) in the SC area.
- There is a nominal mix of businesses in the SC area; with many duplicated service-oriented businesses in the community.

- Many area sidewalks and streets are in need of repair such improvements would provide better community access for pedestrians and vehicles. As a result there have been high incidences of pedestrian accidents along major roadways.
- Some of the panhandlers along the MD 450 corridor are aggressive and disruptive to retail and restaurant patrons, this makes the environment appear unsafe.
- There is a need for a community center for recreational and community activities that will provide the residents with a place to gather and socialize.

C. Natural Resources and Environmental Impact: Strengths and Weaknesses

(1) Describe the strengths and weaknesses of the community's "natural environment" in or near the Sustainable Community Area.

Strengths:

- The Sustainable Community Area is within the designated network of the Countywide Green Infrastructure Plan developed by Prince George's County. This master plan designates a network of ecological areas of countywide significance. Green infrastructure features such as streams, wetlands, remaining woodland and the 100-year floodplain provide many benefits including open space, improved air and water quality, and natural habitat.
- Although most of the community is developed, many environmental assets remain, including wetlands (4 acres), the 100-year floodplain (92 acres), more than 60 acres of woodland, and more than 8,000 linear feet of known streams, some of which originate within the community boundaries making them "headwaters" streams within their respective watersheds. These provide essential habitat, stormwater quality and quantity control, and other much needed ecological services that improve the community's environment and quality of place.
- The community is adjacent to the Baldhill Branch, a Tier II stream segment. Tier II streams are high-quality waterways with chemical or biological characteristics that are significantly better than the minimum high water quality standards.
- The area also contains many park facilities that provide open space and recreational opportunities for residents.

Weaknesses:

- The amount of forest canopy in the community has decreased since 1938 by more than 60%.
- The low level of forest canopy that remains (22%) coupled with the high level of impervious surfaces (41%) contributes to degraded water quality in the receiving streams. The State has rated stream habitat and water quality in the area's watersheds as "very poor" and "poor", respectively.
- Most of the land within the sustainable community was developed before the adoption of requirements to conserve woodland, control stormwater, or protect streams, wetlands and floodplains. As a result stream buffers were removed, wetlands and floodplains were filled to create more buildable space, and large areas of impervious surfaces such as roads, sidewalks, and parking lots were created.

- Existing trails are limited while residential and commercial development is poorly connected to greenspace and recreational facilities.

(2) Describe the strengths and weaknesses of any current efforts to reduce the community's "carbon footprint" or impact on the environment.

Strengths:

- The area's high impervious surface area (41%) and low forest and tree cover (21%) provide opportunities to reduce its carbon footprint by removing impervious surfaces and increasing the amount of green space and tree cover during redevelopment. Improvements at existing development at the southeast quadrant of the I-295/MD450 Intersection alone (i.e. Wal-Mart, Safeway, Toyota Dealership and AMF Bowling Centers, Inc.) could replace between five and ten acres of impervious area with new tree cover.
- The county has been allocated \$6.6 million from the U.S. Department of Energy under its Energy Efficiency and Conservation Block Grant (EECBG) Program. All entities receiving EECBG grants are required to develop or implement an Energy Efficiency and Conservation Strategy (EECS) and to carry out activities to achieve the program purposes.
- The county provides curbside recycling collection for over 164,000 residents. Recycling is an opportunity to keep the county a clean and healthy place to live and save energy.
- Keep Prince George's County Beautiful is a non-profit, 501(c) (3), corporation that partners with the Department of Environmental Resources' Waste Management Division to create greener and litter-free communities. The organization's mission is to empower residents to take stewardship for their environment by promoting recycling, litter prevention, beautification, and cleanup programs.
- The Town of Landover Hills has installed solar panels at the Town Hall, which reduces energy consumption and saves the town approximately 600 annually.
- Landover Hills is also actively promoting the Maryland EmPower Clean Energy Community Grant program to area residents allowing them to take advantage of available in energy conservation products and services.

Weaknesses:

- The community's forest and tree cover is less than the 2002 Prince George's County General Plan's required goal of 26% by 2025.
- Multiple locations in the SC area are served by poor-quality pedestrian facilities and connections, including narrow and missing sidewalks, missing crosswalk markings, and poor signal timing. Bus stops lack shelter for their riders; bike lanes and bike sharing programs are needed; high traffic volumes and speeding remains a concern in the overall SC area. These conditions are not conducive to walking, biking, or using buses, leaving many residents to choose driving instead of more environmentally friendly options.
- Existing businesses in the SC area do not provide sufficient employment opportunities for residents, and most residents commute into DC or further for work.

- Citizens who are informed of ways to improve the environment are more likely to practice greener initiatives.

(3) Describe the strengths and weaknesses of the jurisdiction's current stormwater management practices and how these may affect the proposed SC area.

Strengths:

- In 2010, Prince George's County passed new stormwater regulations that encompass the state requirements for the use of environmental site design techniques to the maximum extent practicable. Prince George's County has long been a leader in this field and has many demonstration projects that illustrate and educate citizens about the use of these green techniques.
- Newer development has complied with current stormwater management regulations that require developers to provide on-site attenuation and quality control measures for stormwater on each site as development occurs. There are remnant small blocks of woodland throughout the community (e.g. at the Good Luck Estates Neighborhood Park, Robert Frost Elementary School, Wildercroft Neighborhood Park, Vera Weinbach Park, West Lanham Hills Neighborhood Park, and Landover Hills Park) that help clean the air, help control stormwater quality and quantity, provide natural habitat for wildlife, and provide aesthetic values.

Weaknesses:

- The SC area was originally developed before stream protections and stormwater management regulations were enacted. As a result, the remaining streams often receive stormwater run-off and face hydrological problems.
- There are few areas with site features to manage stormwater run-off or mimic pre-development conditions. The area's high imperviousness consists mainly of roads and large surface parking lots with little or no tree cover. Rainwater is unable to filter into the ground and flows instead untreated, via a system of storm drains and concrete swales, directly into the receiving streams causing failing slopes, deep ravines, severe erosion of the remaining wetlands and floodplains, and other structural degradation.
- Uncontrolled stormwater also conveys large volumes of trash and debris directly into receiving streams contributing to the area watersheds' overall poor quality ratings. Many of the area's streams have been channelized and serve as little more than stormwater conveyors, compounding the adverse impacts on receiving streams.
- Topography and the existing antiquated plumbing/sewer systems make improvements to the stormwater management capacity in the area difficult.

D. Economic Conditions and Access to Opportunity: Strengths and Weaknesses

(1) Describe the SC area's current economic strengths and weaknesses.

Strengths:

- MD 450 (Annapolis Road) is a major commercial arterial and commuter route connecting Prince George's County to Washington, D.C. The MD 450 corridor is home to a range of shopping centers, including Capital Plaza Mall, that have a local and regional draw.
- The proposed Purple Line stations at MD 450, MD 410, and River Road will create growth opportunities for existing businesses, catalyze new development, and expand access to employment opportunities in northern Prince George's County and Montgomery County.
- The New Carrollton Metro Station area has the highest level of multimodal connectivity in the county boasting access to Metro, Amtrak, MARC, the planned Purple Line, bus service, and a network of highways.
- The SC area is home to a number of stable and affordable residential neighborhoods particularly attractive to first-time homebuyers and seniors.
- There is development momentum around New Carrollton Metro Station. The Maryland Department of Housing and Community Development is relocating its new headquarters just north of the station. To the south of the station, the Washington Metropolitan Area Transit Authority (WMATA) approved a Joint Development Agreement with the New Carrollton JV, LLC and its development team, led by Forest City Washington and Urban Atlantic, to create a vibrant mixed-use development.
- The recently approved *Plan Prince George's 2035* designated the New Carrollton Metro Station area as one of its three priority growth and investment areas or *Downtowns*.
- The County Executive also recently designated the New Carrollton Metro Station area as one of the county's five priority transit-oriented development locations.
- The City of New Carrollton has created the New Carrollton Area Revitalization District (NARD), which includes funding and assistance to improve existing businesses and attract new establishments to the community.

Weaknesses:

- Traffic congestion, combined with a pedestrian unfriendly-environment and poor access to transit (outside of the immediate vicinity of the New Carrollton Metro Station), hamper the creation of walkable, mixed-use areas, in particular along the MD 450 corridor.
- Code enforcement has been identified as an issue, particularly in Landover Hills.
- The office market is limited due to the proximity of the envisioned high-density center around the New Carrollton Metro Station.
- The median age of the housing stock is consistent with that of surrounding areas but older than that of the county. This may, in part, help to explain the marked disparity in median housing values—the study area's median housing value was 32 percent lower than that of the county (2008-2012 ACS 5-year Estimate).

- The lack of a business improvement district (BID) or business association limits the SC area's ability to advocate for and coordinate revitalization efforts. However, the City of New Carrollton is planning the creation of a BID effective July 2014.
- The MD 450 corridor is dominated by auto dealerships and strip commercial centers. In 2009, 55 percent of the occupied retail and service space along the corridor extending between MD 410 and MD 295 accommodated "shopper's goods" stores. Over three-quarters of these stores were value-oriented, such as Walmart, dollar stores, and Value Village. Furthermore, there were 14 fast food restaurants, but few full-service restaurants.
- The median household income in the area is significantly lower than the median household income in Prince George's County and the MSA.
- The unemployment rates in the SC area are higher than in the county and the MSA. 2008-2012 ACS 5-year Estimates reported rates of 11.8, 9.2, and 6.7 percent for the respective areas.

(2) Describe the jurisdiction's housing market and access to affordable workforce housing. What are the trends in residential construction (rental and homeownership), homeownership rate, foreclosure rate and, property values?

- Approximately 60 percent of housing units in the SC area are owner occupied as compared to 63 percent in the county (2008-2012 ACS 5-year Estimate).
- Homeowners have, on average, a long history of residing in the area—17.9 years (2014 Estimate).
- The median owner-occupied housing value was \$219,900 as compared to \$289,700 and \$384,000 in the county and MSA respectively (2008-2012 ACS 5-year Estimate).
- The housing stock in the SC area is aging; the median year of construction was 1964 (2014 Estimate). Only six percent of housing units were constructed in or after 1990 (2014 Estimate).
- The majority of housing stock is comprised of single-family detached (56 percent) and attached units (36 percent) (2014 Estimates).
- Foreclosures and vacant and potentially abandoned homes continue to be a concern in the SC area. The two zip codes relevant to the SC area —20784 and 20706—were listed as "High Hotspots" by the Maryland Department of Housing and Community Development's Quarterly Foreclosure Report for the third and fourth quarters in 2013. Zip code 20706 remained a "High Hotspot" in the first quarter of 2014.

(3) Describe the SC area's demographic trends (with respect to age, race, household size, household income, educational attainment, or other relevant factors).

- There are an estimated 23,965 Prince Georgians residing in the SC area (2014 Estimate). The population in the area has remained stable, experiencing modest growth—1.77 percent—between 2000 and 2010.
- The SC area is diverse. 51 percent of SC area residents are Black or African American; 35 percent of SC area residents are of Hispanic or Latino origin (2014 Estimate).
- Following countywide trends, SC residents are, on average, growing older. The median age in the SC area is expected to increase approximately nine percent from 32.5 in 2010 to 35.4 in 2019. The

age group expected to experience the greatest increase (3.7 percentage points) between 2010 and 2019 are residents 65 and over.

- The median household income is expected to undergo substantial growth—27 percent—between 2000 and 2019, increasing from \$51,272 to a projected \$70,309. However, a comparison of the 5-year Estimates by the ACS of the SC area, county, and MSA reveal a wide discrepancy between the areas' median household incomes (\$66,288, \$73,568, and \$89,826 respectively).
- SC residents are multilingual. Approximately 25 percent speak a language other than English (2014 Estimate). Approximately 12.5 percent speak Spanish at home. According to New Carrollton there are more than 60 different languages spoken in the city.
- 33 percent of SC residents have not obtained a degree higher than a high school diploma or GED (2014 Estimate). Only 18.6 percent of the SC residents 25 years and older have attained a bachelor's degree or higher.
- Six percent of families live below the poverty line; this indicator is slightly lower for families with children—approximately five percent (2014 Estimate).
- Approximately 23 percent of workers 16 years or older commute by public transportation or by means other than by driving or carpooling (2014 Estimate).

III. LOCAL CAPACITY TO IMPLEMENT PLANS AND PROJECTS

A. Organizational Structure:

Describe the applicant's organizational structure. Specifically, which organizations are members in the Sustainable Communities Workgroup and who are the respective staff? Who are the leaders, and how will the Workgroup advisor or staff manage the implementation of the SC area Plan?

The Prince George's County Planning Department, and its respective staff in the Community Planning Division, assisted with preparation of the SC Application and Action Plan. The Planning Department has received ongoing support from various stakeholders, including the county's Department of Housing and Urban Development (DHCD), Economic Development Corporation, Department of Public Works and Transportation (DPW&T), and Police Department.

The workgroup is also comprised of representatives from the Town of Landover Hills, City of New Carrollton along with business owners and area residents that have been influential in the development of the application. After the SC area receives a designation, the lead organizations will be the Town of Landover Hills and City of New Carrollton, with business owners, area residents and the Planning Department and other county agencies playing a supporting role by assisting with the implementation of the Action Plan.

The workgroup will support implementation of the SC Action Plan and the related goals and recommendations of the approved plans for the area. The goals and policies outlined in the approved plans emphasize policies that will strengthen neighborhoods, support economic development along corridors, capitalize on transportation investments, and encourage transit-supporting, mixed-use,

pedestrian-oriented neighborhoods. In order to implement the approved area plans and ultimately the SC Action Plan, the workgroup's responsibilities will include:

- Assessing current housing and economic conditions, issues, and opportunities.
- Assisting with the identification, review, and evaluation of alternative programmatic, legislative, and zoning options.
- Advocating the needs of the SC area to the Prince George's County Executive, the state, and developers.
- Supporting ongoing implementation of the Action Plan.
- Assessing the performance of the Action Plan and recommending periodic revisions.
- Reviewing and coordinating future funding sources.

B. Organizational Experience:

Describe the Applicant organization's past experience in administering revitalization plans and projects. Describe the roles of the members of the Sustainable Communities Workgroup, including their experience in implementing revitalization initiatives. What are the strengths and challenges of the capacity of these groups with respect to implementation of the SC Plan?

Listed below are the roles of *some* of the key workgroup members and their strengths and challenges with respect to implementation of the SC Plan.

Town of Landover Hills

Landover Hills has varied experience in the administration of revitalization projects and grants. The town, specifically the Town Manager, has administered CDBG grants for sidewalks, roads and as well as curbs and gutters. The town has also managed a Maryland Department of Energy grant for a new HVAC system and solar panels as well as a project through the Open Space/ Parks and Community Playgrounds organization. In addition, Landover Hills has administered a Governor's Office of Crime Control and Prevention grant for police radios. Currently, the town is administering a Maryland Smart Energy Communities grant for insulation and a new roof at the Town Hall. The principal of New Hope Academy is also experienced in writing and administering grants for the school including one for storm water management from the Chesapeake Bay Trust.

City of New Carrollton

New Carrollton has much experience in the administration of grants and projects. The City has applied for and administered grants for school projects, including one to allow officers to patrol school areas. New Carrollton has managed grants from State Highway to target areas for vehicle violations, such as DUI's aggressive driving and failure to wear seatbelts. In addition, the City has managed grants that have helped to improve their communication systems through the purchasing of tablets and mobile equipment for their officers. The City's overall experience in grant administration will be a valued asset in the implementation of the action plan.

Prince George's County Planning Department

The Prince George's County Planning Department of the Maryland-National Capital Park and Planning Commission (M-NCPPC) is the primary planning and zoning authority for the county. Although it's not an implementing agency the department's Community Planning Division works to manage the county's community planning process. Staff develops plans and studies used to guide future growth and physical development in the county. The department has staff and resources to promote concept plans and budget estimates. In addition, with plan preparation the department utilizes a variety of community outreach techniques to ensure meaningful public participation and engagement. Given the department's community awareness, resources, and experience, it will be an asset in assisting the workgroup with implementing the Action Plan.

Prince George's County Department of Housing and Community Development (DHCD)

DHCD is comprised of three governmental agencies: the Department of Housing and Community Development, the Housing Authority, and the Redevelopment Authority. DHCD is responsible for the implementation of HUD regulations at the local level and implementation/administration of federal grants that revitalize neighborhoods. The Mission of DHCD is to expand access to a broad range of quality housing, and to create safe, well planned, attractive residential communities which enable families to become stable and self-sufficient. DHCD has experience in the development and execution of varied revitalization projects and will be valuable in the implementation of the SC Plan.

C. Public Input:

How did residents and other stakeholders in the community provide input to the Action Plan described below in Section IV?

Community meetings, which included residents, community groups, property owners, businesses, and other stakeholders, were held throughout the development of the *New Carrollton Transit District Development Plan May 2010*, *Central Annapolis Road Sector Plan (October 2010)*, and *Bladensburg New Carrollton and Vicinity Master Plan and SMA (May 1994)*. These plans and studies were the foundation for the SC Action Plan.

Additionally, in order to obtain funding for Community Development and Block Grants and HOME funding from the U.S. Department of Housing and Urban Development, DHCD must complete a series of requirements which include community input for a five year Consolidated Plan and its interim Annual Action Plan. These plans are very similar in nature to the SC Action Plan.

With the assistance of the municipalities in the SC area and the Prince George's Planning Department residents will be involved in all aspects of the Action Plan. Furthermore, the implementation objectives of the Action Plan have originated from the plans which heavily incorporated community, specifically resident, input. The Action Plan reflects over several years of work and scores of stakeholder input.

IV. SUSTAINABLE COMMUNITY ACTION PLAN

A. Supporting existing communities & reducing environmental impacts.

(1) Broadly describe your jurisdiction's Smart Growth approach and any significant accomplishments made over the last decade or so.

Background:

The SC area is a party to the county's Smart Growth policies that seek to preserve, enhance and restore the natural environment to the fullest extent possible while recognizing the benefits of concentrating higher residential densities close to Metro stations. Prince George's County has passed a series of legislative actions to promote transit- and pedestrian and bicycle-friendly development and enhancements. These include resolutions requiring the establishment of a complete street policy and an adequate bikeway and pedestrian facilities test in designated Centers and Corridors as well as a bill to expedite the review and approval of development in targeted transit-oriented development locations.

Actions:

- Encourage more mixed-use development and transit-oriented development near Metro stations as part of county efforts to accentuate development.
- Consider promoting professional small businesses, hotels, restaurants, and higher quality commercial centers in the community to reduce worker migration.
- Expand on the successes of the two existing community gardens that facilitate the community's efforts to grow its own food.
- Attempt to build on actions already taken at the state or county level to aid the community's long-term protection, restoration and enhancement of its environmental resources in keeping with the 2002 General Plan mandate e.g. approving the *Countywide Green Infrastructure Plan (2005)*, the *Woodland and Wildlife Habitat Conservation Ordinance (2010)*, the *Tree Canopy Ordinance (2010)*, the *Water Resources Functional Master Plan (2010)*, and the *Priority Preservation Area Functional Master Plan (2012)*.
- Consolidate legislative actions promoting transit, pedestrian and bicycle-friendly development as well as resolutions for a complete street policy and adequate bikeway and pedestrian facilities.
- Help to support the efforts of the County's nearby Transforming Neighborhoods Initiative (East Riverdale Bladensburg) which focuses county resources on enriching neighborhoods facing health, economic, educational and public safety challenges.
- Improve the community's shopping plazas in some of the unincorporated areas that are of poor quality by attracting quality tenants.
- Work to address the issue of high housing vacancy, foreclosure, and abandonment rates in those areas facing those challenges.

(2) Describe any major investments in community infrastructure – water, stormwater, sewer, sidewalk, lighting, etc. – that must be undertaken in order to improve the readiness or competitiveness of the proposed SC area for private investment and compliance (if applicable) with TMDL regulations.

Background:

There are a variety of proposed infrastructure investments to the SC area, most of them are transportation related. The Maryland Transit Administration Purple Line is a planned 16-mile, 21-station light rail transit system connecting New Carrollton to Bethesda. The east-west transit system will provide efficient and user-friendly service to the community, reduce vehicular travel, and encourage transit-oriented development in the SC area.

In July 2013, the State of Maryland announced the Purple Line would receive \$280 million for final design. The Purple Line will be ready to move into Final Design and right-of-way acquisition as soon as a Record of Decision is received from the FTA. Construction could begin as early as 2015.

In general, high volumes of thru vehicular traffic, speeding, and inadequate pedestrian and bicycle facilities in what are already densely populated residential neighborhoods create unsafe travel conditions and impair the area's economic vitality. The revitalization of the SC area and its ability to capitalize on the transit-oriented development opportunities created by the planned Purple Line will depend greatly on improvements to the area's public infrastructure, street network, and streetscape.

Actions:

- Support the construction of the Purple Line light rail system in the SC area.
- Improve connectivity through the development of continuous sidewalks along heavily pedestrian traveled roadways.
- Add buffers between the streets and sidewalks to help improve the pedestrian experience.
- Utilize traffic calming techniques, such as speed bumps and improved signalization to reduce speeding.
- Upgrade lighting along major corridors to increase visibility and pedestrian safety.

(3) Describe policies, initiatives or projects that the community will undertake or expand in order to reduce the SC area's impact on the environment.

Background:

The SC area is highly urbanized and is characterized by a limited forest and tree canopy coverage, imperviousness at 41%, and more development expected, water quality is a major issue that the community will need to deal with immediately and as development occurs. Retrofitting existing sites, in particular commercial centers to incorporate green street and LID techniques will help to reduce stormwater runoff, air and water pollution, and flooding.

Actions:

- Increase the urban tree canopy especially along roadways and open stream buffer areas.
- Encourage tree planting efforts on Arbor Day and other events.
- Identify areas in Landover Hills and unincorporated Prince George's County for new public open space.
- Without compromising public safety, make efforts to use full cut-off-optic light fixtures for all outdoor lighting.
- Continue to upgrade curbs, gutters, sidewalks and *swales* to facilitate better stormwater runoff.
- Seek opportunities to reduce impervious surfaces especially at large surface parking lots, cul-de-sacs, or service roads where the width can be reduced.
- Install infrastructure to encourage walking, biking, and greater transit use.
- Continue to provide funding in winter to facilitate more rapid clearing of sidewalks and trails following major snow events.

(4) Which community groups or stakeholders will be key to the implementation of the initiatives and projects noted in this section?

Promoting revitalization and facilitating redevelopment will rely on coordinated and strategic public and private support and will involve representatives from the Town of Landover Hills and City of New Carrollton, Prince George's County Department of Environment Resources (DER), Department of Public Works and Transportation (DPW&T), the Planning Department and Department of Parks and Recreation, Economic Development Corporation (EDC), Revenue Authority, property and business owners, and community and non-profit organizations.

B. Valuing communities and neighborhoods - building upon assets and building in amenities:

(1) What are the key assets that exist in the community upon which the Plan's projects and initiatives will build?

Location:

The Sustainable Community area is located in close proximity to the Washington D.C. metro area and is in the northern central area of Prince George's County. Its proximity to important state and regional economic drivers and employers such as the Internal Revenue Service, Maryland Housing and Community Development, and industrial areas in the region are valuable locational assets.

The Sustainable Community area is located in close proximity to major roadways within the county, state and region. These roadways include the following: Capital Beltway (I-95); Annapolis Road (MD 450); Veterans Parkway (MD 410); Baltimore Washington Parkway (MD 295); and John Hanson Highway (Route 50). The extensive east to west and north to south roadway network in the proposed Sustainable Community area offers residents easy access to major employment areas within the Maryland, Washington D.C. and Virginia metro area.

Historic Sites:

The only historic resource area in the proposed Sustainable Community area includes the Ardwick community. The area located along Ardwick Road in Landover Hills that has significant historic meaning to the town. According to historical records, the area was settled between the 1890s and 1940s by a group of African American teachers and school administrators from the District of Columbia. This is an important asset in helping to attract positive attention to the area.

Open Space & Recreation:

Both the Town of Landover Hills and City of New Carrollton have a number of open space and recreation assets that are attractive for use by residents and visitors alike. The parks and recreational open spaces in this area are operated by M-NCPPC. The Landover Hills Neighborhood Park contains trails and athletic facilities for use by the public and is located adjacent to their town hall and police station. It is also adjacent to multi-family residential apartments in the plan area. There is also the West Lanham Hills Neighborhood Park that contains a recreational center, athletic facilities, picnic shelters, playgrounds, and trails for use by visitors and residents. The park is adjacent to a single-family neighborhood. The Vera Cope Weinbach Neighborhood Park contains a recreational center, picnic shelters, athletic facilities and trails for use by the public. The Oaklyn Park includes a basketball, picnic shelter and playground. There is a variety of recreational and open space opportunities abound in the Sustainable Community area.

Public Transportation:

The Sustainable Community Area is well served by several regional and local transit services such as TheBus and Metrobus. The New Carrollton Metro Station is an important community asset that includes transportation access to WMATA (Metro), Amtrak, and MARC rail transit options in one location. There are parking garages and surface parking areas that serve the commuters traveling to and from the New Carrollton Metro Station. Multiple WMATA Metrobus stops are commonly found along Annapolis Road, Riverdale Road, Finn Lane, and Coopers Lane. In addition, a Purple Line Station will be located in New Carrollton offering even more connections to the proposed Sustainable Community area. Public transportation options to the Sustainable Community area increase the accessibility for residents, employees and visitors alike. New Carrollton also provides the "Call a Bus" service for seniors.

Code Enforcement:

Both New Carrollton and Landover have strong code enforcement programs in their incorporated areas, which is an important asset to the Sustainable Community area. Both communities expressed a desire to maintain strong code enforcement functions to address quality-of-life issues that arise with businesses and residential uses.

(2) What policies, initiatives or projects will reuse or enhance the historical assets, traditional business districts/Main Streets and cultural resources of the community?

- Focusing on the establishment of high-quality shopping and dining establishments for residents and visitors alike in the proposed Sustainable Community area will help create an authentic “sense of place” that may attract younger and more diverse income demographics in the future.
- The Capital Plaza shopping center is located at the entrance of the Town of Landover Hills. Therefore, efforts to develop this as a gateway entrance location into the community should be explored. To this end, permanent architectural signage in the median of Annapolis Road at both ends of the Town of Landover Hills would provide a beginning and end points helping the area create a “sense of place.” The development of a gateway entrance and consistent signage will assist visitors to take advantage of the commercial shopping centers, recreational opportunities and lodging nearby.
- Currently, the Annapolis Road corridor consists of many strip commercial shopping centers all with different styles and color palettes, which make the commercial corridor appear disjointed and unappealing. One enhancement initiative could be the promotion of commercial façade upgrades focused on improving the view of the corridor and reinforcing a “sense of place.”
- The development of business improvement district (BID) would help create enhanced commercial attraction, streetscape and code enforcement opportunities for the numerous commercial shopping centers located in the Sustainable Community area.
- The Sustainable Community Area should participate in a sustained branding effort that stems from strategies identified in the Prince George's County Economic Drivers and Catalysts study which could help further create a “sense of place.”

(3) Describe policies, initiatives or projects that will increase community access to green spaces, parks and other amenities?

- The Town of Landover Hills is currently working with New Hope Academy, a private school, to address storm-water run-off that is affecting both the school and town property. One storm-water improvement measure the Town of Landover is exploring is the construction of a rain garden on a part of town property adjacent to the school. The school would be able to use the rain garden as learning tool for students and residents would have a small park that serves the dual purpose of storm-water functionality and a community amenity.
- The Sustainable Community area will be impacted and shaped by the 2035 General Plan for Prince George's County discussion of Priority Investment Program by prioritizing capital improvement projects that encourage new private investment and walkable communities. In addition, the 2035 General Plan seeks to market the Priority Investment Districts (PID) as the prime opportunity sites within the county to prospective developers, federal agencies, non-profits, and retail trade groups. The New Carrollton Metro station area is an identified PID in Prince George's County.
- The addition of more street trees that are located adjacent to or near commercial shopping centers is an important goal of the proposed Sustainable Community Area. The *Approved Sector Plan and Sectional Map Amendment for the Central Annapolis Road* identifies a specific vision for

the Central Annapolis Road corridor that is makes up four subareas: 1) Transit –Oriented Development; 2) Residential Neighborhood; 3) Mixed-Use Transition Area; and 4) Retail Center. The implementation of this Sustainable Community designation and implementation plan will seek to implement several key recommendations of the Central Annapolis Sector Plan for additional landscaping, sidewalk and streetscape improvements, encouragement of mixed-use and transit-oriented development and enhanced retail opportunities.

- The City of New Carrollton recently received a \$100,000 grant from the State Bond Bill to support open space initiatives within their community. The Sustainable Communities area would benefit greatly from the implementation of grants for the expansion of open space and communal space opportunities. New Carrollton is very supportive of green sustainable development practices and projects by prospective developers. Landover Hills is also interested in spearheading more open space and sustainable practices in future development.

(4) Which community groups or stakeholders will be key to the implementation of the initiatives and projects noted in this section?

Important stakeholders within the municipalities themselves would include officials with the Town of Landover Hills, City of New Carrollton, businesses, property owners, schools and churches. Furthermore, at the local level, participation from the civic associations from adjoining neighboring areas will be important to implementing some of the strategies targeted in this plan.

At the county level, various agencies such as the Prince George's County Economic Development Corporation, Redevelopment Authority, Department of Environmental Resources, and Department of Public Works and Transportation, the Planning Department, and Department of Parks and Recreation are important stakeholders that could provide assistance with implementing initiatives and projects in this proposed Sustainable Community area.

At the state level, the Maryland Department of Housing and Community Development state headquarters in New Carrollton is an ideal stakeholder to connect with to partner with in the future on issues related to housing and community development. In addition, the State Highway Administration would be an important partner to engage in helping to implement some of the initiatives and projects outlined in the action plan.

C. Enhancing economic competitiveness and access to economic opportunity.

(1) What economic development policies, initiatives or projects will improve the economy through investments in small businesses and other key employment sectors? What economic development and business incentives will you build upon or implement as part of the SC Plan?

Background:

The Prince George's Economic Development Corporation, in particular its Business Development, Retention, and Expansion Division, offers assistance to existing businesses, as well as to companies considering making Prince George's County their home. EDC services include helping businesses locate an appropriate site, expediting permits and approvals, providing access to county and state business incentives and workforce assistance programs, and connecting companies to sources of financing.

A number of economic development and business incentives are relevant to all or parts of the SC area, including the Revitalization Tax Credit, Enterprise Zone incentives (applicable to the Annapolis Road corridor), Maryland Job Creation Tax Credit, Incentive Leverage Fund, and the county's Economic Development Incentive Fund (featured below). These incentives and programs could be used to leverage additional funding from the state and federal government and attract private financing and development.

Prince George's County created a \$50 million Economic Development Incentive Fund (EDIF) to better position the county to compete with neighboring jurisdictions, capture job growth, and retain major employers, with a focus on TOD sites and "gateway communities." The EDIF is a loan fund that can be used for the acquisition of land, buildings, machinery, equipment, and associated costs; construction, rehabilitation, repair, and improvements on buildings; and relocation fees, training expenses, and working capital.

It is also anticipated that the recent designation of the New Carrollton Metro area as a priority growth and investment area by the county may potentially trigger new incentives and programs to stimulate economic development in the SC area.

Actions:

- Expand the capacity of the City of New Carrollton and Town of Landover Hills to:
 - Promote business retention programs, services, and incentives to support existing businesses.
 - Leverage the state Enterprise Zone designation to attract tenants (including government contractors that work with NASA and area biotech companies) and to support infrastructure and streetscape improvements. Build upon existing incentives provided by the City of New Carrollton.
 - Promote the use of and leverage the county's Economic Development Incentive Fund to obtain state and federal funding and private investments.
 - Employ the Maryland Job Creation Tax Credit Program to encourage businesses to expand or relocate in the SC area.
 - Help establish a business improvement district (BID) or similar organization to coordinate streetscape improvements and promote commercial revitalization along Annapolis Road.
 - Create a unified branding and wayfinding program in Landover Hills in coordination with local businesses and the EDC.

- Continue the coordination of initiatives between Landover Hills and New Carrollton.
- Promote redevelopment opportunities around the planned Purple Line station and infill on the site of the former Capital Plaza Mall.
- Explore opportunities to create a TIF to raise funds needed to support BID activities and finance infrastructure improvements.
- Explore opportunities to attract more hotels to the area, in particular near the New Carrollton Metro Station, to provide convenient and affordable lodging to those visiting in DC and metro area.
- Explore opportunities to attract commercial kitchen enterprises.
- Evaluate the City of Laurel's redevelopment efforts as a possible model to establish a redevelopment authority in New Carrollton

(2) What workforce development policies, initiatives or projects will increase access to jobs and economic opportunity for residents in the SC area?

Background:

The Workforce Services Division of the EDC is responsible for workforce development and related activities in Prince George's County. The county's *One-Stop Career Center* in Largo serves businesses and job seekers by providing a range of services, such as pre-screening and referrals, labor market information, tax credit assistance, assistance with the federal bonding program and Maryland Workforce Exchange, job search and placement assistance, skills assessments, career guidance, resume development, and veteran services. Youth ages 14-21 may take advantage of a variety of year-round programs and services that are especially designed for them to complete their high school diplomas, obtain a GED, or pursue career development training. To enhance service to northern Prince George's County as well as Montgomery, Howard, and Anne Arundel counties, the State of Maryland also opened the Laurel Regional Workforce Center in 2012. In helping with these efforts the County library in New Carrollton provides workforce assistance programs.

Several demographic characteristics are particularly relevant to this question. Many SC area residents have lower rates of educational attainment, lower median household incomes, and are more likely to speak a language other than English at home than the average Prince Georgian. Providing enhanced language classes, workforce and "customer service" training targeting youth, and professional workshops will help address this socio-economic divide. It will help residents pursue a greater range of educational and employment opportunities and support budding entrepreneurs and existing business owners grow their companies.

It will also be important to determine if stakeholders in the SC area have lower rates of internet usage and computer literacy. Addressing the digital divide would facilitate residents' access and knowledge of critical services and programs.

Actions:

- Explore opportunities to expand computer and internet classes at the New Carrollton Library.
- Investigate the demand for ESL programs to improve residents' abilities to pursue employment and business opportunities and better access critical public services.
- Examine the demand for multilingual small-business and technical training workshops to help residents grow their businesses and pursue private financing.
- Promote the use of EDC's workforce development programs to strengthen and expand the skillsets of the area's labor force.

(3) Describe whether the sustainable community will be impacted by the Base Re-alignment and Closure (BRAC) activities in Maryland. If impacted, how do the initiatives and projects in your Plan complement BRAC-related growth?

This question does not apply to the Landover Hills and New Carrollton Sustainable Community Area.

(4) Which community groups or stakeholders will be key to the implementation of the initiatives and projects noted in this section?

Promoting equitable and sustainable revitalization and development in SC area will depend on continued collaboration of community stakeholders, private, and public sector partners. The support of the County Executive and the County Council will be critical to moving these initiatives and projects forward, securing funding, and attracting private investment.

A number of county and state agencies will be key to implementing this Action Plan (including the Planning Department, EDC, Department of Housing and Community Development (DHCD), Public School System, the Police Department, the Maryland Transit Administration (MTA)), as well as the Town of Landover Hills, the City of New Carrollton, local businesses, institutions, civic, and neighborhood organizations.

D. Promoting equitable access to high quality affordable housing.

(1) What housing policies, initiatives or projects will expand housing choices – rental and homeownership – for people of a range of ages, incomes, and also for disabled individuals? How will these actions address the current housing conditions and needs noted in Section II?

Background:

The preservation and conservation of existing neighborhoods, expansion of housing choices, and the Amtrak/New Carrollton Metro and proposed Purple Line stations designated by the County Executive as a priority area for TOD is essential to the future of the SC area. Stabilizing the existing housing stock through code enforcement, offering a wide range of housing choices and increasing density at the transit station areas will be beneficial to expanding housing choice particularly in the metro station area.

Another key initiative is the countywide housing policy. Since much of the SC area lacks senior housing, increasing resources and amenities (recreation activities, social services, and developing a senior center) are necessary for retaining residents as they age. The ability to age in place is critical to senior's well-being. Creative programs and services, such as senior-specific transportation options, and meal service programs may be considered. Legislation was adopted by the County Council for the purpose of establishing a County Foreclosure Task Force to review and evaluate the county's response to foreclosures and to recommend appropriate legislation to address the impact of foreclosures.

Actions:

- Develop initiatives for mixed-use infill and redevelopment in the SC area.
- Work with public, private, and non-profit sectors to expand and increase housing choices and help seniors stay in their homes.
- Develop marketing and branding strategies for the SC area that will promote new housing and retail development and identify the area as a great place to live.
- Provide homeownership and financial training and counseling for current area renters wishing to purchase homes.
- Offer financial incentives to support first-time homeowners.
- Implement density bonuses around TOD areas to establish mixed use development and affordable housing.
- Decrease code violations by increasing and improving code enforcement.
- Establish a pilot program to provide property owners with the mechanisms to make improvements that could meet the urban design guidelines of approved plans.
- Landover Hills would benefit from securing grant funding to hold seminars and trainings for landlords and potential home buyers on how to rehabilitate the existing housing stock.

(2) Will these housing initiatives or projects increase access to transit or community walkability and/or decrease transportation costs? In other words, will the housing investments result in more people living near work or town centers, or able to more conveniently reach work, school, shopping and/or recreation?

The Amtrak/New Carrollton Metro and proposed Purple Line stations are located within the SC area. According to the area sector plans residential development is proposed to occur in close proximity to the stations. While the SC area has pedestrian and bicycle safety and access issues, the intent of the county, municipalities, and members of this Workgroup is to create successful TOD. With successful TOD, residents will have direct and comfortable access to transit, retail, offices, and recreation.

Continuous sidewalks, pedestrian amenities, bicycle lanes, and a visually appealing streetscape will increase pedestrianism and cycling and decrease vehicle miles traveled, and subsequently decrease transportation costs. The Amtrak/New Carrollton Metro and proposed Purple Line stations are designated by the County Executive as a priority TOD opportunity area. The area will benefit from the

State of Maryland's designation, which will result in increased funding opportunities to create housing where residents can live near work and more easily access transit, school, shopping, and recreation.

(3) What is your goal for of number of units to be created of affordable workforce housing, rental and homeownership? What populations (by income or special needs) will benefit from this increased access to affordable housing?

The Amtrak/New Carrollton Metro and proposed Purple Line stations are designated as a priority TOD opportunity area. The area is projected to see development up to 4,540,000 square feet of new commercial office, 1,640,000 square feet of new retail and 7,000 new housing units according to the 2010 Approved New Carrollton Transit District Development Plan and Transit District Overlay Zoning Map Amendment. Pursuant to the county's emerging housing policy, the Workgroup will define the desirable range of quality affordable workforce housing for the SC area, particularly in and around the metro station.

Two important goals of the Action Plan is to support the conservation and improvement of existing residential neighborhoods and the production of quality housing units over the next five years that will provide a range of residential choices for both existing and future residents. The Prince George's County Department of Housing and Community Development are currently preparing a County-wide Housing Policy and Program that will address the quality workforce housing goal.

(4) Which community groups or stakeholders will be key to the implementation of the initiatives and projects noted in this section?

The vision for the SC area can occur through the collaboration of community stakeholders, private, and public sector partners who are dedicated to the vision for the area and the future of Prince George's County. The support of the County Executive, County Council, and City of New Carrollton and Town Landover Hills are necessary to approve these initiatives and projects, provide funding, and attract private investment.

Additionally, the county agencies that are a part of the workgroup are key to the implementation of this Action Plan, including the Planning Department, Economic Development Corporation, Department of Housing and Community Development, Housing Authority, Revenue Authority, State Highway Administration, Department of Public Works and Transportation, as well as area businesses, institutions, civic, and neighborhood organizations in the SC area.

E. Supporting transportation efficiency and access.

(1) What policies, strategies and projects are envisioned to strengthen the transportation network that affects the proposed SC area? How will these initiatives support transportation choices (including walking, bicycling, bus or rail transit, and carpooling) or otherwise promote an efficient transportation network that integrates housing and transportation land uses?

Background:

There are new transportation planning efforts underway in and around the Town of Landover Hills, and City of New Carrollton Sustainable Community area. The proposed Maryland light rail project, the Purple Line, has two station stops in the SC area. The Purple Line will provide a faster and more reliable east-west transportation option. It will serve to increase transfer opportunities to Metrorail, MARC, and bus service and encourage more pedestrian oriented development surrounding proposed and existing rail lines.

Pedestrian and bicycle safety is of particular concern in the SC area. Currently, pedestrian and bicycle access are limited and disconnected. Existing neighborhood dendritic roadways impedes internal connectivity to adjacent neighborhoods, consequently automobile dependency increases within the area.

Presently, the Prince George County's Department of Public Works and Transportation is in the process of designing the New Carrollton Pedestrian/Bicycle Improvements Signing and Markings Project. This project will greatly improve pedestrian/bicycle connectivity, safety, and provide a sustainable way to commute to school, work and commercial centers. Moreover, Prince George's County recently received funding from the *National Center for Safe Routes to Schools* to improve connectivity to and from the civic institutions in the proposed Sustainable Community area.

In the proposed Sustainable Community area, several future development improvements are outlined in the October 2010 adopted M-NCPPC's *Central Annapolis Road Approved Sector Plan and Sectional Map Amendment* and the approved May 2010 *New Carrollton Transit District Development Plan and Transit Overlay Zoning Map Amendment*. These two long-range plans call for strengthening the transportation network, promoting walk-able and bike-able oriented development, and articulating strategies for implementation in the Sustainable Community area.

Prince George's County has a program to evaluate, maintain and upgrade streetscapes. Construction such as pavement overlay, sidewalk improvements and curb and gutter upgrades are performed by contractors administered by the Department of Public Works and Transportation. The following locations within the area are listed for construction within the next two years:

1. Glenoak Road from Greenvale Parkway to the end
2. Buchanan Street from Chesapeake Street to the end
3. Buchanan Street from 68th Place to 69th Place
4. Annapolis Road (service road) from Surry Lane to 71st Avenue
5. 71st Street from MD 450 to Greenvale Parkway
6. Ellin Road at Harkins Road (intersection)

Actions:

- Develop education and training programs to educate residents about traffic rules, pedestrian safety, and bicycling.
- Promote, evaluate, improve and expand sidewalks conditions within the SC area.
- Support the October 2010 *Approved Central Annapolis Road Sector Plan and Sectional Map Amendment* as well as the May 2010 *Approved New Carrollton Transit District Development Plan and Transit District Overlay Zoning Map Amendment* land use and development patterns.
- Encourage the implementation of the Prince George's County bicycle policies contained in the November 2009 Countywide Transportation Plan.
- Encourage green trails connectivity to civic institutions, such as schools, library, and government agencies.
- Support bus shelter installation within the Sustainable Community area.
- Evaluate and support different agencies bus stations (Metro and TheBus) to consolidate as one stop instead of separated stop stations.
- Support the Prince George's County Complete and Green Street Policy CB-83-2012.
- Encourage new development to elude dendritic roadway design and when possible link disconnected existing thoroughfares.

(2) If applicable, describe the SC area's connection or proximity to transportation centers (e.g. Metro, MARC, and light rail stations) and describe opportunities for Transit-Oriented Development (TOD). Will the planned strategies and projects contribute to jobs/housing balance or otherwise provide a mix of land uses that can be expected to reduce reliance on single-occupancy automobiles?

MARC and Metro Rail service is brought to the SC area via the New Carrollton Station. In addition the proposed Purple Line will provide light rail service to the SC area at the proposed New Carrollton Station, the Annapolis Road/ Glenridge Station to be located at Annapolis Road and Veterans Parkway and the Beacon Heights Station to be located Veterans Parkway and Riverdale Road. Purple Line construction is anticipated in 2015 with an opening in 2020.

The Annapolis Road/Glenridge and New Carrollton Purple Line stations will be connecting to the Sustainable Community area to the Washington Metropolitan Area Transit Authority's Metrorail network along other modes of transportation in the area. The proposed Purple Line light rail station will create opportunities for transit oriented, walk-able, bike-able development as well as a good mix of different housing opportunities, business, social places, and a high quality of life for all citizen to enjoy.

The Sustainable Community application builds on the October 2010 *Approved Central Annapolis Road Sector Plan and Sectional Map Amendment* as well as the May 2010 *Approved New Carrollton Transit District Development Plan and Transit District Overlay Zoning Map Amendment*. These plans specifically calls for mixed-use, pedestrian-friendly, transit oriented development targeted at its existing and proposed transit stations. In conjunction with recommended transportation improvements, this type of development will improve multimodal interconnectivity access, reduce

reliance on single occupancy vehicle trip, improve and locate housing and employment opportunities within walking distance to each other, and help attract private investment and new businesses.

(3) Which community groups or stakeholders will be key to the implementation of the initiatives and projects noted in this section?

Successful and equitable transit-oriented development and the achievement of the vision for the Sustainable Community area, depends on active and continued collaboration among and commitment by a range of public, non-profit, and private enterprises. The support of the County Executive and County Council will be instrumental to supporting these initiatives and projects, identified funding, and leveraging private investments.

Several different entities are key to the implementation of this Action Plan include the Prince George's County Planning Department and Department of Public Works and Transportation, as well as the Washington Metropolitan Area Transit Authority, Maryland Transit Administration, Federal Transportation Administration, Maryland Department of Transportation, The Public Works Departments of Town of New Carrollton, Town of Landover Hills, along with businesses, institutions, civic, and neighborhood organizations in the community.

F. Coordinating and leveraging (federal, state, and local) policies and investment.

(1) What specific steps will the Sustainable Community Workgroup take to coordinate policies and funding streams to remove barriers to investment and maximize and increase funding in the proposed Sustainable Community Area?

The establishment of the SC workgroup is a major milestone in bringing its members together to coordinate various interests. The workgroup intends to continue its collaboration as it oversees the direction of the Action Plan and advocate its implementation. The Workgroup will work towards branding and marketing the area to and attract higher quality businesses. The workgroup will play a role in identifying and endorsing the application of state and federal funding programs to support the implementation of the Action Plan.

The County Executive's Office and County Council supports TOD and economic growth throughout the County. They will work in partnership with the workgroup to ensure economic and development opportunities are created. Finally, the county's new EDIF presents an opportunity to support TOD; it can be used to leverage federal, state, and private funding to improve the area.

(2) How is the proposed Sustainable Community Plan consistent with other existing community or comprehensive plans?

This SC Application is consistent with existing planning efforts and is the outgrowth of multiple large-scale planning and implementation efforts led by the Planning Department. The SC area was examined in greater depth in the Bladensburg New Carrollton and Vicinity Master Plan and SMA (May 1994) which capitalizes on Metro station areas as focal points of commercial, office, and community activity.

It also discusses rehabilitation and improvement existing neighborhoods and communities, as well as providing adequate, appropriately located commercial space.

The most recent plan is the Central Annapolis Road Sector Plan (*October 2010*) *Designate Annapolis Road as a primary commercial corridor*. The plan discusses developing a multimodal transportation system at the Metro Core (i.e. Purple Line, Metro, TheBus and MARC) with pedestrian-oriented urban design along with vibrant, diverse, and viable neighborhoods and Sustainable and accessible environmental infrastructure.

This SC Application builds on and supports the implementation of each of these planning efforts through the incorporation of the visions and objectives of the plans and also by endeavoring to implement many of the plan recommendations.

(3) How will the Plan help leverage and/or sustain more private sector investments?

The designation of the Landover Hills and New Carrollton area as a Sustainable Community will help enable the county and municipalities to apply for state and federal funds to help revitalize the area, make critical public infrastructure improvements, and strengthen its existing communities and businesses. This designation has the potential to help attract private investment, grow existing businesses and the commercial tax base, and leverage development and investment in and around the planned Purple Line.

V. PROGRESS MEASURES

In this section, explain how your jurisdiction will measure its progress towards the goals of the Action Plan outlined in Section IV.

A. List the specific outcomes that the Plan seeks to produce.

1. Support communities and reduce environmental impacts:

- Reduce stormwater runoff and pollution.
- Support and improve recycling efforts.
- Decrease vehicle emissions.

2. Value communities and neighborhoods:

- Coordination of code enforcement matters in areas of mutual concern.
- Number of homes sold versus for sale inventory.
- Implementation a Neighborhood Watch program in Landover Hills.
- Installation of gateway signage for the Town of Landover Hills.

3. Enhance economic competitiveness:

- Additional collaboration with the Prince George's County Economic Development Corporation to link with incentives to develop more diverse commercial uses.

- Enhanced signage and encourage façade improvements of commercial uses.
- Develop a promotional and marketing strategy to market investment opportunities in the Capital Plaza retail center area.
- Recruit diversified businesses such as restaurants and retailers.

4. Promote access to quality affordable housing:

- Guide investment in existing neighborhoods.
- Encourage the development of “net-zero” housing development in the Sustainable Community area.
- Develop creative options to reduce housing vacancy and foreclosure rates.

5. Support transportation efficiency and access:

- Develop bike connections to the New Carrollton Metro and Purple Line Light Rail Stations.
- Advance more multi-modal transit options to and within the Sustainable Community area.
- Complete gaps in the pedestrian street network.
- Finish CIP projects related to bikes, trails and street improvements.

6. Coordinate and leverage policies and investment:

- Leverage economic development incentives available through Prince George's County including Economic Development for implementation.
- Influence investment opportunities in and around the transit station areas (New Carrollton and Purple Line).
- Support and expand sustainable green development policies within the SC area .
- Influence relationship building opportunities with the Maryland Department of Housing and Community Development.
- Leverage the state enterprise zone designation to attract tenants and support infrastructure and streetscape.
- The number of grants awarded to fund programs, initiatives and improvement projects.

B. And, list the specific benchmarks that will be used to measure progress toward these outcomes.

1. Support communities and reduce environmental impacts:

- Developed “Green Team” that will monitor on a semi-annual basis various green initiatives throughout the Sustainable Community area.
- Development of a New Hope Academy School “Nature Playground” in Landover Hills.
- Creation of a sustainable community garden within Landover Hills.
- Promote green retrofitting of existing commercial buildings and housing to incorporate energy and water use efficiencies.

2. Value communities and neighborhoods:

- Develop a unique sense of place and identity.
- Establishment of summer event series for residents.

- Number of held fall and spring clean-up days which uses local volunteers to pick up litter and debris and plant bulbs and flowers in Landover Hills.
- Implemented Neighborhood Watch program in Landover Hills.
- Total increased number of community gathering spaces in the Sustainable Community area.
- Enhance number of collaborations between police services, neighborhood schools, local civic associations and parks in the Sustainable Community area.
- Total of two erected gateway signs in Landover Hills.
- A developed wayfinding signage program for the Sustainable Communities area.
- Created branded image in Landover Hills.

3. Enhance economic competitiveness:

- Target public investment to attract high-quality economic development.
- Status of marketing and branding strategies in the community.
- An established local Business Improvement District (BID) in the incorporated area and Landover Hills that strengthens the Annapolis Road commercial corridor and/or New Carrollton Metro Station area.
- Total increased number of employers that offer a “livable wage” for employees.
- Total new, expanded and diversified businesses in the community.
- Number of leveraged resource support to small businesses in the community.
- Number of permits for commercial construction or rehabilitated projects.

4. Promote access to quality affordable housing:

- Number of new or additional workforce training opportunities for youth in the area.
- Number of expanded to expand the number of units that are rehabilitated or renovated over the next five years in partnership with existing multi-family apartment residential property owners.
- The quantity of code enforcement citations and violations.
- Decrease in the number of foreclosed properties in the community.

5. Support transportation efficiency and access:

- Number of new bike connections to the New Carrollton Metro Station.
- Number of new pedestrian connections in the Sustainable Community Area.
- Addition of new sidewalk areas in the community.
- Number of new transit, pedestrian or bicycle related Capital Improvement Program projects.

6. Coordinate and leverage policies and investment:

- Number of streets that provide newly shaded and buffer areas for pedestrians along Annapolis Road.
- Total new and enhanced landscape, lighting and streetscape improvements along MD450.
- Increase the number of mixed-use and higher-scale residential uses within the Sustainable Community area.

- Number of applications for and awards from state, federal and other sources of funding for projects.
- County Council appropriations of infrastructure funding as part of the Capital Improvement Program (CIP).