

# Greater Cheverly Sector Plan



Goals, Concepts, and Guidelines,

Public Participation Program,

and

Project Schedule

Prepared by:

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

September 2015



## INTRODUCTION

The Prince George's County Planning Department of The Maryland-National Capital Park and Planning Commission (M-NCPPC) has been directed by the Prince George's County Council to develop the Greater Cheverly Sector Plan for portions of Planning Areas 69 and 72. The sector plan will contain policies, objectives, and recommendations that will guide future growth and development in the Town of Cheverly; unincorporated area residential properties north of Landover Road (MD 202), west of the Baltimore Washington Parkway, and north of the District of Columbia along with the commercial properties along Landover Road (MD 202) and north of the District of Columbia; and industrial areas in the vicinity of the US 50/Baltimore Washington Parkway/Kenilworth Avenue interchange and north of Sheriff Road; and the Cheverly Metro station and Prince George's Hospital.

The sector plan will amend the recommendations of the 1994 *Approved Master Plan and Sectional Map Amendment for Bladensburg-New Carrollton and Vicinity (Planning Area 69)* and will expand upon the 2005 *Approved Sector Plan and Sectional Map Amendment for the Tuxedo Road/Arbor/Cheverly Metro Area*, 2005 *Countywide Green Infrastructure Functional Master Plan*, 2008 *Approved Public Facilities Master Plan*, the 2009 *Master Plan of Transportation*, 2009 *Approved Port Towns Sector Plan and Sectional Map Amendment*, 2010 *Subregion 4 Master Plan and Sectional Map Amendment*, 2014 *Plan 2035 Prince George's Approved General Plan*, 2014 *Kenilworth Avenue and Town of Cheverly Industrial Study*, 2014 *Landover Metro Area and MD202 Corridor Sector Plan and Sectional Map Amendment*.

## PROJECT DESCRIPTION

The sector plan area is composed of approximately 4.0 square miles just east of the District of Columbia. The Town of Cheverly is a planned community that dates from 1918. It grew out of the new trolley system that helped give easy access to Washington, D.C. from the suburbs. The contiguous industrial areas of Cheverly Industrial Park and Tuxedo Industrial Park are to the west of the town. Part of Cheverly Industrial Park is in the Town of Cheverly. The two industrial areas are self-contained and provide some economic stability to the area.

The plan area includes the Prince George's Hospital Center, which serves as an acute care teaching center and regional referral center. It's positioned on a large hill in the northwestern part of the area. Founded in 1944, it has served the community and greater Prince George's County. A feasible long term plan for the future of the hospital is needed in order to implement the county's objectives and vision for the site and the overall health care network for the county. Over the last several years, limited planning activity has occurred in portions of the sector plan area. Much of the area is still governed by the 1994 *Bladensburg, New Carrollton and Vicinity*

*Approved Master Plan and Sectional Map Amendment.* In 2005, the *Tuxedo Road/Arbor Street/Cheverly Metro Area Approved Sector Plan and Sectional Map Amendment* was completed for the Cheverly Metro Station and nearby industrial areas. This sector plan was followed by the 2014 *Kenilworth Avenue and Town of Cheverly Industrial Study*, which looked at the industrial areas in more depth and made recommendations for opportunities for physical enhancements, improved transportation access and possible sites for redevelopment.

In 2014, the *Landover Metro Area and MD 202 Corridor Approved Sector Plan and Sectional Map Amendment* was completed for the Landover Road (MD 202) corridor. This sector plan focused on land uses along the corridor to the south of US 50. While it included recommendations for improvements to MD 202, particularly at the intersections of US 50 and the Baltimore-Washington Parkway, it did not analyze the land use and development pattern along MD 202 to the north of US 50 nor did it make specific recommendations concerning local connections to abutting neighborhoods, two issues that will be addressed as part of this sector plan.

The Greater Cheverly Sector Plan is intended to expand upon these planning efforts and further refine the recommendations for implementation. The Town of Cheverly has also undertaken a community visioning process, *Envision Cheverly*, which identifies priorities for the town that will be addressed through this new sector plan.

## **SECTOR PLAN AREA BOUNDARY**

The plan area is composed of the Town of Cheverly, which is primarily residential with an older industrial area and limited commercial uses, and nearby unincorporated industrial and residential areas located along US 50 and the Baltimore Washington Parkway. See Figure 1.

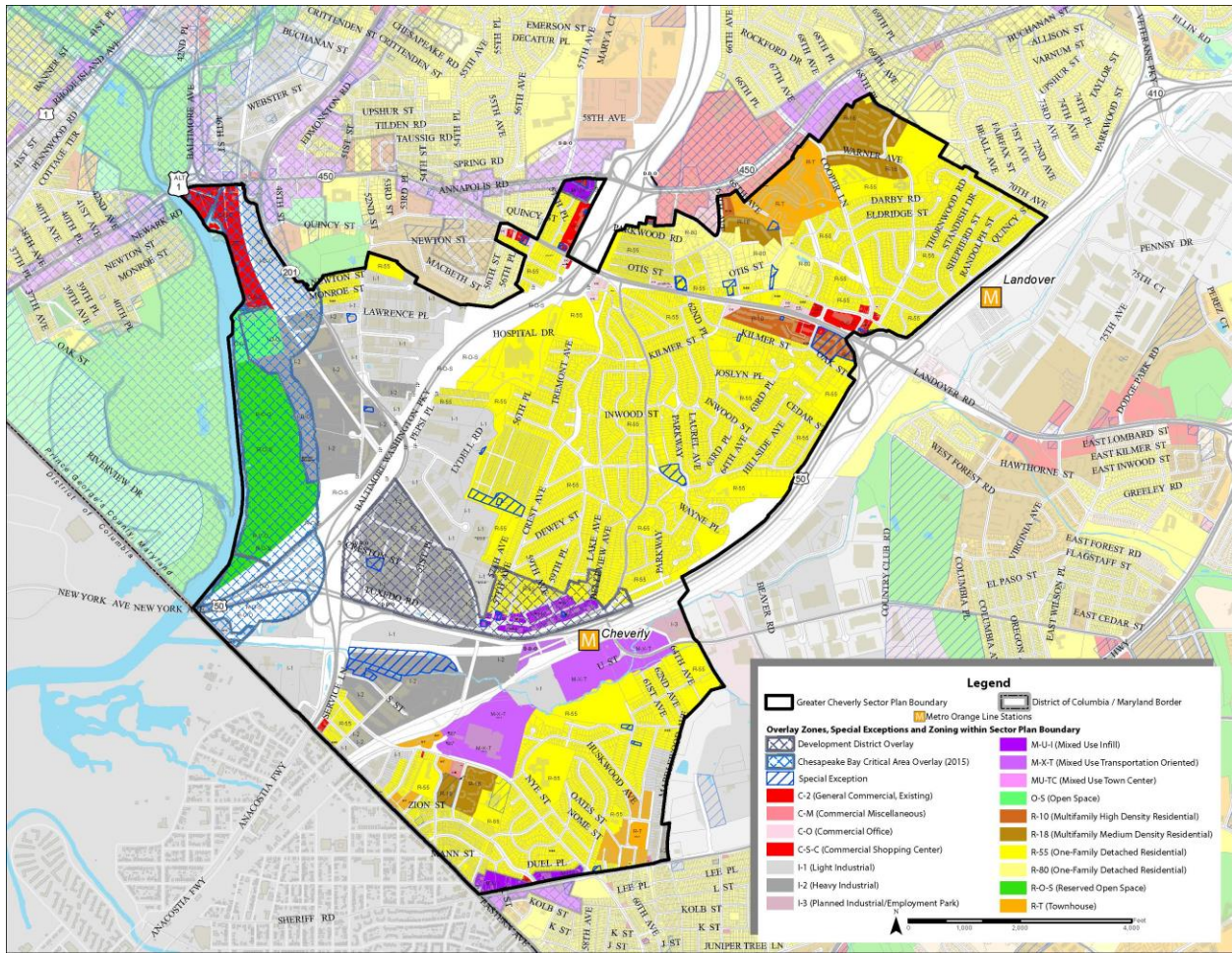


Figure 1 - Sector Plan Zoning Map

## GOALS, CONCEPTS, AND GUIDELINES

The Goals, Concepts, and Guidelines for the Greater Cheverly Sector Plan area summarizes the opportunities and challenges identified during the preplanning phase of the project. They were informed by other relevant master plans and sector plans; meetings with stakeholders including property and business owners, homeowner associations, and the Town of Cheverly; as well as research, analysis, and field observations conducted by Planning Department staff.

The category of goals corresponds to elements contained in the General Plan, including the area's land use, economic prosperity, transportation and mobility, natural environment, community heritage, culture, and design, and healthy communities. The planning process will examine these issues and recommend planning strategies to guide future growth and development. The following are potential opportunities and challenges that will be addressed during the planning process:

## Land Use

*Goal:* Direct future growth toward transit-oriented development opportunities in order to expand the commercial tax base and capitalize on infrastructure investments.

*Concepts:*

- There is a lack of transition between the industrial and adjacent residential land uses, and environmental features.
- The area lacks diverse housing types and affordability.
- Many of the services currently provided at the Prince George's Hospital Center are proposed to be transferred to the Regional Medical Center, which is scheduled to open in 2018.

*Guidelines:*

- Consider how the distinct types of land uses can be better integrated with each other.
- Develop recommendations to ensure a diversity of housing types and options for present and future residents around the Cheverly Metro Station and Arbor Street.
- Determine the redevelopment potential of the Prince George's Hospital Center site.

## Economic Prosperity

*Goal:* Create a diverse, innovative, and competitive economy that generates a range of well-paying jobs and strategically grows the tax base.

*Concepts:*

- There is a lack of retail and service establishments along Tuxedo/Arbor Roads, Kenilworth Avenue (MD 201) in the vicinity of the Kenilworth Avenue/Baltimore Washington Parkway/ US 50 Interchange.
- Local employment is largely provided by the industrial areas and Prince George's Hospital Center, which will lose many of its services to the new Regional Medical Center.

*Guidelines:*

- Determine what strategies and targeted investments will attract quality transit-oriented development (TOD) to the Cheverly Metro Station area.
- Evaluate how the plan can attract a variety of high quality commercial uses at key areas within the sector plan area.
- Consider which enhancements should be implemented to improve the attractiveness of the industrial park area to appeal to a diverse range of businesses.

- Identify the type of programs that can be initiated to help promote job growth in the area.

## **Transportation and Mobility**

*Goal:* Provide and maintain a safe, accessible, sustainable, and cost effective multimodal transportation network that supports the County's desired land use pattern.

### *Concepts:*

- Heavy truck volumes contribute to traffic congestion during peak periods, particularly along Baltimore Washington Parkway, US 50, Kenilworth Avenue (MD 201) interchange, and the Columbia Park Road Bridge.
- Industrial traffic is often forced to drive through residential communities.
- The area is both connected and isolated by the highways that surround it.
- The local street network is missing marked centerlines, shoulders, bike paths, curb and gutter, and sidewalks in certain portions of the plan area.
- The Cheverly Metro station has restricted pedestrian access and is one of the most underutilized stations.
- The entrance to Prince George's Hospital Center is cumbersome, making access difficult.

### *Guidelines:*

- Identify methods to improve accessibility to the Cheverly Metro station and Prince George's Hospital Center.
- Determine what methods can be used to increase ridership at the Metro station.
- Consider what can be done to make the Columbia Park Road Bridge safe for pedestrians and bicyclists.
- Evaluate how the Baltimore Washington Parkway/US 50/ Kenilworth Avenue (MD 201) interchange can be redesigned or improve accessibility to and from the industrial area.

## **Natural Environment**

*Goal:* Preserve, enhance, and restore the natural and built environment to improve human and ecological health.

### *Concepts:*

- The area was developed before the adoption of environmental regulations, which has resulted in much damage to the environment.
- There are high volumes of impervious surfaces
- There is limited tree canopy in certain areas.

- The Anacostia Watershed is underutilized and not well connected due to the location of the highways.
- The 100 year floodplain covers a large part of the area, particularly the lower industrial portions, which flood frequently.

*Guidelines:*

- Determine ways to minimize or reduce the amount of impervious surface in the industrial area.
- Consider how to increase the number of street trees and incorporate trees in open spaces/urban park area.
- Identify ways to improve stormwater management and reduce poor drainage patterns for surrounding streams particularly the Beaverdam Creek.
- Evaluate methods to preserve, enhance, and restore the natural environment of the Upper Anacostia and Lower Beaverdam Creek watersheds as part of the area's redevelopment.

### **Community Heritage, Culture, and Design**

*Goal:* Create walkable places that enable social interaction and reflect community character, and preserve and promote our cultural, and historic rural resources.

*Concepts:*

- The area lacks a common identity to create an overall community presence.
- There are numerous historic sites in the area in need of improvement and/ or protection.

*Guidelines:*

- Identify opportunities to create common visual, design, or signage elements that tie the area together.
- Determine what strategies can be employed to preserve the historic integrity of the Town of Cheverly and surrounding areas.
- Evaluate how to create amenity rich communities that are attractive to younger residents?

## Healthy Communities

*Goal: Create a safe connected community that promotes active and healthy lifestyles.*

*Concepts:*

- There are a variety of park and recreational facilities in the area, some of which may be in need of improvement or redevelopment.
- The industrial areas lack a variety of retail and restaurants.
- There are public and private open spaces that are underutilized.

*Guidelines:*

- Evaluate how the existing park and recreation facilities in the area can be improved to sufficiently meet the needs of existing and future residents.
- Identify those enhancements and strategies that should be pursued to improve the attractiveness of the industrial area and encourage a diverse range of businesses.
- Consider how existing public and private open spaces in the sector plan area can be improved?

## PUBLIC PARTICIPATION PROGRAM

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

- Prince George's County Council Member for District 5
- Mayor and Council of the Town of Cheverly
- Town of Cheverly Advisory Planning Board
- Business Owners
- Homeowner and Civic Associations

Section 27-642 (c) of the Prince George's County Code necessitates that the sector plan process include a public participation program defined by the size, characteristics, and issues of the project area. Therefore, a number of different community outreach strategies will be utilized to



ensure that ample opportunities exist to keep stakeholders informed and facilitate public participation throughout the various stages of the project.

### **Obtaining Information from the Public**

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

- *Community Meetings.* A series of workshops will be held with the community, including residents and property and business owners, to review pertinent background information; identify areas of concern; develop preliminary visions, goals, and strategies; review alternatives; identify functional area issues or recommendations that should be modified, eliminated, or added; and select preferred approaches to inform final draft recommendations.
- *Key Stakeholder Interviews.* Interviews will continue to be conducted with community leaders, business owners, elected officials, advocacy groups, apartment complex owners, county, state, and regional agency staff, and other key stakeholders to identify opportunities and areas of concern.
- *Spanish Interpretation.* Staff recognizes the growing percentage of Hispanic residents who live within the proposed sector plan boundaries. Spanish-speaking staff will be available for translation services during all community workshops and will translate flyers, newsletters, and other written material into Spanish for distribution.
- *E-mail.* An e-mail mailing list used to disseminate project information can serve as a means for soliciting input from citizens and other stakeholders. The project team will also consider the use of surveys distributed either via e-mail or on the project website.
- *Bus/Walking Tour:* A bus and/or a walking tour will be planned to obtain feedback from community residents regarding community conditions, attributes, and concerns. The tour will provide an opportunity to get intimate look at the local landscape and culture, etc.

- *Surveys/Questionnaires.* A survey or questionnaire will be disseminated to community members at various events and activities. There will be a series of questions designed to gather useful information from the respondents.
- *Steering/ Advisory Committee:* This committee is intended to assist the project team overseeing the project. They will provide advice and offer input into the planning processes.

### **Communicating Information to the Public**

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

- *Presentations to Decision Makers.* Staff will brief the mayor and council of the Town of Cheverly, the Planning Board, and the District Council on the status of the sector plan at appropriate intervals.
- *Project Website.* The project website will include a project description, study area map, background planning information, project schedule, information on opportunities for public participation, materials presented at public meetings, and project team contact information.
- *Public Newsletters.* A public information newsletter outlining the overall goals, opportunities, challenges, and timing of the project will be prepared in the beginning of the project. This brochure will be supplemented by periodic newsletters intended to present project information in a dynamic, reader-friendly format.
- *Required Public Notification.* Staff will send letters to all property owners within the project boundaries advising them of the preliminary plan and joint public hearing and will notify all municipalities within one mile of the project boundaries of major project steps and public hearings.
- *Show on the Go:* The project team will attend events throughout the project area to inform the community about the project. Events include picnics, festivals, and tournaments, among other activities.

- *Cable News:* The County’s cable TV network CTV will be a useful resource in making the public aware of the project and activities and in providing periodic updates.
- *Church Programs:* Information will be provided to religious institutions to post in their church programs about the project and upcoming meetings, etc. in hopes of informing the public and increasing attendance and participation at meetings.
- *Storefront Advertisements:* Local businesses will be approached about posting flyers and other handouts to customers in the study area about the project as well as meetings and activities in the community.

## PROJECT SCHEDULE

The Greater Cheverly Sector Plan will follow the 18-month master planning process established in Zoning Bill CB-39-2005. The following schedule outlines estimated dates for the major milestones of this sector plan:

1. Pre-Planning	February 2015 - September 2015
2. Planning Board Initiation	September 10, 2015
3. District Council Authorization	September 29, 2015
4. Prepare Sector Plan	September 2015 - July 2016
5. Permission to Print	July 21, 2016
6. First Joint Public Hearing	October 4, 2016
7. Planning Board Adoption and Endorsement	December 1, 2016
8. Plan Transmittal to District Council	January 10, 2017
9. District Council Resolution of Approval or Amendment with Schedule of Second Public Hearing	February 21, 2017
10. Second Joint Public Hearing	March 7, 2017
11. District Council Final Approval	May 9, 2017