

West Hyattsville— Queens Chapel Sector Plan

RECOMMENDED GOALS, CONCEPTS, GUIDELINES
AND PUBLIC PARTICIPATION PROGRAM



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT
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Introduction

The Prince George's County Planning Department seeks to initiate a multi-year effort to develop a new sector plan for West Hyattsville in the areas surrounding the West Hyattsville Metrorail Station, designated a Local Transit Center by *Plan Prince George's 2035 Approved General Plan* (Plan 2035). This plan will replace, in its entirety, the 2006 *Approved Transit District Development Plan for the West Hyattsville Transit District Overlay Zone*; it will supersede (within the project boundaries) the 1994 *Approved Master Plan for Planning Area 68* and the 2004 *Approved Sector Plan for the Prince George's County Gateway Arts District*. It will reflect the vision and goals contained in Plan 2035, including focusing new development in designated centers and preserving existing neighborhoods, and will amend applicable countywide functional master plans. A consultant team began work on this project in July 2020, focusing on creative and safe community engagement, urban design and visioning, scenario planning, land use and environmental analysis, and transportation planning and market analysis. Stakeholder engagement for this plan began in late Summer of 2020.

Section 27-643 of the Zoning Ordinance requires the Planning Board to prepare “a project description and recommended goals, concepts, guidelines, and a public participation program” at the time of initiation of a sector plan. This document contains that information and describes the methodology through which the Planning Department will conduct and prepare the Preliminary Sector Plan.

Purpose

This new sector plan will advance Plan 2035 by examining the area's existing conditions, issues identified by stakeholders, and economic market potential and create a vision and goals for future growth and preservation at the West Hyattsville Local Transit Center and in surrounding communities, along with specific, focused policies and strategies to achieve those goals.

This sector plan is immediately necessary to replace the 2006 *Approved Transit District Development Plan for the West Hyattsville Transit District Overlay Zone*, which does not function as a comprehensive plan for the subject area, but rather as an introduction to an unsuccessful design overlay zone that is not implementable in the modern real estate market and has been replaced by the County's 2018 adopted Zoning Ordinance.

Overview

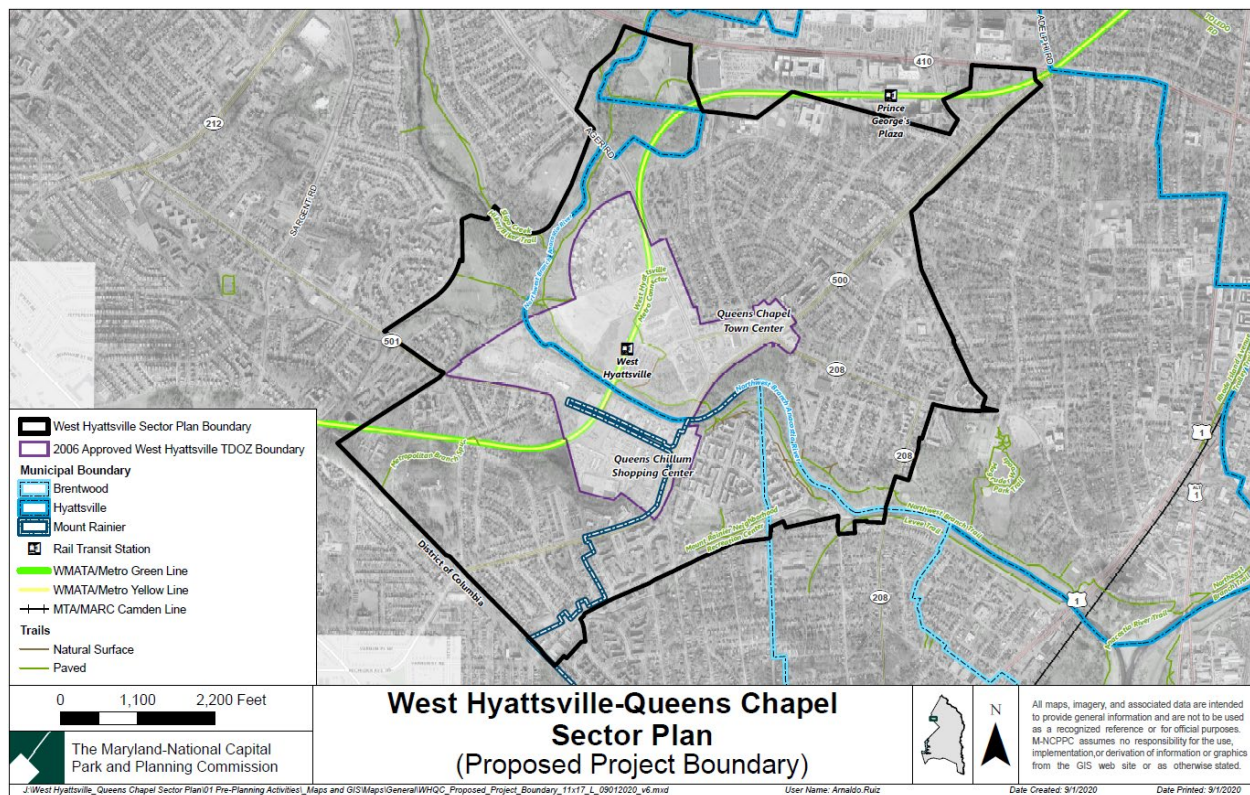
Sector Plan Area

The West Hyattsville–Queens Chapel Sector Plan area is approximately 1,081-acres located within Planning Area 68, which includes portions of the City of Hyattsville, the Town of Brentwood, and the City of Mount Rainier within Councilmanic District Two. The project will cover areas within Plan 2035's Established Communities Areas. More information about the Planning Context of this project may be found in Appendix 1.

This sector plan area is located along MD 500 (Queens Chapel Road) and is anchored by the West Hyattsville Metrorail Station on the Green and Yellow Lines. The sector plan area is generally located south of the Prince George's Plaza Regional Transit District, as defined by the 2016 *Approved Prince George's Plaza Transit District Development Plan*; east of the Northwest Branch of the Anacostia River (Northwest Branch); along and north of the border with the District of Columbia; and west of MD 500 (Queens Chapel Road), MD 208 (38th Avenue/38th Street), and Allison Street (see Map 1, Proposed Plan area).

There are no major highways in this plan area; connections to major thoroughfares are made mainly via MD 500 (Queens Chapel Road), MD 501 (Chillum Road), Ager Road, Hamilton Street, and 38th Avenue. Regional major destinations outside the plan area include Prince George's Plaza, MD 410 (East West Highway), the University of Maryland, College Park, and I-95/I-495 (the Capital Beltway) to the north; the District of Columbia to the south; the Hyattsville Arts District to the east; and Takoma Park and Silver Spring to the west.

Map 1: Proposed Plan area



Areas of Focus

This master plan is anticipated to focus on the redevelopment or enhancement of existing commercial, institutional, and employment areas, infill development of vacant land, and transit-oriented development opportunities at the West Hyattsville Metro Station, as well as multimodal access to the West Hyattsville and Prince George's Plaza Metro Stations. The plan area includes existing single-family detached residential neighborhoods, existing multifamily residential communities, environmentally sensitive areas, and parkland. To organize planning for such a complex area, the plan will focus on four distinct typological and geographic areas (listed below), with the aim of improving and better integrating them:

1. West Hyattsville Metro Station Local Transit Center & Hamilton Street (Queens Chapel Town Center)
2. Queens Chapel Road (MD 500) & Chillum Road Corridors
3. Neighborhoods
4. Natural and Recreation Areas

Key Assets

The plan area is diverse with key economic development opportunities such as the West Hyattsville and Prince George's Plaza Metro Stations, the Queens Chillum Shopping Center, Queens Chapel Town Center, and several well-maintained residential neighborhoods. Its proximity to Prince George's Plaza, the US 1 Corridor, and Washington, DC, the presence of two Metrorail stations within walking distance, and a plethora of green recreation space along the Northwest Branch of the Anacostia River that is the heart of the area, are key assets. This area is also home to several senior retirement and assisted living facilities, religious institutions, schools, daycares, and the Mt. Rainier Nature / Recreation Center.

Key Questions

Every plan should strive to answer some basic questions related to the eight elements found in Plan 2035. Additional, location-specific questions are also included, and were identified and discussed during the project team's initial research, walking and driving tours of the plan area, and initial meetings with key community stakeholders. The sector plan will strive to address all of these questions, as well as other issues and opportunities identified by the public, stakeholders, and through the community engagement process and additional research and analysis:

General Questions

1. Are there opportunities to develop amenity-rich, connected, and high-quality places for residents, workers, and visitors at the existing transit-oriented centers?
2. Does potential exist to increase area employment opportunities?
3. How does Prince George's County and partner agencies improve transportation connectivity and identify targeted opportunities to increase accessibility to non-automotive travel modes?
4. Are there opportunities to protect, preserve, and enhance elements of the County's Green Infrastructure Network?
5. How does Prince George's County attract development that provides housing opportunities for all while simultaneously protecting established communities?
6. What actions should be taken to preserve and capitalize on the area's history and culture?
7. How does Prince George's County increase and/or improve access to health care, healthy food, recreational opportunities, and a safe pedestrian and bicycle network?
8. How does Prince George's County ensure that public facilities exist to serve the future population?

Location-specific Questions

1. Are there opportunities to concentrate neighborhood-serving retail in appropriate locations and repurpose older and underperforming commercial centers?
2. How does Prince George's County capitalize on the Northwest Branch and the West Hyattsville Metro Station to improve quality of life and attract new residents, visitors, and workers?
3. The existing West Hyattsville Metro Station is not visible from MD 500 (Queens Chapel Road) and is set back from Ager Road. How can its visibility and primacy in the plan area be improved through land use and urban design?
4. How can redevelopment occur along MD 500 (Queens Chapel Road) and other non-residential properties in the plan area to support walkability, bicycling, and transit use?
5. What opportunities are presented by the following facets of the 2018 Zoning Ordinance:
 - a. The requirements, standards, and use permissions of the new Zones, especially the LTO, CGO, and RMF-20 Zones?
 - b. The design standards of the new Ordinance?
 - c. The neighborhood compatibility standards of the new Ordinance?
6. A large portion of the plan area lies within the 2016 FEMA 100-year floodplain; how can development safely occur while minimizing flood risk, and how do we utilize and implement innovative green infrastructure elements to mitigate stormwater impacts to the floodplain from existing and future development?
7. The Northwest Branch splits the plan area; how can access to the West Hyattsville Metro Station be improved for the residents that live south of the river?
8. How can the pedestrian and bicycle infrastructure in the plan area improve to facilitate multimodal access to both the West Hyattsville and Prince George's Plaza Metro Stations?
9. How can the plan encourage the development of market rate housing while simultaneously implementing policies that promote and preserve affordable/workforce housing that allow residents to age-in-place?
10. What types of businesses can the West Hyattsville area support? How can the retail mix be diversified to meet residents' needs while preserving local and startup businesses?
11. How can Hamilton Street be revitalized to serve as, and feel like, more of an attractive "Main Street"?

Goals, Concepts, and Guidelines

The following Goals, Concepts and Guidelines for the West Hyattsville–Queens Chapel Sector Plan provide the framework through which the Planning Department will conduct the proposed sector planning process over the next 20 months, resulting in a Preliminary Sector Plan issued for public review and comment in June 2022.

Goals

The primary goals of the West Hyattsville–Queens Chapel Sector Plan are to work with the community, stakeholders, elected officials, and other interested parties to create a consensus vision for the future of the West Hyattsville–Queens Chapel area that meets the needs of local residents while also advancing countywide goals for sound land use, quality of life, transportation, environmental protection, and economic development. This new sector plan will implement Plan 2035 by setting goals for sustainable growth and preservation, develop policies that facilitate implementation of these goals, and identify specific, realistic, and achievable strategies and actions that bring the vision to fruition.

Concepts

Plan 2035 and the County’s area master and sector plans contain eight inter-related plan elements that represent the holistic framework of comprehensive planning. Each of these plan elements will be evaluated, in the context of Plan 2035, and addressed through this planning process with clear, specific, and implementable strategies. Plan 2035 established the following guiding principles:

1. Concentrate Future Growth
2. Prioritize and Focus our Resources
3. Build on Our Strengths and Assets
4. Create Choice Communities
5. Connect Our Neighborhoods and Significant Places
6. Protect and Value Our Natural Resources

The following concepts will be addressed through this planning process:

1. Land Use
2. Economic Prosperity
3. Transportation and Mobility
4. Natural Environment
5. Housing and Neighborhoods
6. Community Heritage, Culture, and Design
7. Healthy Communities
8. Public Facilities

Guidelines

In developing this plan, the Planning Board strives to follow these important guidelines:

Community and Stakeholder Engagement

1. **Value Participants' Time:** The Planning Department strives to create a planning process that will be fun and rewarding to the community. The public and stakeholders' time is valuable; therefore, the project team will strive to make it a rewarding experience. Community planning is a great way to learn about your community, to meet your neighbors and others in your community who share your interests, and to have a say in the future of the place where you live, work, shop, or play.
2. **Inclusion:** The planning process will be inclusive. All members of the public will have an opportunity to weigh in at several stages throughout the process and their input will be accepted respectfully and addressed professionally. The project team commits to meet virtually or via telephone with any interested stakeholder to discuss West Hyattsville–Queens Chapel, provide information about the project, and to solicit feedback.
3. **Transparent and Fact-Based:** The planning process will be transparent, objective, and fact-based. Policies and strategies will be based on data, demonstrable trends, and defensible theories. The project team will present information and concepts to generate discussions amongst the stakeholders with the goal of discussing all topics, even if controversial. Information will be disseminated through the project website as soon as it is available. Public meetings will use a variety of platforms, will be advertised using a variety of media, and will be open to all.

Plan Development

4. **Realistic:** The planning process will be realistic and focused on achievable outcomes to achieve the 20-year vision: An opportunity exists to plan for a great, sustainable, dynamic future for the West Hyattsville–Queens Chapel community, and for participants to understand the opportunities and trade-offs to creating a 20-year plan.
5. **Focused:** This planning process is about West Hyattsville–Queens Chapel as identified on the plan area map. Some issues facing Prince George's County affect multiple communities or the County as a whole. This plan is focused on strategies applicable to West Hyattsville–Queens Chapel. Broader issues identified through this process will be directed to the appropriate entity or process to address at the appropriate time. This process will be focused on developing the County's growth and preservation policies for West Hyattsville–Queens Chapel for the next 20 years. This effort may be followed by a Sectional Map Amendment to update the zoning of properties to implement this plan.
6. **Consistent with County priorities:** This planning process recognizes that West Hyattsville–Queens Chapel is a resource for the entire County and that a plan for the area should support and not conflict with the countywide goals for land use, quality of life, environment, transportation, and economic development.
7. **Carrying Forward What Works:** This planning process will not “re-invent the wheel.” This is the fourth planning process in this area in the past 26 years, and many stakeholders participated in the development of all of these plans. Some of the recommendations in the 2006 *Approved Transit District Development Plan for the West Hyattsville Transit District Overlay Zone* are still relevant, while many are outdated, and most have yet to be implemented. Relevant and valid recommendations

in prior plans will be carried forward, while others will be updated or replaced. This allows the project team to focus on areas that need up-to-date input based on current and anticipated conditions.

Anticipated Schedule

Table 1. West Hyattsville–Queens Chapel Sector Plan Major Milestones and Timelines

Project Milestone	Anticipated Date
Planning Board Initiation	September 2020
Planning Board transmittal of the Goals, Concepts and Guidelines and a public participation program to County Council	September 2020
District Council Initiation	October 2020
Council approval of the Goals, Concepts and Guidelines and PPP	October 2020
Public release of Preliminary Sector Plan	June 2022
Joint Public Hearing	September 2022
Planning Board Work session	December 2022
Planning Board Adoption	December 2022
District Council Approval or Amendments	January 2023
2 nd Joint Public Hearing (if necessary)	April 2023
Council Work session (if necessary)	June 2023
Plan Approval by District Council with Amendments (if necessary)	June 2023

Request for Extension

CB-39-2005 amended the time the Planning Board is allotted to prepare a Preliminary Master Plan in Section 27-644(a)(2) of the Zoning Ordinance from 18 months to eight (8) months. Eight months generally has not allowed for an appropriate amount of time to prepare a professional quality, thorough comprehensive plan with significant public engagement. Fifteen of the 16 most recently initiated master and sector plans, including all plans initiated since 2009, have required an extension to this time frame. Even with approved extensions, many of these plans have required a significant number of amendments during the Planning Board adoption and Council approval phases, and subsequent administrative corrections, due to inadequate time for drafting, vetting, and reviewing the Preliminary Master Plan prior to public release. In short, the eight-month legislated timeframe is insufficient to prepare a comprehensive sector plan for West Hyattsville–Queens Chapel. Because non-personnel funding for this project was allocated in Fiscal Year 2020, a consultant was contracted in June 2020 to develop inputs for the Plan; they began their work on this effort in July 2020.

Due to the challenging legislated plan preparation time frame, standard practice over the past 14 years has been to conduct a significant amount of the planning effort prior to seeking formal legislative initiation and endorsement of goals, concepts, guidelines, and a public participation program. To this end, beginning in Summer 2020, Planning Department staff and consultants have begun to conduct the extensive research, stakeholder outreach, issues identification, key stakeholder interviews, and analysis necessary to craft a comprehensive, inclusive, and holistic sector plan.

As of August 2020, the Planning Department has consultants under contract to deliver an Existing Conditions Report in October 2020 and their recommendations report in July 2021. While drafting of the Preliminary Sector Plan will begin in Fall 2021, the Planning Department is cognizant of the need to engage the public, partner agencies, and other stakeholders, and to thoroughly vet and review the plan prior to its release for public review and comment.

The Planning Department is especially interested in ensuring that the community and stakeholders are aware of the project scope, stakeholder engagement, and the boundaries of the sector plan area. In the past, initiating the plan after significant pre-planning activities had taken place caused confusion with the public and stakeholders. Consequently, staff is requesting to initiate this project now and not after a significant amount of planning activities have occurred.

In addition to these standard planning considerations, the Planning Department is undertaking this master plan concurrently with the Countywide Map Amendment. The comprehensive zoning effort will require staff support to review and digest testimony from the Fall 2020 Joint Public Hearing, and, if necessary, a Spring 2021 Joint Public Hearing on any proposed amendments.

Accordingly, the Planning Department asks the Planning Board to request a twelve-month extension of the plan preparation timeframe pursuant to Section 27-644(a)(3) of the Zoning Ordinance.

Public Participation Program

Introduction

Public participation is an essential element in the preparation of successful comprehensive plans. The public and key stakeholders, such as elected and appointed officials, property owners, business owners, community leaders, students, and workers provide on-the-ground eyes and ears that can identify key issues of importance, critical feedback on the feasibility or desirability of plan recommendations, and support for plan approval and implementation. Well-informed stakeholders are key to the success of a public engagement program.

Section 27-643 of the Zoning Ordinance requires submittal of a public participation program for District Council review and approval. The proposed public participation plan for the West Hyattsville–Queens Chapel Sector Plan includes use of traditional and electronic media to quickly gather and disseminate information, online and telephone platforms for outreach events, interviews with key stakeholders and partner agencies, a virtual field office presence, online surveys, and briefings to decision makers.

The project team consists of staff from the Prince George’s County Planning Department and a supporting team of consultants led by AECOM.

Public Information

The West Hyattsville–Queens Chapel community will be kept informed of opportunities to participate in the planning process, progress on the plan, and upcoming events and benchmark dates through the project’s web page (located at <https://www.mnccppc.org/4931/West-Hyattsville-Queens-Chapel-Sector-PI>), a Konveio site, multimedia including a project video, social media, online community platforms like Nextdoor, and an e-mail newsletter. Online meeting evaluation forms/surveys will allow the public to evaluate and provide feedback on the quality of the public participation program and planning process to the project team. The community will also be kept informed through more traditional methods of information sharing to bridge the digital equity divide: postcards, flyers, or posters can be made available at existing local initiatives like food drives or in highly frequented places like grocery stores and laundromats pending Covid-19 restrictions being lifted. Public information will be available in both English and Spanish.

Description of Major Public Outreach Events

Focus Groups with Key Stakeholders

Two sets of focus group meetings are planned during the course of this project. Focus groups provide an effective platform for the project team to pose questions that facilitate an organic style of discussion with a small group of community members and stakeholders. The project team is looking for key insights from community members that are not typically obtainable via traditional analytical methods.

At least 10 focus groups will be carried out with key stakeholders to gather information that will inform the Existing Conditions Report. The key stakeholders are listed below:

- Local municipal Council and Committee members
- Commercial and Retail Business owners/employees
- Residents
- Community Activists
- Civic and Business Leaders
- Civic Associations and HOAs
- Developers

Interviews with Key Stakeholders

At least 10 interviews will be held with key stakeholders and partner agencies to gather information that will inform the Existing Conditions Report. The key stakeholders are listed below:

- Prince George's County Elected and Appointed Officials
- Hyattsville City Council
- City of Hyattsville Staff
- Brentwood Town Council
- Town of Brentwood Staff
- Mt. Rainier City Council
- City of Mt. Rainier Staff
- Prince George's County and State of Maryland Agencies (Transportation, Public Facilities, Environmental, Economic Development Corp., Other)
- Developers
- Major Property Owners
- WMATA

Community Workshops and Public Open Houses

A total of two (2) Workshops and two (2) Public Open Houses will be held in 2020 and 2021 per the following schedule:

DATE	TOPIC
FALL 2020	Virtual Public Open House. Staff and consultants will present the Draft Existing Conditions Report summarizing community, market and data analysis gathered during field research and stakeholder interviews. Comments and feedback will be solicited from stakeholders at this open house session.
WINTER 2020	Two (2) Virtual Community Workshops. Consultants will lead and facilitate (a) a visioning workshop with community members to define the vision for the future of the plan area, and (b) a scenario planning workshop with community members to develop alternative scenarios for future growth in the plan area.
SUMMER 2021	Virtual Public Open House. Staff and consultants will present the consultants' Final Report to community members and other stakeholders at a virtual open house session.

These sessions will begin with a formal presentation where staff addresses the project scope (for new participants) and status, receives input and responds to questions. The community workshops will include breakout group discussions, where technology allows, or other options can be developed such as topic specific meetings and brainstorming and live virtual sketch activities. The breakout rooms will employ an iterative process of soliciting feedback and be topic-specific and activity-driven. Online polling and mapping and virtual whiteboards will also be incorporated into these events to elicit feedback and information where feasible. These sessions will be facilitated jointly by staff and the consultant team.

Schedule

The schedule for the public participation plan is below, including the major public outreach events described in the previous section. The public participation plan will be implemented in phases based on the sector planning process, as follows:

PHASE 1: Pre-Initiation Information Gathering

Timeframe: March 2020 – October 2020

Tasks

1. **Letters to Key Stakeholders:** Staff introduced the project to key stakeholders and invited their participation in stakeholder interviews (August 2020).
2. **Project Website:** The website went live August 2020 and will be updated throughout the duration of the project (2020 – 2023).
3. **Konveio Website.** The Konveio interactive website for document review will go live in Fall 2020 and will be updated throughout the duration of the project (2020 – 2023).
4. **Stakeholder Surveys:** Targeted stakeholder surveys will be sent via email, on the project website, and integrated into virtual events. Staff will use online tools, such as Microsoft Forms, Slido, Konveio, and *Open Town Hall* (by OpenGov), which has been used successfully by the Department of Parks and Recreation, to obtain community feedback on key planning issues (September 2020 – May 2021).
5. **E-mail, E-Newsletters and Social Media:** The public will be kept informed via the Department's Twitter, Facebook and Instagram pages, from October 2020 onward, as well as via a quarterly newsletter starting the end of the second Quarter FY 2021 (December 2020 – June 2023).
6. **Focus Groups:** The first focus groups will focus on facilitating conversation around existing conditions with a variety of community members, business owners, and other stakeholders (separate from the stakeholder interviews). The purpose is to learn more about the community directly from the members themselves on traditional planning topics including land use, transportation, housing, economic development, the environment, urban design, circulation and accessibility and other topics pertinent to the development of this Sector Plan. Staff and consultants will work together to develop the approach, content, and facilitate the focus groups. Bilingual facilitation and materials will be available.
7. **Major Stakeholder Interviews/Meetings:** Staff and consultants will carry out a series of meetings with key stakeholders starting in September 2020. The project team will begin these meetings with an introductory PowerPoint presentation defining the project's scope, objectives, and key areas of focus. This will be followed by a semi-structured interview, with discussion topics and questions prepared in advance to guide the conversation. The AECOM Consultants will be tasked with making a formal presentation and facilitating the interviews. The information gathered from these sessions will inform the preparation of the Existing Conditions Report which will, in turn, facilitate the preparation of the Preliminary West Hyattsville–Queens Chapel Sector Plan. Bilingual facilitation and materials will be available.
8. **Briefing:** Staff plans to introduce the project to Hyattsville City Council, Brentwood Town Council, and Mount Rainier City Council (October 2020).
9. **Initiation:** Staff will present the Goals, Concepts, Guidelines and Public Participation Plan to Planning Board and District Council (September – October 2020).

10. **E-Newsletters and Newsletters:** Staff will work with County Councilmember for District 2 to prepare and send out information introducing the West Hyattsville–Queens Chapel Sector Plan and promoting the upcoming Kickoff event.
11. **Kickoff Event:** Staff will host a “kickoff meeting” to introduce the West Hyattsville–Queens Chapel Sector Plan to the community. The meeting will include the project team, consultant team, and council members (or their representatives) for Councilmanic District 2. Staff will work with the consultant team to prepare a presentation that highlights the overall purpose of the project, Public Engagement Strategy, and project timeline (October 2020). Interactive tools for Q&A, online mapping, and live polling will be used to solicit feedback from participants. Bilingual facilitation and materials will be available.

PHASE 2: Research/Public Stakeholder Engagement / Internal Review (Staff) Draft Plan

Timeframe: October 2020 - December 2021

Tasks

1. **Community Events:** Staff will attend community events within the sector plan area, when safe and when invited, to solicit and record feedback (October 2020 – August 2021).
2. **E-mail, E-Newsletters and Social Media:** The public will be kept informed via the Department’s Twitter, Facebook and Instagram pages, from October 2020 onward, as well as via a quarterly newsletter starting the end of the second Quarter FY 2021 (December 2020 – June 2023).
3. **Community Workshops and Public Open Houses:** Staff and consultants will carry out and facilitate community workshops to identify and develop a vision for the area, as well as the creation and identification of a preferred development scenario. Public open houses will be carried out jointly to present information to the public at key milestones in the project – the existing conditions report and the final report including community vision, preferred development scenario, and recommended policies and strategies (December 2020 – August 2021).
4. **Focus Groups:** The second focus group series will be focused on the obtaining feedback on development scenarios resulting from the community workshops and the consultants’ analysis. Staff and consultants will work together to develop the approach, content, and facilitate the focus groups. Bilingual facilitation and materials will be available. (Spring 2021)
5. **Virtual Office Hours:** Staff will hold online, virtual community “office hours” via the online platform GoToMeeting or MS Teams two (2) days a week during the first week of each month (November 2020 – August 2021) to answer questions/receive input from the public and stakeholders during these times. These online platforms will allow staff to share visual materials with citizens. These office hours also offer the opportunity to educate citizens about planning in general. Bilingual facilitation and materials will be available.
6. **Konveio Website.** The Konveio interactive website for document review will be updated throughout the duration of the project and used to solicit public feedback on the existing conditions report, maps, scenario renderings, and other documents (2020 – 2023).
7. **Community Walk shops:** To gain an enhanced on-the-ground appreciation and understanding of key issues, staff will lead one (1) virtual “walk shop” or virtual walking tour of the plan area. Walk shop locations and topics will be based on different planning issues (Spring 2021).
8. **Project Videos:** At least two (2) project videos will be developed throughout the plan process (Fall 2020 and Fall 2021).
9. **Planning 101:** Staff will utilize community events, workshops, open houses, and other engagement efforts to educate residents and stakeholders on planning, preservation, and growth-related topics (February 2021 – September 2021). Information will be presented and distributed through the following channels:
 - a. PowerPoint Presentation
 - b. Infographic
 - c. Postcard
 - d. Poster and/or Door-hanger
 - e. Other

PHASE 3: Peer Review and Sector Plan Legislative Approval Process

Timeframe: January 2022 – June 2023

Tasks

1. **Internal Agency Review Draft:** A staff draft of the Sector Plan will be shared with partner agencies for review and comment, using *Konveio* or a comparable collaboration tool. The Department will look for opportunities to facilitate the review period through on-line collaboration programs. (January - April 2022).
2. **Preliminary Sector Plan Public Release:** Once the Planning Board has granted permission to release the Preliminary Sector Plan to the public, it will be available on the project websites, the Planning Information Services Counter at the County Administration Building, as well as at area libraries. An announcement of the plan's public release will be shared through social media platforms (Facebook, Twitter, and Instagram) and a traditional press release (June 2022). Staff will send out required public notifications to property owners informing them of the Preliminary Sector Plan and the Joint Public Hearing date (Fall 2022).
3. **Final publication:** The final plan is scheduled for approval by the District Council in the Spring of 2023 and will be released in Summer 2023.

APPENDIX 1: PLANNING CONTEXT

Plan 2035

In 2014, the County approved Plan Prince George's 2035 Approved General Plan (Plan 2035), which set a new vision for Prince George's County that prioritizes "vibrant, mixed-use, transit and pedestrian-oriented communities with improved connectivity between the residential, recreational, commercial land uses". Plan 2035 provides a development policy framework for the county's long-term growth that includes policies and strategies to capitalize on local and regional strengths and assets.

http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=279&Category_id=1

Existing Area Master Plans

2006 Approved Transit District Development Plan for the West Hyattsville Transit District Overlay Zone (TDDP)

The 2006 *Approved Transit District Development Plan for the West Hyattsville Transit District Overlay Zone (TDDP)* was approved prior to the 2008 economic crash, Plan 2035, and the new zoning and subdivision ordinance. It is based on a now-outdated General Plan, defunct land use regulations, and pre-2008 economic realities. The TDDP envisioned West Hyattsville as an inclusive, walkable TOD area with a mix of land uses including living, working, and shopping. Around the same time the TDDP was approved, a mixed-use development was approved within the plan area. The West Hyattsville Commons planned to build a mixed-use community with 1,270 multifamily units, 225 townhouses, 85,000 sq. ft of retail spaces, and 110 sq. ft of office spaces. This development never transpired. Until the Riverfront at West Hyattsville (183 townhouses) began construction in 2019, no development has occurred at the West Hyattsville Metro Station since its opening in 1993.

http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=197&category_id=&name=west%20hy&pricemin=&pricemax=&author=&Pubs_year=All&price=&

2004 Approved Sector Plan for the Prince George's County Gateway Arts District

The 2004 Approved Sector Plan for the Prince George's County Gateway Arts District identified Hamilton Street/Gallatin Street, Chillum Road/34th Street, and Northwest Branch Stream Valley Park Trail as three Artways that transform ordinary streets into unique, dynamic forms of artistic expression to enhance east/west connections along the US 1 corridor and celebrate the Arts District. The plan aims to designate the Artways as truck-restricted routes that provide safe, adequate sidewalks, protected and highly visible pedestrian crossing, comprehensive bicycle and pedestrian facilities, unified and unique street signage, street and sidewalk lighting, and sidewalk lighting. The Plan also implements the different development strategies for three different Arts District's subareas, those are Hyattsville- the Arts District's economic engine, Mount Rainier- the Arts District's cultural center, and Brentwood/North Brentwood- the Arts District's production center.

http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=23&category_id=1&category=&name=&pricemin=&pricemax=&author=&Pubs_year=all&price=&

1994 Approved Master Plan for Planning Area 68

The 1994 Approved Master Plan for Planning Area 68 encourages attractive and thriving commercial development which provides a variety of goods and services for both local users and outside shoppers and serves as an appealing focal point for the community. The plan incorporated the transit district development plans for the West Hyattsville TDOZ and the Prince George's Plaza TDOZ approved by the District Council in July 1992. The purposes of the Transit Development Overlay Zone were to increase the use of transit facilities, maximize the return on investment in the transit system, encourage appropriate development near transit stations with coordinated urban design elements, and increase local tax revenue.

<http://mncppcapps.org/planning/publications/PDFs/136/Planning%20Area%2068%20May%201994.pdf>

West Hyattsville–Queens Chapel Plans and Studies

City of Hyattsville Hamilton Street/Jefferson Street Artway North Plan

This report was prepared in 2006 by the Community Planning Division of the Prince George's County Planning Department through the Planning Assistance to Municipalities and Communities program in response to a request by the City of Hyattsville to develop streetscape standards and identify locations for public art along a pedestrian connection between Baltimore Avenue (US 1) and Ager Road at the West Hyattsville Metro Station entrance. The pedestrian route is to be known as Artway North and traverses Hamilton and Jefferson Streets within Hyattsville.

<https://www.cityofbowie.org/DocumentCenter/View/256/2006-Transit-System-Enhancement-Study>

Greater Chillum Community Study

This 2015 study was initiated to investigate the needs of the Greater Chillum Community and prepare guidance to assist Prince George's County and M-NCPPC with implementation approaches. The study area overlaps with a portion of the West Hyattsville–Queens Chapel Sector Plan Area and is located in an unincorporated region of Prince George's County, east of the City of Takoma Park (Montgomery County), south of Langley Park, west of the City of Hyattsville, and north of the District of Columbia. The project concentrates on developing a comprehensive list of needs and improvement strategies with an emphasis on defining and facilitating neighborhood conservation, pedestrian safety and access, and commercial revitalization strategies and programs.

<http://mncppcapps.org/planning/publications/PDFs/306/Greater%20Chillum%20Community%20Study.pdf>

Anacostia Trails Heritage Area Management Plan

The 2001 *Approved Anacostia Trails Heritage Area Management Plan* describes the Anacostia Trails Heritage Area the heritage tourism resources contained therein; provides strategies for heritage tourism, interpretation, stewardship and linkages; and discusses implementation practices.

http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=2&category_id=&name=anacostia%20trail&pricemin=&pricemax=&author=&Pubs_year=&price=&

Key Functional Master Plans

2017 Prince George's County Resource Conservation Plan: A Countywide Functional Master Plan

This plan combines related elements of green infrastructure planning, rural and agricultural conservation, and cultural preservation into one functional plan in order to streamline the plan approval process, meet state requirements for planning elements, and more efficiently update existing plans and maps. Its goals, measurable objectives, policies and strategies pertain to green infrastructure planning, agricultural and forestry conservation, and rural character conservation.

http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=329&Category_id=1

Formula 2040: Functional Master Plan for Parks, Recreation and Open Space (2013)

This plan is the culmination of work that commenced in 2008 with a Needs Assessment project called Parks & Recreation: 2010 and Beyond. The “formula” in Formula 2040 is Parks + Recreation = Experience. The formula is recognition that parks, recreation and leisure programming is a major component of the Department’s mission. The plan establishes a framework that will assure that the Department of Parks and Recreation can meet future parks and recreation programmatic and facility needs.

Formula 2040 contains:

1. A profile of where Prince George’s County and its parks, recreation and open space system are today;
2. A description of demographic, recreation, and leisure trends that will influence the future direction of parks and recreation in Prince George’s County;
3. A strategic framework consisting of a vision, goals, objectives, and policies to guide decision-making by County officials, boards, and staff; and
4. Specific strategies and action steps that will be taken to implement the Plan.

Formula 2040 is built on a substantive foundation of community engagement and participation using a variety of methods, including surveys, public meetings and open houses, special interest focus groups, a staff outreach corps and a speakers bureau.

<http://www.mncppc.org/DocumentCenter/View/118/2040-Functional-Master-Plan-PDF>

2009 Approved Countywide Master Plan of Transportation

This plan was developed with the assistance of the citizens of Prince George’s County, elected officials, as well as state, regional and local government agencies. The plan’s goals, policies and strategies seek to ensure an efficient multimodal transportation infrastructure in the county that accommodates the needs of all user groups.

<https://www.mncppc.org/1156/Transportation-Plans>

Other Key Studies and Plans

The 2013 *Economic Drivers and Catalysts: A Targeted Economic Development Strategy for Prince George's County, Maryland* was a year-long effort to create a targeted economic development strategy to maximize the creation of new jobs in the county as well as diversify and grow a tax base that supports the county's government services. The strategy focuses on targeting key high-growth industries with the greatest potential to contribute to economic growth and development in Prince George's County.

<https://pgccouncil.us/DocumentCenter/View/3161/The-Economic-Drivers-and-Catalysts-FULL>

The 2016 *Prince George's County Retail Marketability and Competitive Study* evaluated retail markets and their opportunities in the County, identifying areas that were growing, stable, or that may need intervention. It was based on research completed in the *Prince George's County Maryland High-End Retail Market Analysis* that evaluated affluent spending patterns, tenant site and location criteria, developer and broker perspectives on Prince George's County, and the demographic and economic criteria important for high-end retail to succeed.

<http://mncppcapps.org/planning/publications/PDFs/311/Retail%20Marketability%20Analysis%20Deliverable.pdf>

The 2017 *Prince George's County Competitive Retail Market Strategic Action Plan* is a five-year implementation strategy designed to proactively address the economic and real estate challenges that are negatively impacting the County's retail environment, build on key strengths and tools that can be leveraged, and articulate a strategic toolkit of actions and approaches. The goal of the plan is to help policy makers, elected officials, and business leaders enact the policy changes and programs necessary to strengthen and diversify the County's local and regional retail base and help guide future commercial and residential development and land use decisions. The Plan outlines key measures, actions, policies, programs, and financial incentives that the County can undertake to leverage areas of opportunity; attract and retain desired high-quality retail; and address the incidence of marginal, at risk, or failing retail centers.

http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=327&Category_id=2

The 2019 Prince George's County *Comprehensive Housing Strategy: Housing Opportunity for All* (CHS) identifies housing challenges, assets, and opportunities; defines the community vision for housing; and provides a plan of action to solve those challenges and carry out that vision over a ten-year period. The goals of the CHS are to support existing and long-time residents that are at risk of displacement, attract new residents, and build on strategic investments and submarket conditions (including Transit-Oriented Development (TOD) areas).

<https://www.princegeorgescountymd.gov/DocumentCenter/View/26486/CHS---Housing-Opportunity-for-All-with-appendices---FINAL-updated-8-5-19>