

# Adelphi Road – UMGC/UMD Purple Line Station Area Sector Plan and Sectional Map Amendment



RECOMMENDED GOALS, CONCEPTS, GUIDELINES  
AND PUBLIC PARTICIPATION PROGRAM

## Introduction

The Prince George's County Planning Department seeks to initiate a multi-year effort to develop a new sector plan for the area adjacent to Adelphi Road-University of Maryland Global Campus (UMGC)-University of Maryland (UMD) Purple Line Station, designated a Campus Center by *Plan Prince George's 2035 Approved General Plan* (Plan 2035). This plan will supersede and replace (within the project boundaries) the 1989 *Approved Master Plan for Langley Park-College Park-Greenbelt and Vicinity*. It will reflect the vision and goals contained in Plan 2035, including focusing new development in designated centers and preserving existing neighborhoods, define the boundaries of the Plan 2035 Center, and will amend applicable countywide functional master plans. A consultant team will began work on this project in Fall 2020, focusing on inclusive community engagement and market analysis. Stakeholder engagement for this plan is underway, with broader public participation beginning in late Fall of 2020. This sector plan will be accompanied by a concurrent Sectional Map Amendment (SMA) to implement any zoning recommendations that arise from the planning process.

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 goals, and will build upon the recommendations provided in the *Purple Line Transit-Oriented Development (TOD) Study* that was conducted by the Maryland-National Capital Park and Planning Commission (M-NCPPC) in 2013. This plan will incorporate and build upon the ongoing planning efforts in the Northern Gateway, along the Purple Line, and on the UMGC and UMD campuses. The Plan will examine the existing conditions and issues, and assets and opportunities--through a comprehensive assessment of the land use, economic prosperity, transportation and mobility, natural environment, housing and neighborhoods, community heritage, culture, and design, healthy communities, and public facilities—through an inclusive public and stakeholder engagement program. The plan will identify the vision and goals for the future of the Station Area, and create focused policies and strategies to implement the County's goal of maximizing the benefits of the massive public investment in transit infrastructure through targeted transit-oriented development and accessibility improvements in the Sector Plan area.

This sector plan is necessary to avoid any unplanned development or redevelopment that might occur because existing plans in this area do not anticipate the Purple Line light rail station or its impacts. A new plan will identify a vision, goals, planning policies or strategies relevant for a light rail station area.

## Overview

### Sector Plan Area

The Adelphi Road-UMGC/UMD Purple Line Station Area Sector Plan area is approximately 103.09 acres located within Planning Areas 65 and 66, including portions of the City of Hyattsville and the City of College Park, within Councilmanic Districts Two and Three. The project will cover areas within Plan 2035's Established Communities Policy Area, the UMD West Campus Center, and portions of the half-mile radius around the UMD Center Campus Center. More information about the Planning Context of this project may be found in Appendix 1.

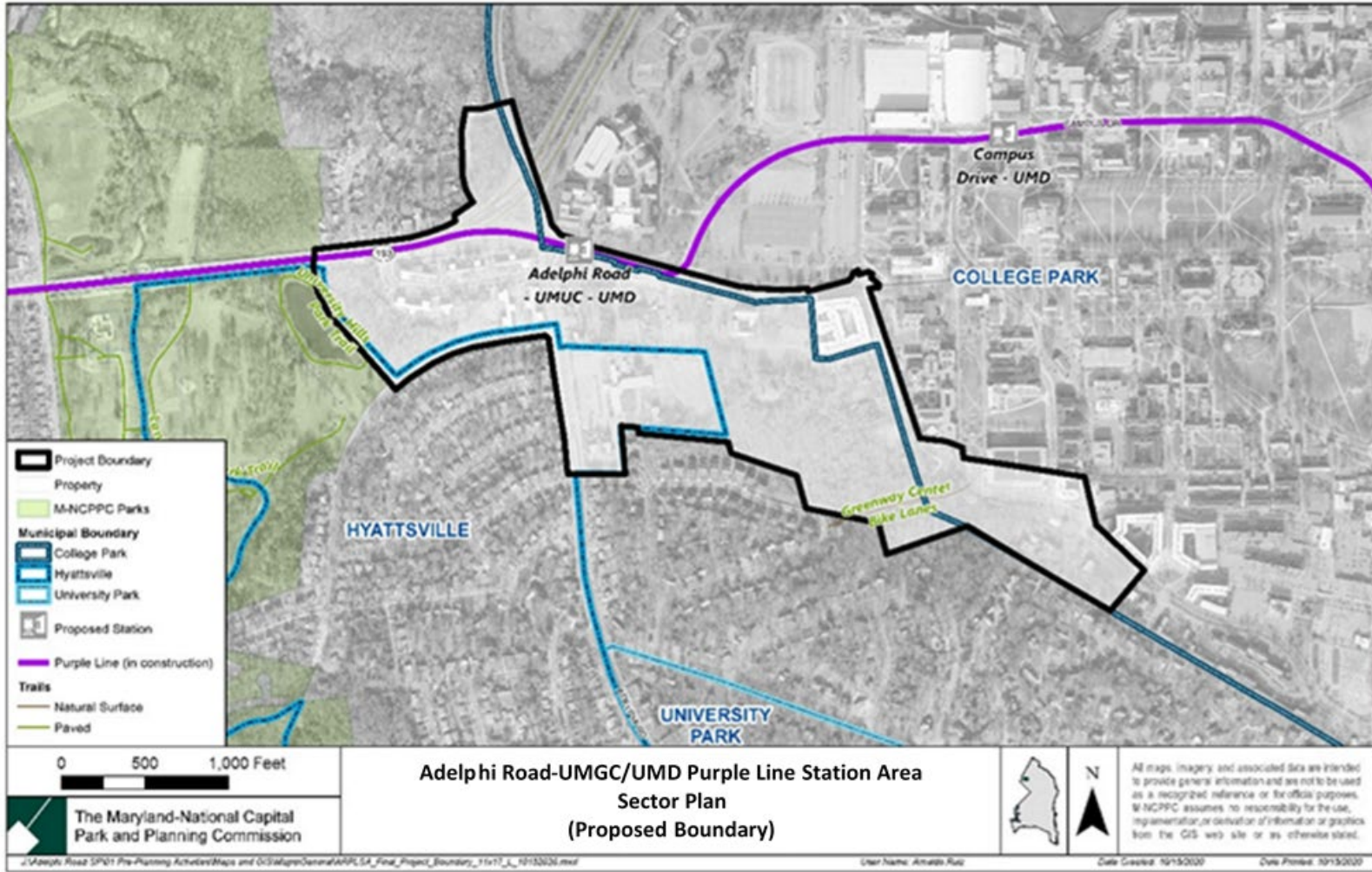
This sector plan area is generally located south and east of the Adelphi Road-UMGC/UMD Purple Line Station, and consists largely of undeveloped or institutional properties. These boundaries exclude existing surrounding single-family detached residential neighborhoods. See Map 1 for more information.

There are no major highways in this plan area; connections to major thoroughfares are made mainly via MD 193 (University Boulevard) and Adelphi Road. Regional major destinations outside the plan area include I-95/I-495 (the Capital Beltway) to the north; US 1 (Baltimore Avenue) and the Gateway Arts District to the east; Prince George's Plaza and the District of Columbia to the south; and Takoma-Langley Crossroads, Takoma Park, Silver Spring, and other areas of Montgomery County to the west.

### Plan 2035

Plan 2035 designates UMD West and UMD Center as "Campus Centers" and defines these centers as "transit-accessible low- to medium-density, mixed-use development oriented toward supporting university research, as well as community housing and retail needs, and student housing needs at Bowie MARC". This sector plan will define the boundary of, and potentially rename, the UMD West Campus Center and clarify the boundary of the UMD Center Campus Center.

Map 1: Proposed Plan area



## Areas of Focus

This master plan is anticipated to focus on maximizing the benefits provided by the massive public investment in transit infrastructure in the Adelphi Road-UMGC/UMD Purple Line station through targeted transit-oriented development and accessibility improvements. This plan may include strategies for redeveloping or enhancing the existing transit area and corridors through infill development of vacant land, as well as, safe multimodal access to the surrounding neighborhoods and neighboring transit centers and commercial areas. The plan area is anchored by a transit hub (Purple Line Station, Metrobus, Shuttle UM), and includes the UMGC/UMD western gateway corridor (a horizontal mixed use corridor with institutional, office, hotel, multifamily student housing, neighborhood retail, sport and recreation areas, and religious institutions). The Plan will focus on integrating the station area with the surrounding community to create better access, leveraging the Purple Line to its maximum potential to achieve Plan 2035's vision of a successful transit-oriented development at the Adelphi Road-UMGC/UMD Station.

## Key Assets

The plan area has the potential for a vibrant and livable Campus Center with key economic development opportunities through a transit-oriented development. The transit hub (consisting of the Purple Line Station and connecting bus services provided by WMATA and Shuttle UM), and the UMGC/UMD western gateway corridor (currently a horizontal mixed use corridor with institutional, office, hotel, multifamily student housing, neighborhood retail, sport and recreation areas, and religious institutions) serves as the anchor for this sector plan core. This area presents potential for infill development and redevelopment to create a vibrant, accessible, walkable, and activated mixed-use gateway campus center that would serve as a gathering place for the community (students, staff, employees, and surrounding residential neighborhood residents) to interact. The proximity to the District of Columbia and Montgomery County, and major transit, employment, and retail centers creates an opportunity to enhance the access and connections within and to this area. In addition, the area is rich with parks, streams, forested areas, trails, recreation centers, green infrastructure corridors, and wildlife that is one of the most valued assets of the community.

## 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, students, faculty, workers, and visitors at a new transit-oriented center?
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. How can the Sector Plan Area maximize the benefits of the massive transit infrastructure investment made for the Purple Line Corridor?
2. How can we leverage the key assets of the sector plan area to create a vibrant, accessible, walkable, and activated mixed-use gateway campus center that would serve as a unique place for the community to gather, enjoy, and interact with each other (residents, students, visitors, and workers)?
3. Are there opportunities to locate neighborhood-serving retail in appropriate locations?
4. The major destinations and assets of the sector plan area (transit hub and university gateway corridor) lack identity, and sense of place. How can we create a unique identity of the area that will be celebrated by all?
5. How can redevelopment occur along Campus Drive, MD 193 (University Boulevard), Adelphi Road, and Mowatt Lane, and other properties in the plan area to support walkability, bicycling, and transit use?
6. The Countywide Map Amendment will reclassify several properties into the Neighborhood Activity Center Zone (NAC). What opportunities are presented by the 2018 Zoning Ordinance for the station area/campus center?
7. Some portion of the plan area lies within the 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?
8. The Purple Line alignment along MD 193 (University Boulevard) and Campus Drive may potentially create a barrier for the communities across the two sides to safely connect with each other. How can we create safe connections for communities to access and connect across the Purple Line Corridor?
9. How can the pedestrian and bicycle infrastructure in the plan area improve to facilitate multimodal access to both the Purple Line Station area and adjacent transit, retail, recreation, and employment opportunities?
10. How can the plan meet increasing demands for transit-adjacent market rate housing while simultaneously implementing policies that promote and preserve affordable/workforce housing that allow residents to age-in-place and below-market-rate student housing?
11. What types of businesses can the Adelphi Road-UMGC/UMD Purple Line Station Area support? How can the future retail mix be diversified to meet residents' needs while preserving the small local businesses?

## Goals, Concepts, and Guidelines

The following Goals, Concepts and Guidelines for the Adelphi Road-UMGC/UMD Purple Line Station Area Sector Plan provide the framework through which the Planning Department will conduct the proposed sector planning process over the next 12 months, resulting in a Preliminary Sector Plan and proposed SMA issued for public review and comment in November 2021.

### Goals

The primary goals of the Adelphi Road-UMGC/UMD Purple Line Station Area 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 Adelphi Road-UMGC/UMD Purple Line Station 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 (virtually) 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 the Adelphi Road-UMGC/UMD Purple Line Station Area, 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 realistic implementation strategies. 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 Adelphi Road-UMGC/UMD Purple Line Station Area community, and for participants to understand the opportunities and trade-offs to creating a 25-year plan.
5. **Focused:** This planning process is about Adelphi Road-UMGC/UMD Purple Line Station Area 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 Adelphi Road-UMGC/UMD Purple Line Station Area. 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 Adelphi Road-UMGC/UMD Purple Line Station Area for the next 25 years.
6. **Consistent with County priorities:** This planning process recognizes that Adelphi Road-UMGC/UMD Purple Line Station Area 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”. The last master plan, the 1989 *Approved Master Plan for Langley Park-College Park-Greenbelt and Vicinity*, was approved 31 years ago, and most of the recommendations for the sector plan area have been implemented. However, in the past decade, the Maryland-National Capital Park and Planning Commission and other partners have carried out multiple studies for the portions of the sector plan area to address some critical issues and helping with the implementation of previous recommendations, most notably the 2013 *Purple Line Transit-Oriented Development Study*. Many stakeholders participated in the development of these studies. Hence, relevant and valid recommendations in prior plans and studies will be carried forward, while others will be updated or replaced. This will allow the project team to focus on areas that need up-to-date input based on current and anticipated conditions.

## Anticipated Schedule

Table 1. Adelphi Road-UMGC/UMD Purple Line Station Area Sector Plan Major Milestones and Timelines

Project Milestone	Anticipated Date
Planning Board Initiation	October 2020
Planning Board transmittal of the Goals, Concepts and Guidelines and a public participation program to County Council	October 2020
District Council Initiation	November 2020
Council approval of the Goals, Concepts and Guidelines and PPP	November 2020
Public release of Preliminary Sector Plan and Proposed SMA	November 2021
Joint Public Hearing	January 2022
Planning Board Work session	March 2022
Planning Board Adoption/Endorsement	April 2022
<b>District Council Approval or Amendments</b>	<b>June 2022</b>
2 <sup>nd</sup> Joint Public Hearing (if necessary)	July 2022
Council Work session (if necessary)	September 2022
Plan Approval by District Council with Amendments (if necessary)	October 2022

## 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. 16 of the 17 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 Adelphi Road-UMGC/UMD Purple Line Station Area.

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.

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 largest comprehensive zoning effort in the County's history will require significant staff resources and 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.

The Planning Department is committed to delivering a Preliminary Sector Plan and Proposed SMA for public review by November 2021, which allows sufficient time for thorough public review and legislative approval by October 2022. To meet this timetable, the Planning Department asks the Planning Board to request only a four-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 Adelphi Road-UMGC/UMD Purple Line Station Area 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.

## Public Information

The Adelphi Road-UMGC/UMD Purple Line Station Area 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.mncppc.org/4947/Adelphi-Road-UMGCUMD-Purple-Line-Station> ), a Konveio site, ESRI Online Apps, multimedia including a project video, social media, online community platforms like Nextdoor, and the Commission's and County Council's e-mail newsletters. 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 events, libraries, recreation centers, places of worship, 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

### *Interviews with Key Stakeholders*

The project team, with assistance from the consultant, will conduct a series of interviews with key stakeholders and partner agencies to gather information that will inform the Existing Conditions Report. Bilingual and accessible material will be shared. The key stakeholders are listed below:

1. Prince George's County Elected and Appointed Officials
2. Neighborhood/Civic Organizations
3. City of Hyattsville Staff
4. City of College Park Staff
5. Purple Line Corridor Coalition
6. University of Maryland at College Park representatives
7. University of Maryland Global Campus representatives
8. Major Property Owners
9. Public Agencies (Transportation, Schools, Libraries, Parks and Recreation, Environmental, Police, Fire, Transit, Health and Human Services, WSSC, Housing, Economic Development, Redevelopment, DHCD, MTA, MDOT, WMATA, etc.)
10. Private Organizations and Non-profit Groups

## *Public Meetings*

At least five (5) public meetings will be conducted by the project team staff during the course of the project. Bilingual and accessible material will be shared.

<b>DATE</b>	<b>TOPIC</b>
<b>WINTER 2020/2021</b>	Project Kick-off Meeting (Virtual): A virtual project kick-off meeting will be held in Winter 2020/2021 to introduce the public about the sector project goals, anticipated schedule, and information about future community outreach events and opportunities for providing public inputs for the project. Bilingual and accessible material will be shared.
<b>WINTER 2021</b>	Public Meeting (Virtual): The Project Team will present the scan of Existing Conditions, summarizing community, market and data analysis gathered during field research and stakeholder interviews. Comments and feedback will be solicited from stakeholders at this session. Bilingual and accessible material will be shared.
<b>FALL 2021</b>	Public Meeting (Venue TBD): Staff will present the Preliminary Sector Plan and Proposed SMA to community members and other stakeholders at a public session. This provides an opportunity for staff to explain the plan's goals, policies, and strategies to the public and answer questions in advance of the formal Joint Public Hearing. Bilingual and accessible material will be shared.

## Scenario Planning Process

A Community Visioning Workshop will be held in Winter 2020, followed by a presentation of different growth scenarios at a Spring 2021 meeting. Staff and the consultant team will jointly facilitate these sessions. The workshop will begin with a formal presentation where staff presents the project scope (for new participants) and status, receives input and responds to questions. These 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. Bilingual and accessible material will be shared.

The following schedule provides more information about these events:

DATE	TOPIC
<b>WINTER 2021</b>	Community Visioning Workshop (Virtual): Consultants will lead and facilitate a visioning workshop with community members to define the vision for the future of the plan area. Comments and feedback will be solicited from the public and stakeholders at this session. Bilingual and accessible material will be shared.
<b>SPRING 2021</b>	Scenario Presentation (Virtual): Staff will present scenarios for the future vision and goals of the plan area. Comments and feedback will be solicited from the public and stakeholders at this session. Bilingual and accessible material will be shared.
<b>SUMMER 2021</b>	Public Meeting (Virtual): Staff will present the final scenario picked through the community and stakeholders engagement process that achieves the desirable vision and goals of the plan area. Comments and feedback will be solicited from the public and stakeholders at this session. Bilingual and accessible material will be shared.



## Schedule

The general 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:

### THROUGHOUT THE PROJECT

**Timeframe:** July 2020 – November 2022

#### Tasks

1. **Project Website (virtual):** The website went live in August 2020 and will be updated throughout this phase of the project. Bilingual and accessible material will be shared.
2. **Konveio Website (virtual):** The Konveio interactive website for information sharing, gathering inputs, and document review will go live in October 2020 and will be updated throughout the project. Bilingual and accessible material will be shared.
3. **Major Stakeholder Interviews/Meetings (virtual):** Staff and consultant team will carry out a series of meetings (virtual and in-person) with key stakeholders starting 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. A semi-structured interview will follow this, with discussion topics and questions prepared in advance to guide the conversation. 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 Adelphi Road-UMGC/UMD Purple Line Station Area Sector Plan. Bilingual and accessible facilitation and material will be shared.
4. **Departmental E-mail, E-Newsletters, and Social Media (virtual):** The public has been regularly informed, via the Department's Twitter, Facebook and Instagram pages (starting August 2020), as well as via a quarterly newsletter starting the end of the second Quarter FY 2021. Staff will continue to use these tools throughout this phase of the project. Bilingual and accessible material will be shared.
5. **Councilmanic E-Newsletters and Newsletters (virtual):** Staff will work with County Councilmember for Districts 2 and 3 to prepare and send out information introducing the Adelphi Road-UMGC/UMD Purple Line Station Area Sector Plan and promoting the upcoming Kickoff event (virtual). Bilingual and accessible material will be shared.
6. **Community Events (virtual and in-person):** Staff will attend community events within the sector plan area, when safe and when invited, to solicit and record feedback. Bilingual and accessible material will be available.

## **PHASE 1: Pre-Initiation Information Gathering**

**Timeframe:** July 2020 – November 2020

### **Tasks**

1. **Letters to Key Stakeholders (e-mail):** Staff will introduce the project to key stakeholders and invite their participation in stakeholder interviews. Bilingual and accessible material will be shared. (September 2020 – November 2020)
2. **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, ESRI AGOL Apps, 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. Bilingual and accessible material will be shared. (October 2020 – December 2020)
3. **Initiation (virtual):** Staff will present the Goals, Concepts, Guidelines and Public Participation Plan to Planning Board and District Council. (November 2020)
4. **Notice of SMA Initiation:** Property owners will be notified of plan and SMA initiation pursuant to Section 27-225.01.05 of the Zoning Ordinance.
5. **Sector Plan Area Tours (virtual):** Staff will post one (1) virtual walking tour (a recorded video) of the sector plan area on the project website and Konveio project page (to generate interest, share updates, and gather feedback from the community members, property owners, and elected officials. Bilingual and accessible material will be available. (September 2020 – November 2020)

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

**Timeframe:** December 2020 - September 2021

### Tasks

1. **Virtual Office Hours (virtual):** Staff will hold online, virtual community “office hours” via the online platform GoToMeeting or MS Teams once a week during this phase 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 and accessible facilitation and materials will be available. (December 2020 – September 2021)
2. **Project Website (virtual):** The website went live August 2020 and will be updated throughout this phase of the project. Bilingual and accessible material will be shared. (December 2020 – September 2021)
3. **Stakeholder Surveys (virtual and paper in-mail):** 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, ESRI AGOL Apps, 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. Bilingual and accessible material will be shared. (December 2020 – September 2021)
4. **Kickoff Event (virtual):** Staff will host a “kickoff meeting (virtual)” to introduce the Adelphi Road-UMGC/UMD Purple Line Station Area Sector Plan to the community. The meeting will include the project team, and Councilmembers (or their representatives) for Councilmanic Districts 2 and 3. Staff will prepare a presentation that highlights the overall purpose of the project, public engagement strategy, and project timeline. Interactive tools for Q&A, online mapping, and live polling will be used to solicit feedback from participants. Bilingual and accessible facilitation and material will be available. (Winter 2020/2021)
5. **Briefing (virtual):** Staff plans to introduce the project to the Hyattsville City Council and the College Park City Council. (Winter 2021)
6. **Public Meetings (virtual/in-person):** Public meetings will be carried out to present information to the public at key milestones in the project – the existing conditions report, community vision, preferred development scenario, recommended policies and strategies, and the final report. Bilingual and accessible facilitation and materials will be available. (December 2020 – September 2021)
7. **Community Workshops (virtual/in-person):** 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. Bilingual and accessible facilitation and materials will be available. (February 2021 – April 2021)
8. **Information Services Counter (County Administration Building)/Area Libraries/ Recreation Centers (virtual and paper in-person):** Information and updates will be disseminated to the public in the form of flyers at the Planning Information Services Counter at the County Administration Building, as well as in the form of flyers/newsletters at area libraries and recreation centers. Bilingual and accessible material will be shared. (December 2020 – September 2021)
9. **House of Worship/Faith Based Institutions in the Area (virtual and paper in-person):** Information and updates will be disseminated to the public in the form of flyers/newsletters at the area houses of worship/faith based institutions. Bilingual and accessible material will be shared. (December 2020 – September 2021)
10. **Project Videos (virtual):** At least one (1) project videos will be developed during this phase of the project. Bilingual and accessible material will be available. (December 2020 – September 2021)

11. **Planning 101 (virtual and in-person):** Staff will utilize community events, workshops, open houses, and other engagement efforts to educate residents and stakeholders on planning, preservation, and growth-related topics. Bilingual and accessible material will be available. Information will be presented and distributed through the following channels: (December 2020 – September 2021)
  - a. PowerPoint Presentation
  - b. Infographic
  - c. Postcard
  - d. Poster and/or Door-hanger
  - e. Other

**PHASE 3: Public Review / Sector Plan/SMA Legislative Approval Process**

**Timeframe:** November 2021 on

**Tasks**

1. **Letters to Property Owners:** Staff will send out required public notifications to property owners informing them of the Joint Public Hearing date. Bilingual and accessible material will be shared. (Fall 2021)
2. **Information Services Counter (County Administration Building)/Area Libraries/ Recreation Centers:** Once the Planning Board has granted permission to release the Preliminary Sector Plan and Proposed SMA to the public, it will be made available on the Planning Information Services Counter at the County Administration Building, as well as at area libraries and recreation centers. Information and updates will be disseminated to the public in the form of flyers advertising the Joint Public Hearing. Bilingual and accessible material will be shared. (Summer 2022)
3. **Final publication:** The final plan is scheduled for approval by the District Council in the Fall of 2022 and will be released in early 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](http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=279&Category_id=1)

### Existing Area Master Plan

#### 1989 Approved Master Plan for Langley Park-College Park-Greenbelt and Vicinity

The 1989 *Approved Master Plan for Langley Park-College Park-Greenbelt and Vicinity* covers Planning Areas 65, 66, and 67. The Plan includes a comprehensive inventory of existing conditions, demographic and socioeconomic indicators, land use and zoning, and streets and transportation systems. The plan outlines specific recommendations for land use and rezoning; new streets, roadways, intersection improvements, and capital infrastructure projects; historic preservation; and public facilities. This plan is the oldest active master plan in Prince George's County.

[http://mncppcapps.org/planning/publications/BookDetail.cfm?item\\_id=34&category\\_id=&name=langley&pricemin=&pricemax=&author=&Pubs\\_year=All&price=&](http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=34&category_id=&name=langley&pricemin=&pricemax=&author=&Pubs_year=All&price=&)

## **Adelphi Road-UMGC/UMD Purple Line Station Area Plans and Studies**

### 2013 Purple Line TOD Study

The 2013 *Purple Line TOD Study* was prepared by the Prince George's County Planning Department, of the Maryland-National Capital Park and Planning Commission (M-NCPPC) in 2013. The Study sets forth development concepts and strategies to maximize the transit-oriented development (TOD) potential and accessibility of five planned Purple Line stations in Prince George's County: Riverdale Road (Beacon Heights); Riverdale Park; M Square (River Road); College Park-UMD; and West Campus (University Hills). The intent of the study was to advance the long-term goals defined by the 2009 *Approved Countywide Master Plan of Transportation* and to inform the efforts of the Maryland Transit Administration (MTA) as it prepares and refines the Purple Line alignment, station location and design, and environmental impact statement. It builds upon the 2010 *Bicycle Access and Bicycle Hub Location Study*, the 2011 *Corridor Access Study (CAST)*, and the 2009 *Central Kenilworth Avenue Revitalization Study*. The study evaluates current conditions and market prospects within a half-mile radius of the five stations to craft development concepts, short- and long-term redevelopment strategies, open space and infrastructure recommendations, zoning templates to guide future rezoning recommendations, implementation recommendations, and urban design guidelines.

<http://www.mncppc.org/659/Purple-Line-Transit-Oriented-Development>

### 2011 Purple Line Corridor Access Study (CAST)

The goal of the 2011 *Purple Line Corridor Access Study (CAST)* was to evaluate multi-modal access to the eleven (11) proposed Purple Line Locally Preferred Alternative (LPA) Stations within Prince George's County. This study provides a second set of analysis and recommendations for the pedestrian and bicycle access for the station areas after the 2010 Purple Line Bicycle Access and Bicycle Hub Location Study. The study is a key piece of analysis supporting the plan for the development of the Purple Line stations.

<http://www.mncppc.org/1187/Purple-Line-Corridor-Access-Study-CAST>

### 2010 Purple Line Bicycle Access and Bicycle Hub Location Study

The 2010 *Purple Line Bicycle Access and Bicycle Hub Location Study* provides initial analysis and recommendation for pedestrian and bicyclist access to and travel along the Purple Line in Prince George's County, Maryland. This report was developed to inform the decisions of policy makers, planners, and engineers when the Purple Line project moves into design, construction and revenue operation.

<http://www.mncppc.org/DocumentCenter/View/1704/Purple-Line-Bicycle-Access-and-Bicycle-Hub-Location-Study-PDF?bidId=>

## 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](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>

### 2010 Historic Sites and Districts Plan

The 2010 *Approved Historic Sites and Districts Plan for Prince George’s County* updates the 1992 *Historic Sites and Districts Plan* by including additions to historic sites and resources and a set of goals, policies, and strategies to guide future preservation planning efforts. Policy guidance for this plan came from the 2002 *Prince George’s County Approved General Plan*. The plan also contains an initial set of implementation priorities and a proposal for a strategic plan of implementation. Appendices provide updated county and community histories; a summary of historic themes; and lists of cemeteries, organizations, and sources of additional information.

[http://mncppcapps.org/planning/publications/BookDetail.cfm?item\\_id=235&category\\_id=&name=historic%20sites%20and%20districts%20plan&pricemin=&pricemax=&author=&Pubs\\_year=All&price=&](http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=235&category_id=&name=historic%20sites%20and%20districts%20plan&pricemin=&pricemax=&author=&Pubs_year=All&price=&)

### 2010 Water Resources Functional Master Plan

The 2010 *Water Resources Functional Master Plan* provides information relating to county water and sewer service capacity relative to planned growth to 2030, summarizes and provides a technical model to estimate the nutrient loadings on watersheds from existing and future conditions, and identifies the policies and strategies to amend the General Plan that are needed to maintain adequate drinking water supply and wastewater treatment capacity to 2030 and to meet water quality regulatory requirements as the county continues to grow. It amends Prince George's County's 2002 General Plan, and satisfies the requirements of MD House Bill 1141.

[http://www.mncppcapps.org/planning/publications/BookDetail.cfm?item\\_id=241&Category\\_id=1](http://www.mncppcapps.org/planning/publications/BookDetail.cfm?item_id=241&Category_id=1)

### 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>

### 2009 Countywide Master Plan of Transportation Bikeways and Trails

The 2009 *Countywide Master Plan of Transportation Bikeways and Trails* summarizes broad complete streets and trails, bikeways, and pedestrian mobility policies. The plan establishes policies for, among numerous items, pedestrian connections to TOD features and transit stations; linkages to schools, parks, recreation areas, commercial areas, and employment centers; construction of sidewalks in neighborhoods where none are provided; signage and wayfinding; theme-based marketing of major hiker/biker/equestrian trails; and on-road bicycle lanes for all new roads and roadway improvements where practical.

<http://www.mncppc.org/1174/Master-Plan-of-Transportation-Bikeways-T>

### 2008 Public Safety Facilities Master Plan

The 2008 *Public Safety Facilities Master Plan* contains goals, objectives, policies, and recommendations for each public safety agency. The agencies addressed by the plan are the Prince George's County Police Department, Fire and Emergency Medical Services Department, Department of Corrections, Office of the Sheriff, M-NCPPC Park Police Division, and the Office of Emergency Management. The plan addresses the need for new facilities, renovation of facilities, staffing levels, and crime prevention strategies such as Crime Prevention through Environmental Design (CPTED) and a proposal for a crime prevention surcharge.

[http://mncppcapps.org/planning/publications/BookDetail.cfm?item\\_id=185&category\\_id=&name=Approved%20Public%20Safety%20Facilities%20Master%20P&pricemin=&pricemax=&author=&Pubs\\_year=All&price=&](http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=185&category_id=&name=Approved%20Public%20Safety%20Facilities%20Master%20P&pricemin=&pricemax=&author=&Pubs_year=All&price=&)



2001 Anacostia Trails Heritage Area Management Plan: Functional Master Plan for Heritage Tourism

The 2001 *Anacostia Trails Heritage Area Management Plan: Functional Master Plan for Heritage Tourism* constitutes Prince George's County's and the City of Laurel's management plan for heritage tourism in the Anacostia Trails Heritage Area (ATHA). ATHA is located in the northern part of Prince George's County. The plan describes ATHA and the heritage tourism resources contained therein; provides strategies for heritage tourism, interpretation, stewardship and linkages; and discusses implementation practices. The plan is an amendment to the *General Plan for the Maryland-Washington Regional District Within Prince George's County, Maryland*, approved by the County Council in 1982.

[http://www.mncppcapps.org/planning/publications/BookDetail.cfm?item\\_id=347&Category\\_id=6](http://www.mncppcapps.org/planning/publications/BookDetail.cfm?item_id=347&Category_id=6)

1983 Adopted and Approved Functional Master Plan Public School Sites in Prince George's County

This plan re-evaluated the need for over 200 undeveloped school sites, both privately and publicly owned, that are currently shown on the County's area and subregional master plans. This Adopted Plan removes more than 140 privately-owned sites, and 47 undeveloped sites owned by the Board of Education from the master plans. The Plan recommends retaining a small number of sites (29 acquired sites and six floating symbols) to serve projected increased enrollment in some areas of the County and the potential for increased enrollment in other areas of the County. These sites may also serve as replacement sites for school facilities that become outdated or for schools which may have to be closed now due to fiscal pressures but will be needed again in the future.

[http://mncppcapps.org/planning/publications/BookDetail.cfm?item\\_id=358&category\\_id=1&category=&name=&pricemin=&pricemax=&author=&Pubs\\_year=all&price=&](http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=358&category_id=1&category=&name=&pricemin=&pricemax=&author=&Pubs_year=all&price=&)

## Other Key Studies and Plans

### 2019 Prince George's County Comprehensive Housing Strategy: Housing Opportunity for All (CHS)

The strategic plan 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>

### 2017 Prince George's County Competitive Retail Market Strategic Action Plan

The strategic 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](http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=327&Category_id=2)

### 2016 Prince George's County Retail Marketability and Competitiveness Study

The 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>

### 2013 Economic Drivers and Catalysts: A Targeted Economic Development Strategy for Prince George's County, Maryland

The strategic plan 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>

## Relevant Ongoing Studies

### City of College Park Complete and Green Streets Project

The City of College Park Complete and Green Streets project will lead to the implementation of the City of College Park Complete and Green Streets policies. The project will address sidewalks, bicycle infrastructure, stormwater best management practices and street trees. Cost estimates will also be provided. The project will provide 30% of the design and engineering required to fund construction.

Background: The College Park City Council formally adopted a Complete & Green Streets Policy on April 12, 2016. Once the city has preliminary designs and cost estimates furnished via this PAMC project, applying for grants, developing final design, and then advancing to construction will be much more achievable.

<http://www.mncppc.org/4788/City-of-College-Park-Complete-Green-Str>

### Preliminary Northern Gateway Wayfinding Systems and Signage Plan

The Preliminary Northern Gateway Wayfinding Systems and Signage Plan is currently being developed to inform, guide, and navigate residents and visitors from place to place throughout the Northern Gateway, including vibrant commercial districts on MD 193 (University Boulevard), new Purple Line transit stations, and community destinations such as schools, libraries and services.

<http://pgplanning.org/4773/Northern-Gateway-Wayfinding-Systems-and->

### SPACES Sidewalk & Streetscape Improvements Project

Significant investment in a new transit rail line, the Purple Line, has begun and the alignment for the portion that will serve the Northern Gateway area will run along MD 193 (University Boulevard), also known as the International Corridor. The International Corridor is a vibrant retail strip of African American, South and Central American, Asian, and African businesses that provide essential goods and services to area residents. Along with new investment in transit, the new alignment provides the opportunity to link the corridor to a greater network of improved access and circulation, and to integrate streetscape enhancements to a public realm that promotes a multi-modal environment and enhances a unique cultural and neighborhood identity. This project seeks to improve biking and pedestrian safety, better connect neighborhoods to the corridor, and enhance the public realm.

<http://www.mncppc.org/4786/SPACES-Sidewalk-Streetscape-Improvements>

### Takoma-Langley Crossroads Planning and Implementation Study

The study will analyze market data, recommendations of the sector plan, and other studies to identify and prioritize short- and long-term opportunities for public and private investment, as well as recommend development typologies suitable for the study area. HR&A Advisors, Inc. was hired as the lead consultant to survey existing conditions and development opportunities, which includes an examination of development impacts of the Purple Line and zoning rewrite. Toole Design Group, LLC is working with HR&A to examine and provide recommendations to enhance walkability and accessibility in the transit-oriented center. This project is expected to be completed by early October 2020. The consultant team recently finished the Existing Conditions report and is currently engaging stakeholders within the project area. In June 2020, the Prince George's County Planning Department commenced the Takoma-Langley Crossroads Planning and Implementation Study at the request of Councilwoman Deni Taveras to identify opportunities offered by the new zoning ordinance toward the implementation of recommendations in the 2009 Approved Takoma/Langley Crossroads Sector Plan.

<https://www.mncppc.org/4950/Planning-and-Implementation-Study>