

Part I: Introduction



Chapter

1

Background

On September 16, 2008, the District Council initiated the Subregion 4 Master Plan and Sectional Map Amendment. The Subregion 4 Master Plan area includes the communities that are located in central Prince George's County from the District of Columbia boundary (Southern and Eastern Avenues) on the west, the Capital Beltway on the east, US 50 (John Hanson Highway) and the Metro Orange Line rail corridor on the north, and Suitland Parkway on the south. This plan will amend the master plans for Planning Areas 72 and 75A and B, which compose Subregion 4.

The Subregion 4 Master Plan, developed in conjunction with the municipalities of Capitol Heights, Cheverly, District Heights, Fairmount Heights, Glenarden, and Seat Pleasant, contains goals, policies and strategies to guide future growth in the plan area. Accordingly, the sectional map amendment will implement the master plan recommendations by amending the zoning map.

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Plan Organization

This plan is organized around 14 chapters, to generally reflect the 2002 Approved General Plan. The Plan Background chapter provides a description of the existing plan area and the public participation process. The Vision chapter defines the vision for the area and provides a description of all of the key components that compose it, including the proposed land use and development pattern for the subregion, with detailed descriptions of the plans for the living areas, centers, and industrialized areas. The Planning Elements section establishes the goals, policies and strategies for achieving the vision. The Implementation chapter includes strategies to achieve the key objectives identified in the plan along with the sectional map amendment, which identifies recommended zoning changes necessary to implement the proposed land use plan.

Plan Purpose

The purpose of this master plan is to implement the recommendations of the 2002 Prince George's County Approved General Plan.

The major goals of this master plan are:

- To enhance the quality and character of the existing communities.
- To encourage quality economic development.
- To preserve and protect environmentally sensitive land.
- To make efficient use of existing and proposed county infrastructure and investment.
- To provide for a safe and accessible multimodal transportation system.
- To provide needed public facilities in locations that efficiently serve the region's population.
- To identify feasible implementation strategies to achieve the key recommendations of the master plan.

This plan provides strategies for revitalization and redevelopment, policies to preserve and enhance the area's assets, and strategies to encourage economic development and improve the quality of life in the area.

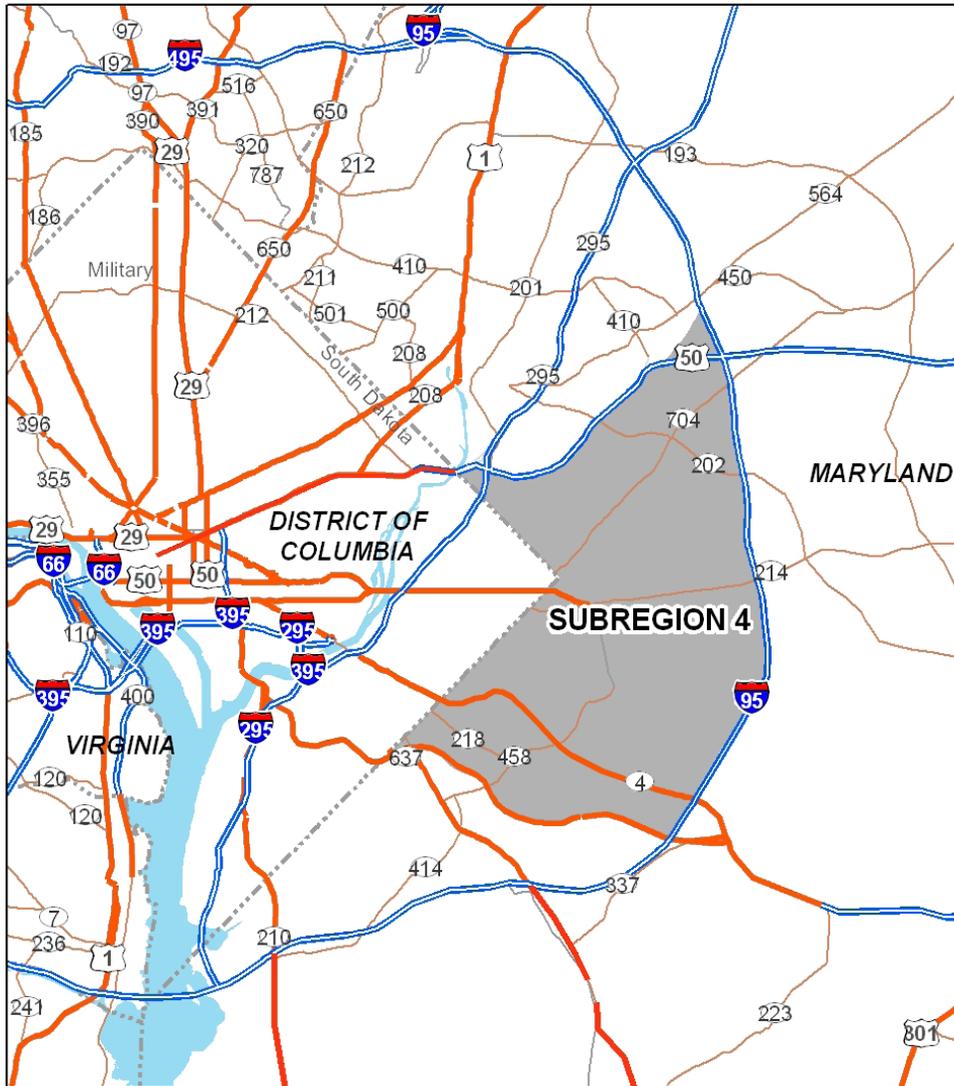
This plan is useful for property owners, residents, developers, and the general public as a guide for future development in the area. For planning staff and other government agencies, it provides a guide for evaluating development proposals and setting priorities for service delivery, program funding, and scheduling. For elected officials, it becomes a reference guide for making land use, development, and funding decisions.

Planning Area Boundary and Regional Setting

The Subregion 4 plan area is largely residential, but also includes seven Metro stations (Cheverly, Landover, New Carrollton, Capitol Heights, Addison Road, Morgan Boulevard, and Suitland-Iverson), significant industrial/employment areas, several shopping centers, and regional open space such as Walker Mill Regional Park. (See Map 1.1) Subregion 4 is approximately 29 square miles.

Relationship to the 2002 Prince George's County General Plan

The Subregion 4 master plan establishes development policies consistent with the intent and vision of the 2002 *Prince George's County Approved General Plan*. The General Plan established 3 growth policy tiers, 7 corridors and 26 centers to guide the future development in the county. Subregion 4 is located in the Developed Tier. The vision for the Developed Tier is a network of sustainable, transit-supporting, mixed-use, pedestrian-oriented, medium- to high density neighborhoods. The supporting policies for the Developed Tier emphasize quality infill and



Legend

- Subregion 4
- Interstate
- Highway
- Major Road
- County Boundary
- Water



*Map 1-1
Subregion 4 Context*

redevelopment, a streamlined review process, and highest priority for the expenditure of public funds.

The General Plan creates a planning framework that emphasizes mixed-use (residential, office and commercial) development around the 26 designated growth centers and nodes along seven designated corridors. Subregion 4 contains eight of the General Plan-designated centers and two designated corridors.

Most of these General Plan centers are located around the county's existing or planned transit stations to take advantage of the transportation infrastructure. The centers are divided into three categories based on the character and intensity of development that is anticipated at that location. Metropolitan centers have a high concentration of land uses that attract employers, workers, and customers from other parts of the Washington, D.C., region.

- The New Carrollton Metro area is a metropolitan center.

Regional Centers are locations for regionally marketed commercial, office, some higher education, and sports or recreation facilities that primarily service Prince George's County.

- Landover Metro, Landover Gateway, Morgan Boulevard Metro, and the Suitland-Iverson Metro areas are regional centers.

Community centers are locations for concentrations of activities, services, and land uses that serve the immediate communities that surround that station.

- Capitol Heights Metro, Addison Road Metro, and the Cheverly Metro areas are community centers.

Central Avenue and Pennsylvania Avenue are two of the seven corridors designated in the General Plan where nodes of more intensive development and redevelopment should be encouraged. In the Developed Tier, these corridors should contain a higher intensity of

residential and nonresidential land uses and a greater mix of uses that are regional in scope. Corridor development should occur at designated nodes and be transit oriented.

Relationship to Other Plans, Studies and Legislation

In addition to implementing the 2002 *Prince George's County Approved General Plan*, the Subregion 4 Master Plan replaces the following plans:

- 1985 *Approved Master Plan for Suitland-District Heights and Vicinity, Planning Areas 75A and 75B*
- 1993 *Approved Master Plan and Sectional Map Amendment for Landover and Vicinity (Planning Area 72)*

and updates:

- 2000 *Approved Sector Plan and Sectional Map Amendment for the Addison Road Metro Town Center and Vicinity*
- 2004 *Approved Sector Plan and Sectional Map Amendment for the Morgan Boulevard and Largo Town Center Metro Areas*

It will also build upon the 2006 *Central Avenue Corridor Development Strategy Planning Study*, the 2007 *Greater Central Avenue Public Facilities Implementation Plan*, 2009 *Approved Landover Gateway Area Master Plan and Sectional Map Amendment*, 2009 *New Carrollton Preliminary Transit District Development Plan and Proposed Transit District Overlay Zoning Map Amendment*, the 2005 *Approved Sector Plan and Sectional Map Amendment for the Tuxedo Road/Arbor Street/Cheverly Metro Area*, 2006 *Approved Suitland Mixed-Use Town Center Development Plan*, and the 2009 *Marlboro Pike Preliminary Sector Plan and Proposed Sectional Map Amendment*.

1992 Maryland Growth, Resource Protection, and Planning Act

This legislation was enacted to encourage economic growth, limit sprawl development, and protect the state's natural resources. It establishes consistent general land use policies to be locally implemented throughout Maryland. These policies are stated in the form of eight visions:

1. Development is concentrated in suitable areas.
2. Sensitive areas are protected.
3. In rural areas, growth is directed to existing population centers and resource areas are protected.
4. Stewardship of the Chesapeake Bay and the land is a universal ethic.
5. Conservation of resources, including a reduction in resource consumption, is practiced.
6. To assure achievement of one through five above, economic growth is encouraged and regulatory mechanisms are streamlined.
7. Adequate public facilities and infrastructure under the control of the county or municipal corporation are available or planned in areas where growth is to occur.
8. Funding mechanisms are addressed to achieve these visions.

The eight visions are a set of guiding principles that describe how and where growth and development should occur. The act acknowledges that the comprehensive plans prepared by counties and municipalities are the best mechanism to establish priorities for growth and resource conservation. Once priorities are established, it is the state's responsibility to support them.

1997 Smart Growth and Neighborhood Conservation Act

This act builds on the foundation of the eight visions adopted in the 1992 act, as amended. The act is nationally recognized as an

effective means of evaluating and implementing statewide programs to guide growth and development.

The loss of open space, decline and abandonment of older communities, the cost of supporting an increasingly dispersed population, and the deteriorating health of the Chesapeake Bay led the Maryland General Assembly to enact the 1997 Smart Growth and Neighborhood Conservation Act. Smart Growth aims to limit sprawl and to give people the opportunity to live in a variety of healthy, safe communities to fit diverse, healthy lifestyle choices.

The legislative package collectively referred to as the Neighborhood Conservation and Smart Growth Initiative comprises five major components:

- Priority Funding Areas
- Rural legacy
- Live near your work
- Brownfields
- Job creation tax credits

A significant aspect of the initiative is the Smart Growth Area legislation requiring that state funding for projects in Maryland municipalities and other existing communities and industrial and planned growth areas designated by counties will receive priority funding over other projects. The cornerstone of Smart Growth, the establishment of priority funding areas, ensures that existing communities continue to provide a high quality of life for their residents. All of the communities located inside of the Capital Beltway, including those in Subregion 4, are designated as priority funding areas.

An employer-assisted housing program, Live Near Your Work, uses state, local, and private resources to help people purchase homes near their place of employment. Live Near Your Work helps increase the rate of homeownership, introduces a mix of incomes into communities, and encourages people to use alternative modes of transportation for their daily commutes.

In an effort to encourage the clean-up and redevelopment of abandoned or underutilized properties with contamination or the perception of contamination, the Brownfields Voluntary Cleanup and Revitalization Program streamlines the clean-up process, offers developers and lenders certain limitations on liability, and provides economic incentives for redevelopment.

Originally passed in 1996, the Jobs Creation Tax Credit Act encourages mid-sized and small businesses to invest in priority funding areas by providing tax credits to targeted growth sector businesses.

Finally, the Rural Legacy program protects rural greenbelts and regions rich in natural and cultural resources from sprawl through the purchase of easements and development rights. Real Legacy encourages jurisdictions and land trusts to develop land preservation plans and to work across jurisdictional boundaries.

In 2000, Maryland passed Smart Codes legislation that makes it easier to rehabilitate buildings, revitalizing existing communities, and create new communities that emulate the characteristics of our most vibrant communities, providing guidelines for infill development and “smart neighborhoods.”

2009 Smart, Green, and Growing Legislation

This bill, which goes into effect on October 1, 2009, replaces the state’s eight existing planning visions set forth in the 1992 and 1997 acts with 12 new visions in order to guide growth and development in Maryland. Local jurisdictions are required to include these visions in their comprehensive plan and implement them through the adoption of applicable zoning and subdivision ordinances and regulations. The Maryland growth, resource protection, and planning policy is the following:

1. **Quality of Life and Sustainability:** a high quality of life is achieved through universal stewardship of the land, water, and air resulting in sustainable communities and protection of the environment.
2. **Public Participation:** Citizens are active partners in the planning and implementation of community initiatives and are sensitive to their responsibilities in achieving community goals.
3. **Growth Areas:** growth is concentrated in existing population and business centers, growth areas adjacent to these centers, or strategically selected new center.
4. **Community Design:** compact, mixed-use, walkable design consistent with existing community character and located near available or planned transit options is encouraged to ensure efficient use of land and transportation resources and preservation and enhancement of natural systems, open spaces, recreational areas, and historical, cultural, and archeological resources.
5. **Infrastructure:** growth areas have the water resources and infrastructure to accommodate population and business expansion in an orderly, efficient, and environmentally sustainable manner.
6. **Transportation:** a well-maintained, multimodal transportation system facilitates the safe, convenient, affordable, and efficient movement of people, goods, and services within and between population and business centers.
7. **Housing:** a range of housing densities, types, and sizes provides residential options for citizens of all ages and incomes.
8. **Economic Development:** economic development and natural resource-based businesses that promote employment opportunities for all income levels within the capacity of the state’s natural resources, public services, and public facilities are encouraged.

9. Environmental Protection: land and water resources, including the Chesapeake and coastal bays, are carefully managed to restore and maintain healthy air and water, natural systems, and living resources.
10. Resource Conservation: waterways, forests, agricultural areas, open space, natural systems, and scenic areas are conserved.
11. Stewardship: government, business entities, and residents are responsible for the creation of sustainable communities by collaborating to balance efficient growth with resource protection.
12. Implementation: strategies, policies, programs, and funding for growth and development, resource conservation, infrastructure, and transportation are integrated across the local, regional, state, and interstate levels to achieve these visions.

The Maryland Department of Planning (MDP) is required to prepare and publish a report on the statewide impacts of Adequate Public Facilities Ordinances (APFO) on or before January 1st every two years; in order for the state to accomplish this, the bill requires local jurisdictions to submit a report to MDP every two years if an APFO results in a restriction in a priority funding area (PFA).

The bill authorizes local jurisdictions to establish transfer of development rights (TDR) programs within PFAs and to assist a local jurisdiction in the purchase of land for public facilities in PFAs. Proceeds from the sale of these development rights must be used for land acquisition and public facility construction in the PFA. A public facility includes recreational facilities, transportation facilities, transit-oriented development, and schools and educational facilities.

2006 Central Avenue Transit-Oriented Development Corridor Development Strategy

The study focuses on four major goals:

- Advancing circulation and safety—especially for pedestrians and bicyclists.
- Utilizing land use planning to maintain the integrity of the existing residential neighborhoods, and commercial and industrial areas.
- Maintaining and improving the quality of the environmentally sensitive areas along the corridor.
- Improving the image and identity of the area by enhancing the cultural and natural elements along the corridor.

This master plan builds upon the recommendations and strategies that were presented in the Central Avenue Corridor Study. Those recommendations were considered within the larger context of the subregion and some modifications were made to address the market conditions forecasted for the area. However, the overall vision and the vast majority of recommendations that arose from the Central Avenue corridor are included in this master plan.

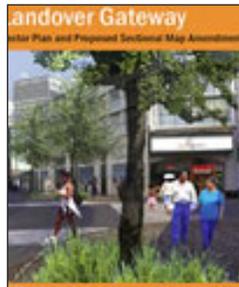
2009 Landover Gateway Sector Plan and Sectional Map Amendment

The plan focuses generally on the former Landover Mall site and the commercial and residential properties located within approximately a half-mile radius of the former mall site.

The plan envisions a transformation of the Landover Gateway area into a vibrant 24-hour activity center with a dense urban form and a mix of uses. The core area is anchored by a complex of signature office towers offering a range of civic uses, from governmental to cultural facilities, adjacent to the Capital Beltway and including a mixed-use main street.

The 2002 General Plan designates the Landover Gateway sector plan area as a community center within the Landover Gateway sector area. The land use mix and development intensity recommended for community centers in the General Plan are incompatible with the new downtown area envisioned in the sector plan. Therefore, the sector plan recommends redesignating the Landover Gateway area as a regional center. A regional center designation allows for a higher concentration of land uses and economic activities, including a higher density and intensity of development.

Portions of the Landover Gateway Sector Plan area are included in the Subregion 4 Master Plan boundaries. All of the recommendations from the Landover Gateway plan have been accepted as a foundation for this Subregion 4 plan. The goal is to build upon those recommendations, provide for future connections, and develop complementary land use plans to those provided in the Landover Gateway plan. *(In the event that there are any contradictions in the two documents, the 2009 Landover Gateway Plan and Sectional Map amendment will supersede any information provided in this document.)* For further details see the Landover Gateway Plan.

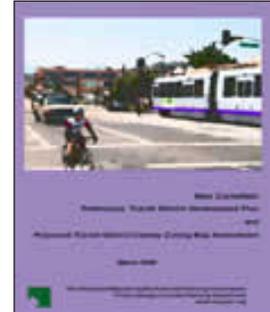


2009 New Carrollton Preliminary Transit District Development Plan and Transit District Overlay Zoning Map Amendment

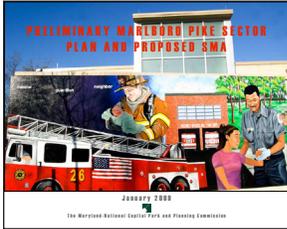
The New Carrollton TDDP sets out a development vision for the New Carrollton Transit District that articulates vibrant and diverse neighborhoods, a multimodal transportation system, sustainable and accessible environmental infrastructure, and pedestrian-oriented urban design. This vision emphasizes:

- Transit-oriented development (TOD) near Metro stations and clearly defined neighborhoods with distinct characters and functions.
- Pedestrian-oriented (re)development in the transit district.
- Protected environmentally sensitive areas, minimal impacts of development, and expanded recreational opportunities and trail/bikeway connections.
- Maximum housing opportunities within walking distance of Metro stations.

Portions of the New Carrollton TDDP area are included in the Subregion 4 Master Plan boundaries. All of the recommendations from the New Carrollton TDDP and TDOZ have been accepted as a foundation for this Subregion 4 plan. The goal is to build upon those recommendations, provide for future connections, and develop complementary land use plans to those provided in the New Carrollton TDDP and TDOZ. *(In the event that there are any contradictions in the two documents, once approved, the New Carrollton Preliminary Transit District Development Plan and Transit District Overlay Zoning Map Amendment will supersede any information provided in this document.)* For details see the New Carrollton TDDP.



2009 Marlboro Pike Preliminary Corridor Sector Plan and Proposed Sectional Map Amendment

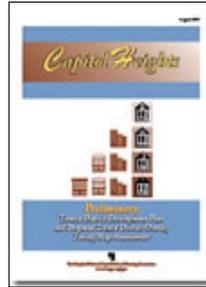


The vision for the area is to revitalize and preserve the Marlboro Pike corridor and surrounding communities. The goal of the plan is to address the area's deteriorating condition by developing policies that will guide future investment, revitalization efforts, and development along the corridor. The plan recommends enhancing existing major commercial nodes, supporting transition areas for secondary redevelopment opportunities, and promoting conservation areas to protect established communities. The SMA recommends zoning changes to implement the plan's vision and land use concepts.

The Subregion 4 plan encompasses Marlboro Pike within its boundaries. The adoption of the Subregion 4 plan does not alter the legal status of the Marlboro Pike plan as the guiding policy for the area. The plans will mirror each other and in certain locations, the Subregion 4 plan will expand upon land use concepts recommended in the Marlboro Pike plan. All of the recommendations from the Marlboro Pike plan have been accepted as a foundation for this Subregion 4 plan. The goal is to build upon those recommendations, provide for future connections, and develop complementary land use plans to those provided in the Marlboro Pike plan. *(In the event that there are any contradictions in the two documents, the 2009 Marlboro Pike Sector Plan and Sectional Map amendment will supersede any information provided in this document.)* For details see the Marlboro Pike Plan.

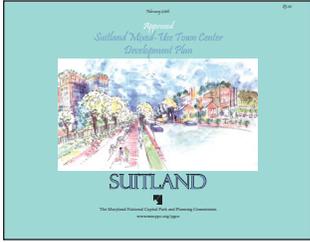
2007 Approved Capitol Heights Transit District Development Plan and Transit District Overlay Zoning Map Amendment

The goal of the Capitol Heights TDDP is to provide for transit-oriented development within the Capitol Heights TDOZ. The Capitol Heights TDOZ is intended to ensure that the development of land in the vicinity of the



Capitol Heights Metro Station maximizes transit ridership, serves the economic and social goals of the area, and takes advantage of the unique development opportunities that multimodal public transportation provides.

The Subregion 4 plan encompasses Capitol Heights within its boundaries. The adoption of the Subregion 4 plan does not alter the legal status of the Capitol Heights TDDP and TDOZ as the guiding policy for the area. All of the recommendations from the Capitol Heights TDDP and TDOZ plan have been accepted as a foundation for this Subregion 4 plan. The goal is to build upon those recommendations, provide for future connections, and develop complementary land use plans to those provided in the Capitol Heights TDDP. *(In the event that there are any contradictions in the two documents, the 2007 Approved Capitol Heights Transit District Development Plan and Transit District Overlay Zoning Map Amendment will supersede any information provided in this document.)* For details see the Capitol Heights TDDP.



2006 Approved Suitland Mixed- Use Town Center Zone Development Plan

The goal has been to create a new mixed-use town center (M-U-TC) for Suitland. The vision for this regional center is mixed residential and nonresidential development at moderate to high densities and intensities, with a strong emphasis on transit-oriented development. The Suitland M-U-TC development plan is intended to capitalize on the new development and redevelopment that is occurring at the Suitland Federal Center and at various older apartment complexes abutting the business district.

The M-U-TC Zone, as established by the county, is intended to encourage flexibility in land uses within a defined area in order to create active, economically viable settings in which to live and work. To ensure that each M-U-TC Zone is responsive to its specific context, a set of local design standards and guidelines are established as part of the M-U-TC zoning process. Through the establishment of a clear set of expectations and a simplified development process, it is anticipated that an M-U-TC Zone will be able to attract new development more readily than it might without such designation. Finally, each M-U-TC encourages ongoing community involvement with the establishment of a local advisory group to review development proposals for the area.

The Subregion 4 plan encompasses Suitland M-U-TC within its boundaries. The adoption of the Subregion 4 plan does not alter the legal status of the Suitland M-U-TC as the guiding policy for the area. All of the recommendations from the Suitland M-U-TC plan have been accepted as a foundation for this Subregion 4 plan. The goal is to build upon those recommendations, provide for future connections, and develop complementary land use plans to those provided in the Suitland M-U-TC plan. *(In the event that there are any*

contradictions in the two documents, the 2006 Approved Suitland Mixed-Use Town Center Development Plan will supersede any information provided in this document.) For details see the Suitland M-U-TC plan.

2005 Approved Tuxedo Road/ Arbor Street/ Cheverly Metro Area Sector Plan and Sectional Map Amendment



The vision for the Tuxedo Arbor Street area is to create a great neighborhood shopping street to serve residents' and employees' needs, to provide pedestrian connections to the Cheverly Metro, and to create a compact mixed-use, transit-oriented development and an attractive and efficient industrial community at Tuxedo Road and Kenilworth Avenue, a quality public realm, and a livable community.

The Subregion 4 plan incorporates the southern portion of the sector plan area, including the Cheverly Metro Station. The adoption of the Subregion 4 plan does not alter the legal status of the Tuxedo Road/Arbor Street /Cheverly Metro Area Sector Plan as the guiding policy for the area. All of the recommendations from the Tuxedo Road/Arbor Street /Cheverly Metro Area Sector Plan have been accepted as a foundation for this Subregion 4 plan. The goal is to build upon those recommendations, provide for future connections, and develop complementary land use plans to those provided in the Tuxedo Road/Arbor Street /Cheverly Metro Area Sector Plan. *(In the event that there are any contradictions in the two documents, the Tuxedo Road/Arbor Street /Cheverly Metro Area Sector Plan and Sectional Map amendment will supersede any information provided in this document.)* For details see the Tuxedo Road/Arbor Street /Cheverly Metro Area Sector Plan.

Public Participation Process

One of the most critical components of a successful and sustainable plan is an open and inclusive public participation process that provides for a broad and active community engagement. Community engagement is the process of involving the public in plan making from the early stages of issues and assets identification, goals setting through visioning, and the final plan formulation. Through the involvement of community residents, business owners, and government officials there is a conscious effort to incorporate the ideas and aspirations of all segments of the community into a shared vision for the future.

The plan was developed in partnership with the six municipalities, numerous community organizations, and a broad-based representation of residents, landowners, business owners, members of the development community, and representatives from federal, state and county agencies. The result is this plan contains an assessment of existing conditions in the master plan area, including retail and residential markets, along with community and household demographics.

The Subregion 4 Master Plan effort established an inclusive public engagement process. Through this process, every voice in the Subregion 4 community was given the opportunity to be heard. Community meetings were held at three different zones of the subregion to ensure that everyone had a chance to participate and to discuss in more detail the area in which they lived and were most familiar. The three zones were identified at the beginning of the process and serve a purely organizational role.

Communication Tools

The planning team used various communication tools to effectively inform, educate, and encourage public participation.



PowerPoint presentation during community meeting in Zone 1



Break-out group discussion during community meeting in Zone 2



Group discussion during community meeting in Zone 3

A project web site was established early in the planning process and is available 24 hours a day at http://www.pgplanning.org/Projects/Ongoing_Plans_and_Projects/Community_Plans/Subregion_4.htm. It contains community meeting information, events, project team contact information, and presentation materials, as well as summaries of the public comments from different meetings and planning efforts.

An extensive mailing list was also employed. The mailing list is an important notification tool for public meetings and project activities. It includes county elected officials, registered homeowner associations, participants in previous planning efforts in Subregion 4, and citizens. Groups, organizations, officials, and residents were encouraged to notify other stakeholders about Subregion 4 Master Plan activities. The planning team made every effort to provide sufficient notice of meetings and events through the project web site, by delivering flyers to key locations in the community, and notifications sent via the mail.

In addition, notices announcing each meeting were mailed to households within the project area. Addresses were attained from the county tax assessor's mailing list as well as the roll of registered voters within the area. Over 20,000 mailings were sent to residents within the project area through the course of the planning process to announce master plan meetings and workshops.

Involving the public is vital to fulfilling the project's mission. This component includes researching community needs, taking the message to the public, and getting citizens to the community meetings. The project team worked closely with individuals and local groups at community meetings, interviews, workshops, and presentations.

Community Meetings Approach

A series of community meetings were facilitated to solicit public comments. This public engagement process consisted of over 20 key community meetings in the Subregion 4

Master Plan area between August 2008 and February 2009. Some of the meetings were focused on the living and industrial areas and some on the specific challenges and opportunities regarding the eight centers that were identified in the 2002 General Plan for Prince George's County.

In addition, staff attended more than 20 other meetings and events in the community to share information with the municipalities, civic associations, and community organizations during the planning process.

Summary Documents:

A written report for each public meeting was prepared and made available for public review. This report included a summary of the background material reviewed and distributed during the meeting and the residents' feedback.

Public Input Process and Findings

Small Group Introductory Meetings and Interviews

Seven introductory small group meetings took place throughout the entire Subregion 4 area during the week of August 11, 2008. In addition, individual stakeholder interviews took place at the end of August and at the beginning of September. During the meetings information was gathered from stakeholders about the area and key issues and opportunities that needed to be addressed in this effort emerged. The initial input that was gathered helped form the public engagement methods and was used to frame subsequent meetings.

Market Assessment Interviews

The consultant team, in coordination with the Prince George's County Economic Development Authority, conducted several interviews with real estate professionals to better understand the market climate and opportunities within Subregion 4. These interviews offered the respondents an opportunity to provide their perspectives on the subregion and its role within Prince George's County and the greater Washington, D.C., metropolitan area.

Opportunities

The consensus among the respondents indicated there are very few opportunities within Subregion 4 in the short term. It was noted that the national economic downturn and financial problems, combined with local over-speculation in the real estate market, has adversely impacted all of the metropolitan area. However, it was noted that the comparatively weaker markets in Subregion 4 have led to a more pronounced impact for local residents and businesses. The only market believed to have short-term viability within Subregion 4 is industrial and warehouse/flex development. The exodus of businesses from Washington, D.C., and the locational competitive advantages make the subregion a desirable place to locate for businesses seeking space.

Longer-term prospects are more positive. The locational advantages for industrial users apply to residential users as well. Given the potential to develop around the subregion's seven Metro stations, most respondents believe that market pressure will eventually push into Subregion 4. The completion of developments such as Woodmore Town Center, Ritchie Station Marketplace, and Westphalia Town Center also were noted as positives for Subregion 4.

Community Representative Discussions:

One of the important elements that has defined the community engagement effort in Subregion 4 has been meetings and discussions with active neighborhood and civic organizations, as well as discussions with representatives of the municipalities that compose much of Subregion 4. In particular, planning team representatives met with Prince George's County government officials to discuss how county government interfaced with cities such as Glenarden, Seat Pleasant, Capitol Heights, Fairmount Heights, and District Heights.

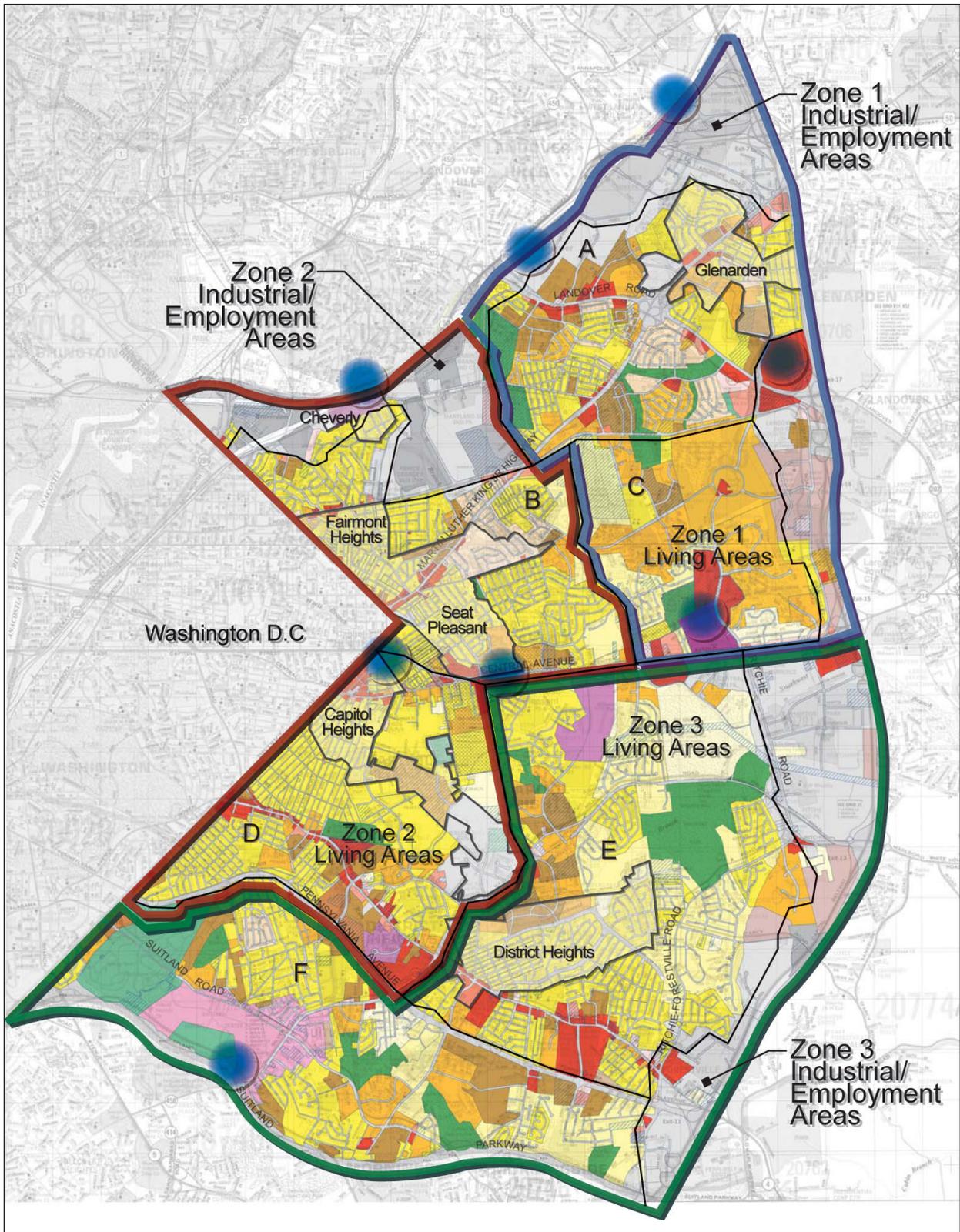
First Community Input Meeting:

In the second week of September, three community meetings took place in the respective zones of Subregion 4. During these meetings a short PowerPoint presentation provided the participants with background information regarding findings from the preplanning efforts, professional research, and analysis outcomes to that date. The planners facilitated two exercises with the attendees to obtain input at these early stages of the project.

A summary of the opportunities, assets and strengths, shortfalls and weaknesses, issues and threats, and sustainability factors was compiled for each zone and per each topic and was shared with the community in subsequent meetings and through the project web site.

Second Community Input Meeting:

The second round of community meetings occurred the evenings of October 13, 14, and 15, 2008. Having taking into consideration public comments regarding challenges and opportunities as they emerged in the previous community meetings, and as they were identified from the professional planning research to that date, a list of goals was created. The emerging goals were categorized under the appropriate topic for each zone. During the break-out group sessions, the attendees were asked to review the listed goals and to identify additional ones. Subsequently, with the use of colored dots, the participants were asked to prioritize which goals they thought were more important in each category. A prioritized list of goals for each zone is listed below.



Map 1-2
Public Input Organizational Zones

Zone 1 Priority Goals

Land Use and Development Pattern

- Attract higher-quality, desirable uses to the area that meet a current community need or provide a new opportunity for the area.
- Determine the best mix of land uses, densities, and development/design features needed to create a unique sense of place for the established communities of Zone 1 and Subregion 4.

Urban Design

- Design and implement public and private realm spaces that deter crime through the use of defensible space principles.
- Design and implement public and private realm spaces that deter crime through the use of defensible space principles.

Transportation

- Improve pedestrian and vehicular safety on roads.
- Create a comprehensive pedestrian circulation system connecting living areas, commercial corridors, recreational facilities, and Metro stations.
- Improve walkability and pedestrian facilities, including sidewalks, crosswalks, pedestrian lighting, and special pavement.

Housing

- Increase number of single-family detached homes for first-time home buyers.
- Encourage the development of two new senior housing developments to accommodate active and assisted senior citizens.

Revitalization

- Establish program(s) and funding support that assist existing homeowners as a strategy tool for neighborhood revitalization.

- Develop comprehensive revitalization strategy that uses code enforcement as a revitalization tool.

Economic Development

- Provide a strong investment climate to stimulate opportunities to attract good-paying, stable jobs.
- Improve the perceptions and realities of public safety.

Implementation

- Create an open line of communication between local, state, and federal government agencies involved in the implementation of the master plan.

Environment

- Coordinate land use, economic planning, and environmental planning to reduce or mitigate the effects of noise pollution.
- Identify locations without stormwater management or with poorly performing facilities that would be suitable for stormwater retrofit projects.
- Reduce air pollution through transportation demand management projects and other programs.



Introductory presentation during community meeting in Zone 1.

Public Facilities

- Project future demand for schools, libraries, police and fire, and rescue services.
- Review supply of health-care facilities in relation to other areas of the county.

Parks And Recreation Facilities

- Provide community and recreation centers that are adequate in size and location and affordable to the residents they serve.

Historic Preservation

- Ensure that historic sites and resources—a part of the subregion’s rich cultural heritage—are properly documented and protected from the onset of new development through proper and consistent historic preservation practices.

Zone 2 Priority Goals

Land Use and Development Pattern

- Establish a higher design standard for commercial development and a wider variety and higher quality of businesses throughout the area.
- Determine the best mix of land uses, densities, and development/design features



Break-out group discussion during community meeting in Zone 2.

needed to create a unique sense of place for the established communities of Zone 2 and Subregion 4.

Urban Design

- Design and implement public and private realm spaces that deter crime through the use of defensible space principles.
- Establish a continuous network of both natural and manmade open space land uses that create a unique environmental framework/setting for future development and redevelopment activities.

Transportation

- Improve walkability and pedestrian facilities, including sidewalks, crosswalks, pedestrian lighting, and special pavement.
- Improve pedestrian and vehicular safety on roads.
- Provide adequate funding for the maintenance of existing transportation system.

Housing

- Stabilize existing housing inventory in tipping-point neighborhoods.
- Establish an elderly housing program that assists lower-income senior homeowners.

Revitalization

- Establish program(s) and funding support that assist existing homeowners as a strategy tool for neighborhood revitalization.
- Develop a pilot comprehensive and uniform code enforcement program between the county and the municipalities (Fairmount Heights, Seat Pleasant, and Capitol Heights) in Zone 2.

Economic Development

- Encourage the development of mixed-use commercial centers in appropriate locations.
- Provide a strong investment climate to stimulate opportunities to attract good-paying, stable jobs.
- Improve the perceptions and realities of public safety.

Implementation

- Create an open line of communication between local, state, and federal government agencies involved in the implementation of the master plan.
- Identify key stakeholders required to make the implementation strategy a reality.

Environment

- Create or establish new canopy tree coverage guidelines to increase planting, reforestation, and afforestation.
- Recognize the importance of connected ecological systems by protecting, preserving, and enhancing the green infrastructure network within Subregion 4.
- Encourage more environmentally sensitive building techniques and a reduction in overall energy consumption.
- Identify locations with flooding issues and prepare mitigation plans.

Public Facilities

- Provide community and recreation centers that are adequate in size and location and affordable to the residents they serve.

Historic Preservation

- Explore the designation of the following communities as historic districts: Old Seat Pleasant and Fairmount Heights.



Group discussion on housing and revitalization goals in Zone 1.



Goals prioritization in Zone 2.



Urban design and land use goals prioritization in Zone 3.



Group discussion on land use, community design and transportation at the third community meeting.



Discussion on housing revitalization and economic development at the third community meeting.



Group discussion on plan elements at the third community meeting.

Zone 3 Priority Goals

Land Use and Development Pattern

- Establish higher design standards for commercial development and a wider variety and higher quality of businesses throughout the area.
- Limit/control unwanted and/or incompatible uses in Zone 3.

Urban Design

- Design and implement public and private realm spaces that deter crime through the use of defensible space principles.
- Provide the infrastructure needed to enhance walkability, neighborhood linkages, and pedestrian access throughout Zone 3 and the subregion.

Transportation

- Improve pedestrian and vehicular safety on roads.
- Improve walkability and pedestrian facilities, including sidewalks, crosswalks, pedestrian lighting, and special pavement.
- Improve environmental quality.

Housing

- Encourage the development of senior housing through nonprofit development corporations.
- Design policy that supports neighborhood stabilization through mixed-density development.
- Create new land use policy to regulate buffering between nonresidential and residential areas.

Revitalization

- Establish program(s) and funding support that assist existing homeowners as a strategy tool for neighborhood revitalization.

- Create a designated area as a conservation district pilot project and include provisions that address code enforcement.
- Develop a memorandum of understanding between planning and implementation agencies that link planning recommendations to program funding decisions.

Economic Development

- Build spending potential within the Subregion through supporting quality residential development.
- Improve the relationship between adjacent residential and industrial areas.

Implementation

- Create an open line of communication between local, state, and federal government agencies involved in the implementation of the master plan.
- Develop a chronology of tasks that build upon early successes to allow for more complex actions.
- Identify the key stakeholders required to make the implementation strategy a reality.

Environment

- Identify locations with flooding issues and prepare mitigation plans.
- Identify locations without stormwater management or with poorly performing facilities that would be suitable for stormwater retrofit projects.
- Coordinate land use, economic planning, and environmental planning to reduce or mitigate the effects of noise pollution.

Public Facilities

- Project future demand for schools, libraries, police, and fire and rescue services.
- Provide residents with conveniently located schools that efficiently serve the school population.

- Locate libraries in reasonable proximity to users.
- Provide fire and rescue facilities that meet the needs of the community based upon established county standards and accommodate modern vehicles and equipment.
- Review supply of health care facilities in relation to other areas of the county.
- Identify parcels that can be used to create neighborhood and community parks.

Historic Preservation

- Ensure that historic sites and resources—a part of the subregion’s rich cultural heritage—are properly documented and protected from the onset of new development through proper and consistent historic preservation practices.
- Encourage local stewardship and pride by implementing strategies that will increase public knowledge of the area’s cultural assets and historic preservation procedures.

Third Community Input Meeting:

The purpose of the third community meeting was to introduce stakeholders from each of the three planning zones within Subregion 4 and show how the opportunities, issues, and goals for each of the areas interrelate and have led to the creation of initial action items/strategies for each zone in the form of overarching or specific policies, programs, and/or projects. The emerging action items were presented briefly to stakeholders for consideration and then the groups were divided into their geographical zones to discuss the policies, programs, and projects and in some cases participate in a supplemental plan mapping exercise by rotating through three group stations: (1) economic and land use, (2) housing/neighborhoods and transportation, and (3) environment/public facilities/historic preservation, etc.

Final Community Input Meeting:

In mid-February and through an open house format, the final plan recommendations were presented to the community. In that final meeting, the plans for the General Plan centers and the living and industrialized area plans and recommendations were merged into an overall plan. During a four-hour open house event, the attendees had the opportunity to interact with the planners and have many intimate one-on-one discussions about specific recommendations as they related to the area in which they live.