



# CHAPTER 4

## Implementation

## Implementation Plan and Priority Strategies | Policy Context

The transformation of Prince George's Plaza from an auto-oriented suburban retail center to a Regional Transit District will require the coordinated, focused, and dedicated efforts of a variety of public, private, nonprofit, and institutional stakeholders. This Transit District Development Plan (TDDP) calls for the reconstruction of the entire street network, anticipates the redevelopment of nearly every property, and depends on the creation of new public and civic spaces—each of these is critical to the realization of the community's vision for this area.

To realize the development potential of this Regional Transit District, public agencies will need to prioritize operational and capital expenditures. New legislation and regulations will be necessary, and new organizations will be required to oversee the Transit District's transformation. An unprecedented level of coordination and collaboration will be required of all public agencies—municipal, county, and state—in order to successfully complete the public improvements recommended by this TDDP.

Implementation of this TDDP will not occur overnight. It will not occur within the current legislative term. Some aspects may not occur for 15-20 years. However, it is the goal of this implementation plan to provide a map and clear direction on the steps necessary to create the envisioned Downtown. The costs of implementation are anticipated to be shared by a variety of partners. There is a clear preference for private funding and zoning incentives are included within this TDDP to encourage private construction of infrastructure. Grants are another preferred source of funding.

This implementation plan consists of actions specific to the implementation of the policies and strategies within this TDDP. It includes implementation of many of the strategies found within the TDDP, as well as additional strategies not found elsewhere within the TDDP. A key element of this plan is an implementation matrix and a list of the 10 key short-term action items.

In general, implementation actions are broken down into four time frames:

- Ongoing: In progress at the time of TDDP approval or to be executed as opportunities arise.
- Short-term: In the five years following approval of this TDDP.
- Mid-term: 5-10 years following approval of this TDDP.
- Long-term: 10+ years following approval of this TDDP.

There are 10 key short-term actions critical to the establishment of the envisioned Regional Transit District. Completion of these actions is vital to the realization of the vision for this area.

### **Priority Short-Term Action 1: Coordination and Leadership**

The most important implementation action is relatively inexpensive and easy to initiate—organizing for action. There needs to be one group of people responsible for leading the transformation of Prince George's Plaza into a Regional Transit District, and this group needs to have a clear identity, a focused mission, transparent activity, and staying power. A leader needs to be identified and selected with experience in implementing transit-oriented development, working with multiple stakeholders, and the time and network available to translate policies into actions.

This recommended Prince George's Plaza Transit District Task Force will focus on immediate short-term regulatory, policy, investment, and branding and marketing efforts. The Task Force will create, and oversee the startup of, various organizations, entities, or authorities necessary to permanently manage the Transit District. At the very least, this Task Force should consist of the following:

**State of Maryland**

- Department of Transportation/State Highway Administration
- Department of Business and Economic Development
- Department of Housing and Community Development
- Department of the Environment
- Maryland Department of Planning

**Regional**

- Washington Metropolitan Area Transit Authority

**Bi-County**

- The Maryland-National Capital Park and Planning Commission
  - Prince George's County Planning Department
  - Prince George's County Department of Parks and Recreation
- Washington Suburban Sanitary Commission

**County**

- Office of the Prince George's County Executive
- Office of Council Member, District 2
- Office of Council Member, District 3
- Department of the Environment
- Department of Public Works and Transportation
- Department of Permitting, Inspections, and Enforcement
- Department of Housing and Community Development
- Office of Law
- Redevelopment Authority
- Revenue Authority
- Police Department
- Fire and Emergency Medical Services Department
- Prince George's County Public Schools
- Office of Management and Budget
- Office of Finance
- Health Department

**Municipal**

- City of Hyattsville
- Town of University Park

**Quasi-Public**

- Prince George's County Economic Development Corporation

**Nonprofit**

- Hyattsville Community Development Corporation
- Prince George's County Arts and Humanities Council

**Institutional**

- Prince George's Community College
- Prince George's County Police Department
- Public sector tenants

**Private**

- Potomac Electric Power Company
- Owners of the Mall at Prince Georges
- Owners of University Town Center
- Owners of other commercial properties
- Owners/operators of residential properties
- Commercial and retail tenants

**Community Representatives**

- University Hills
- The Town of University Park
- Lewisdale
- Queens Chapel

The mission of the Prince George's Plaza Task Force is to implement, or coordinate the implementation of, the nine remaining priority short-term implementation actions identified on pages 120-128. The Task Force should be authorized and empowered by the County Council. The Task Force should meet no later than 60 days following approval of this TDDP. The Task Force may be subdivided, as necessary, into working groups that focus on specific implementation items.

The Task Force's work program falls into four categories:

1. Empowerment: Creating the institutions and legal/regulatory environment for success.
2. Investment: Securing financial resources to construct the necessary infrastructure.
3. Incentive: Identifying and implementing resources to incentivize private investment.
4. Attraction: Branding the Transit District as a destination and retaining and attracting new investment.

The Task Force should report its results annually to the County Council and County Executive. It is anticipated that the Task Force would remain active through the execution of the nine remaining priority short-term implementation actions.

### **Short-Term Action 2: Branding and Marketing (Attraction)**

As identified earlier in the TDDP, the lack of a cohesive and appropriate brand for the Transit District inhibits its growth. The Prince George's Plaza Metro Station was named after the Prince George's Plaza Mall, which has been since renamed to The Mall at Prince Georges. Part of the Transit District lies within the City of Hyattsville, some lies in unincorporated areas, and the Transit District itself abuts the Town of University Park. A branding and marketing effort is critical for the future success of the new Downtown at Prince George's Plaza. The timeline for a successful rebranding is necessarily linked to the need to rename the Metro station in advance of the start of Phase II construction on the Metro Silver Line.

1. The Transit District needs a name and a brand.
2. The Transit District needs a marketing campaign based on that name.

Because the time frame for renaming the station is so tight, the naming and branding of the station should occur in year one, with marketing to continue thereafter.

### **Short-Term Action 3: Legislation and Regulations (Empowerment)**

This TDDP contains the regulations that govern the development of land and structures within the Transit District, and controls the approval of detailed site plans and the issuance of building, construction, and use and occupancy permits. However, the transformation of Prince George's Plaza into a successful Regional Transit District requires additional legislative action by the County Council and regulatory amendments by implementing agencies. The plan cannot be implemented as approved by the County Council without enactment of the legislative actions highlighted in **bold** in the following table.

While these legislative initiatives may be prioritized by the Task Force, all should be substantially complete in the first three years of the Implementation Program.

**Table 18. Proposed Legislative Actions**

<b>Subtitle</b>	<b>Division</b>	<b>Specific Section</b>	<b>Subject</b>	<b>Issue to be Addressed</b>
<b>New</b>			<b>Business Improvement Districts</b>	<b>Pursuant to Sec. 12-403 of the Maryland Economic Development Code, enact legislation authorizing the creation and regulation of Business Improvement Districts.</b>
10	6		Municipal Tax Differential	Formalize, through legislation, the specific eligible services the City of Hyattsville will provide the Transit District in lieu of Prince George's County and adjust property tax structure accordingly.
10	7	10-192.01	School Facilities Surcharge	Establish an appropriate school facility surcharge for the Transit District, allow the surcharge to be reduced or waived for certain projects and/or when certain adequate facilities have been constructed, and allow payments to a Special Taxing District authorized to construct public school facilities in lieu of the school surcharge.
10	7	10-192.11	Public Safety Surcharge	Establish appropriate public safety surcharge for the Transit District, allow the surcharge to be reduced or waived for certain projects and/or when certain adequate facilities have been constructed, and allow payments to a Special Taxing District authorized to construct public safety facilities in lieu of the public safety surcharge.
10	7	10-197	Real property tax deferral for elderly or disabled homeowners	Evaluate effectiveness of existing code to accommodate elderly or disabled homeowners whose assessed real property value, and the resulting property tax bill due, grows beyond their ability to reasonably and affordably pay.
10	7	10-235.02; 10-235.03	Revitalization Tax Credits	Extend eligibility for tax credits pursuant to this section to all residential properties.
10	7	10-258	Tax Increment Financing	Combine into Sec. 10-258 to clarify legislative authority for tax increment financing.
10	11		Stormwater Management District	Consider creation of a stormwater management district for Prince George's Plaza, and/or allow for a Special Taxing District to assume stormwater management responsibilities normally associated with a Stormwater Management District.
10	14	10-269	<b>Special Taxing Districts</b>	<b>Create a Special Taxing District at Prince George's Plaza, clarify the establishment, use, and regulation of tax increment financing, combine or replace Sec. 10-258, and extend the current Development District created through CR-93-2014 to include the entire Transit District.</b>
13	7		Property Standards and Maintenance	Work with community representatives to evaluate and implement property standards and maintenance regulations for the Transit District.

**Table 18. Proposed Legislative Actions (Continued)**

<b>Subtitle</b>	<b>Division</b>	<b>Specific Section</b>	<b>Subject</b>	<b>Issue to be Addressed</b>
13	7	13-239	Public Areas	<b>Permit a third-party (such as a BID) to help meet the owner's responsibility to remove all garbage and rubbish from public areas.</b>
13	8		Moderately Priced Housing	Explore opportunities to require or incentivize the provision of moderately-priced housing.
20A	1	20A-201	Definitions	<b>Allow a third-party organization to serve as, or host, a Transportation Management Association; and allow its creation by the County.</b>
20A	1	20A-203	Applicability of TDM Districts	<b>Apply provisions of Subtitle 20A, Division 2, to all properties within a Transit District.</b>
20A	2	20A-205	TDM Districts established through adoption of an Area Master Plan	<b>Allow a TDDP to establish a TDM District, reduce or eliminate the standard that ties creation of a district to an inadequate level of service.</b>
20A	3	20A-206	TDM Plans	<b>Allow longer than six months for the development of a TDM Plan.</b>
21A	3		Parking and Parking Facilities	<b>Allow revenues generated from a Special Taxing District to meet payment requirements for the construction of parking facilities.</b>
21A	3	21A-306	Parking Districts	<b>Amend the Prince George's Plaza Transit District Overlay Zone Parking District boundaries and create a Parking Facilities Proposal and financial plan.</b>
23	1, 3		Roads and Sidewalks: General Provisions and Design and Construction Standards and Requirements	Work with DPW&T to (a) permit construction of streets pursuant to the Transit District Standards and (b) amend the Design and Construction of Roadways and Bridges to implement the recommendations of this TDDP.
23	1	23-103	Obligation for road improvements	<b>Explore opportunities to enable a third-party to construct and/or maintain streets, and to pay for improvements along County-maintained roads (as opposed to requiring this of individual property owners).</b>
23	4	23-150	Duty to remove snow, ice, weeds, litter, and debris	<b>Permit a third party to meet the requirements of this Section.</b>
23	5	23-162	Temporary closures of public roads	<b>Review provisions to ensure easy and efficient temporary closure of Pedestrian Streets as needed.</b>

**Table 18. Proposed Legislative Actions (Continued)**

<b>Subtitle</b>	<b>Division</b>	<b>Specific Section</b>	<b>Subject</b>	<b>Issue to be Addressed</b>
23	6		Uses within the County Right-of-Way	<b>Review provisions to ensure seamless business operations within the Retail Zone.</b>
24			Subdivisions	Comprehensively rewrite the Subdivision Regulations.
27, 27A			Zoning, Urban Centers and Corridor Nodes Development and Zoning	Comprehensively rewrite the Zoning Ordinance.
32	3		Stormwater Management	Permit Prince George's County, the City of Hyattsville, or another third party to meet the stormwater requirements for properties within the Transit District pursuant to an approved Stormwater Management Plan.
32	4	32-201-01	Funding of Stormwater Management Retrofit Program	In conjunction with changes recommended for Subtitle 10 on page 123, explore opportunities to dedicate Special Taxing District funds specifically to the Stormwater Management Retrofit Program, with such funds dedicated to projects within the Transit District.

#### **Short-Term Action 4: Creation of a Prince George's Plaza Investment Authority (Empowerment)**

Transformation of the Prince George's Plaza Transit District from its current state to a Regional Transit District requires specific investments to construct and maintain the necessary infrastructure. Neither the County, nor the City of Hyattsville, has the fiscal capacity to implement and maintain the capital improvements necessary to create a Regional Transit District. These improvements could include, but are not limited to, construction and maintenance of a regional stormwater management facility, an entirely reconstructed street network, multiple public parking garages, vehicles for shuttle services, multiple parks and public open spaces, at least one elementary school, a second entrance to the Metro station, and a regional multigenerational recreation facility.

The County has limited means through which to raise revenue, compared to other jurisdictions, and is overly dependent on the residential property tax. The County Code permits the creation of multiple operational districts that are empowered to:

1. Build, operate, and/or maintain public facilities.
2. Raise revenues, either through the issuance of bonds, the levy of taxes, or both.
3. Pay back bonds and/or pay for operations through those revenues.

These districts include:

1. Special Taxing District
2. Tax Increment Financing Development District
3. Parking District
4. Stormwater Management District
5. Transportation Demand Management District

The Task Force should identify and evaluate opportunities to combine these functions into as few separate operations as possible. The most appropriate fiscal tool available to the County to meet these fiscal needs is through a Special Taxing District. CR-93-2014 created the Prince George's Plaza Metro Development

District for the purposes of creating a Tax Increment Financing Fund for capital improvements within portions of the Transit District within the City of Hyattsville. This resolution as passed limits the ability of the County to utilize this tool and limits its applicability and the ability of the County Executive to expand the Development District. Pursuant to Sec. 10-269 of the County Code, the County Council should establish a Special Taxing District, including, but not limited to, managing Tax Increment Financing programs, levying other taxes, and issuing bonds and other obligations.

The Task Force should explore ways, legislatively and operationally, to combine the functions and revenue streams of these Districts into one or two entities. This will allow for the prioritization of projects, effective budgeting of resources, phasing of construction, and reduction of staff overhead and interagency overlay and redundancy.

The optimal way to achieve this goal is to assign this role to an existing County entity, such as a bureau within the Office of Finance, the Revenue Authority, or the Redevelopment Authority. Another, possibly more time-consuming approach would be to create a new authority for the Transit District. One drawback to creating an authority for Prince George's Plaza is the political reality that Plan 2035 created eight Regional Transit Districts, all with similar infrastructure management and financing needs. Eight new authorities would create major inefficiencies in overhead, exacerbate competing visions, and overwhelm partner agencies with demands for assistance. This action item should be completed within five years.

### **Short-Term Action 5: Creation of a Permanent Transit District Management Entity (Empowerment/Incentive)**

Most successful places are either managed wholly by their host jurisdiction or by a third party, such as a business improvement district or other nonprofit. In the Washington, D.C. metropolitan area, entities such as the Capitol Riverfront Business Improvement District and Downtown Silver Spring provide critical marketing, programming, maintenance, and other services to their host communities. These organizations often receive funding through membership fees, special taxes, grants, and fees paid for services provided.

The Prince George's Plaza area envisioned by the community and articulated by this TDDP's vision will require day-to-day management of the following activities:

1. Operation, maintenance and programming of civic and public open spaces, including sidewalks, fountains, plazas, etc.
2. Maintenance of streets.
3. Emplacement and maintenance of signage, street furniture, and other pedestrian amenities.
4. Refuse and recycling.
5. Cleaning, including sidewalks, streets, alleys, and public open spaces.
6. Snow removal.
7. Customer service, including visitor assistance.
8. Supplemental security.
9. Marketing and branding.
10. Transportation Demand Management activities, including shuttles, car sharing, bike sharing, and other transportation alternatives.

The task force should explore the appropriate entity to manage the Transit District and establish such an entity. The management entity should be independent of the city or County, financially self-sufficient within the near- to mid-term, and should work closely with private property owners to assume these responsibilities in a seamless manner. Assumption of

these responsibilities provides an opportunity for property owners to offer more attractive rents to current and potential tenants.

This entity could potentially serve as the Transportation Management Association, the agency that operates the Transit Demand Management District. The appropriate entity should be identified within 18 months of TDDP approval, and should be up and running by year three.

A Transportation Management Association (TMA) is an entity established by property owners that is tasked with reducing vehicle trips within a Transit Demand Management District (TDMD) through the use of programs, strategies, and other means. [Section 20A-201(a)(14)].

### **Short-Term Action 6: Formalization of Key Pedestrian Pathways**

A challenge identified in chapter three of this TDDP is a general lack of pedestrian awareness or sense of place. The Transit District is currently so oriented toward the automobile that pedestrians are often left to embark on an adventure of dubious safety to travel from their homes or offices to other destinations such as the Metro station or the mall. The Task Force should work with property owners, especially The Mall at Prince Georges, to formalize pedestrian pathways throughout the Transit District. Key pedestrian pathways include Northwest Drive to the Metro, Northwest Drive to Nicholas Orem Middle School, The Mall at Prince Georges to Prince George's Community College, the Metro station to University Town Center, and the Metro station to The Mall at Prince Georges.

Formalization includes:

1. Creation of crosswalks, including, where warranted, signage and signalization.
2. Improved lighting.
3. Distinct painting or paving to clearly identify pedestrian pathways.
4. Working with The Mall at Prince Georges to improve pedestrian access and wayfinding through

the parking lot and the mall building, even during hours when stores are closed.

5. Additional surveillance and patrol of less-traveled or less-visible areas, including, but not limited to, Belcrest Center Drive, the north side of the mall, and the pedestrian bridge.

This action item should be completed within four years.

### **Short-Term Action Item 7: Complete Design, Secure Funding, and Construct a Regional Stormwater Management Facility (Investment and Incentive)**

Much of the Transit District was built without modern stormwater management facilities. Accordingly, downstream flooding has been reported in the Wells Run subwatershed. As a parallel effort to this TDDP, the Department of the Environment is conducting a feasibility study of stormwater management options in the Wells Run Drainage Area. When completed, this study will identify a preferred alternative to address stormwater runoff created by existing and future development on the east side of the Transit District. Construction of a regional facility that accommodates stormwater from multiple properties should generate economies of scale and reduce costs to individual property owners for stormwater mitigation.

It is anticipated that the cost of design and construction of such a facility will be significant, and, accordingly, it could be funded through either a Special Taxing District or a Stormwater Management District. This project could advance through the following schedule:

Year 1-2: Final Design

Year 3-6: Construction

### **Short-Term Action 8: Restripe MD 410 (East West Highway) (Investment and Incentive)**

The restriping of MD 410 (East West Highway) to implement Strategy TM4.2 of this TDDP is a relatively low-cost, high-impact project that will calm traffic, make pedestrian circulation safer, and increase bicycle connectivity. This project can be completed in year one.

### **Short-Term Action 9: Program Events at Key Locations (Attraction)**

Working with property owners, community organizations, and nonprofit partners, the Task Force and the Management entity should begin to program public events, such as outdoor movie nights, concerts, carnivals, festivals, and other community gatherings at key locations throughout the Transit District. Key locations for such events include the parking lot at The Mall at Prince Georges, the plaza at University Town Center, the plaza at Post Park, and the Plaza at the Metro station. This action item should be ongoing and may begin prior to TDDP approval.

### **Short-Term Action 10: Develop a Comprehensive Parking Plan (Investment and Incentive)**

Working with property owners, the Revenue Authority, and the City of Hyattsville, the Task Force and/or the management entity should develop a comprehensive parking plan that addresses the following issues:

1. The gradual redevelopment of all existing, free, private parking with buildings, and the resulting impact on parking supply.
2. The need to manage the supply of parking to support the use of nonautomotive means of travel and to maximize the developability of land currently used for underutilized surface parking.

3. Opportunities to share parking facilities, either between several uses or as general public facilities.
4. The strategic location of shared and public facilities to facilitate efficient access to land uses.
5. How to integrate existing fee parking facilities into a unified system of public and shared parking.
6. Pricing strategies that meet the needs of retailers for convenient, inexpensive parking while recouping revenues needed to pay for parking infrastructure, maintenance, and operation.
7. A capital investment strategy and implementation plan for the construction of new shared and public parking facilities.
8. Evaluate the 1993 Prince George's Plaza Transit District Overlay Zone Parking District boundaries for possible amendment.

This plan should be complete by year five of the work program.

## Implementation Plan and | Policy Context | Implementation Matrix Priority Strategies

In addition to the 10 previously-identified short-term actions, there are a number of additional short-, mid-, and long-term implementation actions.

Implementation of these items is critical in creating the Regional Transit District envisioned in this TDDP, but

may occur over time. Each of these requires the continued cooperation of the private, public, nonprofit, and institutional sectors, funding from various sources, and consistent and continued oversight and management. Short-term action items are in **bold**.

**Table 19. Action Items: Land Use**

Proposed Action Steps	Strategies Implemented	Lead	Potential Parties Involved	Time Frame
Relocate, or colocate, public facilities and community services into the Downtown Core to help catalyze redevelopment in the Transit District.	LU4.2, PF1.1, PR2.1	Prince George's County, PGCPSS, M-NCPPC Parks and Recreation, City of Hyattsville	State of Maryland, GSA, Property Owners	Ongoing
Retain current retail and commercial tenants while simultaneously marketing the Transit District to new retailers, offices, and other commercial enterprises.	LU5.2, EP3.2, HD4.8	PGCEDC, Property Owners	Management Entity, Hyattsville Community Development Corporation (HCDC), City of Hyattsville	Ongoing
Evaluate and implement incentives to encourage mixed-use redevelopment of underutilized commercial spaces, with a preference for employment uses over residential uses within the Downtown Core.	LU2.3, LU4.1, HD1.6, HC1.1	PGCEDC	Management Entity, City of Hyattsville, HCDC	Ongoing
Work with existing tenants to facilitate and ease transitions into new spaces, keeping businesses in the Transit District while allowing redevelopment of outdated commercial space.	LU5.2, HD4.8	Property Owners	PGCEDC, Management Entity, HCDC	Ongoing
Complete the zoning and subdivision ordinance rewrite.	LU3.1	M-NCPPC Planning	County Council	<b>Short-Term</b>
Engage property owners in the zoning and subdivision rewrite project, educate them on the new ordinances, and work with them to seamlessly transition to the new regulations and procedures.	LU3.1	M-NCPPC Planning	County Council, County Executive	<b>Short-Term</b>

**Table 20. Action Items: Economic Prosperity**

<b>Proposed Action Steps</b>	<b>Strategies Implemented</b>	<b>Lead</b>	<b>Potential Parties Involved</b>	<b>Time Frame</b>
Improve the accessibility, appearance, and safety of The Mall at Prince Georges, including the installation of enhanced landscaping, pedestrian-scaled lighting, public art, seating, and pedestrian walkways.	EP2.3	The Mall at Prince Georges	Hyattsville PD, PGPD, Management Entity	Ongoing
Identify strategic locations for redevelopment that permit continued visibility of existing businesses.	EP2.2	Property Owners	Redevelopment Authority, M-NCPPC Planning, PGCEDC	Ongoing
Incorporate flexible and/or shared work spaces with competitive amenities to attract startups, freelancers, small businesses, and young professionals.	EP3.3	Property Owners	Management Entity	Ongoing
Enhance surrounding established neighborhoods by supporting home maintenance programs, neighborhood-watch efforts, and other community-driven initiatives.	EP4.1	City of Hyattsville	Prince George's County	Ongoing
Identify incentives to encourage developers to offer a mix of housing types and unit sizes, including two- and three-bedroom units.	EP4.3	DHCD, Office of Finance	City of Hyattsville, Nonprofits	<b>Short-Term</b>
Track implementation progress, including the economic benefits of implementation, and modify implementation activities as needed in response to findings. Monitoring plan progress requires identification of the data sources to track as metrics, and consistently collecting and evaluating metrics through implementation.		Task Force, Management Entity	M-NCPPC Planning	Ongoing
Market opportunity sites in the Transit District.	EP3.2, EP5.3	PGCEDC	Management Entity, HCDC	Ongoing

**Table 21. Action Items: Transportation and Mobility**

Proposed Action Steps	Strategies Implemented	Lead	Potential Parties Involved	Time Frame
Restripe MD 410 (East West Highway) to implement the road diet concept in Strategy TM4.1.	TM4.2	SHA		<b>Short-Term</b>
Evaluate and implement (if feasible) a physical barrier between the travel lanes and bike lanes on MD 410 (East West Highway).	TM4.1	SHA		Mid-Term
Determine ownership and maintenance responsibilities for existing and future streets and sidewalks.	TM1.4, TM1.12, TM7.7, TM15.1, TM15.2	DPW&T	City of Hyattsville, M-NCPBC Planning, Property Owners, Management Entity	<b>Short-Term</b>
Evaluate and update the <i>Prince George's County Specifications and Standards for Roadways and Bridges</i> to permit construction of urban streets and sidewalks, preferably in concert with the rewriting of the Zoning and Subdivision Ordinances.	TM1.1, TM1.2, TM1.4, TM1.5, TM1.6, TM1.7, TM1.8, TM1.9, TM1.10, TM1.11, TM1.12, TM1.13, TM1.14, HD1.1, HD1.3	DPW&T	DPIE, M-NCPBC Planning, City of Hyattsville	Ongoing
Evaluate a 30 mile-per-hour speed limit on MD 410 (East West Highway) and a 25 mile-per-hour speed limit on all other streets and roads within the Transit District.	TM1.2	SHA, DPW&T, City of Hyattsville		<b>Short-Term</b>
Evaluate and implement Bus Priority Treatments on major bus routes in Prince George's County.	TM12.4	SHA	DPW&T	Mid-Term
Provide new or upgraded pedestrian crossings at intersections throughout the Transit District that are highly visible to motorists, pedestrians, and bicyclists and provide full pedestrian and bike access at all corners of each intersection. Crosswalks should be a minimum of 12 feet wide and use highly visible markings and/or or decorative alternative paving material.	TM1.11, TM4.4, TM4.7	DPW&T, SHA, City of Hyattsville, Infrastructure Authority	Property Owners, Management Entity	Ongoing
Provide continuous pedestrian-scale lighting throughout the Transit District.	TM1.12	Property Owners	Management Entity, PEPCO	Mid-Term
Clearly identify locations along Transit District streets where snow should be plowed and/or stored to avoid blocking sidewalks, bike paths, or crosswalks with plowed snow.	TM1.10	DPW&T	Property Owners, Management Entity	Mid-Term

**Table 21. Action Items: Transportation and Mobility (Continued)**

Proposed Action Steps	Strategies Implemented	Lead	Potential Parties Involved	Time Frame
Consider the use of bike boxes at all signalized intersections with bike lanes, cycle tracks or any type of bicycle facility as part of the road design, allowing bicyclists to proceed on green ahead of motorized vehicles.	TM1.11	SHA, DPW&T	City of Hyattsville, Management Entity	Mid-Term
Evaluate appropriate traffic calming measures in neighborhoods surrounding the Transit District to discourage or eliminate potential cut-through traffic.	TM1.15	DPW&T, City of Hyattsville, Town of University Park, Town of Riverdale Park		Ongoing
<p>Formalize the following drive aisles by adding street names, directional and wayfinding signage, enhanced crosswalks delineated by different materials and/or painting, and traffic control signage or signalization:</p> <ul style="list-style-type: none"> <li>• Toledo Road Extended from Belcrest Road west to Toledo Terrace and then south to MD 410 (East West Highway).</li> <li>• The drive aisle along the south side of the Mall between the western drive aisle (Toledo Road Extended) and Belcrest Road.</li> <li>• The entrance to The Mall at Prince Georges.</li> <li>• All currently unnamed streets within University Town Center.</li> <li>• Toledo Terrace Extended at Home Depot.</li> <li>• Belcrest Center Drive extended to Belcrest Road (Eastern entrance to Metro station).</li> </ul>	TM2.1	Property Owners	M-NCPPC Planning	<b>Short-Term</b>
Extend Toledo Road (P-202) as a two-lane street with on-street parking and bicycle accommodation from its current terminus at Belcrest Road westbound along the existing drive aisle on the northern border of The Mall at Prince Georges to a new terminus at Toledo Terrace.	TM3.1	Property Owners	M-NCPPC Planning, DPW&T	Mid-Term
Identify intersection design and operational solutions to accommodate the proposed Central Plaza.	TM3.2, HD4.3	Property owners, WMATA, SHA	M-NCPPC, City of Hyattsville, DPW&T, Management Entity	Mid-Term

**Table 21. Action Items: Transportation and Mobility (Continued)**

Proposed Action Steps	Strategies Implemented	Lead	Potential Parties Involved	Time Frame
Add interim on-road bike lanes to Toledo Terrace between Northwest Drive and Belcrest Road; replace those lanes with on-street parking once Toledo Road is extended to Toledo Terrace.	TM4.3, TM4.8	The Mall at Prince Georges or successor, Infrastructure Authority	DPIE, DPW&T	<b>Short-Term</b>
Evaluate the addition of on-street bicycle accommodation to Toledo Road, pursuant to the 2009 <i>Approved Countywide Master Plan of Transportation</i> .	TM4.9	Property Owners, Infrastructure Authority	DPW&T	Mid-Term
Add sharrows to Editors Park Drive.  Add bike route signage to the following streets: <ol style="list-style-type: none"><li>1. Belcrest Center Drive</li><li>2. America Boulevard</li><li>3. Northwest Drive</li><li>4. Dean Drive</li></ol>	TM4.3	DPW&T  Property Owners, WMATA, Management Entity, DPW&T		<b>Short-Term</b>
Evaluate and upgrade, if warranted, the pedestrian crossing of Belcrest Road south of Liberty Lane.	TM4.7	DPW&T	Property Owners, Management Entity	Mid-Term
Prioritize resurfacing of existing County streets within the Transit District, especially Toledo Terrace, Northwest Drive, and Dean Drive, to attract redevelopment.	TM4.11	DPW&T		<b>Short-Term</b>
Install missing crosswalks and traffic signals at MD 410 (East West Highway) and Editors Park Drive, and rephase traffic signals for 24-hour control of the intersection.	TM4.4	Property Owners, SHA	DPW&T, Infrastructure Authority	<b>Short-Term</b>
Explore the feasibility of, and implement, if warranted, a new three-way intersection with full crosswalks and traffic signals at MD 410 (East West Highway) and America Boulevard.	TM4.5	Property Owners, SHA		Mid-Term
As streets are resurfaced and restriped, reduce lane widths, where appropriate, to the minimum permitted by DPW&T.	TM1.2	DPW&T, City of Hyattsville	Infrastructure Authority	Ongoing
Develop walk guides and maps to illustrate points of interest within walking distance of the Transit District.	TM6.3	DPW&T, M-NCPPC Planning		Mid-Term

**Table 21. Action Items: Transportation and Mobility (Continued)**

Proposed Action Steps	Strategies Implemented	Lead	Potential Parties Involved	Time Frame
In conjunction with the development of the Wells Run Greenway, construct a hard surface trail between the intersection of Adelphi Road and Toledo Road and the intersection of Northwest Drive and Dean Drive.	TM7.4, TM7.6, HD4.7, HC2.3, PR1.1, PR3.1	Property Owners	Infrastructure Authority, M-NCPPC Parks and Recreation	Long-Term
Construct a hard surface trail or side path (Toledo Place Trail), using pervious material where possible, from Toledo Terrace to the Northwest Branch Trail via Toledo Place.	TM7.6, HC2.3, PR3.1	M-NCPPC Parks and Recreation	Property Owners, Infrastructure Authority	Long-Term
Evaluate, design, and construct a bicycle facility on (or adjacent to) MD 410 (East West Highway) between Toledo Terrace and 23rd Avenue, including connections to the Heurich Park and Northwest Branch Trails.	TM4.3, TM7.1, TM7.6, HC2.3	SHA	Property Owners, Infrastructure Authority	Mid-Term
Construct a hard surface multiuse trail on, or parallel to, the WMATA Green Line.	TM7.6, HC2.3	WMATA, Property Owners	City of Hyattsville, M-NCPPC Parks and Recreation, Infrastructure Authority	Long-Term
Construct a series of bicycle facilities along Belcrest Road: <ol style="list-style-type: none"> <li>1. Between Adelphi Road and Toledo Terrace, a shared-use side path.</li> <li>2. Between Toledo Terrace and the entrance to the Metro station, an off-street cycle path adjacent to the sidewalk.</li> <li>3. Between the entrance to the Metro station and MD 500 (Queens Chapel Road), a shared-use side path.</li> </ol>	TM7.6, PR3.1	Property Owners	Infrastructure Authority, DPW&T	Long-Term
Improve pedestrian access from Oliver Street to the Prince George's Plaza Metro Station, including continuous lighting and ADA-compliant ramps to address street connections and other grade changes.	TM7.2, TM7.6	WMATA, City of Hyattsville		Mid-Term
Create a formal bicycle and pedestrian connection between multifamily properties on the northern side of the Transit District and Northwestern High School.	TM7.4	PGCPS	Property owners	Mid-Term

**Table 21. Action Items: Transportation and Mobility** (Continued)

Proposed Action Steps	Strategies Implemented	Lead	Potential Parties Involved	Time Frame
Create a formal pedestrian or bicycle/pedestrian connection between University Town Center and the Hyattsville Public Library	TM7.5, PF3.2	PGCMLS, Property Owners	Management Entity	Ongoing
Create, and prioritize maintenance of, pedestrian connections between the Transit District and Lewisdale and University Park Elementary Schools and Northwestern High School.	TM7.7	DPW&T, Town of University Park	PGCPS	<b>Short-Term</b>
Evaluate the potential for Capital Bikeshare stations throughout the Transit District.	TM8.1	Capital Bikeshare	TMA, Management Entity	<b>Short-Term</b>
Add additional bike lockers at the Metro station.	TM8.2, TM8.5	WMATA		<b>Short-Term</b>
Construct bicycle facilities at all new public facilities in the Transit District.	TM8.6	Prince George's County, M-NCPPC, State of Maryland, GSA		Ongoing
Improve lighting conditions, install mirrors and/or security cameras, and add additional wayfinding signage to the pedestrian bridge.	TM9.1, PF4.2	WMATA		Mid-Term
Investigate opportunities to use the pedestrian bridge as an event space or setting/canvas for public art.	TM9.3	WMATA		Mid-Term
Evaluate the potential for adding head-on stairwells and/or escalators to the pedestrian bridge.	TM9.4	WMATA		Mid-Term
Increase lighting, surveillance opportunities, wayfinding, and other Crime Prevention through Environmental Design (CPTED) features along both sides of Belcrest Center Drive.	TM11.1, PF4.2	WMATA		Mid-Term
Evaluate and improve the Metro entrance and streets for pedestrian safety and access while also allowing for improved bus efficiency and passenger drop off/pickup	TM11.3	WMATA		<b>Short-Term</b>
Increase bicycle and pedestrian connections to neighborhoods south of the Transit District.	TM6.1, TM7.1, TM7.2, TM7.6, TM7.7, PR3.4	City of Hyattsville, WMATA, DPW&T		Ongoing

**Table 21. Action Items: Transportation and Mobility (Continued)**

Proposed Action Steps	Strategies Implemented	Lead	Potential Parties Involved	Time Frame
Implement the MetroExpress C9 service recommended by the Metrobus C2-C4: Greenbelt-Twinbrook Study prepared for WMATA, the Maryland Transit Administration (MTA), DPW&T, and Montgomery County Department of Transportation (MCDOT).	TM12.1	WMATA	MTA	Mid-Term
Provide more frequent bus service to and from the Transit District, with headways no greater than 30 minutes and ideally 15 minutes during rush hour and 16-hour span of service.	TM12.2	WMATA, DPW&T, University of Maryland		Ongoing
Increase transit options between the Transit District and the University of Maryland, College Park, especially during peak hours and for special events on campus.	TM12.5	University of Maryland, WMATA, DPW&T		Ongoing
Extend the WMATA Metrorail Green Line to Thurgood Marshall Baltimore Washington International Airport.	TM13.1	WMATA	MTA	Long-Term
Explore full-day extension of Yellow Line Service to Prince George's Plaza.	TM13.2	WMATA		Ongoing
Create a circulator or shuttle service that serves major residential projects within the Transit District, The Mall at Prince Georges, University Town Center, public facilities, and the Metro station.	TM14.1	Municipalities	TMA, Management Entity	Mid-Term
Retrofit existing and outfit new bus/shuttle stops within the Transit District with amenities to include, but not limited to: widened sidewalks, bus stop pads, and relocated landscaping to make boarding or alighting from a bus easier and safer, bus shelters with seating for at least four patrons, bicycle racks or lockers, well-maintained signage indicating routes and services serving the stop or destinations in close proximity, next-bus technology with real-time bus arrival information (shelter-mounted display and smart phone mobile apps) plus up-to-date timetable and schedule information, an up-to-date map of the Transit District patterned on WMATA's Bus Stop Neighborhood Maps, pedestrian scale lightning, shade trees, well-maintained trash and recycling receptacles.	TM15.1	Property Owners, Infrastructure Authority	Management Entity, WMATA, DPW&T, City of Hyattsville	Mid-Term

**Table 21. Action Items: Transportation and Mobility (Continued)**

Proposed Action Steps	Strategies Implemented	Lead	Potential Parties Involved	Time Frame
As an interim measure, create a bicycle and pedestrian gateway at the western end of the Prince George's Plaza Metro Station that provides welcoming and easy access to the current main entrance from the intersection of the Central Plaza and Belcrest Center Drive.	TM16.1	WMATA	Joint Development Partner	Mid-Term
Construct a second permanent entrance to the Metro station at the west end of the platforms, with direct access to the Central Plaza from the west end of the station (This entrance should include bicycle storage, including lockers, escalator and elevator access between levels, and other amenities typically provided by WMATA at a station).	TM16.2	WMATA	Joint Development Partner	Long-Term
Consider adding signage to the Metro access point on Oliver Street to signal access to the Metro from neighborhoods to the south. (Ensure that the new directional signs are coordinated with WMATA and the BID or other entity responsible for installing wayfinding signage throughout the Transit District).	TM16.5, TM16.6	WMATA		<b>Short-Term</b>
Insert the WMATA Metro station pylon at the following locations:  1. East West Highway at the Pedestrian Bridge. 2. Belcrest Road at the Metro entrance. 3. Oliver Street at the Metro entrance.	TM16.6	WMATA	City of Hyattsville, SHA, DPW&T	<b>Short-Term</b>
Construct new shared/public parking facilities.	LU1.1, EP2.1, TM8.5, TM17.2, TM18.1, TM19.3, TM19.4,	Property Owners, Revenue Authority		Mid-Term
Explore opportunity for residential parking permit programs in neighboring communities to discourage or prohibit spillover parking on residential streets outside the Transit District.	TM17.6	Revenue Authority, City of Hyattsville, Town of University Park, Town of Riverdale Park		<b>Short-Term</b>

**Table 22. Action Items: Natural Environment**

Proposed Action Steps	Strategies Implemented	Lead	Potential Parties Involved	Time Frame
Conduct a Transit District-wide study of the flood control volumes that exist and will need to be addressed during redevelopment of the Transit District. The purpose of the study is to determine appropriate Transit District-wide measures that address shared solutions for handling stormwater volumes.	NE1.1	DoE	DPIE, DPW&T, M-NCPPC Planning	Ongoing
Identify locations for stream stabilization projects along Wells Run and farther downstream within the Lower Northeast Branch watershed to stabilize this tributary system and improve water quality. Consult the Anacostia River Watershed Restoration Plan for possible stormwater retrofit and stream stabilization projects.	NE2.2	DoE	DPIE, DPW&T, M-NCPPC Planning	Ongoing
Evaluate and implement tree planting programs within the Transit District.	NE3.1, NE3.4, NE4.5	Management Entity	Property Owners, DPW&T	Ongoing

**Table 23. Action Items: Housing and Neighborhoods**

Proposed Action Steps	Strategies Implemented	Lead	Potential Parties Involved	Time Frame
Identify and implement incentives to support partnerships that create additional affordable housing opportunities.	HN2.1, HN2.2, HN2.3, HN2.6	DHCD, HUD, State of Maryland		Ongoing
Enforce and strengthen housing maintenance and building codes to discourage deterioration of housing.	HN2.4	DPIE	DHCD	Mid-Term
Partner with nonprofits and the Department of Housing and Community Development to expand access to foreclosure prevention and financial literacy counseling to preserve affordable housing opportunities in the Transit District.	HN2.5	DHCD	Nonprofit Sector	Ongoing
Provide amenities in new residential and mixed-use buildings including innovative technologies; high-speed internet access; flex, incubator space, and meeting areas; laboratory spaces; and communal learning opportunities to attract new residents.	EP4.3, HN4.1	Property Owners		Ongoing
Incentivize the design and construction of green buildings encouraging new construction to obtain a minimum rating of Silver in the LEED® Building Design and Construction (BD+C), Neighborhood Development (ND), or HOME systems or equivalent certification under other comparable green-building rating programs.	EP4.2, NE4.1, NE4.2, NE4.3, NE4.4, NE4.5, NE4.6, HN5.1, PR2.2	PGCEDC	Management Entity	Mid-Term
Identify and implement incentives to support increased and continued homeownership within the Transit District.	HN1.1, HN6.1, HN6.2	DHCD, HUD, State of Maryland	Finance	Ongoing

**Table 24. Action Items: Community Heritage, Culture, and Design**

Proposed Action Steps	Strategies Implemented	Lead	Potential Parties Involved	Time Frame
Create a greenway between Dean Drive and Adelphi Road, to be located generally south of Northwestern High School and Wells Run, including a shared use path. This greenway should include, encompass, or parallel, as appropriate, any stormwater management features or facilities draining into Wells Run.	TM7.6, NE1.1, NE2.4, HD4.7, HC2.3, PR1.1, PR3.1	Property Owners	M-NCPPC Parks and Recreation	Long-Term
Relocate interior or inward-facing retail and commercial tenants to new ground-level spaces in buildings fronting A streets.	HD4.8	Property Owners	PGCEDC	Ongoing
Work with stakeholders to create and manage opportunities for artistic expression, including, but not limited to, sculpture and other public art, architectural enhancements, special landscape treatments, art studios, murals, and art displays within the public realm.	EP2.3, TM9.3, HD4.2, HD6.1, HD6.2, HD7.1	HCDC, Management Entity	Arts and Humanities Council	Ongoing
Work with stakeholders to program events at various public spaces throughout the year, including, but not limited to, musical, theatrical, or other artistic performances, farmers markets, arts and crafts shows, street festivals, etc.	HD6.1, HD6.2, HC2.4, HC6.1, PR1.5, PR1.7	Management Entity	M-NCPPC Parks and Recreation, HCDC	Ongoing
Evaluate Metro 1, 2, and 3 for consideration as Historic Sites or as a Historic District and/or for listing in the National Register of Historic Places as part of a future update to the Historic Sites and Districts Plan.	HD9.1, HD9.2	Historic Preservation Commission, Property Owners		<b>Short-Term</b>
Encourage the continued use of the Edward Durell Stone buildings in a manner that preserves their historic character, especially key exterior features.	HD9.2	Property Owners	M-NCPPC Planning, PGCEDC, Historic Preservation Commission	<b>Short-Term</b>

**Table 24. Action Items: Community Heritage, Culture, and Design (Continued)**

Proposed Action Steps	Strategies Implemented	Lead	Potential Parties Involved	Time Frame
Consider the designation of the municipalities of the City of Hyattsville and the Town of University Park as a wellness opportunity district in which incentives and policies would be provided to support and encourage health and wellness in the area.	HC4.1	City of Hyattsville, Town of University Park		Mid-Term
Identify an appropriate location inside the Transit District area for a public health facility, perhaps as a civic anchor of one of the new neighborhoods.	HC5.1	Health Department	M-NCPPC Planning	Mid-Term
Develop walk guides and maps to illustrate points of interest within walking distance of the Transit District.	TM6.3	Management Entity	Task Force	<b>Short-Term (initiation), Ongoing (updates)</b>
Incorporate marketing and informational materials for farmers' markets, food and beverage service establishments, and employment centers that emphasize the benefits of fresh and healthy foods and discuss the importance of nationally established standards for daily nutrition and caloric intake.	HC6.1	Management Entity	PGCEDC	Ongoing
Identify incentives and partnerships to increase opportunities for the production and sale of healthy food, such as urban farms and farmers' markets.	HC6.2	PGCEDC	City of Hyattsville	Ongoing

**Table 25. Action Items: Public Facilities**

<b>Proposed Action Steps</b>	<b>Strategies Implemented</b>	<b>Lead</b>	<b>Potential Parties Involved</b>	<b>Time Frame</b>
Adjust school attendance boundaries within the Transit District and surrounding communities to reflect shifts in current and anticipated population growth.	PF2.1	PGCPS		Ongoing
Construct a PreK-8 school within the Transit District.	PF2.2, PF2.3	PGCPS	M-NCPPC	Ongoing
Construct the improvements to area schools recommended in the Prince George's County Public Schools Master Plan Support Project.	PF2.4	PGCPS	M-NCPPC	Ongoing
Construct additional PreK-8 public schools in Planning Subregion 2.	PF2.5	PGCPS		Mid-Term
Continue to explore opportunities to alleviate school overcrowding throughout northwestern Prince George's County.	PF2.6	PGCPS		Mid-Term
Work closely with the Prince George's County Police Department in the review of all detailed site plan applications pursuant to CB-29-2011, which requires CPTED evaluation.	PF4.1	M-NCPPC	PGPD	Ongoing
Identify opportunities and incentives for CPTED retrofit, especially along Belcrest Center Drive and at The Mall at Prince Georges.	PF4.2	PGPD, M-NCPPC Park Police, WMATA PD, Hyattsville PD, Property Owners.		Ongoing
Form a Prince George's Plaza Security Task Force—consisting of, at a minimum, PGPD, to coordinate foot, vehicular, bicycle, and equestrian patrols; plan, prepare, and train for coordinated joint response to high-impact events; share intelligence and data; and supplement private security at high-traffic locations, including The Mall at Prince Georges and University Town Center.	PF5.1	PGPD, M-NCPPC Park Police, WMATA PD, Hyattsville PD, Property Owners.	Management Entity	<b>Short-Term</b>
Work with property owners to identify space to be used as a police substation.	PF5.2	PGPD, Property Owners		Mid-Term
Construct the new Hyattsville Fire Station.	PF6.1	PGCFD		<b>Short-Term</b>
Create an integrated public safety response plan patterned on the National Harbor Emergency Response Plan.	PF6.4	Office of Emergency Management	PGCFD, PGPD, HPD, MTPD, M-NCPPC Park Police	Mid-Term

**Table 26. Action Items: Parks and Recreation**

Proposed Action Steps	Strategies Implemented	Lead	Potential Parties Involved	Time Frame
Construct the parks and public open space facilities identified in Table 17 and Strategy HD4.3.	PR1.1, HD4.3, PF2.2,	Property Owners, M-NCPCC	Infrastructure Authority	Ongoing
Incorporate into the design of parks and open spaces facilities such as paths, playgrounds, sports courts, drinking fountains, and other amenities, as appropriate.	PR1.2	Property Owners, M-NCPCC	Infrastructure Authority	Ongoing
Colocate physical activity spaces for children and parents or guardians to promote physical activity across age groups.	PR1.4	Property Owners, M-NCPCC		Ongoing
Encourage the establishment of provisional parks and open spaces, such as seasonal urban gardens, temporary lane closures, parking lot-to-playground conversions, street events, and movie nights.	PR1.5, HC2.2	Property Owners, M-NCPCC		Ongoing
Identify opportunities to create rooftop parks and recreation facilities and to transform existing surface parking lots into green spaces.	PR1.6	Property Owners, M-NCPCC		Ongoing
Construct a multigenerational regional recreational center within the Transit District. Colocate with other public facilities, if possible.	PR2.2	M-NCPCC	Prince George's County	Mid-Term
Work collaboratively to construct the proposed Central Plaza.	TM3.2, HD4.3	Property Owners, WMATA	M-NCPCC, City of Hyattsville, Management Entity	Mid-Term
Provide signage at buildings, transit stops, and major intersections showing a map and the distance, time, route, and calories burned to the nearest or next open space or trail head.	PR3.3	Management Entity	M-NCPCC	<b>Short-Term</b>
Enhance signage and landscaping along the existing pedestrian path to Heurich Park from MD 410 (East West Highway).	PR3.4	Management Entity	SHA, City of Hyattsville	<b>Short-Term</b>
Establish a cost-of-service assessment for all proposed park facilities within the Transit District. The assessment could include an evaluation of the cost per experience, the cost per square foot to operate, and/or the revenue earned per square foot.	PR4.1	M-NCPCC		Mid-Term

**Table 26. Action Items: Parks and Recreation (Continued)**

Proposed Action Steps	Strategies Implemented	Lead	Potential Parties Involved	Time Frame
Build partnerships with other parks and recreation service providers to reduce program costs and leverage development funding.	PR4.2	M-NCPPC		Mid-Term
Build partnerships with organizations—such as foundations, conservancies, and horticultural groups—to sponsor and maintain green spaces and gardens in the Transit District.	PR4.3	M-NCPPC		<b>Short-Term</b>
Acquire land to develop parks and public open spaces.	PR1.1, PR4.4, PR4.6	M-NCPPC		Ongoing
Provide environmental interpretation by incorporating seating areas and interpretive signage.	PR5.1	M-NCPPC		Ongoing
Include an educational component as part of all environmental mitigation projects to provide public information as to its purpose and importance to the environmental health of the Transit District.	PR5.2	Property Owners	DoE, DPW&T	Ongoing