



# CHAPTER 3

## Plan Elements

## Growth Policy

Prince George's Plaza is one of the eight Regional Transit Districts in Prince George's County.

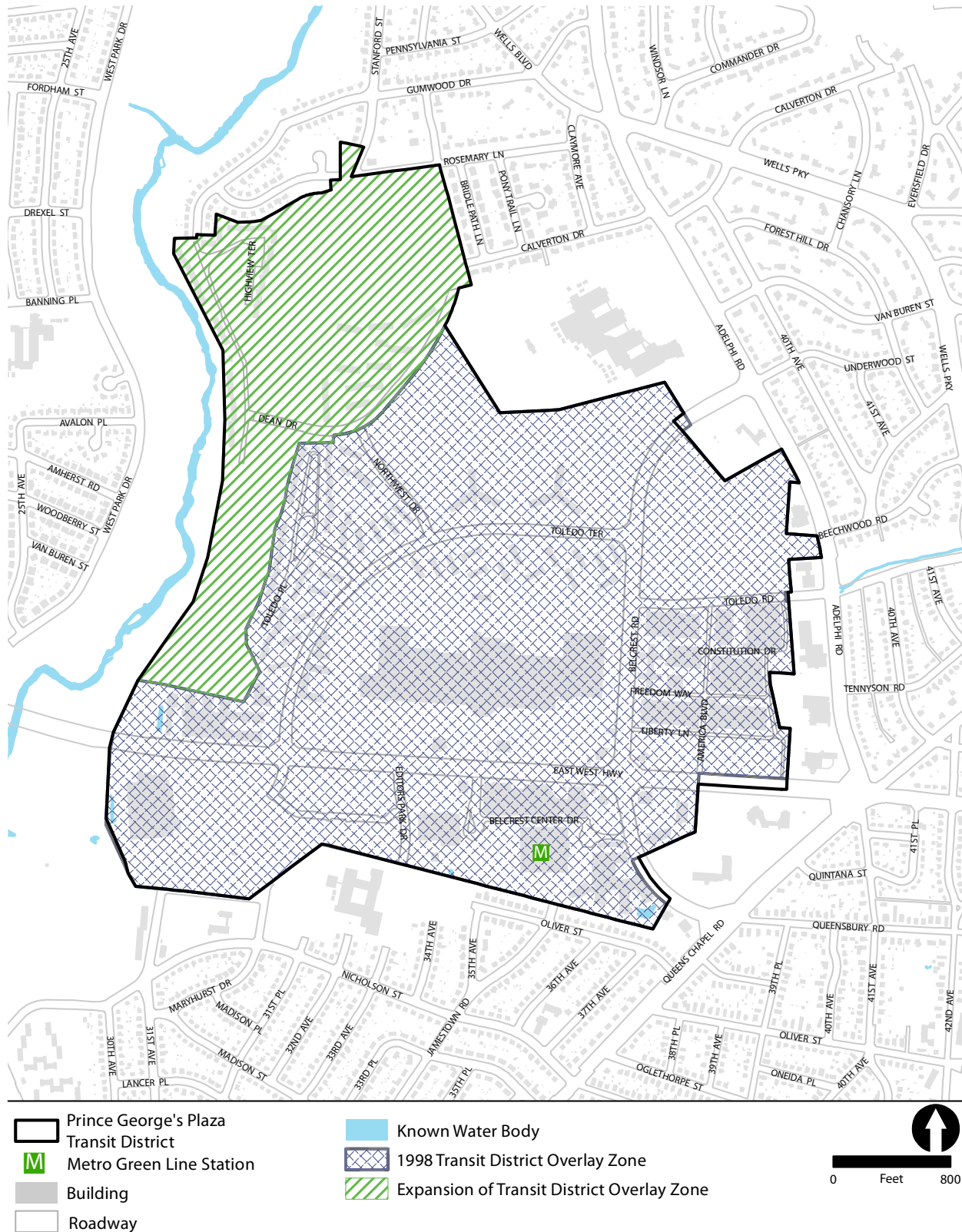
The Prince George's Plaza Transit District Development Plan (TDDP) and Transit District Overlay Zoning Map Amendment (TDOZMA) conforms to the spirit, vision, and goals of Plan 2035.

The TDDP contains goals, policies, and strategies to implement these growth policies and amends the boundaries of Plan 2035's Prince George's Plaza Regional Transit District to incorporate the Transit District in its entirety.

**Table 12. Properties Amended into the Prince George's Plaza Regional Transit District**

Property Address			Tax Map And Grid	Tax Account	Legal Description	Lot	Block	Parcel
000000	Rosemary	Ln	032F4	1844109	(Twn Annex 2006-03 2007) (4.0Ac To 3726122 Str 06)			102
000000	Dean	Dr	041F1	1839836				026
003400	Dean	Dr	041F1	1921493	Parcel Three			
000000	Dean	Dr	041F1	1860303	Pt Par 92 (.85Ac To 3866456 Spl 2007)			092
003300	East West	Hwy	041F2	3716982	Parcel A			
003400	Toledo	Ter	041F1	1859479	Parcel D			
000000	Rosemary	Ln	032F4	3726122	(New Fr 1844109 Str 06)			185
006800	Highview	Ter	041F1	1894344	Parcel Two			
000000	Dean	Dr	032F4	3866456	Pt Par 92 (New Fr 1860303 Spl 2007)			092

**Map 13. Amendment to the Prince George's Plaza Regional Transit District**



## Land Use | Vision

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A vibrant new integrated and compact mixed-use Regional Transit District for Prince George's County with a variety of housing, employment, retail, and entertainment choices.

## Land Use | Goals

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- A mix of land uses that complement each other, help to create and support an attractive and vibrant public realm, and are within convenient walking distance of each other and public transit.
- Sufficient capacity to help meet the County's Growth Management Goals of 50 percent of new dwelling units and new jobs within Regional Transit Districts.
- The accommodation of the anticipated amount and mix of development through a significant redevelopment of the Transit District.

## Land Use | Character Areas

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The Transit District envisions two distinct but interconnected neighborhoods that capitalize on the area's transit network, recreational amenities, and retail draw and enhance its environmental setting and historic resources. Each neighborhood contributes to the gradual transformation of what is currently an auto-oriented landscape into a regionally competitive, walkable, transit-oriented center, or, perhaps more simply put, a great urban place.

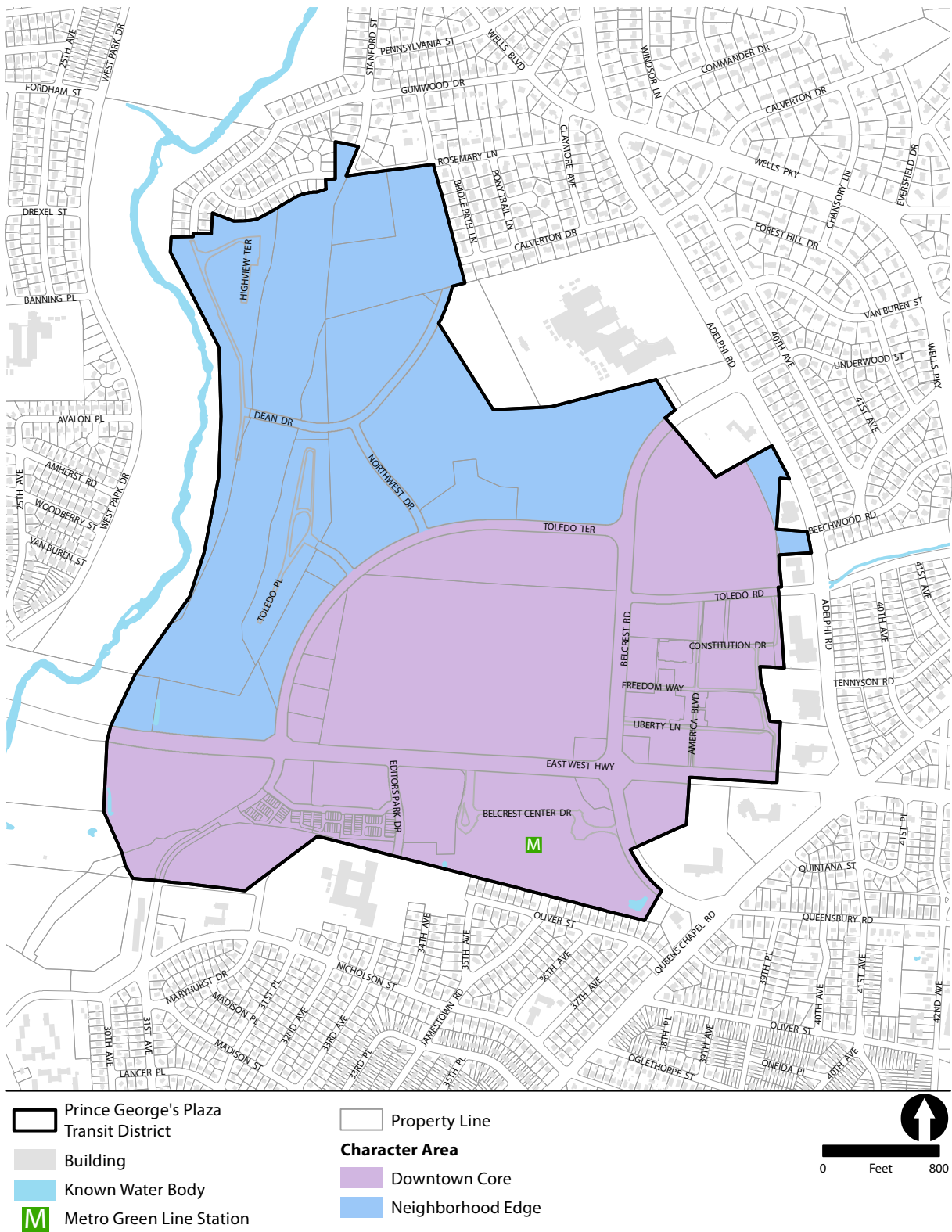
The **Downtown Core** is the Transit District's central activity hub, with a mix of residential, retail, and office development framing lively walkable streets. A new skyline announces the downtown to visitors while the iconic pedestrian bridge, a link to the past, serves as a canvas for area artists. Green spaces and plazas invite farmers markets, outdoor movie nights, and pickup games. New pedestrian-friendly streets lined with cafés and stores draw commuters between the Prince George's Plaza Metro Station and the Mall at Prince Georges. The parking lot at the Mall is

developed with new buildings that help reposition MD 410 (East West Highway) from a local commuter route to a true Main Street. New street life, wayfinding signage, and programming integrate rejuvenated spaces on either side of MD 410 (East West Highway) and Belcrest Road into an exciting, desirable, trend-setting regional destination.

The **Neighborhood Edge** is a residential area that transitions the intensity and vibrancy of the Downtown Core to surrounding established residential neighborhoods. A mix of housing types—including townhouses and single-family detached homes—broadens the Transit District's appeal to current and future residents. Wide tree-lined sidewalks, parks, and public open spaces, including a new greenway, connect residents to schools, public facilities, the Northwest Stream Valley Park, and other amenities.



Map 14. Character Areas



## Land Use | Future Land Use

The anticipated pattern of development reflects the desire for a mix of commercial, institutional, residential and other uses nearest the Metro station, MD 410 (East West Highway), and Belcrest Road, with primarily residential development decreasing in intensity to the north and west. Classification in the mixed-use land category is not intended to mandate a vertical mix of uses but rather to reflect a mix of uses—horizontal as well as vertical—that are desired in the Downtown Core as it redevelops over time. The use of the flexible

Mixed-Use Infill (M-U-I) Zone throughout the Transit District permits property owners the option of constructing single- or mixed-use buildings in response to market conditions. In addition, the Transit District Standards focus more on building form than use, permitting a great deal of flexibility in leasing, construction, and mixing of uses. Map 15 shows the recommended future land use in the Transit District.

## Land Use | Future Land Use | *Anticipated Phasing*

During the outreach phase, there were a number of questions about the phasing of development. In small districts such as this, with multiple property owners, the location and timing of development will respond largely to market conditions and the willingness of property owners to invest in their properties. During the development of this TDDP, we heard from several property owners who indicated that redevelopment of their properties was possible soon following approval of the TDDP.

Contributing nonmarket factors to the phasing of development are:

1. The creation of a management entity for the Transit District.
2. The creation of an infrastructure funding mechanism.
3. The construction of a regional stormwater management facility in the Wells Run subwatershed.
4. Construction or reconstruction of the envisioned street network.
5. The availability of incentives, such as the Prince George's County Economic Development Incentive Fund.

The timing of these nonmarket factors could affect the phasing of development; as these occur, the development climate will be more supportive of market demand.

Additional contributing factors to the phasing of development include:

6. The desire to keep The Mall at Prince Georges visible from MD 410 (East West Highway).
7. Long-term retail leases preventing redevelopment of structures or major reductions in surface parking.
8. Redevelopment of Prince George's Plaza Professional Park (between the Mall at Prince Georges and Toledo Terrace) complicated by condominium ownership.

Development activity is generally moving west to east; this trend may continue, culminating in the redevelopment of the parcels at the intersection of Belcrest Road and MD 410 (East West Highway). Greater land values (due to the proximity to the Metro station) and the need for underground parking will likely position this area for the highest-intensity of development only after the Transit District has reached a certain level of maturation.

The following table shows the level of development anticipated by 2035.

**Table 13. Anticipated 2035 Buildout (Net New Development)**

Multifamily	8,201 units
Single-family (attached/detached)	232 units
Office (RBA*)	171,000 sq. ft.
Retail (RBA)	24,000 sq. ft.
Other (hotel, community center, etc) (RBA)	213,000 sq. ft.

\* RBA-Rentable Building Area.

Plan 2035 recommends that 50 percent of new dwelling units and 50 percent of new jobs be located within Regional Transit Districts. Plan 2035 projects that 31,500 new dwelling units will be constructed in Regional Transit Districts by 2035. The growth anticipated for Prince George's Plaza represents 27 percent of that total. Plan 2035 projects 57,000 new jobs to be added to the Regional Transit Districts; this TDDP does not anticipate significant additional office construction and a relatively consistent level of retail offerings. These market limitations will inhibit the ability of the Transit District to meet the Plan 2035 goal; however, this TDDP provides regulatory flexibility that allows commercial development throughout the Transit District as market conditions dictate.

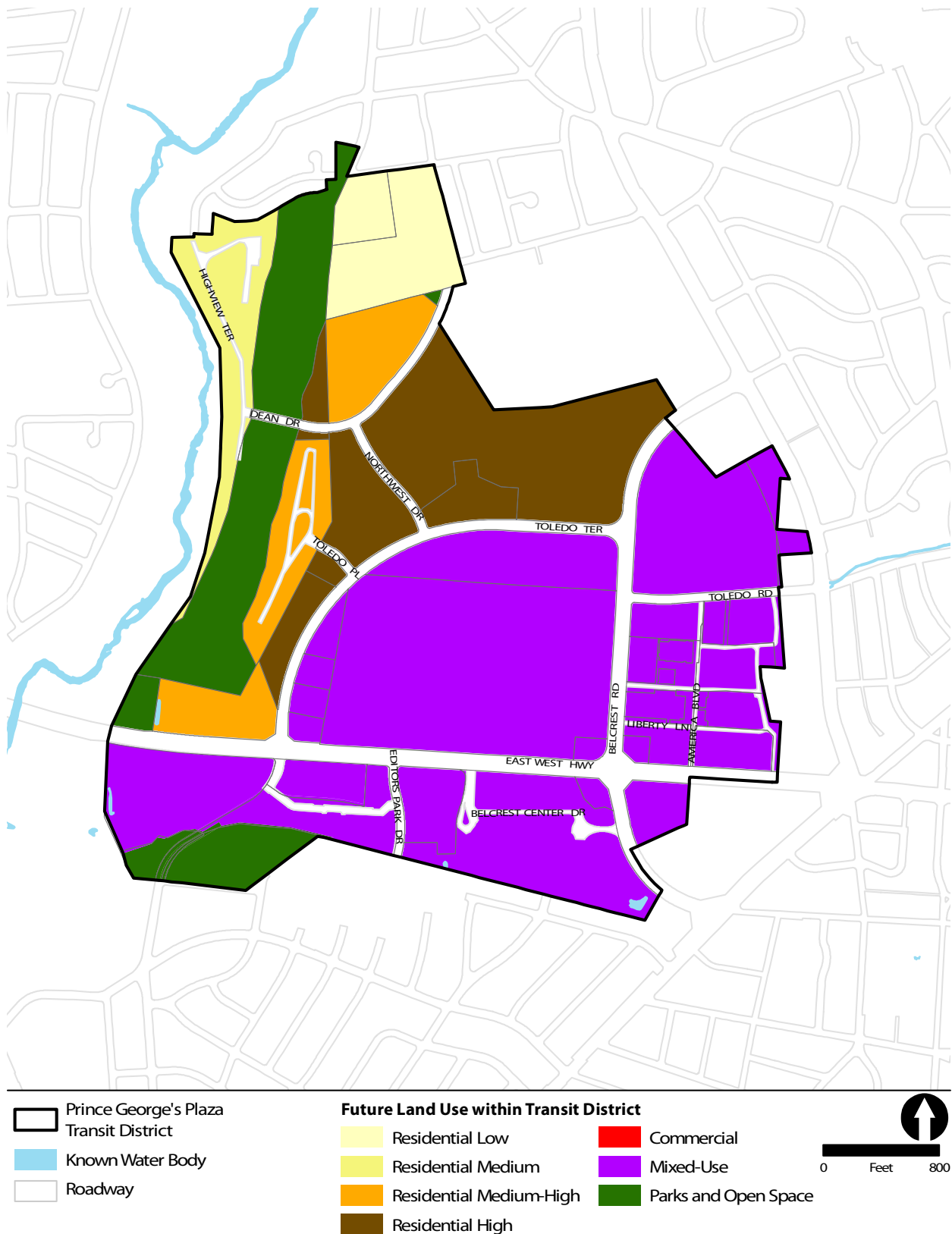
### Post 2035

This TDDP anticipates the potential partial or complete replacement of the Mall with infill development sometime after the plan's horizon year of 2035. The TDDP prepares for this possibility by proposing a street network on the Mall site with block dimensions that can accommodate medium- to high-density mixed-use development.

There are a number of examples illustrating the successful phased redevelopment of malls. Peninsula Town Center in Hampton, Virginia was transformed from a suburban mall to a mixed-use town center with an active and vibrant main street. After one of the Mall anchor stores was closed because of financial difficulties, the remaining anchors were relocated into existing buildings on site. The rest of the Mall was torn down and redeveloped with two new streets and mixed-use buildings with ground level retail and multifamily housing above.

Locally, plans are underway at the Ballston Common Mall in Arlington, Virginia to remove the roof of the 1980s era suburban mall, transforming its galleria into an open-air terrace and plaza. A new residential high-rise tower will link the Mall with adjacent streets, integrating it with the broader transit-oriented development that has occurred around the Ballston Metro Station. The intensity and vibrancy of that development has sponsored the transformation of the suburban shopping center into a mixed-use development that is fully integrated with and contributes to the active, urban environment around the Ballston Metro Station.

**Map 15: Future Land Use**





## Land Use | Areawide Land Use Policies and Strategies

**POLICY LU1** Promote a pedestrian-friendly, transit-supportive development pattern in the Transit District.

**Strategy LU1.1:** Provide consolidated public parking facilities, underground utilities, new sidewalks, street trees, bicycle facilities, landscaping, and public spaces to build the urban fabric and infrastructure needed to support and facilitate new development opportunities.

**Strategy LU1.2:** Incorporate an integrated and safe pedestrian, bicycle, and transit circulation network into the overall design of the Transit District (see the Transportation and Mobility section).

**POLICY LU2** Create sufficient residential capacity to help meet the County's Growth Management Goal of 50 percent of new dwelling units within Regional Transit Districts.

**Strategy LU2.1:** Preserve the Neighborhood Edge as an exclusively residential area.

**Strategy LU2.2:** Encourage high-rise and mid-rise apartments, condos, and townhouses, consistent with the Regional Transit District Growth Management Goal.

**Strategy LU2.3:** Rezone commercially-zoned properties to mixed-use zones, increasing available space for dense residential construction.

**POLICY LU3** Facilitate transition to new zoning and subdivision ordinances.

**Strategy LU3.1:** 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.



## Land Use | Areawide Land Use Policies | *Downtown Core Policies and Strategies*

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**POLICY LU4** Concentrate medium- to high-density development in the Downtown Core.

**Strategy LU4.1:** Frame streets in the Downtown Core with mixed-use buildings containing active-ground uses, such as retail, community spaces, and institutions to enliven these key routes.

**Strategy LU4.2:** Explore opportunities to colocate or relocate public facilities and community services to the Downtown Core to help catalyze redevelopment in the Transit District.

**Strategy LU4.3:** Concentrate the largest buildings at key intersections and near the Metro station.

**POLICY LU5** Create sufficient commercial capacity to help meet the County's Growth Management Goal of 50 percent of new jobs in Regional Transit Districts.

**Strategy LU5.1:** Use mixed-use zoning to allow for market responsiveness in the Downtown Core.

**Strategy LU5.2:** Work with property owners to retain current retail and commercial tenants while simultaneously marketing the Transit District to new retailers, offices, and other commercial enterprises.



## Land Use | Areawide Land Use Policies | *Neighborhood Edge Policies and Strategies*

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**POLICY LU6** Create a residential neighborhood north of Toledo Terrace east of Belcrest Road.

**Strategy LU6.1:** Incorporate a mix of housing types, including multifamily units, townhouses, two over twos, and single-family houses, attractive to a range of homebuyers and renters, including families, young professionals, empty-nesters, and seniors.

**POLICY LU7** Limit nonresidential development in the Neighborhood Edge.

**Strategy LU7.1:** Limit the use of underlying mixed-use zones to the Downtown Core or to properties previously zoned for mixed use.

**Strategy LU7.2:** Prohibit incompatible or inappropriate uses in the Neighborhood Edge.

## Economic Prosperity | Vision

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A regionally competitive new Downtown that attracts businesses, residents, and visitors, helps to diversify the County's tax base, and maximizes the transit-oriented development potential of the Transit District.

## Economic Prosperity | Goal

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A thriving commercial retail and service activity center that functions as a regional destination and economic driver for Prince George's County, its residents, and businesses.

## Economic Prosperity | Areawide Economic Prosperity Policies and Strategies

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**POLICY EP1** Develop a self-sustaining, independent entity to help coordinate, advocate for, and finance improvements in the Transit District.

**Strategy EP1.1:** Create a Task Force of property owners and public agencies (including the Prince George's County Economic Development Corporation, the State of Maryland Department of Business and Economic Development, M-NCPPC, and the City of Hyattsville) to build support for and develop an action plan to establish a business improvement district or other entity and to coordinate short-term improvements in the Transit District.

**Strategy EP1.2:** Provide initial seed money and office space to support the operations and staffing of the business improvement district or other entity for its first 24 months.

**POLICY EP2** Support the transition of the Mall at Prince Georges to a vibrant mixed-use development while enhancing its accessibility, appearance, and safety to broaden its customer base in the shorter term.

**Strategy EP2.1:** Proactively address parking needs as the Mall at Prince Georges maintains (or expands) its retail operation while pursuing infill development.

**Strategy EP2.2:** Develop a marketing strategy and wayfinding program to ensure visibility of the Mall is not impaired as infill occurs on site.

**Strategy EP2.3:** Work with property managers and owners to improve the accessibility, appearance, and safety of the Mall at Prince Georges, including the installation of Crime Prevention through Environmental Design (CPTED) features such as enhanced landscaping, pedestrian-scaled lighting, public art, seating, wayfinding, and pedestrian walkways.

**POLICY EP3** Promote and strengthen existing and start-up service business and retail establishments while supporting, where desired, their adaptive conversion to alternative uses in response to changing market opportunities.

**Strategy EP3.1:** Ensure flexibility in land use and design recommendations to allow commercial uses to transition to residential uses should market forces justify such a change.

**Strategy EP3.2:** Market the Transit District to a broader array of retailers to meet the shopping needs and desires of current and future residents, workers, and visitors.

**Strategy EP3.3:** Incorporate flexible and/or shared work spaces with competitive amenities to attract startups, freelancers, small businesses, and young professionals.

**Strategy EP3.4:** Create a dynamic community and lifestyle attractive to highly-skilled and entrepreneurial professionals by diversifying retail, restaurant, and entertainment/cultural options; incorporating and programming new public spaces; and leveraging proposed public facilities.

**POLICY EP4** Diversify residential options to appeal to a range of current and future buyers and renters, including young professionals, first-time homebuyers, and seniors looking to age-in-place.

**Strategy EP4.1:** Enhance surrounding established neighborhoods by supporting property maintenance and renovation programs, neighborhood-watch efforts, and other community-driven initiatives.

**Strategy EP4.2:** Incorporate environmentally sustainable features into the design and construction of residential developments to capitalize on the growing demand for green housing.

**Strategy EP4.3:** Identify incentives to encourage developers to offer a mix of housing types and unit sizes at different price points, including two- and three-bedroom units.

**POLICY EP5** Rebrand the Transit District and market it as an exciting, dynamic, and growing regional destination.

**Strategy EP5.1:** Engage the community, property owners, and marketing experts to rebrand the Transit District.

**Strategy EP5.2:** In conjunction with rebranding the area, work with WMATA to rename the Prince George's Plaza Metro Station to reflect the new name of the Transit District.

**Strategy EP5.3:** Conduct a targeted marketing campaign to attract new employers, retailers, residents, and visitors.





## Transportation and Mobility | Vision

A multimodal network will provide residents, employees, shoppers, and visitors a variety of safe, easy to navigate, and inviting ways to access destinations within and outside the Transit District. Streets will function as the framework upon which commerce, circulation, recreation, and other human activities occur. The circulation system will be oriented toward pedestrians—the people who shop, work, live, eat, and visit the Transit District—with a fully formed transportation network that permits bicyclists, drivers, and transit riders easy access to the full range of opportunities Prince George’s Plaza has to offer.

## Transportation and Mobility | Goals

- An efficient multimodal transportation network that provides a variety of convenient and safe nonautomotive means of travel to and within the Transit District, and between the Transit District and nearby destinations such as the University of Maryland, College Park, with convenient transfers between modes.
- A robust and easily navigable system that supports pedestrian activity, while providing circulation and mobility options for bicyclists, transit users, and motorists.
- A network of well-marked and safe pedestrian/ bicycle connections that link the Transit District to the regional trail network, thereby encouraging active recreation and bicycle commuting.
- Improved connections between different transportation modes and increased reliability and convenience of transit options.
- A comprehensive parking plan that addresses demand for visitor and shopper park-and-walk opportunities while providing sufficient daily and overnight vehicle storage for residents and workers.
- A transportation demand management (TDM) program for the Transit District, including nonautomotive transportation choices and comprehensive management of on- and off-street parking within the area.

The Transportation and Mobility recommendations focus on four key areas: Complete and Green Streets, Bicycle Connections, Transit, and Parking/ Transportation Demand Management. Each area contains policies and strategies to facilitate the movement of people and goods into, out of, and throughout the Transit District. Implementation of identified strategies will require the coordinated efforts of property owners, County agencies, state agencies, and other key stakeholders and funding partners.

**A Business Improvement District (BID)** is a public-private entity established to provide common services and maintenance of a district with multiple owners and tenants. A BID allows a district to benefit from a single management entity that provides consistency and a common identity. Common BID roles include “safe and clean” programs, business attraction and retention, streetscape improvements, marketing, member services, and public events.

BIDs are primarily funded through supplemental taxes levied on property owners in the district and are initiated in Maryland by petition requiring the approval of 80 percent of impacted property owners.

## Transportation and Mobility | Areawide Complete And Green Streets Policies and Strategies

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**POLICY TM1** Incorporate street planning and design practices that allow Complete and Green Streets to facilitate the efficient movement of people throughout the Transit District while simultaneously serving as great public spaces.

**Strategy TM1.1:** As large parcels are subdivided and redeveloped, seek opportunities to create new streets and pedestrian connections across existing superblocks, including the Mall at Prince Georges property. Use smaller blocks to improve circulation, make walking and bicycling easier, and better distribute the flow of local traffic, reducing congestion on major roads.

**Strategy TM1.2:** Utilize traffic calming and traffic management techniques to maintain safe vehicle speeds and encourage through traffic to remain on the arterial and collector streets. Design local streets for comfortable nonmotorized accommodation and local access trips. Techniques include, but are not limited to, the following:

- Reducing speed limits on MD 410 (East West Highway) and limiting posted speeds to 25 miles per hour on all other streets.
- Using standard pedestrian safety enhancements such as bulbouts, mid-crossing pedestrian refuges, and/or reduced right-turn radii.
- Incorporating appropriate design accommodations for transit buses and other large vehicles.
- Narrowing existing and proposed lane widths to the minimum lane widths permitted (to shorten crossing distances for bicyclists and pedestrians, calm traffic, and free up lane space for additional dedicated non-auto lanes).

**Strategy TM1.3:** Ensure that all streets and paths provide continuous nonmotorized access even where auto access may not be provided.

**Strategy TM1.4:** Provide ample sidewalks and protected bicycle facilities that give travelers multiple options through the corridor and can reduce vehicle trips. Sidewalks should, where appropriate, provide room for outdoor dining and shopping in addition to street furniture, queuing, and gathering.

**Strategy TM1.5:** Provide street trees to make streets more pedestrian-friendly and reduce urban heat island effects. Street trees should be part of an overall streetscape plan designed to provide both canopy and shade and to give special character and coherence to each street.

**Strategy TM1.6:** Provide a visually distinct wayfinding system for pedestrians, bicyclists, transit riders and drivers to help them reach destinations within the Transit District more easily and conveniently.

**Strategy TM1.7:** Provide attractive and durable street furniture such as benches, waste and recycling bins, and tables on all streets.

**Strategy TM1.8:** Provide new or upgraded pedestrian crossings at all intersections and mid-block crosswalks throughout the Transit District that are highly visible to motorists, pedestrians, and bicyclists and provide full pedestrian/bicycle access at all corners of each intersection. Crosswalks should be a minimum of 12 feet wide and use highly visible markings, advance warning signage, and/or or decorative alternative paving material.

**Strategy TM1.9:** Provide continuous pedestrian-scale lighting throughout the Transit District.

**Strategy TM1.10:** Clearly identify locations along Transit District streets where snow should be plowed and/or stored to avoid blocking sidewalks, bicycle paths, or crosswalks with plowed snow.

**Strategy TM1.11:** Consider the use of bicycle boxes at all signalized intersections with bicycle 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.

A bicycle box is “a designated area at the head of a traffic lane at a signalized intersection that provides bicyclists with a safe and visible way to get ahead of queuing traffic during the red signal phase.”

*Source: Urban Bikeway Design Guide, page 71, National Association of City Transportation Officials, 2012.*

**Strategy TM1.12:** The horizontal footprints of existing streets should not be expanded beyond their curb-to-curb width as it existed on July 19, 2016.

**Strategy TM1.13:** No acceleration or deceleration lanes should be provided within the Transit District.

**Strategy TM1.14:** Exclusive right turn lanes for site access are discouraged. Right turns should be made from the existing travel lanes.

**Strategy TM1.15:** Evaluate appropriate traffic calming measures in neighborhoods surrounding the Transit District to discourage or eliminate potential cut-through traffic.



**POLICY TM2** Improve connectivity and access to, geographic awareness of, and the visibility of existing businesses and public facilities by eliminating unnamed streets and increasing wayfinding, signage, and pedestrian amenities within large existing developments.

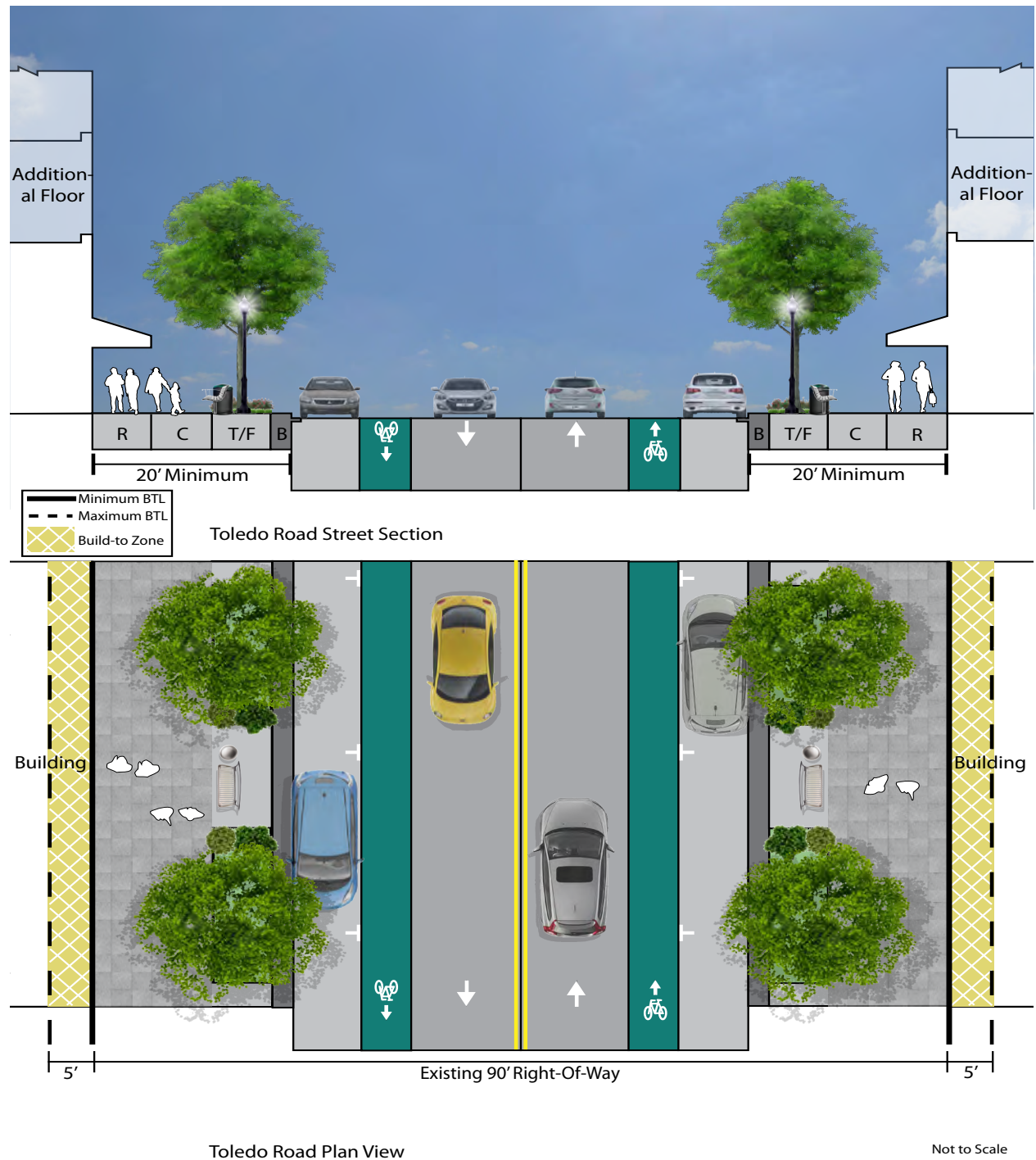
**Strategy TM2.1:** As an interim measure, formalize the existing drive aisles by adding street names, directional/wayfinding signage, enhanced crosswalks delineated by different materials and/or painting, and traffic control signage or signalization. This formalization may include formal designation of addresses and road names pursuant to the Regulations for the Assignment of Addresses and Street Names in Prince George’s County:

- Toledo Road Extended from Belcrest Road west to Toledo Terrace and then south to MD 410 (East West Highway).
- The drive aisle along the south side of the Mall between the western drive aisle (Toledo Road Extended) and Belcrest Road.
- The main entrance to the Mall at Prince Georges.
- All currently unnamed streets within University Town Center.
- Toledo Terrace Extended at Home Depot.
- Belcrest Center Drive Extended to Belcrest Road (eastern entrance to Metro station).

**POLICY TM3** Construct the envisioned network of Complete and Green Streets to support the circulation and urban design goals of the TDDP.

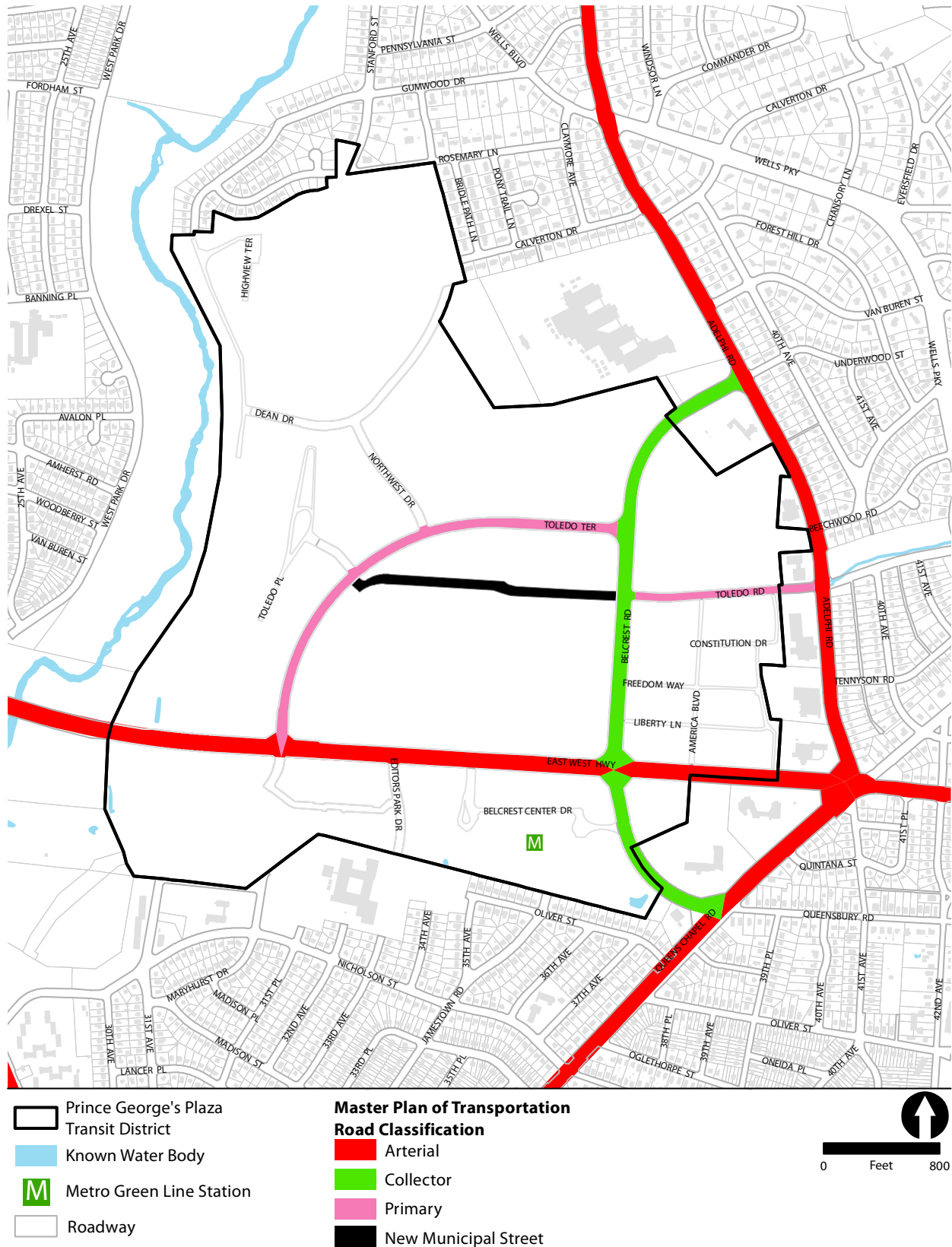
**Strategy TM3.1:** Extend Toledo Road (P-202) as a two-lane municipal street with on-street parking and bicycle accommodation from its current terminus at Belcrest Road westbound along the existing drive aisle on the northern border of The Mall at Prince Georges to a new terminus at Toledo Terrace. (See Figure 4 for an illustrative section of the new street).

**Figure 4. Proposed Toledo Road Extension Illustrative Street Section**





**Map 16. Existing and Proposed Master Planned Street and Road Facilities**



**Table 14. Existing and Proposed Master Planned Street and Road Facilities**

Roadway	Limits	Owner	Functional Classification	Master Plan Identifier	Proposed Rights of Way	Proposed Travel Lanes	Amends MPOT
MD 410 (East West Highway)	Ager Road to MD 500 (Queens Chapel Road)	SHA	Minor Arterial	A-15	100-120	4	No
Belcrest Road	Queens Chapel Road to Adelphi Road	DPW&T	Collector	C-229	100	4	No
Toledo Road	Belcrest Road to Adelphi Road	DPW&T	Primary	P-202	60	2	No
Toledo Road (Extended)	Toledo Terrace to Belcrest Road	City of Hyattsville	Local	P-202	60	2	New Local Municipal Road
Toledo Terrace	MD 410 (East West Highway) to Belcrest Road	DPW&T	Primary	P-203	60	2	No

**Strategy TM3.2:** Pursuant to the Transit District Standards, which establish the maximum block size of 500 feet, and requires individual blocks to be separated by streets, construct new streets to connect MD 410 (East West Highway) and Belcrest Road with Toledo Terrace. Construct these connections as portions of the current Mall at Prince Georges site is redeveloped. If north-south connections are constructed as part of a redevelopment of the property between Toledo Terrace and the Mall at Prince Georges, connect and align new streets on the current Mall at Prince Georges property with these streets to create the desired grid, and vice versa: if the current mall property redevelops first, connect and align new north-south streets between the mall property and Toledo Terrace.

To create the desired grid pattern, the following general locations are encouraged (see Map 17):

- As the Mall at Prince Georges redevelops, extend the western Metro entry road north from Belcrest Center Drive, bisected by the Central Plaza proposed in Strategy HD4.3, to the main entrance of the Mall, through where the Mall stands today, to Toledo Terrace.

- Extend Freedom Way west to Toledo Terrace.
- Extend Editors Park Drive north.
- Formalize the extension of Toledo Terrace south of MD 410 (East West Highway) as a public street.
- Extend Belcrest Center Drive west to connect with Sentinel Drive.
- Extend America Boulevard north and west to connect with Belcrest Road.
- Extend Northwest Drive south to at least Toledo Road Extended.
- Extend Liberty Lane west across Belcrest Road to intersect with new recommended north-south streets.

Streets constructed to address this strategy located within the City of Hyattsville may be dedicated or conveyed to the city, subject to the city's approval.



### Map 17. Recommended Street Connections





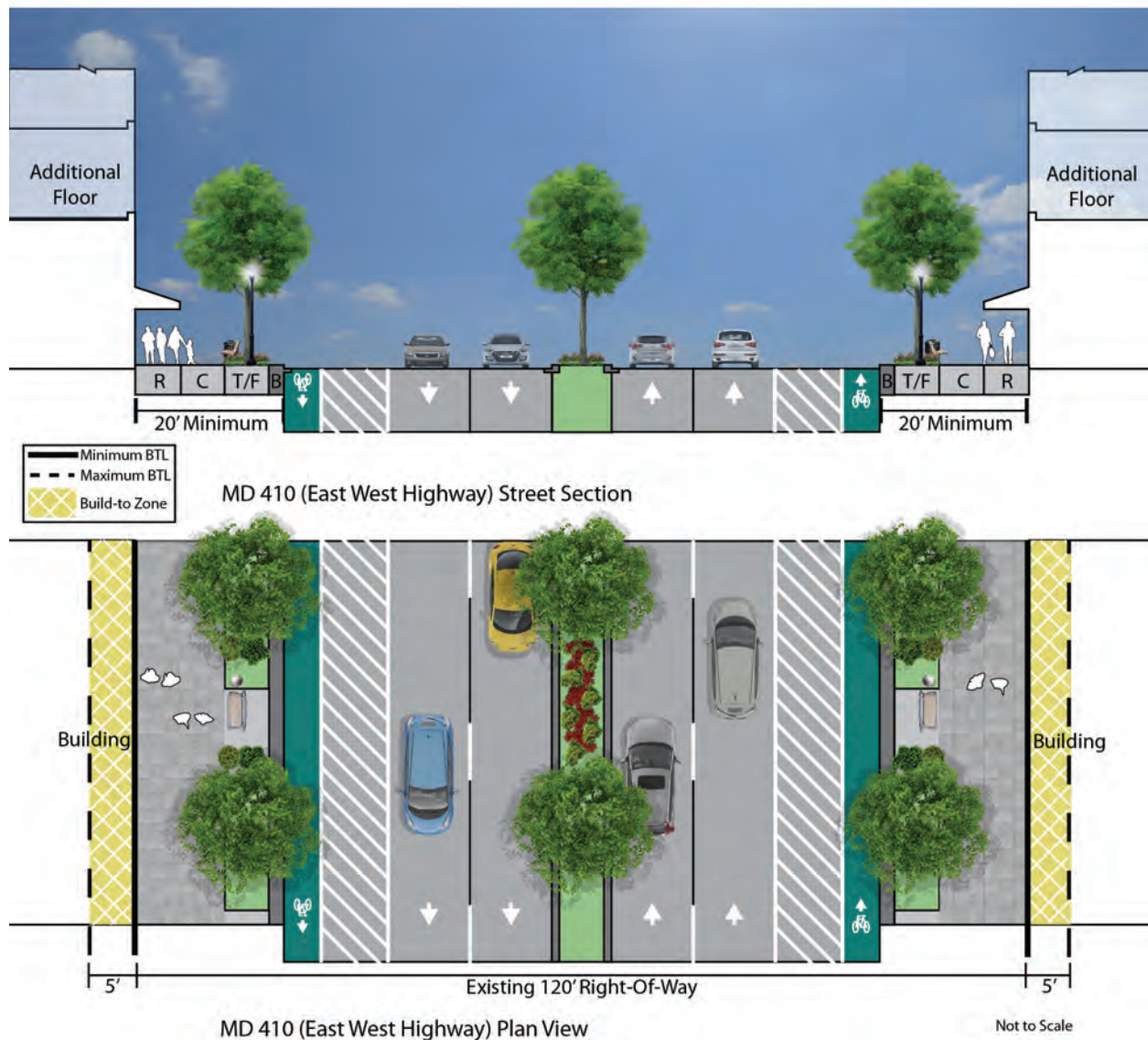
**POLICY TM4** Retrofit existing streets to create a street network that makes walking, bicycling, and transit use more comfortable and reliable.

**Strategy TM4.1:** Reconstruct MD 410 (East West Highway) as a Complete and Green Street with accommodations for pedestrians, bicyclists, transit users, and drivers. Emphasis should be placed on providing ample sidewalks, street trees, and protected bicycle lanes that give travelers multiple

options through the corridor and can reduce vehicle trips. Reduce through travel lanes from six to four. (See Figure 5.)

**Strategy TM4.2:** As an interim step, restripe MD 410 (East West Highway) to test the Road Diet concept shown in Figure 5.

**Figure 5. Proposed MD 410 (East West Highway) Road Diet Concept**





**Strategy TM4.3:** Add the following on-street bicycle accommodations to existing streets:

**Table 15. Recommended On-Street Bicycle Accommodations**

Street	On-Street Accommodation	Limits	Amends MPOT	Comments
MD 410 (East West Highway)	On-road bicycle lanes	Entire length within Transit District	No	
Toledo Terrace	On-road bicycle lanes	Northwest Drive to Belcrest Road	Yes	Following completion of Toledo Road extension, convert to on-street parking
Toledo Terrace	On-road bicycle lanes	Northwest Drive to southern terminus	Yes	Portion between Toledo Lane and East West Highway constructed
Toledo Road	On-road bicycle lane	Entire length	Yes	
Editors Park Drive	Sharrows	Entire length	No	
Belcrest Center Drive	Bicycle Route Signage	Entire length	No	Bicycle route signage is not an amendment of the MPOT
America Boulevard	Bicycle Route Signage	Entire length	No	In cooperation with University Town Center
Northwest Drive	Bicycle Route Signage	Entire length	No	
Dean Drive	Bicycle Route Signage	Entire length	No	

**Strategy TM4.4:** 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.

**Strategy TM4.5:** 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.

**Strategy TM4.6:** Consider adding full traffic signals at new streets that intersect MD 410 (East West Highway) to provide additional vehicular, bicycle, and pedestrian crossings while slowing travel speeds.

**Strategy TM4.7:** Evaluate opportunities to improve pedestrian safety and access to Prince George's Community College, including improvements to the existing crosswalk on Belcrest Road south of Liberty Lane, possible signals, and/or additional signage.

**Strategy TM4.8:** Complete on-street bicycle lanes on Toledo Terrace. Design accommodations to permit retrofit to on-street parking following construction of Toledo Road Extended.

**Strategy TM4.9:** Evaluate the addition of on-street bicycle accommodation to Toledo Road, pursuant to the 2009 *Approved Countywide Master Plan of Transportation*.

**Strategy TM4.10:** Add "Bicycles Share Road" signage to Northwest Drive, Dean Drive, Belcrest Center Drive, and America Boulevard.

**Strategy TM4.11:** Resurface Northwest Drive, Toledo Terrace, and Dean Drive.

**Strategy TM4.12:** At the time of preliminary plan of subdivision, properties bordering the proposed Central Plaza (see Strategies TM3.2 and HD4.3) should work with the State Highway Administration to design an appropriate intersection for the recommended one-way couplet and Central Plaza that provides for safe, clear vehicle turns and full pedestrian accommodation.

**POLICY TM5** Minimize impervious surface areas and utilize Green Street strategies wherever possible and practical to reduce surface water runoff and improve its quality before releasing it into storm sewers and the watersheds into which they drain.

**Strategy TM5.1:** Reduce impervious surfaces through the reduction of street lane widths to the minimums permitted by DPW&T, the City of Hyattsville, and SHA.

**Strategy TM5.2:** Design streets to provide sufficient soil volume to support large canopy trees capable of retaining large amounts of rainwater, cleansing the air, and cooling the area to reduce the urban heat island effect.

**Strategy TM5.3:** Permit and encourage permeable materials in street zones without heavy vehicle traffic. Typical zones where such materials are acceptable and viable include sidewalks, amenity zones, parking lanes, bicycle lanes, and medians and dividers.

**Strategy TM5.4:** Encourage the installation of landscape features such as bioswales, rain gardens or infiltration pits to capture and retain stormwater runoff.

## Transportation and Mobility | Areawide Off-Street Bicycle and Pedestrian Policies and Strategies

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**POLICY TM6** Construct off-street bicycle and pedestrian facilities that are comfortable for bicyclists of all abilities.

**Strategy TM6.1:** Close gaps in the pedestrian and bicycle network by adding sidewalks and completing trails within the Transit District.

**Strategy TM6.2:** Use wayfinding signage to direct area users and visitors to bicycle paths, trails, bicycle parking, and ride share locations.

**Strategy TM6.3:** Develop walk guides and maps to illustrate points of interest within walking distance of the Transit District.

**POLICY TM7** Provide off-street bicycle and pedestrian connections between neighboring developments and surrounding communities whenever feasible. All connections should be continuously lit, patrolled regularly by police or other security personnel, and clearly visible by adjacent buildings. Connections through parks or school grounds that must be closed during the nighttime hours due to security and safety considerations should have alternative routes that are accessible 24 hours a day.

**Strategy TM7.1:** Provide safe bicycle and pedestrian accommodation to the Lewisdale community along MD 410 (East West Highway) west of Toledo Terrace, including improved accommodation on the bridge over the Northwest Branch of the Anacostia River and connections to the Heurich Park and Northwest Branch Trails from both sides of MD 410 (East West Highway).

**Strategy TM7.2:** 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.

**Strategy TM7.3:** Implement exclusively nonmotorized connections between existing disconnected streets including Dean Drive and Calverton Drive and Highview Terrace and Gumwood Drive.

**Strategy TM7.4:** Create a formal bicycle/pedestrian connection between the Neighborhood Edge and the southern part of Northwestern High School campus to improve connectivity for students and teachers between the high school and residences, the Mall at Prince Georges, and the Metro station.

**Strategy TM7.5:** Create a formal pedestrian or bicycle/pedestrian connection between University Town Center and the Hyattsville Public Library

**Strategy TM7.6:** Construct off-street bicycle and pedestrian facilities presented in Map 18 and Table 16.

**Strategy TM7.7:** Create, and prioritize maintenance of pedestrian connections between the Transit District and Lewisdale and University Park Elementary Schools and Northwestern High School.

**Table 16. Recommended Off-Street Bicycle/Pedestrian Facilities**

Facility Name	Facility Type	Project Limits	Amend MPOT	Comments
Wells Run Greenway	Hard surface multiuse trail	Intersection of the proposed Highview Terrace Trail and Dean Drive to the Intersection of Toledo and Adelphi Roads	Yes	Project would traverse the Landy Property, cross Belcrest Road, and parallel Wells Run and the envisioned stormwater management facility.
Toledo Place Trail	Hard surface multiuse trail or side path	Toledo Terrace to the Northwest Branch Trail	Yes	Project would parallel, or follow the path of, the current Toledo Place and continue west to the Northwest Branch Trail, including a crossing of the Northwest Branch.
Green Line Trail	Hard surface multiuse trail	Metro station to Heurich Park Trail	Yes	Above, or parallel to, Metro Green/Yellow Line.
Highview Terrace Trail	Hard surface multiuse trail	Dean Drive to Toledo Place Trail	Yes	
Belcrest Road	Shared-use side path	Adelphi Road to Toledo Terrace	Yes	
Belcrest Road	Cycle track	Toledo Terrace to entrance to Metro station	Yes	Path should be a raised cycle track, barrier separated from adjacent sidewalk, 10 feet wide, two-way, and constructed with distinctive pavement materials.
Belcrest Road	Shared-use side path	Entrance to Metro station to Queens Chapel Road	Yes	Expand existing sidewalk as shared-use side path.
Jamestown Road Trail	Hard surface multiuse trail	Oliver Street to Metro station	Yes	Previous MPOT recommendation was a bicycle lane.

The diagram illustrates the proposed street design for Belcrest Road, showing both a cross-section and a plan view.

**Belcrest Road Street Section:** This cross-section shows the vertical layout of the road. It includes a 28' minimum section on the left and a 20' minimum section on the right. The road features a central green space with trees, flanked by parking areas with cars and trees. Pedestrian paths with trees and streetlights are shown on both sides. The diagram also indicates the location of buildings with "Additional Floor" additions. A legend defines the line types: solid black for Minimum BTL, dashed black for Maximum BTL, and yellow hatched for Build-to Zone.

**Belcrest Road Plan View:** This top-down view shows the horizontal layout of the road. It includes a 5' section on the left and a 5' section on the right, both labeled "Building". The central section is labeled "Existing 100' Right-Of-Way". The plan view shows the road with cars, trees, and a central green space labeled "Varies".

**Legend:**

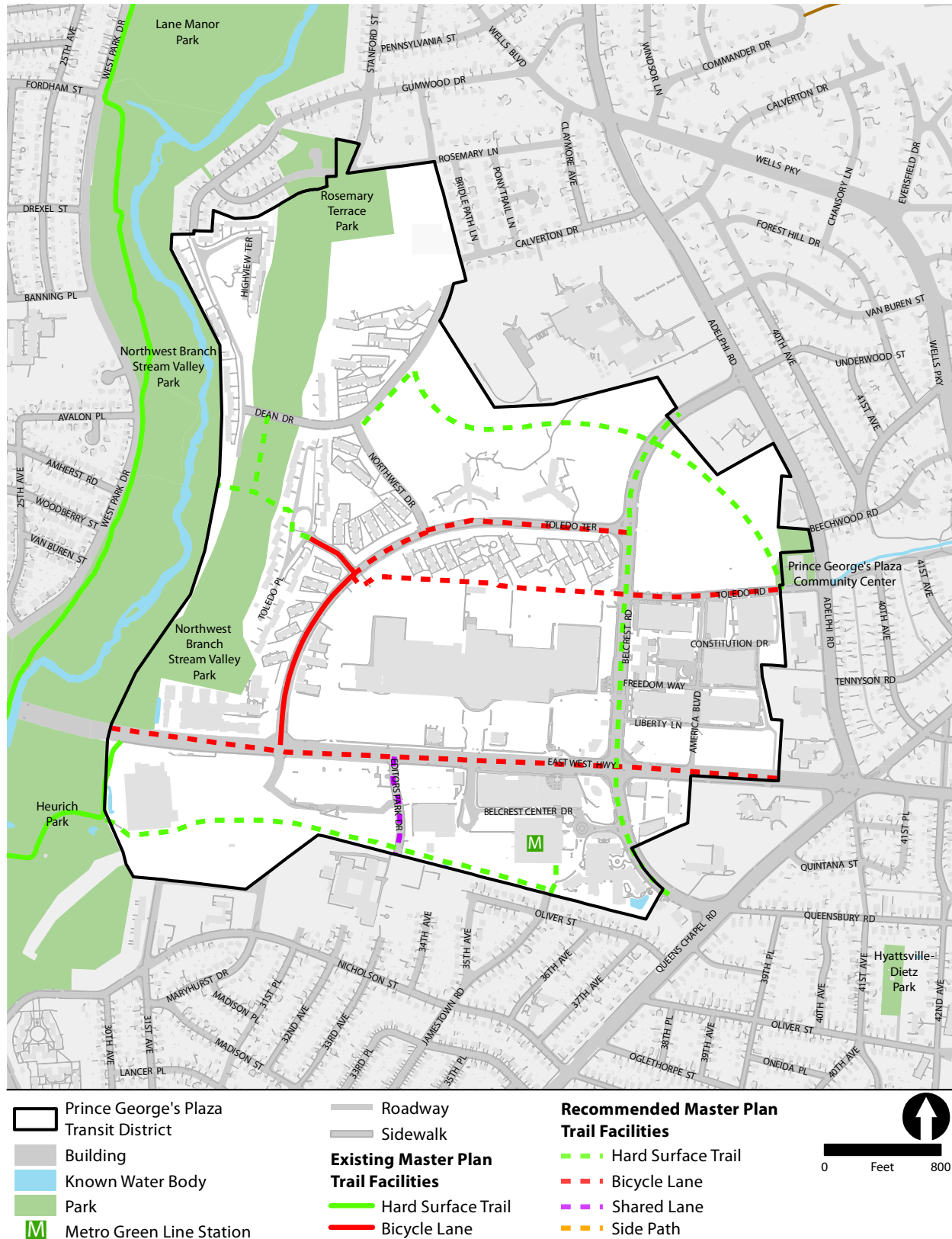
- Minimum BTL (Solid black line)
- Maximum BTL (Dashed black line)
- Build-to Zone (Yellow hatched area)

**Labels:**

- Additional Floor
- 28' Minimum
- 20' Minimum
- Belcrest Road Street Section
- Building
- 5'
- Existing 100' Right-Of-Way
- Varies
- Belcrest Road Plan View
- Not to Scale



Map 18. Recommended Bicycle/Pedestrian Facilities



**POLICY TM8** Provide additional amenities to encourage bicycle use and enhanced convenience.

**Strategy TM8.1:** Collaborate with WMATA and major property owners to bring Capital Bikeshare to the Transit District to facilitate “last-mile” connections and other short trips within the Transit District.

**Strategy TM8.2:** Promote the provision of secure bicycle racks (along with bicycle lockers at the Metro station).

**Strategy TM8.3:** Encourage WMATA to explore installation of a privately-operated bicycle station at the Metro station, with secure, covered parking and repair facilities.

**Strategy TM8.4:** Require bicycle parking at all mixed-use commercial and multifamily residential buildings containing more than 10,000 square feet gross floor area or 20 dwelling units. Encourage the provision of bicycle parking at smaller buildings.

**Strategy TM8.5:** Require secure bicycle parking in all new structured parking facilities.

**Strategy TM8.6:** Require bicycle facilities at all new public facilities in the Transit District.

**Strategy TM8.7:** Work with the Maryland Department of Transportation and other agencies to explore designation of the Transit District as a Bicycle and Pedestrian Priority Area.

**Strategy TM8.8:** Encourage the provision of showers in new commercial buildings to serve bicyclists.

**POLICY TM9** Maximize utility and usage of the pedestrian bridge over MD 410 (East West Highway).

**Strategy TM9.1:** Encourage WMATA and/or the owner/operator of Metropolitan Shops at Prince George's Station to improve lighting conditions, install mirrors and/or security cameras, and add additional wayfinding signage to the pedestrian bridge.

**Strategy TM9.2:** Encourage coordinated security patrols between the Mall at Prince Georges' security force and Metro Transit Police.

**Strategy TM9.3:** Collaborate with WMATA and other major property owners (possibly through a Business Improvement District) to investigate options for repurposing the pedestrian bridge as an event space and setting/canvas for public art.

**Strategy TM9.4:** Work with WMATA to explore the feasibility of adding head-on stairwells and/or escalators to the bridge to facilitate easier and safer vertical movements.

**Strategy TM9.5:** Allow above-grade direct connections to the pedestrian bridge deck for new buildings on MD 410 (East West Highway) that face the ends of the bridge.

**POLICY TM10** Encourage the owners of key development opportunity sites to construct pedestrian streets to provide secondary access to new infill residential and commercial uses.

**Strategy TM10.1:** Ensure that constructed pedestrian streets are named, include wayfinding signs indicating nearby amenities and distance to the Prince George's Plaza Metro Station, clearly marked signage and decorative flooring where the streets travel through enclosed areas, and pedestrian-activated signals at traffic crossings. Pedestrian streets should be created in the following locations:

- Starting at the main entrance to the Metro station and running north through the Metropolitan Shops at Prince George's Station, over or beside the pedestrian bridge, through the existing pedestrian plaza, through the Mall at Prince Georges, and north to Toledo Terrace.



- Starting at the intersection of Northwest Drive and Toledo Terrace connecting to the northwest side of the Mall (approximately where the Macy's store is currently located), with continuing signage directing pedestrians through the mall to and from Belcrest Center Drive.
- From Nicholas Orem Middle School and Edward M. Felegy Elementary School to Toledo Terrace, through the west end of the Mall at Prince Georges' parking lot.

**POLICY TM11** Improve bicycle and pedestrian access to the Metro station.

**Strategy TM11.1:** Increase lighting, surveillance opportunities, wayfinding, and other Crime Prevention through Environmental Design (CPTED) features along both sides of Belcrest Center Drive.

**Strategy TM11.2:** Increase bicycle and pedestrian connections to neighborhoods south of the Transit District.

**Strategy TM11.3:** 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.

## Transportation and Mobility | Areawide Transit Policies and Strategies

**POLICY TM12** Expand and enhance bus transit options available within the Transit District.

**Strategy TM12.1:** 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).

**Strategy TM12.2:** Work with WMATA, TheBus, UM-Shuttle, and other transit providers to 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.

**Strategy TM12.3:** Continue to explore premium transit service, including Bus Rapid Transit, along MD 410 (East West Highway).

**Strategy TM12.4:** Implement transit bus priority treatments at major intersections along MD 410 (East West Highway) through the use of appropriate design features such as right turn pockets, advance stop bars to create bus queue jump facilities, traffic signal priority, and other intelligent transportation system (ITS) infrastructure to improve bus travel times and schedule adherence.

**Strategy TM12.5:** Increase transit options between the Transit District and the University of Maryland, College Park, especially during peak hours and for special events on campus.

**POLICY TM13** Expand rail transit options available within the Transit District.

**Strategy TM13.1:** Extend the WMATA Metro Green Line to Thurgood Marshall Baltimore Washington International Airport.

**Strategy TM13.2:** Explore a full-day extension of Yellow Line Service to Prince George's Plaza.

**POLICY TM14** Expand shuttle services available within the Transit District.

**Strategy TM14.1:** 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. The circulator should operate on 30 minute headways and begin as a peak hour-only free service for a limited time. If the service continues and fares are charged, it should not duplicate existing transit routes unless absolutely necessary.

**Strategy TM14.2:** Evaluate and implement an intermunicipal circulator serving the City of Hyattsville, the Town of University Park, Riverdale Park, and College Park, as previously recommended by several municipalities.

**POLICY TM15** Provide safe, well-lit, clean, and highly visible places for bus and shuttle passengers to board, alight, or wait for buses and shuttles.

**Strategy TM15.1:** Retrofit existing and outfit new bus/shuttle stops within the Transit District with amenities to include, but not be 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 lighting.
- Shade trees.
- Well-maintained trash and recycling receptacles.



**Strategy TM15.2:** Collaborate with transit service providers (WMATA, DPW&T, University of Maryland, etc.) to ensure that third-party bus stop maintenance contracts support and enforce Strategy TM15.1.

**POLICY TM16** Make the Prince George's Plaza Metro Station more visible and accessible.

**Strategy TM16.1:** As an interim measure, create a bicycle/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.

**Strategy TM16.2:** In the mid- to long-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.

**Strategy TM16.3:** Include distinctive architectural details to any joint development project at, or above, the Metro station to create a visible landmark.

**Strategy TM16.4:** Drastically increase lighting, both coverage and intensity, along and above pedestrian pathways to the Metro station, including beneath the parking deck and through the Metropolitan Shops at Prince George's Station.

**Strategy TM16.5:** 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.

**Strategy TM 16.6:** Add the standard WMATA Metro station pylon to the Belcrest Road entrance to the station and at or near the southern end of the pedestrian bridge, so that the pylon is visible to drivers, as well as pedestrians, along MD 410 (East West Highway).



## Transportation and Mobility | Areawide Transportation Demand Management and Parking Policies and Strategies

Section 20A-201(a)(9) of the County Code defines Transportation Demand Management (TDM) as a “process or procedure intended to reduce vehicle trips during specified periods of the day. This includes, but is not limited to, such strategies as car and van pools, transit use incentives, parking fees and disincentives, improved pedestrian and bicycle access and facilities.”

The 1992 *Approved and Adopted Transit District Development Plan for the Prince George’s Plaza Transit District Overlay Zone* (1992 TDDP) established a Transportation Demand Management Technical Advisory Committee, and recommended the creation of a Transportation Management Association (TMA) and a TDM Plan for the Transit District to implement strategies designed to reduce peak hour traffic generated by existing and new development by approximately 35 percent. The 1998 TDDP retained this approach by requiring trip reduction measures and further requiring that all property owners in the Transit District belong to, and participate in, a Transportation Demand Management District (TDMD).

As of mid-2016, neither the property owners, on their own initiative, nor the County Council, through legislation, have formally created this TDM District. Traffic and intersection performance have not fallen to the level where TDM District is required under Subtitle 20A. To be effective, a TDM District must be based on a thorough analysis of existing parking usage, future parking needs, likely future development, the size and nature of existing and future employers, the ability to influence commuter behavior, and the size and nature of other relevant land uses. It must be imposed on the appropriate geography at the appropriate moment in the area’s market and development cycle. This TDDP recommends that the Planning Department retain an experienced TDM consultant to assist the County, municipalities, property owners, and the community in designing a TDM District that will be effective, with particular focus on timing, scope, funding, and

administration. Transportation demand in the Transit District was managed prior to approval of this TDDP by a fee structure associated with parking caps. Preferred parking caps were established by the 1998 TDDP for each land use type in the Transit District. A maximum of 3,000 additional spaces were permitted in the Transit District under the preferred parking cap, with a fee of up to \$400 for each surface parking spot collected at the time of detailed site plan. Fees collected under the preferred parking caps were to be applied to the cost of specific transportation improvements identified in the 1998 TDDP or as otherwise determined or directed by the District Council.

The 1998 TDDP also provided for up to 1,000 “premium” surface parking spaces above and beyond the preferred parking cap, with a fee of up to \$800 for each surface parking spot collected at the time of detailed site plan. Fees collected under the premium parking caps were to be applied by the TDM District to trip reduction methods or other improvements to maintain an operational minimum of Level-of-Service E.

TDM strategies discourage auto use and encourage the use of non-auto modes of transportation. The environmental benefits of successful TDM include improved air quality and pedestrian and bicyclist safety. In addition, the use of non-auto modes of transportation decreases automobile congestion, providing superior accessibility for drivers as well.

The reduction of vehicle trips to, from, and within the Prince George’s Plaza Transit District will lead to a reduction in the demand for additional street capacity and vehicular parking space. Alternate forms of transportation—transit and van pool use, shared vehicles, improved pedestrian and bicyclist access—must be provided in order to realize a reduction in overall vehicle trips.

Unused surface parking is both the Transit District's most visible asset and its biggest challenge. Most of the redevelopment envisioned for the Downtown Core will occur on what is currently surface parking. Redevelopment of this area will provide opportunities to treat stormwater more effectively and to provide parking that best suits the needs of the Transit District. Outdated suburban-oriented parking standards that result in excess, seldom-used parking spaces prevent transit-accessible suburban locations from becoming the walkable urban neighborhoods that are in demand in the twenty-first century.

As Prince George's Plaza transforms into a walkable urban mixed-use environment, the need to use an automobile to access destinations within the Transit District will be less and less. At the same time, the Transit District will be increasingly inhabited by workers, residents, and visitors who arrive and depart by transit, bicycle, or on foot. The ability to provide a variety of destinations within easy walking distance of non-auto modes decreases the need for parking. Demand for quick, on-street parking will increase as retail outlets are moved up to the sidewalk. Demand for strategically located parking facilities that allow a visitor to park once and walk to multiple destinations will increase. This TDDP recommends the replacement of nearly every surface parking spot in the Downtown Core, providing an opportunity to address parking demand strategically and creatively.

**POLICY TM17** Manage the supply of parking within the Transit District to provide convenient, safe, and affordable parking options.

**Strategy TM17.1:** Explore the creation of a parking management district to serve the Transit District. This district may operate as part of a TDM District, the City of Hyattsville, the Prince George's County Revenue Authority, the Business Improvement District, or as an independent entity. This district would help manage shared parking resources and generate revenues for the TDM District.

**Strategy TM17.2:** Develop a parking management plan for the Transit District that should include an evaluation of parking demand, suggested locations of future public and shared parking facilities, potential pricing strategies, and a recommended phasing strategy for the construction of shared parking facilities.

**Strategy TM17.3:** Eliminate parking minimums in the Transit District and reduce maximum off-street parking ratios below those required in comparable underlying zones outside of the Transit District.

**Strategy TM17.4:** Wherever practical, provide and encourage on-street parking on both public and private streets to slow traffic down and provide a safety buffer for pedestrians. On-street parking should be metered and/or time-limited. Exceptions to this strategy are along MD 410 (East West Highway), Belcrest Road, and on portions of Toledo Terrace governed by DSP-99048/02.

**Strategy TM17.5:** Evaluate opportunities to acquire or otherwise operate existing parking facilities through the parking management district recommended in Strategy TM17.1 or through the Revenue Authority.

**Strategy TM17.6:** Explore opportunity for residential parking permit programs in neighboring communities to discourage or prohibit spillover parking on residential streets outside the Transit District.

**POLICY TM18** Provide all future off-street parking in shared or public facilities.

**Strategy TM18.1:** Construct, where feasible, public or commercial shared parking facilities. Require that commercial shared parking facilities leave at least 25 percent of their spaces available for hourly and/or daily rental by the general public.

**Strategy TM18.2:** Require that property owners and developers unbundle, or separate, the cost of off-street parking from the costs of housing or commercial space.

**POLICY TM19** As surface parking lots are redeveloped, provide all new off-street parking underground or in structures.

**Strategy TM19.1:** Limit the total number of permitted surface off-street parking spaces within the Transit District.

**Strategy TM19.2:** Prohibit construction of any new permanent off-street surface parking spaces unless a corresponding number of surface parking spaces are eliminated.

**Strategy TM19.3:** Physically connect shared or public parking facilities in the Downtown Core with larger buildings or developments.

**Strategy TM19.4:** Construct at least one shared or public parking facility in the Neighborhood Edge, to provide parking for residents and visitors beyond any private parking provided within residential developments. At least one such facility should be located on or near Northwest Drive.

**Strategy TM19.5:** Provide additional pedestrian paths, safety features such as additional lighting beyond what is required and call boxes and other amenities to ensure a safe walk from shared and public parking facilities to destinations within the residential edge.

**POLICY TM20** Explore the creation of a formal structure to manage transportation demand and provide for managed provision of trip reduction measures and other transportation alternatives within the Transit District.

**Strategy TM20.1:** The Planning Department will retain an experienced TDM consultant to assist the County, municipalities, property owners, and the community in designing a TDM District that will be effective, with particular focus on timing, scope, funding, and administration. The County Council should consider the recommendations of this analysis, including, if needed, amendments to Subtitle 20A of the County Code.

**Strategy TM20.2:** Provide transportation alternatives to residents of, workers in, and visitors to the Transit District. The County Council should consider using its discretion through Sec. 20A-204 to implement the provisions of the TDM District prior to failure of an intersection or other congestion-related trigger.

**Strategy TM20.3:** Upon creation of a Transportation Demand Management District, all eligible property owners should be required to participate.

**Strategy TM20.4:** Within six months of completion of the TDM Feasibility Study, if so recommended, the City of Hyattsville should petition the County Council to establish a Transportation Demand Management District.

**POLICY TM21** Facilitate car sharing services in the Transit District.

**Strategy TM21.1:** Include at least one, preferably free, parking spot in all off-street parking facilities for car share services.

**Strategy TM21.2:** Evaluate opportunities to convert on-street parking spaces into car-share spaces.

**POLICY TM22** Use urban-appropriate Level of Service Standards when evaluating the adequacy of transportation facilities.

**Strategy TM22.1:** Apply Level of Service E to determine adequacy of transportation facilities in the Transit District.

CR-69-1993 created a parking district for the Prince George's Plaza Transit District Overlay Zone. To date, no public parking facilities have been constructed within this parking district pursuant to this resolution.

## Natural Environment | Vision

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A built environment that preserves and complements the natural environment in which it is located while conserving increasingly scarce natural resources like clean water, air, and energy—i.e., a sustainable and resilient community.

## Natural Environment | Goals

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- Preserve, enhance, and restore the natural environment of the Northwest and Lower Northeast Branch watersheds while supporting the desired development pattern of the Transit District.
- Improve water quality and reduce water quantity reaching receiving streams through a comprehensive, partnership-based stormwater management approach.
- Enhance the quality of life of Transit District residents, workers, and visitors by addressing air, light, and noise pollution.

## Natural Environment | Areawide Natural Environment Policies and Strategies

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**POLICY NE1** Manage stormwater volumes through a combination of measures to reduce impacts on receiving streams and downstream properties.

**Strategy NE1.1:** Conduct a Transit District-wide study of the flood control volumes that exist currently and that will need to be addressed during redevelopment of the Transit District. Determine appropriate Transit District-wide measures that address shared solutions for handling stormwater volumes, including, if feasible, a regional stormwater management facility.

**Strategy NE1.2:** Prepare an areawide updated floodplain study that development applications can use to address flood control volumes.

**Strategy NE1.3:** Require a variety of urban water capture methods in new and redevelopment applications to reduce the overall stormwater volume leaving each site. Encourage the use of cisterns, rain barrels, or other stormwater capture methods that can facilitate the reuse of the water onsite.

**POLICY NE2** Restore and improve water quality in the Northwest and Lower Northeast Branch watersheds.

**Strategy NE2.1:** Continue to require water quality standards to be met on-site for each development application proposed within the Transit District.

**Strategy NE2.2:** 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.

**Strategy NE2.3:** To the maximum extent practicable given the potential construction of a stormwater management facility, preserve the remaining woodlands along the tributary in the northeastern portion of the Transit District and look for opportunities to increase the forested buffer.

**Strategy NE2.4:** Implement Anacostia River Watershed Restoration Plan stormwater retrofit and stream stabilization projects and coordinate these projects across agencies.



**Strategy NE2.5:** To the maximum extent practicable, discourage or prohibit development within the Primary Management Area.

**POLICY NE3** Increase tree canopy coverage and reduce the amount of connected impervious surfaces within the Transit District.

**Strategy NE3.1:** Require street trees to be planted on all new and existing streets as development occurs. Ensure the new trees are provided the necessary design features, such as proper spacing, adequate soil volumes, and water infiltration, to ensure their longevity.

**Strategy NE3.2:** Encourage the provision of a minimum 10 percent tree canopy coverage for all redevelopment projects that do not include the preservation of existing woodlands or the provision of structured parking. Allow vegetated (green) roofs to contribute 50 percent of the 10 percent requirement.

**Strategy NE3.3:** Encourage the installation of disconnected impervious surfaces—areas that contain segments of pervious surfaces, such as pervious pavement or pavers and landscape strips—to reduce the large expanses of impervious surfaces.

**Strategy NE3.4:** Collaborate with County agencies, nonprofits, and community residents to implement urban tree planting programs within the Transit District.

The three most important design features for urban tree planting success are:

1. Appropriate spacing for canopy growth.
2. Adequate open area of the tree pit soil to the air above.
3. Water infiltration into the tree's soil.

Source: James Urban, FASLA

**POLICY NE4** Encourage the integration of green building techniques into all building designs to help reduce overall energy and water consumption.

**Strategy NE4.1:** Encourage the attainment of green building certifications for all new buildings.

**Strategy NE4.2:** Encourage each new building to incorporate at least three green building techniques or features such as the use of local building materials; low impact paints and products; rain collection and gray water systems, green or reflective roofs; or renewable energy-based heating, cooling, and power-generation systems.

**Strategy NE4.3:** Require the use of full cut-off optic lighting fixtures that reduce overall energy consumption, light spillover, and sky glow.

**Strategy NE4.4:** Encourage the installation of solar panels, wind turbines, or other renewable energy sources where appropriate.

**Strategy NE4.5:** Plant trees in strategic locations to shade buildings and mechanical equipment, thereby cooling them and reducing overall energy consumption.

**Strategy NE4.6:** Encourage the provision of electric vehicle-charging stations in appropriate locations.

**POLICY NE5** Address adverse impacts of transportation-related noise.

**Strategy NE5.1:** Locate uses where people sleep or congregate for long periods—such as buildings, plazas, transit stops, etc.—outside the identified 65 dBA Ldn noise contours or ensure proper noise mitigation measures are provided.

**Strategy NE5.2:** Encourage new development to reduce the impacts of transportation-related noise on sensitive land uses.

## Housing and Neighborhoods | Vision

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A diverse community of housing opportunities and neighborhood characteristics that meet the housing preferences and affordability needs of residents, while creating a mixed-income community to attract and support development in the Transit District.

## Housing and Neighborhoods | Goals

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- A diverse mix of housing types and price points that will attract a broad range of new residents, including young professionals, first-time homeowners, families, and seniors.
- New neighborhoods that possess their own distinct and livable character while respecting the physical character of adjacent existing single-family residential neighborhoods.
- Sustainable and green housing options and neighborhoods.

## Housing and Neighborhoods | Areawide Housing and Neighborhoods Policies and Strategies

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**POLICY HN1** Provide a variety of housing types and unit sizes, and neighborhoods to accommodate and meet the demands of existing and future residents in the Transit District.

**Strategy HN1.1:** Permit a mix of housing types (such as medium- to high-rise apartments and condominiums, two over twos, and townhouses), unit sizes, and rental and homeownership options attractive to a range of households and incomes.

**Strategy HN1.2:** Encourage universal design in new construction and major renovations to support the full inclusion of all stages of life and physical abilities.

**POLICY HN2** Preserve and provide affordable housing opportunities in the Transit District.

**Strategy HN2.1:** Encourage the incorporation of mixed-income housing as (re)development occurs by supporting and incentivizing partnerships with nonprofit organizations and for-profit developers.

**Strategy HN2.2:** Design affordable housing and units to blend seamlessly with market-rate development.

**Strategy HN2.3:** Encourage the creation of affordable housing options for seniors and those seeking to age-in-place.

**Strategy HN2.4:** Enforce and strengthen housing maintenance and building codes to discourage deterioration of housing.

**Strategy HN2.5:** Foster partnerships 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.

**Strategy HN2.6:** Through collaboration with the Prince George's County Department of Housing and Community Development, the Prince George's County Planning Department, and the Redevelopment Authority, create and implement a density bonus program to increase affordable housing options around the County's Metro stations, including Prince George's Plaza.

**POLICY HN3** Minimize and mitigate adverse impacts of new and infill development on surrounding residential communities.

**Strategy HN3.1:** Require appropriate transitions in density and height to existing single-family communities and discourage cut-through commuter traffic.

**Strategy HN3.2:** Consider, and seek to mitigate, the potential impact of noise, lighting, parking, and loading and trash areas on existing residential neighborhoods during the development review process of individual projects.

**POLICY HN4** Develop and promote a brand for the Transit District neighborhoods that highlights their unique features and enhances the Transit District's competitiveness within the regional housing market.

**Strategy HN4.1:** Encourage the provision of amenities in new residential and mixed-use buildings, including innovative technologies, high-speed internet access, flex and incubator space, meeting areas, laboratory spaces, and communal learning opportunities, to attract new residents.

**Strategy HN4.2:** Leverage existing and future strengths, such as the Prince George's Plaza Metro Station, open space and recreation amenities, and modern infrastructure as part of the Transit District's branding strategy.

**POLICY HN5** Promote sustainable, green neighborhoods and housing options.

**Strategy HN5.1:** 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.

**POLICY HN6** Promote homeownership opportunities.

**Strategy HN6.1:** Increase opportunities for homeownership for persons of all income levels in the Transit District.

**Strategy HN6.2:** Expand affordable homeownership opportunities and support current homeowners in retaining their homeownership status.

The Leadership in Energy and Environmental Design (LEED®) program is a building rating system developed and maintained by the U.S. Green Building Council. LEED® offers one approach to gauge the environmental sensitivity and level of "green design" incorporated by new development and is one tool to help understand and mitigate the negative impacts on the natural environment that may be posed by new construction and renovation. Several subsystems developed under the LEED® umbrella are particularly useful within the Transit District area, including:



1. LEED® for New Construction—Intended primarily for new buildings.
2. LEED® Core and Shell—Primarily used for office buildings and other leased building types.
3. LEED® for Homes—Promotes green homes, both single-family and multifamily, and emphasizes high-performance measures.
4. LEED® Neighborhood Development—Intended for community development and multiple properties.
5. LEED® Version 4 has recently taken effect, and all rating systems have been updated with new requirements and criteria. LEED®-rated buildings at the silver level or higher, or an equivalent rating under another green building program, is encouraged for all new development within the Prince George's Plaza Transit District.



## Community Heritage, Culture, and Design | Vision

A memorable, walkable, vibrant, and welcoming regional urban destination, built on an active, exciting, attractive and safe public realm, designed to promote and support human activity, social interaction, and commerce while respecting the culture and history of the surrounding community and the natural environment.



## Community Heritage, Culture, and Design | Goals

- A network of well-designed, context-sensitive urban streets, and pedestrian and bicycle pathways that tie the Transit District together as an integrated, walkable, transit-supportive community.
- An urban public realm (streets, sidewalks, and other public spaces) that is enlivened with numerous points of interest, dining, shopping, and programmed activities that invite residents, workers, and visitors to experience a Downtown.
- Buildings that are accessible to the pedestrian, feature a range of interesting and desired uses, and reflect the scale of a Regional Transit District.
- Opportunities to incorporate public art, event programming, and cultural activities in safe, accessible public open spaces.
- A green environmental setting that highlights Hitching Post Hill, a Historic Site and National Register property located immediately north of the Transit District.
- Implement urban design standards that regulate the physical form and function of the built environment, permitting and encouraging the walkable, mixed-use products the real estate market demands, while prohibiting or discouraging the drivable suburban products of the last century.



## URBAN DESIGN PRINCIPLES

**Sustainability**—Sustainability refers to the ability of an area to support current and future needs. A successful place must be environmentally and economically sustainable. It is critical to the Transit District's future and to its positioning as a signature Downtown in Prince George's County. It underlies the vision and goals of the TDDP and proactively addresses the Transit District's uncontrolled stormwater runoff, limited tree canopy coverage and open space network, and pedestrian-unfriendly design.

**Multimodal Transportation**—A multimodal transportation system offers an integrated set of mobility choices that serve as alternatives to driving and allow those who are young, elderly, physically challenged, or unwilling to drive to travel without depending on an automobile. A multimodal transportation system also helps to reduce vehicle trips to and within the Transit District along with hydrocarbon and greenhouse gas emissions.

**Placemaking**—Placemaking is a collaborative process that inspires people to reimagine and reinvent public spaces as the heart of their community. Placemaking can take many forms, both permanent and transient. A distinct sense of place can be created in part through the design and placement of public spaces (streets, plazas, and parks), community art, distinctive buildings, and signage. However, it is the social/cultural significance and sense of collective ownership that people invest in a public space that helps to ensure its success as a real, even great, place.

**Crime Prevention through Environmental Design**—Crime Prevention through Environmental Design or CPTED is a proactive approach to preventing crime through the design of buildings, streets, and public spaces to attract and engage people in positive, community-enhancing activities. The key principle to CPTED is that well-designed and maintained buildings, streets, and public spaces will generate sufficient pedestrian activity to discourage crime ("eyes on the street"). Based on this principle, CPTED recommends that places be designed so that those who would commit crimes against people or property feel more at risk if they do so.



## Community Heritage, Culture, and Design | Areawide Community Form Policies and Strategies

**POLICY HD1** Redevelop the Transit District at a walkable scale, with a network of Complete and Green Streets as its backbone.

**Strategy HD1.1:** Limit the size of blocks to 500 feet maximum; smaller blocks are strongly encouraged.

**Strategy HD1.2:** Permit the highest densities closer to the Metro station and the intersection of Belcrest Road and MD 410 (East West Highway).

**Strategy HD1.3:** Create a hierarchy of new Complete and Green Streets to provide connectivity and allow for all buildings to front directly onto the street network. Require sidewalks on both sides of all streets. Retrofit existing streets to meet Complete and Green Streets standards. Require separation of blocks by streets, and encourage the subdivision of blocks by streets, public open spaces, or pedestrian promenades.

**Strategy HD1.4:** Encourage infill redevelopment in the Downtown Core to precede residential redevelopment in the Neighborhood Edge.

**Strategy HD1.5:** Prohibit culs-de-sac or other truncated streets in the Downtown Core, except where topography necessitates.

**Strategy HD1.6:** Prohibit pad site development.

**Strategy HD1.7:** To present a consistent street wall, all buildings within blocks in the Downtown Core should be attached to neighboring buildings. (See also Strategy LU4.3 and Policies TM1, TM2, TM3, and TM4.)

**POLICY HD2** Create or preserve natural barriers and build transitions between the Transit District and surrounding residential communities.

**Strategy HD2.1:** Preserve and enhance all existing parkland and natural resource areas.

**Strategy HD2.2:** Create transition zones, limiting the heights of buildings or portions of buildings, near Adelphi Road and Oliver Street.

**POLICY HD3** Redevelop the Transit District to the urban scale appropriate for a designated Regional Transit District.

**Strategy HD3.1:** Permit and encourage residential densities in excess of 40 units per acre.

**Strategy HD3.2:** Permit and encourage commercial development in excess of 3.0 floor area ratio (FAR).

**Strategy HD3.3:** Establish new height regulations in the Downtown Core to permit property owners the flexibility necessary to meet market demands at appropriate densities to support transit, walking, and bicycling.

**Strategy HD3.4:** Ensure that single-story buildings are constructed at a scale that creates a sense of enclosure appropriate for a downtown street, while permitting such buildings as necessary to meet unique tenant or market demands.



## Community Heritage, Culture, and Design | Areawide Public Realm Policies and Strategies

**POLICY HD4** Create an active, interesting, enlivening, and dynamic public realm.

**Strategy HD4.1:** Create a series of frontage zones, with regulations to support pedestrian circulation, retail and dining activity, street trees and stormwater management features, street furnishings, and infrastructure such as parking meters and street lights.

**Strategy HD4.2:** Encourage active ground floor uses, such as retail, institutions, cultural and artistic spaces, eating and drinking establishments, and other uses.

**Strategy HD4.3:** Create a linear Central Plaza between the proposed new western entrance of the Metro station and the main entrance of the Mall at Prince Georges. North of MD 410 (East West Highway), this plaza would be bounded by a one-way pair of Downtown A Streets. South of MD 410 (East West Highway), this plaza would be narrower to accommodate Downtown A Street frontage zones and bus traffic. At the Mall at Prince Georges, this plaza may be bisected by cross streets. Construction of this plaza may be phased as redevelopment north of MD 410 (East West Highway) is anticipated to occur before redevelopment south of MD 410 (East West Highway).

**Strategy HD4.4:** In addition to the public parks and open spaces identified in Strategy PR1.1, create publically accessible open spaces, through the use of public use easements where necessary, at the following locations:

1. Public facilities constructed within the Transit District.
2. Integrated with any new multifamily buildings in the R-10 or R-18 zones.
3. A significant common or green at a central location on the site of the Mall at Prince Georges.

**Strategy HD4.5:** Encourage the construction, throughout the Transit District, of tot lots, playgrounds, climbing opportunities and other features geared toward children.

**Strategy HD4.6:** Consider the strategic location of dog parks and other pet amenities throughout the Transit District.

**Strategy HD4.7:** Create a greenway (with a shared-use path) between Dean Drive and Adelphi Road, to be located generally south of Northwestern High School and Wells Run. This greenway should include, encompass, or parallel, as appropriate, any stormwater management features or facilities draining into Wells Run.

**Strategy HD4.8:** Work closely with targeted property owners to relocate interior or inward-facing retail and commercial tenants to new ground-level spaces fronting key streets.

**Strategy HD4.9:** Modify landscaping standards to permit urban-appropriate landscaping and environmental features and discourage the creation of suburban landscape features in the Downtown Core. (See also Strategies PR1.1, PR1.8, PR3.1, and PR4.3.)

**Strategy HD4.10:** Wherever feasible, utility structures, equipment, and transmission lines should be placed underground.



## Community Heritage, Culture, and Design | Areawide Placemaking Policies and Strategies

**POLICY HD5** Create significant urban design features at signature sites that establish a distinct identity of place, create symbolic gateways and significant points of interest, and contribute to the visual and architectural character of the Transit District.

**Strategy HD5.1:** Termini and visually interesting features are recommended at the end of critical sight lines within the Transit District. Such features can range from building articulations in the form of towers, unique architectural design of entrances and bays, as well as components of public art integrated into the design of buildings. Work with property owners to develop architecturally-memorable buildings or other landmark features at the following visual termini:

- North end of existing Mall entrance.
- Western end of the Metro platform.
- At the intersection of America Boulevard Extended and Toledo Terrace Extended.
- At both termini of Northwest Drive.

**Strategy HD5.2:** Avoid construction that negatively impacts the following architectural vistas:

- The view of the Mosaic from southbound Belcrest Road.
- The view of Hitching Post Hill from the “Clay Property.”

**Strategy HD5.3:** Building façades should be located to terminate a vista created by the centerline of a street or open space. When building façades terminate a vista, they should be designed to have a significant architectural feature located on axis with the vista.

**Strategy HD5.4:** Special corner buildings are recommended around key intersections within the Transit District. Such buildings should visually address the corner, which can be achieved by orienting the building entrance at a diagonal facing the corner; articulating the building as a tower or a corner bay that fronts the intersection; or by setting back the building to create a small urban plaza at the ground floor. A range of strategies are encouraged around each of these key intersections to create visual interest.

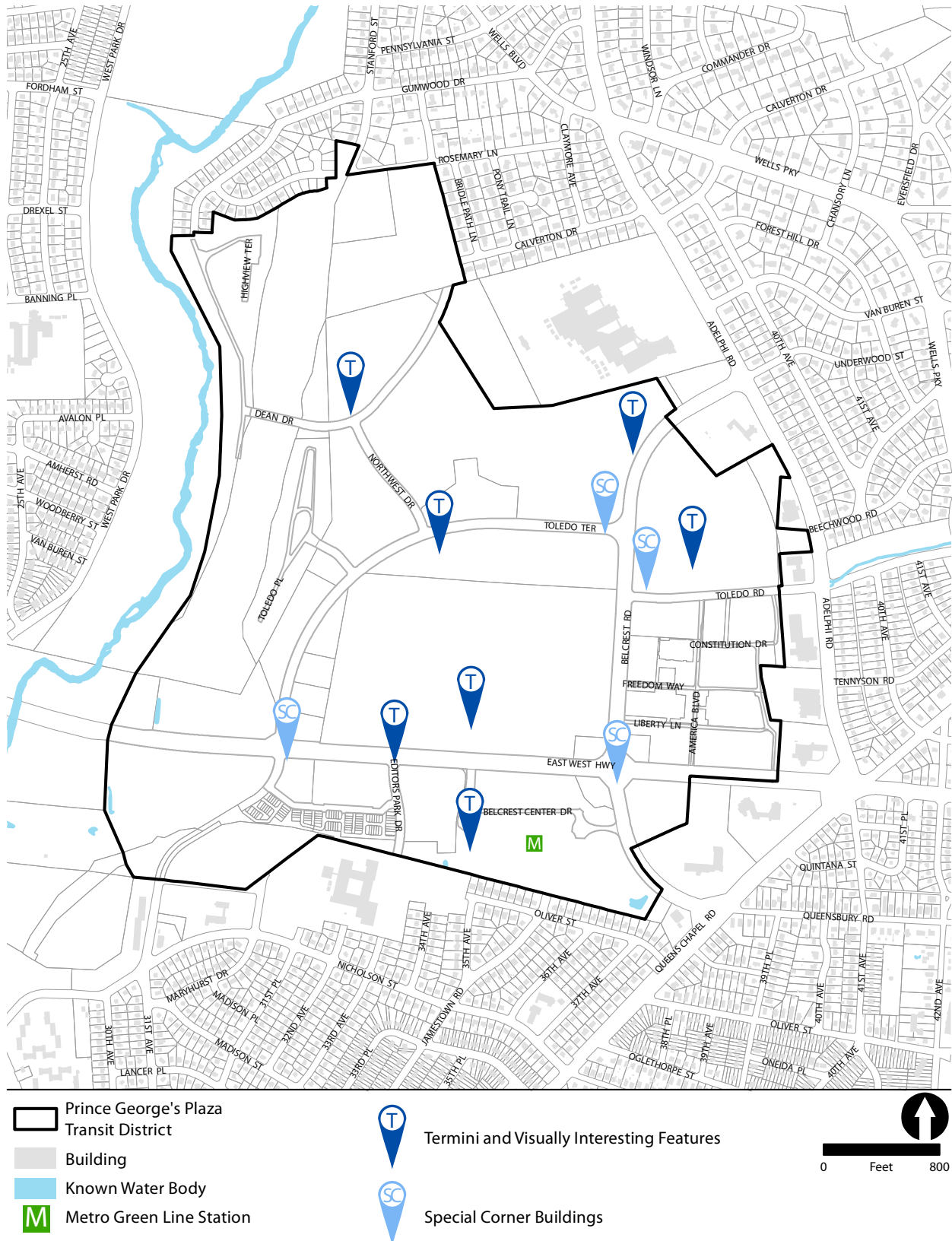
**POLICY HD6** Create opportunities for artistic and cultural expression and events.

**Strategy HD6.1:** 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. Public displays of works of art, architectural enhancements, or special landscape treatments should take into account appropriateness to the site, permanence of the work relative to environmental conditions, maintenance requirements and cost, and nature of the artistic statement.

**Strategy HD6.2:** 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.



**Map 19. Suggested Termini, Visually Interesting Features, and Special Corner Locations**



**POLICY HD7** Encourage a variety of modern signs, facilitating opportunities for property owners to utilize signage as artistic expression as well as appropriate marketing and wayfinding.

**Strategy HD7.1:** Signage materials should be coordinated and complementary with the architectural language of the building to which they are attached.

**Strategy HD7.2:** Signage lighting sources or elements should complement the building's architecture.

**POLICY HD8** Limit regulation of architecture, encouraging property owners to respond to market demands with visually appealing and cutting-edge architectural amenities.

**Strategy HD8.1:** Encourage architectural treatments at the expression line.

**Strategy HD8.2:** Eliminate requirements concerning specific building materials, either structural or façade, while promoting the use of high quality materials.

**Strategy HD8.3:** Eliminate requirements concerning building colors, paints, or other design standards intended to strictly regulate the appearance of a building, other than its basic form.

**Strategy HD8.4:** Eliminate zoning requirements for the interiors of buildings, including desired apartment amenities, sizes, or number of bedrooms, while promoting a diverse array of housing opportunities.

## Community Heritage, Culture, and Design | Areawide Historic Preservation Policies and Strategies

**POLICY HD9** Celebrate and protect the character-defining qualities of the Edward Durell Stone buildings at University Town Center (Metro 1, 2, and 3).

**Strategy HD9.1:** 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.

**Strategy HD9.2:** Encourage the continued use of the Edward Durell Stone buildings in a manner that preserves their historic character, especially key exterior features.

**POLICY HD10** Minimize and mitigate potential impacts to the undeveloped land surrounding Hitching Post Hill (Historic Site 68-001).

**Strategy HD10.1:** Incorporate a wide landscaped buffer or park along the edge of the northernmost property in the Transit District—commonly referred to as the Clay Property—across the street from Hitching Post Hill.

**Hitching Post Hill** (also referred to as Ash Hill) was built in 1840 by Robert Clark, an Englishman who acquired the land (originally more than 427 acres) from George Calvert in 1836. The mansion was purchased in 1875 by General Edward F. Beale, who entertained Presidents Grant and Cleveland and Buffalo Bill Cody at the home. President Grant was a close friend of Beale's and kept his Arabian horses at the site. A large, two-story brick mansion with square plan and dentilled cornice, bracketed cupola and Greek Revival trim, the house is a unique example of its type in Prince George's County. The massive columned porch which surrounds it on three sides was added by Admiral Chauncey Thomas, who purchased the property in 1895. Hitching Post Hill is a private residence and was listed in the National Register of Historic Places in 1977. Additionally, it is a Prince George's County Historic Site and is protected by preservation easements held by the Maryland Historical Trust and M-NCPPC.





## Healthy Communities | Vision

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A sustainable, connected, multimodal mixed-use built environment that promotes health and wellness, protects and incorporates the natural environment, includes a robust physical activity network, incorporates public health opportunities, and provides access to healthy living lifestyle choices.

## Healthy Communities | Goals

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- Land use policies that ensure the development of a walkable, pedestrian- and bicyclist-friendly community around the Prince George's Plaza Metro Station.
- Conveniently located and physically accessible parks, restaurants, shops, schools, libraries, clinics, and other community resources.
- A transportation network that is safe, multimodal, and sustainable, which provides increased opportunities for walking and bicycling.
- Improve overall health through access to healthy foods, ensuring compatible uses, linking recreation amenities to communities, providing education on the benefits of good health, and increasing health and recreation programming.
- Improve access to preventative and supportive health services.



## Healthy Communities | Areawide Healthy Communities Policies and Strategies

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**POLICY HC1** Ensure that permitted land uses benefit the overall health and wellness of the community.

**Strategy HC1.1:** Encourage mixed-use development and a variety of public spaces to help promote physical activity and decrease obesity.

**Strategy HC1.2:** Restrict or discourage uses that negatively impact community health such as those that may generate toxic fumes and fine particulate

air pollution (particularly nitrogen oxides) and excessive noise.

**Strategy HC1.3:** If a contaminated site has been identified, ensure a coordinated review that includes the Prince George's County Health Department, the Department of the Environment, and the Prince George's County Planning Department to evaluate potential impacts and recommend appropriate remediation measures.



**POLICY HC2** Incorporate a health and wellness focus in the desired network of urban and natural park spaces.

**Strategy HC2.1:** Activate the plaza at Metropolitan Shops at Prince George's Station as a central congregation place for the community.

**Strategy HC2.2:** Supplement recommended parks with additional open spaces where appropriate, to ensure convenient access to outdoor spaces and opportunities to recreate by future residents and workers.

**Strategy HC2.3:** Construct trails that will connect the urban park system and recreational facilities to the surrounding regional trail systems and adjacent neighborhoods, the Prince George's Plaza Metro Station, the Mall at Prince George's, and University Town Center.

**Strategy HC2.4:** Create a mix of uses, maximize programming activities within public parks to encourage activity throughout operating hours, and help reduce the potential for crime in unattended spaces.

**Strategy HC2.5:** Cultivate a network of community gardens within the Transit District. (See also Strategy HD4.3.)

**POLICY HC3** Through a partnership with the City of Hyattsville, the Town of University Park, the Prince George's County Department of Parks and Recreation, and the Prince George's County Health Department and other entities, provide an array of opportunities for physical and social activity for employees and residents of all age groups.

**Strategy HC3.1:** Pursue joint use agreements to share office amenities or private-designated open space areas and outdoor facilities with the public.

**POLICY HC4** Promote additional health partnerships with Prince George's County, municipalities, and the University of Maryland between the public and private sectors of the community.

**Strategy HC4.1:** Consider the designation of the City of Hyattsville and 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.

**Strategy HC4.2:** Encourage public, private, nonprofit, community, youth, and business leaders to educate the community on the potential financial and health benefits that could be realized through cooperation and active participation in a partnership for health program.

**Strategy HC4.3:** Promote the establishment of a wellness opportunity zone(s) that promotes incentives that encourage innovative alignments to public, private, and government sectors for promoting community health.

**POLICY HC5** Locate public health services within the Transit District to increase access to preventative and supportive care.

**Strategy HC5.1:** Identify an appropriate location inside the Transit District area for a public health facility, perhaps as a civic anchor.

**Strategy HC5.2:** Colocate social service and public health functions in collaboration with the County Department of Social Services and the Health Department wherever possible.

**POLICY HC6** Encourage greater healthy food options and access within the Transit District.

**Strategy HC6.1:** 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.

**Strategy HC6.2:** Promote healthy food options in vending machines, cafeteria menus, and at activity locations within the Transit District (e.g., transit plaza outdoor performances).

## Public Facilities | Vision

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A safe, inviting community with public services and resources within easy walking distance.

## Public Facilities | Goal

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Accessible, state-of-the-art public facilities that efficiently serve the Transit District and surrounding communities.

## Public Facilities | Areawide General Public Facility Policy and Strategy

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**POLICY PF1** Construct all new public facilities in the Downtown Core.

**Strategy PF1.1:** Work with County, regional, and state agencies to locate services and facilities within the Downtown Core. (See also Strategies LU1.1 and PR2.1.)

## Public Facilities | Areawide Public School Policy and Strategies

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**POLICY PF2** Provide adequate classroom capacity to ensure that all students have an opportunity to attend a high-quality public school that operates at no greater than 100 percent capacity.

**Strategy PF2.1:** Adjust school attendance boundaries within the Transit District and surrounding communities to reflect shifts in current and anticipated population growth.

**Strategy PF2.2:** Amend the 1983 *Adopted and Approved Functional Master Plan for Public School Sites* and the 1994 *Approved Master Plan for Planning Area 68* to add a floating symbol to the master plan map for a PreK-8 school site within the Transit District.

**Strategy PF2.3:** Construct a PreK-8 public school within the Transit District. Offer a height or density bonus in exchange for the construction of,

or conveyance of land for, a new school operated by Prince George's County Public Schools within the Transit District. A new school within the Transit District should be multistory and have either on-site recreational facilities or be colocated with a public playground.

**Strategy PF2.4:** Construct the improvements to area schools recommended in the Prince George's County Public Schools Master Plan Support Project.

**Strategy PF2.5:** Construct additional PreK-8 public schools in Planning Subregion 2.

**Strategy PF2.6:** Continue to explore opportunities to alleviate school overcrowding throughout northwestern Prince George's County.

## Public Facilities | Areawide Library Policy and Strategies

**POLICY PF3** Increase wayfinding and pedestrian access to the Hyattsville Public Library.

**Strategy PF3.1:** Work with the Prince George's County Memorial Library System to increase signage, advertisements, and other media that direct visitors, workers, and residents in the Transit District to the Hyattsville Public Library.

**Strategy PF3.2:** Explore options for increasing pedestrian access from the core of University Town Center and points south and west to the library.

## Public Facilities | Areawide Public Safety Policies and Strategies

**POLICY PF4** Incorporate Crime Prevention through Environmental Design (CPTED) principles throughout the Transit District.

**Strategy PF4.1:** Engage 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.

**Strategy PF4.2:** Work with the City of Hyattsville, Prince George's County Police Department and the Metro Transit Police Department to identify opportunities and incentives for CPTED retrofit, especially along Belcrest Center Drive and the Mall at Prince Georges.

**POLICY PF5** Provide an increased visible security presence in the Transit District.

**Strategy PF5.1:** Form a Prince George's Plaza Security Task Force—consisting of, at a minimum, the Prince George's County, Hyattsville, Metro Transit, and The Maryland-National Capital Park Police Departments, and private security contractors—to coordinate foot, vehicular, bicycle, and equestrian patrols; plan, prepare, and train for coordinated joint response to high-impact events; share intelligence and data; engage the public and property owners in an ongoing dialogue on safety; and supplement private security at high-traffic locations including the Mall at Prince Georges and University Town Center.

**Strategy PF5.2:** Work with property owners to identify space to be used as a police substation.



**POLICY PF6** Ensure a timely emergency response to fire and medical emergencies within the Transit District.

**Strategy PF6.1:** Construct the new Hyattsville Fire Station.

**Strategy PF6.2:** Position Prince George's County Fire/EMS Department appropriate response apparatus within a five-minute response time to the Transit District, including, but not limited to, tower ladders, Metro Response apparatus, high-rise kits, etc.

**Strategy PF6.3:** Encourage easy emergency vehicle access to the proposed stormwater management and storage facility.

**Strategy PF6.4:** Create an integrated public safety response plan patterned on the National Harbor Emergency Response Plan.

## Parks and Recreation | Vision

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A comprehensive network of attractive programmed and passive public open spaces that create destinations for recreation, reflection, social interaction, commerce, and events.

## Parks and Recreation | Goals

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- A multigenerational community center in the Transit District that includes aquatics, fitness, gymnasium and multipurpose components.
- A series of interconnected and accessible parks and recreational spaces that serve as civic anchors and contribute to a unique sense of place for residents, workers, and visitors.
- A visible and landscaped greenway to improve connectivity within the Transit District and to the Northwest Stream Valley Park and the Town of University Park.



## Parks and Recreation | Areawide Parks and Recreation Policies and Strategies

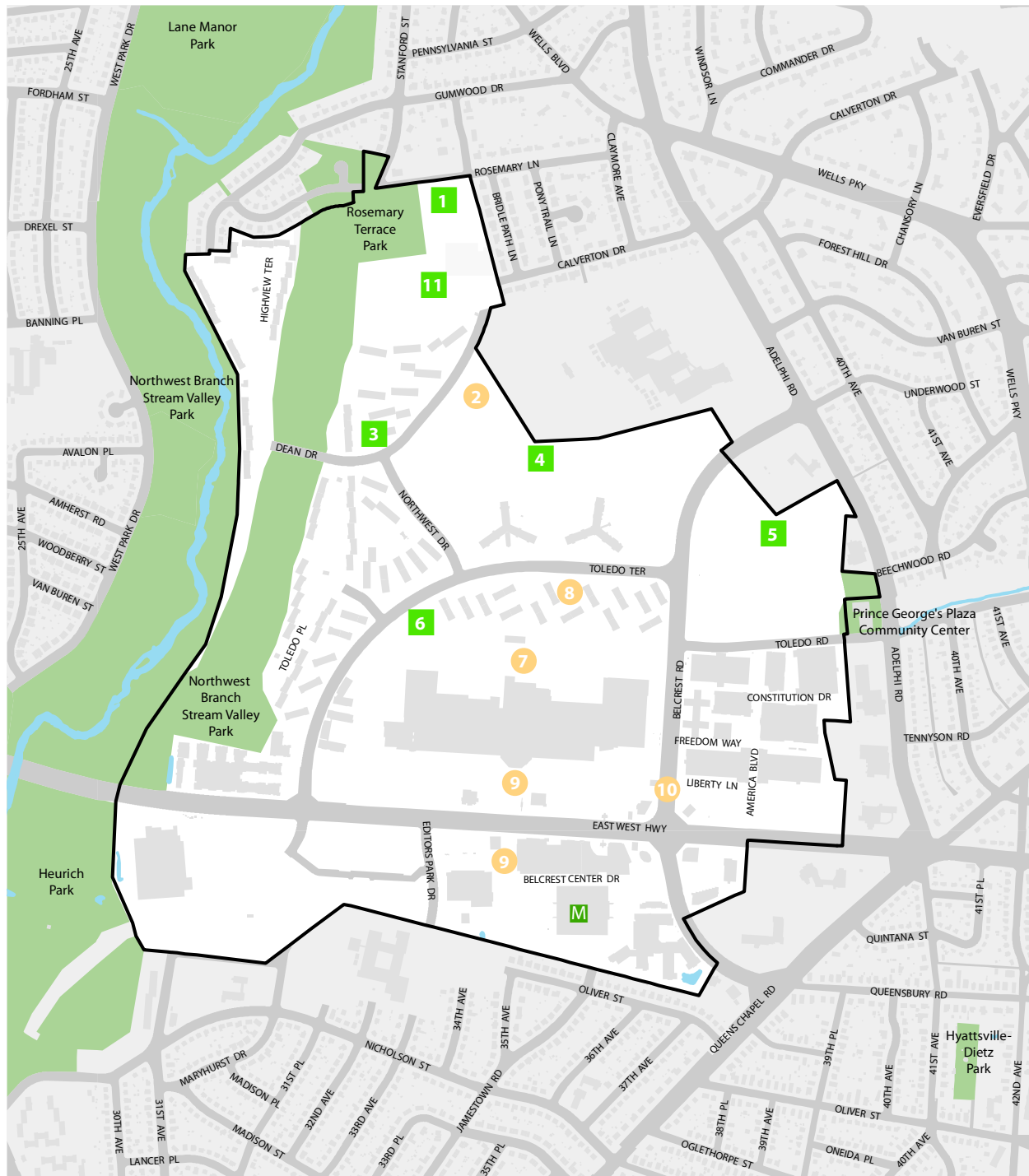
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**POLICY PR1** Incorporate and design parks, open spaces, and recreational facilities throughout the Transit District to support health and wellness, create opportunities for social gatherings and public events, and a foster a sense of place.

**Strategy PR1.1:** Pursue opportunities to acquire parkland or provide public access to open space amenities to serve the Transit District's future population and contribute to the County's overall parkland goals. Facilities are categorized based upon the Urban Park Typology in *Formula 2040: Functional Master Plan for Parks, Recreation and Open Space*. Construct the recommended facilities in Table 17 and Map 20.



**Map 20. Recommended Park and Recreation Facilities**



Prince George's Plaza TDDP/TDOZ 2015 Boundary

Building

Known Water Body

M-NCPPC Park

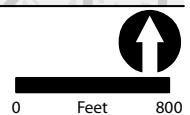
M Metro Green Line Station

Roadway

**Recommended Park Facilities**

Fixed Location

Floating Location



**Table 17. Recommended Park and Recreation Facilities**

	Location	Park Type	Ownership	Comments
1	South of Hitching Post Hill (Historic Site 68-001)	Resource Park	M-NCPPC or Private	Park designed to provide an appropriate buffer between single-family neighborhood and the historic resource at Hitching Post Hill.
2	Floating	Community Park	TBD	Park designed to serve the multiple residential and mixed-use communities in the north-central portion of the Transit District with passive and active recreational opportunities.
3	Dean Drive at intersection with Northwest Drive	Neighborhood Park	M-NCPPC	Park designed to provide recreational opportunities to adjacent communities along Dean Drive and serve as a terminating vista for Northwest Drive.
4	Landy Property (Wells Run Greenway West)	Greenway/Linear Park	TBD	This greenway would include a hard surface, multiuse trail (see Strategy TM7.6) and would serve as a linear park between Dean Drive and Adelphi Road.
5	University Town Center (Wells Run Greenway East)	Greenway/Linear Park	DPW&T/ M-NCPPC	The continuation of the greenway will encompass or parallel the proposed stormwater management facility in the northeast portion of the Transit District and will connect Dean Drive and Adelphi Road. (See Strategy TM7.6.)
6	Intersection of Toledo Road Extended and Toledo Terrace	Common/Green	M-NCPPC	This open space serves as a gathering place for events and programmed activities that attracts users from both the Neighborhood Edge and the Downtown Core.
7	South side of Toledo Road Extended	Plaza/Square	TBD	
8	South side of Toledo Terrace halfway between Belcrest Road and Northwest Drive	Pocket Park/Mini Park	TBD	
9	Main Entrance to the Mall at Prince Georges	Plaza or Linear Park	TBD	This plaza or square is intended to create a central outdoor gathering place and connect the main entrance to the mall to the Metro station.
10	Downtown Core	Regional Multigenerational Center	M-NCPPC	A move to the Downtown Core will be dependent on available land and financial resources.
11	Clay Property	Neighborhood Park	M-NCPPC or Private	Park to provide recreational facilities for the proposed residential development. Land to be acquired through potential swap with property owner for developable land in Rosemary Terrace Park.

**Strategy PR1.2:** Incorporate into the design of parks and open spaces facilities such as paths, playgrounds, sports courts, drinking fountains, and other amenities, as appropriate.

**Strategy PR1.3:** Design parks, open spaces, and facilities to complement the cultural preferences of users, and to accommodate a range of age groups, including children, teenagers, and adults.

**Strategy PR1.4:** Colocate physical activity spaces for children and parents or guardians to promote physical activity across age groups.

**Strategy PR1.5:** 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.

**Strategy PR1.6:** Identify opportunities to create rooftop parks and recreation facilities and to transform existing surface parking lots into green spaces.

**Strategy PR1.7:** Dedicate or program open spaces to specific activities, functions, or events. Plazas, greens, and commons, for example, are appropriate locations for farmers' markets, art exhibitions, and concerts.

**Strategy PR1.8:** Through collaboration among property owners, the City of Hyattsville, the Department of Parks and Recreation and other stakeholders, identify optimal locations for additional public and publically accessible open spaces, including, but not limited to, parks, plazas, promenades, fountains, seating areas, performance venues, greens, and commons. These public open spaces should have adequate seating.

**POLICY PR2** Create a multigenerational community center to serve as the parks and recreation anchor for the Transit District.

**Strategy PR2.1:** Explore opportunities to locate the new multigenerational community center within the Downtown Core, and to colocate it with other public facilities.

**Strategy PR2.2:** Construct the multigenerational community center to meet or exceed the LEED® Green Building Rating System Silver Rating for Building Design and Construction (BD+C) or an equivalent green construction certification rating.

**POLICY PR3** Ensure the Transit District's park and open space network is connected to the pedestrian and bicyclist network emphasizing convenience, accessibility, and safety.

**Strategy PR3.1:** Establish an east-west pedestrian and bicyclist route connecting Wells Run to the Northwest Branch Trail through a series of open spaces, wide walkways, and generally extending along Belcrest Road, Toledo Terrace, Northwest Drive, and Dean Drive (see Strategies TM7.4, TM7.6, HD4.7, HC2.3, and PR1.1 and Table 17).

**Strategy PR3.2:** Provide parking for persons with disabilities to support access and physical activity.

**Strategy PR3.3:** 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.

**Strategy PR3.4:** Enhance signage and landscaping along the existing pedestrian path to Heurich Park from MD 410 (East West Highway).

Formula 2040 calls for the transformation of the Prince George's Plaza Community Center into a multigenerational community center due to its access to multimodal transportation, proximity to other public facilities, and population growth in its service area. The TDDP endorses this recommendation and also underscores the catalytic impact that relocating the new center to a more prominent location within the Transit District could have on redevelopment opportunities.

**POLICY PR4** Pursue innovative approaches to acquiring and maintaining public parks and open spaces in the Transit District.

**Strategy PR4.1:** 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.

**Strategy PR4.2:** Build partnerships with other parks and recreation service providers to reduce program costs and leverage development funding.

**Strategy PR4.3:** Build partnerships with organizations, such as foundations, conservancies, and horticultural groups, to sponsor and maintain green spaces and gardens in the Transit District.

**Strategy PR4.4:** Incentivize existing landowners to provide parks and recreation facilities during redevelopment.

**Strategy PR4.5:** Establish a Business Improvement District, parks and recreation advisory committee, or other body to coordinate programming and maintenance of the parks and open spaces within the Transit District with a long-term goal of achieving financial self-sufficiency.

**Strategy PR4.6:** Support the acquisition or dedication of land and identify funding to develop urban parks and new open space networks during the development review and approval process.

**POLICY PR5** Create learning opportunities to promote greater awareness and appreciation of the ecological services that natural areas and environmental mitigation projects provide the Transit District.

**Strategy PR5.1:** Provide environmental interpretation by incorporating seating areas and interpretive signage.

**Strategy PR5.2:** 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.