

Chapter 3



Chapter 3: Largo Town Center Today—Existing Conditions

Economic-Market Forecast

In an effort to capitalize on the activity along the Metro Blue Line, the existing public road infrastructure, and available land, a market analysis was conducted using best available data and information collected from a variety of local, regional, and national sources. This information reflects recent trends and current market conditions. However, changes in national and regional economic conditions and in the regulatory environment could significantly impact the feasibility conclusions of this forecast.

In addition to analyzing market factors, this planning process tested scenarios for redevelopment of key parcels within a one-quarter- to one-half-mile radius of the Largo Town Center Metro Station. Consideration was given to county efforts to add institutional anchors or provide regulatory or financial incentives to expand on traditional estimates of market support. These market recommendations extend beyond current buildout estimates, relating land supply and density rather than relying solely on market trends and the historic nature of development. For the near-term, the time period ranges from the present to the year 2018, and the mid-term is defined as 2019–2023.

Residential Sector

The residential market at the Largo Town Center Metro Station is ripe for new development. Throughout the nation, walkable mixed-use neighborhoods surrounding transit sustain value and provide some of the most inviting communities for new households. The residential sector will be influenced by opportunities in close proximity to the Metro station and will be further enhanced by efforts to create a sense of place at The Boulevard at the Capital Centre site. Between 1,963 and 2,350 rental units and between 588 and 700 for-sale units will be market supportable within the next 10 years. Those properties within a quarter mile of the Largo Town Center Metro Station have the potential to offer a high-quality multifamily residential product and create a highly desirable place for not only existing residents but also prospective tenants who are not currently able to find

high-quality residential products near a Metro station in Prince George's County.

Commercial Sector (Retail)

The primary trade area (PTA) utilized in this analysis represents the geographic area that best describes the social and economic context. The PTA for Largo Town Center extends from 1) the intersection of Brightseat Road and MD 202 (Landover Road) east to the intersection of MD 202 and Lottsford Road; 2) east to the intersection of Lottsford Road and MD 193 (Enterprise Road); 3) south to the intersection of Watkins Park Road and MD 202; 4) west to the intersection of MD 202 and White House Road; 5) west to the intersection of Walker Mill Road and Ritchie Road; 6) north through FedEx Field to the intersection of Sheriff Road and Brightseat Road; 7) north to the intersection of Brightseat Road and Landover Road; and 8) concluding at the starting point.

The PTA identifies the segments from which Largo Town Center and the surrounding area's retail establishments are likely to draw a majority of their regular sales. The percentage of household expenditures captured by retailers is expected to be highest in their PTA. Convenience is a major factor for sales generated locally.

The existing retail market demand for Largo Town Center's PTA ranges between 417,377 and 525,232 square feet. Of the three retail categories, food and beverage retail accounts for almost half of the demand followed by neighborhood goods and services (27 percent), general merchandise, apparel, furnishings, and other (GAFO) (24 percent).

The existing retail supply in Largo Town Center includes approximately 769,891 square feet focused at four major sites: The Boulevard at the Capital Centre, Largo Towne Center, Inglewood Restaurant Park, and Largo Commons.

The total amount of retail supply in the market exceeds its retail demand by an estimated 244,659 to 352,514 square feet. More important, there is a significant mismatch between the retail services desired by greater Largo community residents and the sector plan area's available retail offerings. Finally, both shopping centers within the Largo Town Center sector plan area (Largo Town Center and The Boulevard at the Capital Centre) are hampered by their poor-to-nonexistent visibility from

the Capital Beltway, MD 202, and MD 214 (Central Avenue). Because of these challenges, the next steps for Largo Town Center should include an evaluation of the quality of the retail currently provided, an assessment of the applicability of the current tenant mix to the retail needs of the existing population, and an initiative to consolidate retail supply to the greatest extent possible. Concentrating the retail spending of the Largo Town Center customer base would help to maximize the impact of its retail demand and improve the quality of retail tenants offered within the plan area.

Resident-Based Demand

Based on 2012 estimates, 34,193 people currently reside in 13,668 households in the PTA. The median household income is \$78,960.

Workforce-Based Demand

The PTA’s non-resident workforce contributes additional retail demand. Since shopping and eating by daytime employees is typically limited to lunch hours, breaks, and “quick trips” after work, only the employment base within the PTA is incorporated into retail demand calculations. Employees outside this area will not patronize on-site establishments often enough to affect the total amount of supportable retail supply.

Today, there are an estimated 15,187 daytime employees in the PTA for the site’s retail and restaurant offerings. Approximately 38 percent of these individuals are executive- and professional-level staff.

Visitor-Based Demand

Visitors are categorized by the length and purpose of their visit, which relate to specific spending patterns. Day-trippers are visitors who drive one to three hours from home and return the same day. As retail customers, day-trippers spend less than overnight tourists who stay a night or more away from home and pay for lodging and additional meals.

Each year, Largo Town Center attracts an estimated 225,734 overnight visits based on the hotel inventory and occupancy rates. Within Largo Town Center’s PTA, there are currently 665 hotel rooms.

Calculating Retail Demand

Each of the three major retail categories has distinctive characteristics that influence tenant location decisions and customer shopping patterns. These factors significantly affect Largo Town Center’s capture rates for retail expenditures generated within the trade areas.

Table 1: Existing Retail Demand for Largo Town Center

Category	Total Demand—Low Productivity (SF)	Total Demand—High Productivity (SF) ³
Neighborhood Goods and Services	142,231	122,876
Food and Beverages	258,594	183,061
GAFO	124,407	111,440
TOTAL ESTIMATED RETAIL DEMAND:	525,232	417,377

Source: The Nielsen Company, Claritas Reports, Streetsense

Table 1 totals the cumulative demand of residents, workforce, and hotel guests/visitors in the PTA and of residents in the Secondary Trade Area¹ (STA) and Tertiary Trade Area² (TTA). (See Map 8: Largo Town Center Trade Areas on page 33.)

¹ The STA extends from the intersection of the Baltimore-Washington Parkway and US 50 (John Hanson Highway) east to the intersection of US 50 and MD 301 (Crain Highway), south to the intersection of MD 301 and MD 4 (Pennsylvania Avenue), west to the intersection of MD 4 and Suitland Parkway, west to the intersection of Suitland Parkway and Branch Avenue SE (in the District of Columbia), north to DC 295 (Anacostia Freeway), north to the intersection of the Anacostia Freeway and the Baltimore-Washington Parkway, north to the intersection of Baltimore-Washington Parkway and US 50, concluding at the starting point.

² The TTA extends from the intersection of the Baltimore-Washington Parkway and MD 193 (Greenbelt Road) east to the intersection of Glenn Dale Boulevard and Daisy Lane, east along an imaginary straight line to the intersection of Sylvan Drive and MD 3 (Crain Highway), south to the intersection of MD 301 and MD 4 (Pennsylvania Avenue), east to the intersection of MD 4 and the Patuxent River, south to the intersection of the Patuxent River and the southern end of the Merkle Wildlife Management Area, west to the intersection of MD 382 (Croom Road) and Molly Berry Road, south to the intersection of Molly Berry Road and North Keys Road, west to the intersection of North Keys Road and MD 381 (Brandywine Road), west to the intersection of MD 381 and MD 5 (Branch Avenue), north to the intersection of MD 5 and MD 223 (Woodyard Road), east to the intersection of MD 223 and Dower House Road, north to the intersection of Dower House Road and MD 4, north to the intersection of MD 4 and Suitland Parkway, west to the

This analysis concludes that the total demand for retail within the plan area ranges between 417,377 and 525,232 square feet. Of the three retail categories, almost half of demand lies within food and beverages. Oftentimes, shopping centers and developments include retail that creates an entertaining environment, which is often rooted in food and beverages establishments. Of the remaining demand, approximately 27 percent lies within neighborhood goods and services retail and approximately 24 percent lies within GAFO retail.

intersection of Suitland Parkway and Branch Avenue SE (in the District of Columbia), north to DC 295 (Anacostia Freeway) north to the intersection of the Anacostia Freeway and the Baltimore-Washington Parkway, north to the intersection of the Baltimore-Washington Parkway and MD 193, concluding at the starting point.

³ Under the condition of “high productivity,” retail sales are high, thus consumer expenditures are concentrated on a smaller amount of total retail space. “Low productivity” conditions assign lower potential sales per square foot to each type of retail; therefore, a greater amount of retail space is supported but with significantly less profitability divided by expected sales per square foot for that retail category, according to ULI standards and ICSC reports. For the purposes of this table, demand figures for “high productivity retail sales” are assigned. Under the condition of “high productivity,” retail sales are high, thus consumer expenditures are concentrated on a smaller amount of total retail space. “Low productivity” conditions assign lower potential sales per square foot to each type of retail; therefore, a greater amount of retail space is supported but with significantly less profitability.

Development Type and Unit	Square Feet of Retail Demand Generated by Distance	
	Within ¼ Mile of Metro	Within ½ Mile of Metro
Each additional household	10	9
1,000 SF of commercial office	12	7.5
Each additional hotel room	8	6

Source: The Nielsen Company, Claritas Reports, Partners for Economic Solutions, Streetsense

As parcels throughout Largo Town Center undergo development or redevelopment, the demand for retail will expand. Based on the types of development and the distance of new living, working, and visiting opportunities from the Metro station, each real estate element will contribute the following increment of retail demand as described in Table 2: Largo Town Center's Incremental Growth Retail Demand Potential above.

Impact of Oversupply

An oversupplied retail market manifests itself in a number of ways. Because customer expenditures are distributed among more stores than can be reasonably supported, the quality of stores and restaurants in the market is typically lower than expected. Retail leasing rates are lower than market rents in nearby and comparable communities. Turnover and business failure rates are high, as retailers and restaurateurs struggle with narrow or negative margins.

In Largo Town Center, these conditions have been exacerbated by an influx of strong retail competition to the north (Woodmore Town Center), east (Annapolis Town Center), and the south (National Harbor). Additionally, the quality of the retail infrastructure (physical structures and site planning) throughout Largo Town Center is poor and does not capitalize on tremendous opportunities to maximize visibility and accessibility especially as related to the Capital Beltway.

The planning and implementation efforts associated with Largo Town Center must consider the following elements:

- Consolidating retail supply in a centralized location where visibility and accessibility can create a competitive advantage within the Largo Town Center marketplace.
- Evaluating the possible long-term, non-retail uses for existing retail spaces that do not have the advantage of visibility and accessibility.
- Reversing the negative brand recognition associated with many of the retail offerings in Largo Town Center. While most of these poor perceptions are related to the oversupply and its impact on the market, other negatives, such as the fact or perception of crime at The Boulevard at the Capital Centre, must be aggressively addressed.

Commercial Sector (Office)

Currently, there is not sufficient demand to justify the construction of new speculative office space. With the introduction of an institutional anchor, such as a Regional Medical Center, university satellite campus, or a federal agency, new office development may be possible.

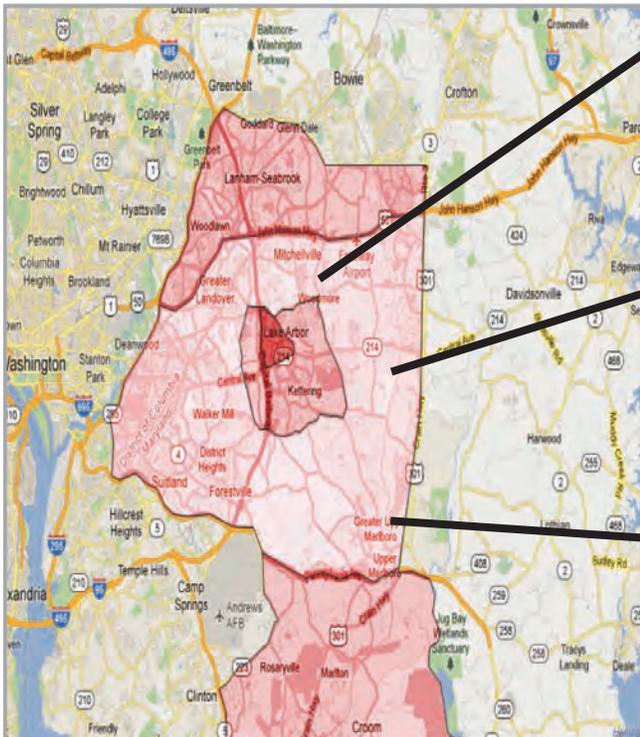
The Largo office market peaked in 2002 with a nine-percent vacancy rate and an inventory of 3.3 million square feet of space. Over the last six years, the occupied office space declined at a rate of 165,000 square feet annually. Market pressures from the economic recession and past adjustments to the office supply with the addition of space created a shift in the occupancy. Vacancy rates for office space in this submarket area reached 22.5 percent in 2012, indicating that nearly one out of every four square feet of available office space in the sector plan area was vacant.

Given the importance of visibility from the Capital Beltway and having retail amenities (e.g., places for lunch) in the location of office tenants, properties in closer proximity to the Metro station may be viable after the overhang of existing commercial space is absorbed. Opportunities for future development are most likely to occur within a mile of the transit station along Lottsford Road or Arena Drive. To assess the opportunities for expanded office development in this area, economic development officials and county staff must reevaluate the efforts made to anchor both the Inglewood Business Park and redevelopment near the Metro station as sufficient demand does not exist for speculative new multitenant office development. A federal or other institutional anchor tenant will be necessary to finance office development. The introduction of a large-scale institutional user would not only create beneficial conditions for the project's financing but also would encourage associated office development such as medical office space seeking close proximity to a hospital, research firms under contract to a major academic institution, contractors required to be within a certain distance of a federal government agency's headquarters, or legal firms looking for offices near a courthouse.

Hospitality Sector

With the potential addition of another activity generator, such as a new institutional office user, more price-conscious hotel patrons may seek Largo Town Center

Map 8: Largo Town Center Trade Areas



PRIMARY TRADE AREA

- 36,377 people
- 13,708 households
- \$77,915 median HH inc
- 37.74% bachelors +

SECONDARY TRADE AREA

- 248,170 people
- 92,487 households
- \$60,675 median HH inc
- 23.52% bachelors +

TERTIARY TRADE AREA

- 140,479 people
- 49,313 households
- \$76,230 median HH inc
- 32.8% bachelors +

as an alternative lodging location. Local hoteliers report losing guests based on price and would benefit from an increase in overall visitation. Growth in the county's employment base and the overall economy will improve those measures over time. In the near- to mid-term, there is no demonstrable need for additional hotels. Over the longer term with the redevelopment of The Boulevard at the Capital Centre or the addition of a new employment anchor (institutional user), the county may be able to support one to two new hotels developed within a walkable environment close to transit with visibility from the Capital Beltway.

Catalysts for Development

Although the conclusions for residential, retail, commercial office, and hospitality real estate sector indicate limited, near-term demand for Largo Town Center, a number of significant, catalytic opportunities could "change the game" in terms of the area's market potential. These potential catalysts include:

- Introduction of a large-scale institutional user with the ability to drive localized demand to other market sectors, principally commercial office and retail.
- Encouragement of dense residential construction within a quarter mile of the Largo Town Center Metro Station to create an identifiable neighborhood, establish a "sense of place," and generate demand for nearby retail uses.
- Reconfiguration of The Boulevard at the Capital Centre to consolidate Largo Town Center's retail demand at a focal point. Doing so will maximize this demand, and rethinking the physical structure of this critical, central, and accessible retail site creates the opportunity to improve the quality of retail tenants and establish a desirable town center environment for the Prince George's County residents and workforce.

Environment

The plan area consists primarily of parcels that are either developed or are maintained grasslands awaiting development. There are many environmental assets in the area, including more than six miles of known streams; the majority of these streams originate within the plan area boundaries, making them “headwater” streams within their respective watersheds. In general, the area has a high percentage of impervious surfaces (41 percent) and a low percentage of tree and forest canopy (26 percent).

Much of the area was developed during a time when regional stormwater management ponds were being used to control both the quantity and quality of runoff. Unfortunately, regional ponds were found to be less effective over time than other methods, because the streams between the sites and the regional facilities became highly degraded and the regional ponds received significant amounts of sediment. The water quality in

receiving streams is further degraded, because some regional ponds were planned, and development was approved, assuming that the ponds would be built. But the ponds were never constructed.

The plan area is not within the designated network of the 2005 *Approved Countywide Green Infrastructure Plan*; however, a network of locally significant streams and wetlands remains.

Watershed Data

The plan area lies within two watersheds—Western Branch and Southwest Branch—both of which drain to the Patuxent River to the east. Table 3 shows data for the two watersheds that are within the plan area; Map 9 on page 37 shows the locations of the watersheds in relation to the plan area boundaries. Table 4 shows the percentages of impervious surfaces and the water quality ratings based on water sampling.

Table 3: Watershed Information

Watershed	Total Watershed Area (acres)	Percent of County	Watershed Area Within the Plan Boundary (acres)	Percent of Plan Area
Southwest Branch	10,124	3.2	708.48	88.7
Western Branch	19,022	6.0	90.15	11.3
TOTAL	29,146	9.2	798.63	100.0

Note: numbers have been rounded and may not add up to the total)

Table 4: Impervious Surfaces and Water Quality Ratings

Watershed	Impervious Surfaces (acres)	Impervious Percentage	Quality Rating	Habitat Rating
Southwest Branch	318	45	Very poor	Very poor
Western Branch	12	13	Poor	Very poor
TOTAL	330	58	N/A	N/A

Forest Canopy

Aerial photographs of this area in 1938 show land uses that consisted mainly of farm fields separated by a network of stream systems, the majority of which remain today. Table 5 shows trends in forest canopy coverage between 1938 and 2009. For the purposes of this portion of the study, the two watersheds that exist in the area have been combined.

Watershed	Canopy Coverage 1938 (acres)	Percent of Canopy Coverage (1938)	Canopy Coverage 2009 (acres)	Percent of Canopy Coverage (2009)	Percent Change in Canopy Coverage
All watersheds in the study area	116	15	205	26	+11
Area watersheds minus parcels east of MD 202	114	17	133	20	+3

Watershed	Known Streams* (linear feet)	Known Wetlands* (acres)	FEMA Floodplain (acres)
All watersheds in the study area	33,565	9.2	0

* Information in this table is from information provided by the Maryland Department of Natural Resources and has not been field verified. Data should be considered conceptual and for planning purposes only. Information regarding regulated environmental features must be verified through the natural resource inventory review and approval process.

It is interesting to note that the amount of forest canopy in the plan area has increased since 1938 by 11 percent, the opposite of what would be expected in an area that contains many developed parcels. The low level of forest canopy that remains, however, when combined with the high level of impervious surfaces contributes to degraded water quality in the receiving streams as noted in Table 4 on page 34. The amount of forest canopy is lower still when the parcels east of MD 202 within the plan area are removed from the calculation, resulting in only 20 percent forest canopy.

Of particular interest is a row of trees along the eastern boundary of The Boulevard at the Capital Centre that is clearly visible in the 1938 aerial photos. Many of these trees remain today and are considered “specimen trees,” because they are more than 30 inches in diameter. Specimen trees are afforded special protection in the Woodland and Wildlife Habitat Conservation Ordinance; to remove one requires approval of a variance.

Known Streams and Wetlands

The wetland mapping information provided by the Maryland Department of Natural Resources (MDNR) shows approximately 20 acres of wetlands; however, data include the entirety of Largo Lake and some areas of wetlands that have since been removed. The data provided in Table 6 reflect the acreages of wetlands shown on MDNR’s layer that are still existing, exclusive of Largo Lake. Map 10 on page 38 provides a map of the area’s known streams and wetlands.

With regard to the linear feet of known streams, for the purpose of this plan, all stream features found in the GIS layer were included in the total calculation. Some of these stream centerlines may represent streams that have been removed and are now in underground pipes or otherwise hidden streams.

Federal Emergency Management Agency (FEMA) floodplain mapping is based on existing conditions that result in a water elevation that is predicted to occur during a 100-year storm. Although no mapped FEMA floodplains exist within the plan area, some of the streams have drainage areas over 50 acres that would result in the need for a floodplain study during the development review process.

Most of the streams that exist today were present in 1938 in their current locations. As development occurred, most of the streams were preserved along with their forested buffers. Unfortunately, much of the existing developed parcels that do not drain to Largo Lake were built under the assumption that a regional stormwater management pond would be built southeast of the Central Avenue/ I-95 interchange as shown on the Prince George's County Stormwater Management Program Watershed Reference Maps dated 1989 (page 15)[is this the correct reference?]. The proposed regional stormwater management pond was never built, which has contributed, in part, to the degraded water quality in the Southwest Branch watershed.

Green Infrastructure Network

The Green Infrastructure Plan identified an interconnected network of waterways, wetlands, woodlands, wildlife habitats, and other natural areas of countywide significance and proposed conservation mechanisms to preserve, protect, and enhance these elements. The Green Infrastructure Plan describes goals, objectives, and policies for implementation and provides maps showing the identified elements of the green infrastructure, including regulated areas, evaluation areas, and network gap areas.

The Largo Town Center plan area does not contain any areas identified as being of countywide significance; however, one of the policies of the Green Infrastructure Plan is to refine the boundaries of the countywide network as master and sector plans are prepared. The plan area contains several streams and their associated buffers, which are designated as locally significant in this plan.

Green Infrastructure Network Feature

Definitions

Regulated areas contain environmentally sensitive features, such as streams, buffers, the 100-year floodplain, and steep slopes, which are currently regulated (i.e., protected) during the land development process.

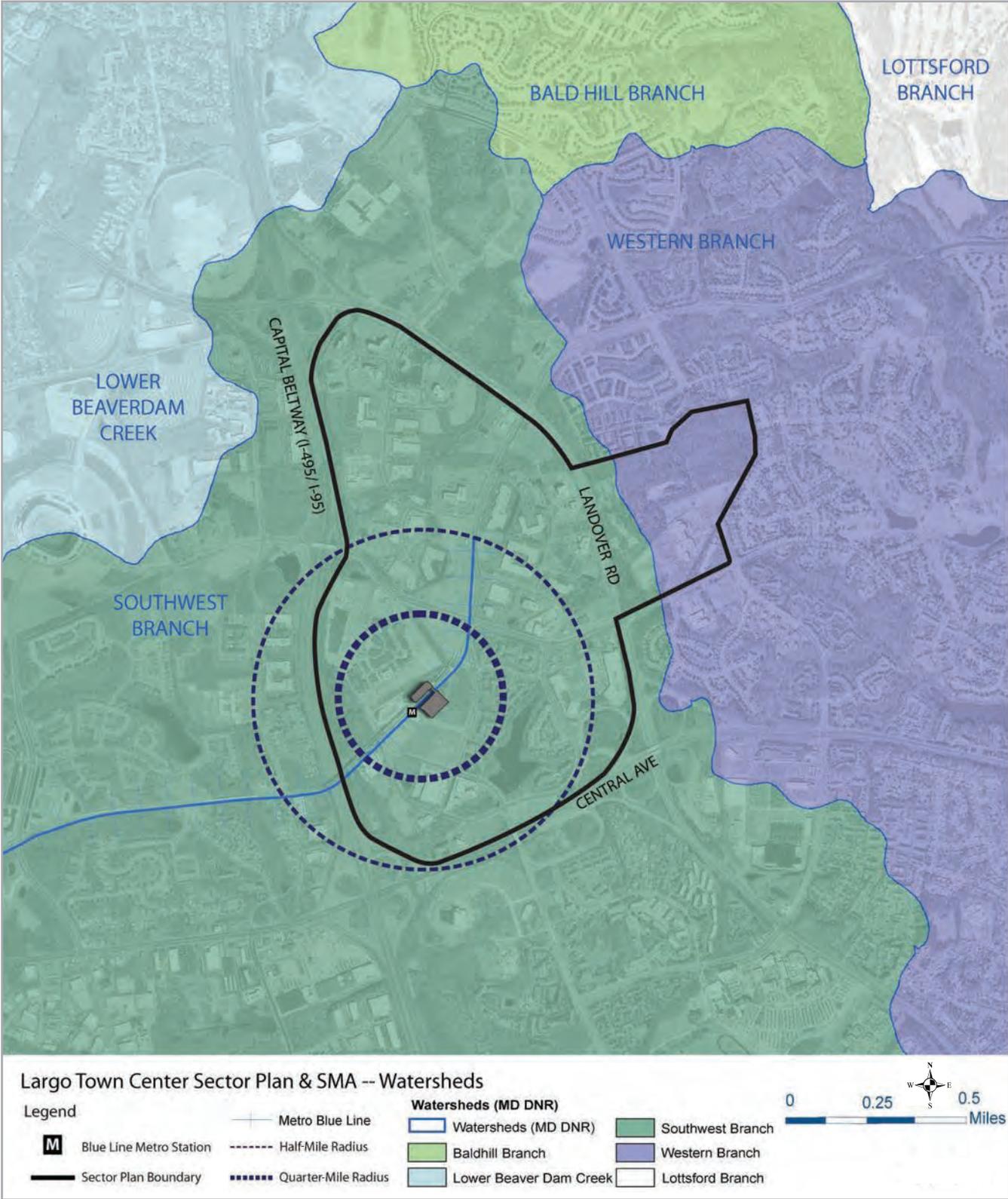
Evaluation areas contain environmentally sensitive features, such as interior forests, colonial waterbird nesting sites, and unique habitats, which are not currently regulated (i.e., protected) during the development review process.

Network gaps comprise areas that are critical to the connection of the regulated and evaluation areas and are targeted for restoration to support the overall functioning and connectivity of the green infrastructure network.

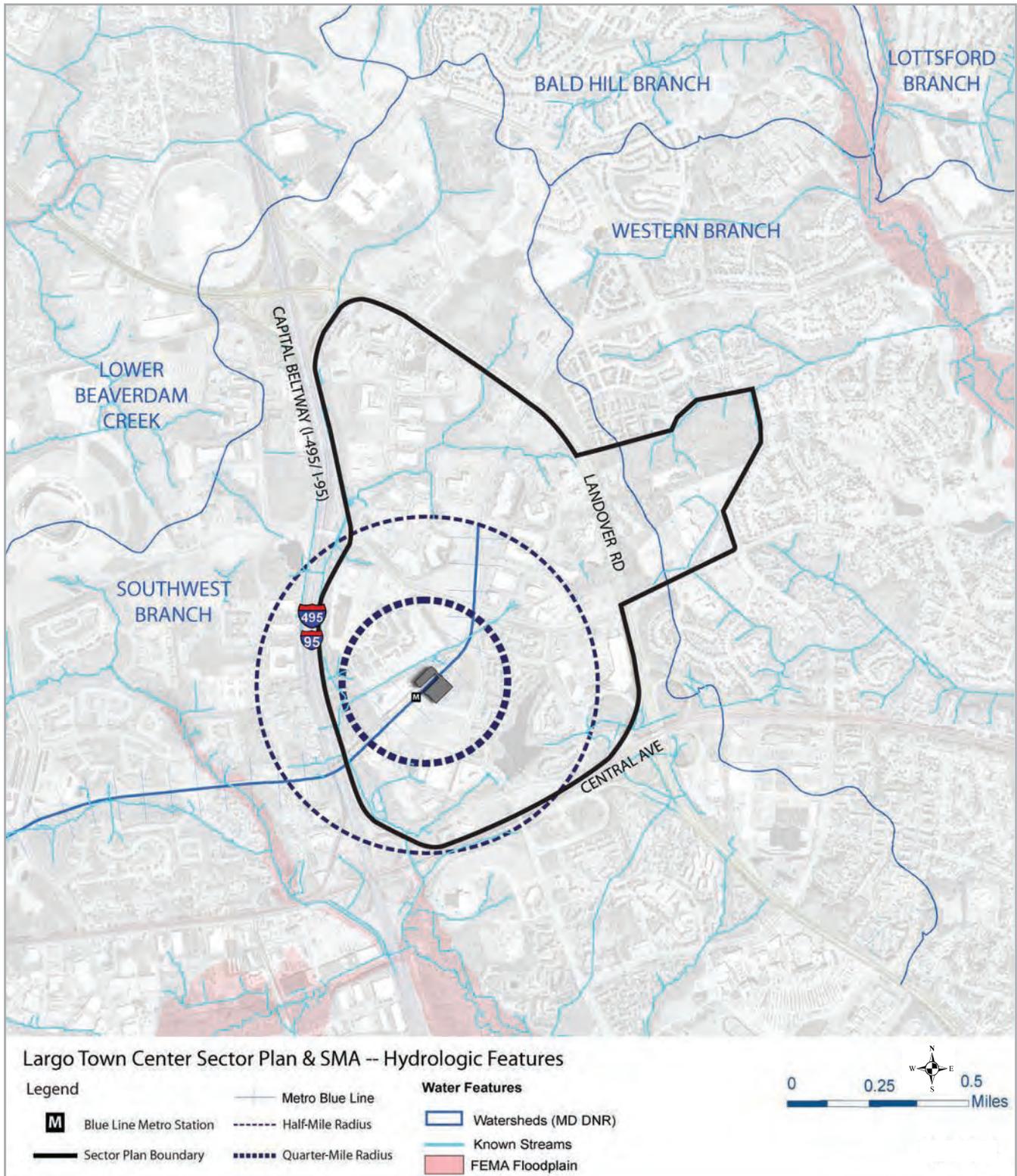
The forested areas that remain adjacent to these locally significant streams are also designated as “regulated” under this plan to demonstrate the necessity to preserve these forest patches as new development occurs. Map 13 on page 39 shows the areas designated as “locally significant green infrastructure” within the plan area boundaries.

One of the measurable objectives in the Green Infrastructure Plan is to improve the water quality in each watershed by at least one category by the year 2025 (for example, from “very poor” to “poor”). The water quality in these watersheds, as noted in Table 4 on page 34, is degraded to the point that significant measures must be taken to facilitate improvement. At a minimum, the forested areas that exist today along the preserved streams in good condition must remain. In addition, measures are needed to manage both stormwater quantity and quality on each site as new development and redevelopment occur.

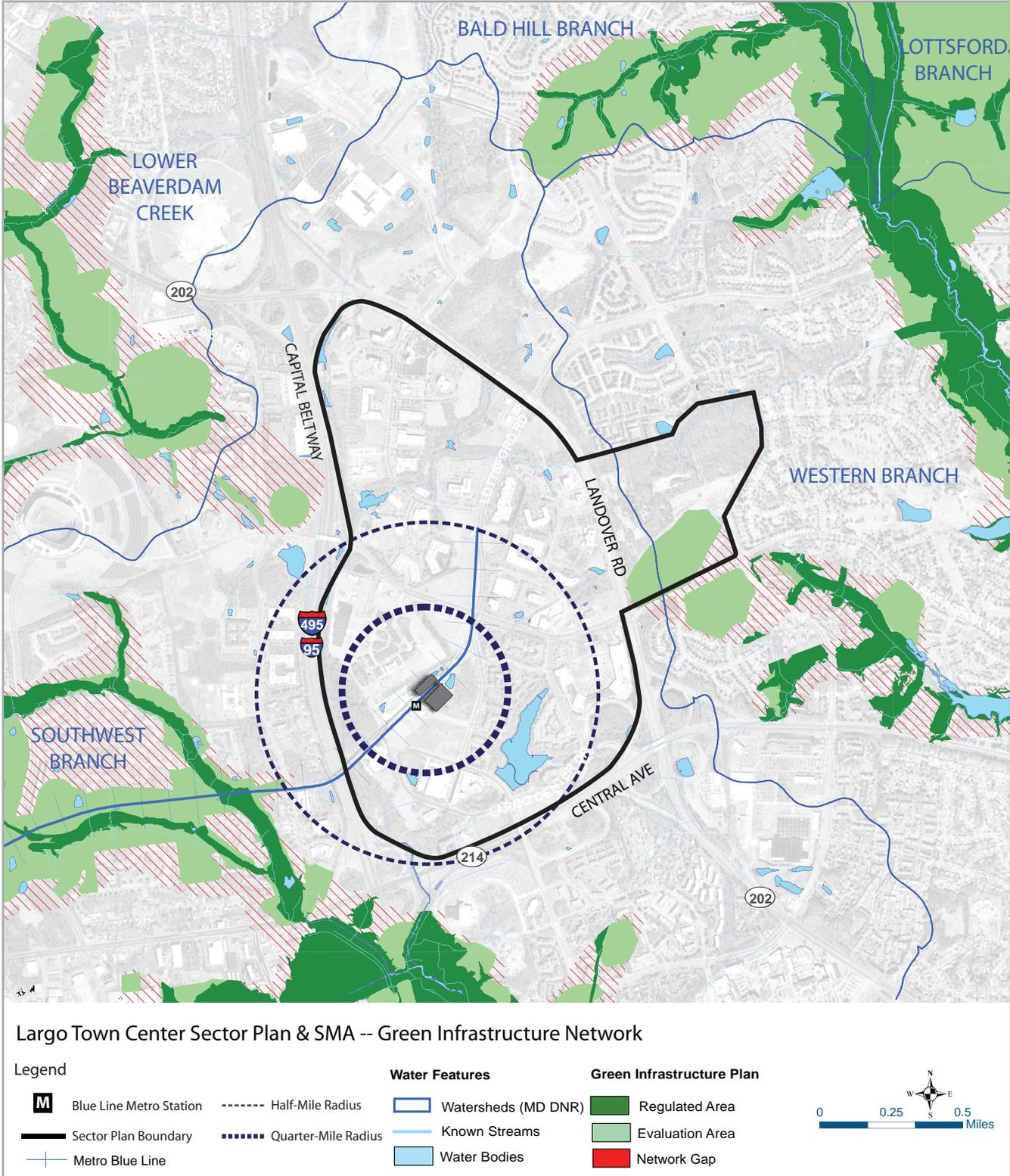
Map 9: Watersheds



Map 10: Watersheds and Known Streams and Wetlands



Map 11: Countywide and Local Green Infrastructure Network



Air Quality

Air quality is more of a regional issue than a localized one. The Washington Metropolitan Area, which includes the sector plan area, does not currently meet the federal standards for ground-level ozone. While air quality is regulated at the federal and not the local level, developer proposals could help improve air quality by planting and preserving trees to reduce heat islands, utilizing street grids that minimize traffic congestion and vehicle emissions. Air quality can also be increased by the use of transit through design features, providing bike racks and car-sharing stations and decreasing the number of parking spaces. The recent passage of the county’s Tree Canopy Coverage Ordinance is intended to increase tree canopy in developed and redeveloping communities, contributing to improved air quality.

Noise Pollution

Noise is often defined as unwanted sound from constructed or natural sources and is usually the most obvious and common problem for people who live and work near a noise source such as a busy road, railway, an airport, or airfield. Excessive noise significantly affects the quality of life of any community. Noise levels are measured in decibels and reported as average decibels with a 10-decibel penalty for negative impacts (dBA

Ldn). A noise level of 65 dBA Ldn is the accepted maximum level for outdoor activity areas in residential areas. Sustained noise levels above 65 dBA have been shown to cause eardrum damage and hearing loss.

Noise issues related to transportation uses are limited to those sources that produce enough noise to result in unsafe noise levels. For roadways, these are generally roadways classified as arterial or higher. When residential uses or residential-type uses such as a day care center or a hotel are planned within the modeled 65 dBA Ldn noise contour (a line on a map that represents all areas affected by 65 dBA Ldn or higher noise levels), measures must be taken to ensure that noise levels in outdoor activity areas are reduced to 65 dBA Ldn or less. Map 12 on page 42 shows the areas along major roadways in the sector plan area where traffic noise levels are at or above 65 dBA while Table 7 shows the width of these noise contours. Planned residential and residential-type uses, such as day care centers and hotels, that are located within the 65 dBA Ldn noise contours must include noise mitigation measures in the design of their indoor and outdoor activity areas. (See Largo Town Center Development District Standards—Architectural Design Criteria (item 18 under Exterior Walls) on page 156.) Map 12 on page 42 shows the approximate locations of the 65 dBA Ldn noise contours.

Table 7: Projected 65 dBA Noise Contours, Measured from the Centerline

Road Segment	Road Classification	Contour Distance (ft.)
Segment 1 – I-95/495 from MD 202 to MD 214	Freeway	1,013
Segment 2 – MD 214 from I-95/496 to MD 202	Expressway	429
Segment 3 – MD 202 from I-95/495 to MD 214	Expressway	373
Segment 4 – Lottsford Road from MD 202 to Largo Drive	Arterial	91
Segment 5 – Arena Drive from I-95/495 to MD 202	Arterial	106
Segment 6 – Truman Parkway end to end	Arterial	67
Metro elevated tracks*	Railway	180

*This noise contour distance is estimated based on the most recent noise studies submitted for locations where Metro tracks are elevated.

Light Pollution

Light pollution can be defined as unwanted light or intrusions caused by glare. Light intrusion into residential areas and environmentally sensitive areas from commercial areas and within mixed-use areas are concerns within the sector plan area. Consistent light levels throughout communities have been shown to reduce crime, because the human eye does not need to adjust when viewing different areas. Special consideration should be given to managing light levels throughout the plan area to provide a consistent level of lighting using downward facing fixtures with appropriate shielding.

Public Facilities

Schools

There are three elementary schools (Lake Arbor, Thomas G. Pullen, and Phyllis E. Williams) and a high school (Academy of Health Sciences) located within one mile of the plan area. Earnest Everett Just is the only middle school located in the plan area.

The Prince George's County Public Schools and Prince George's Community College (PGCC) opened their

first middle college high school, which is also the first in the state of Maryland, in July 2011. The four-year middle college high school program blends high school and college work through the use of dual enrollment credits. At the completion of the four-year program, students will meet all requirements for a high school diploma and associate's degree. The Academy of Health Sciences at Prince George's Community College is located on the campus of Prince George's Community College. The first group of 100 ninth-grade students began their middle college experience in July 2011. Students accepted into the program for grade nine are required to attend a summer bridge program designed to prepare them for college life. PGCC's program will be focused on preparing students to enter a college program in the health sciences field.

Two of the four schools are in fair condition as determined by the 2008 Parsons 3D/International Study. The study examined schools based upon a facility condition index which is a measurement of "a facility's condition represented by the ratio of the cost to correct a school facility's deficiencies to the current replacement value of the facility." (See Tables 8 and 9.)

Table 8: School Facility Conditions: 2008 Parsons 3DI Study

Name	2008 3DI FCI ² (%)	2008 3DI Rating	Year School Constructed
Phyllis E. Williams Elementary School	65	Fair	1976
Thomas G. Pullen Elementary School	65	Fair	1967
Lake Arbor Elementary School ¹	NR	NR	2002
Ernest Everett Just Middle School	NR	NR	2002

Source: Parsons/3D/International and Prince George's County Educational Facilities Master Plan 2013

¹ NR=Not Reviewed. Schools constructed since 1993 were not evaluated.

² FCI=Facility Condition Index. The condition of each facility was summarized by FCI formula:

$\text{Needed Repairs (\$)} / \text{Replacement Value (\$)} = \text{FCI}$

Map 12: 65 dBA Ldn Noise Contours

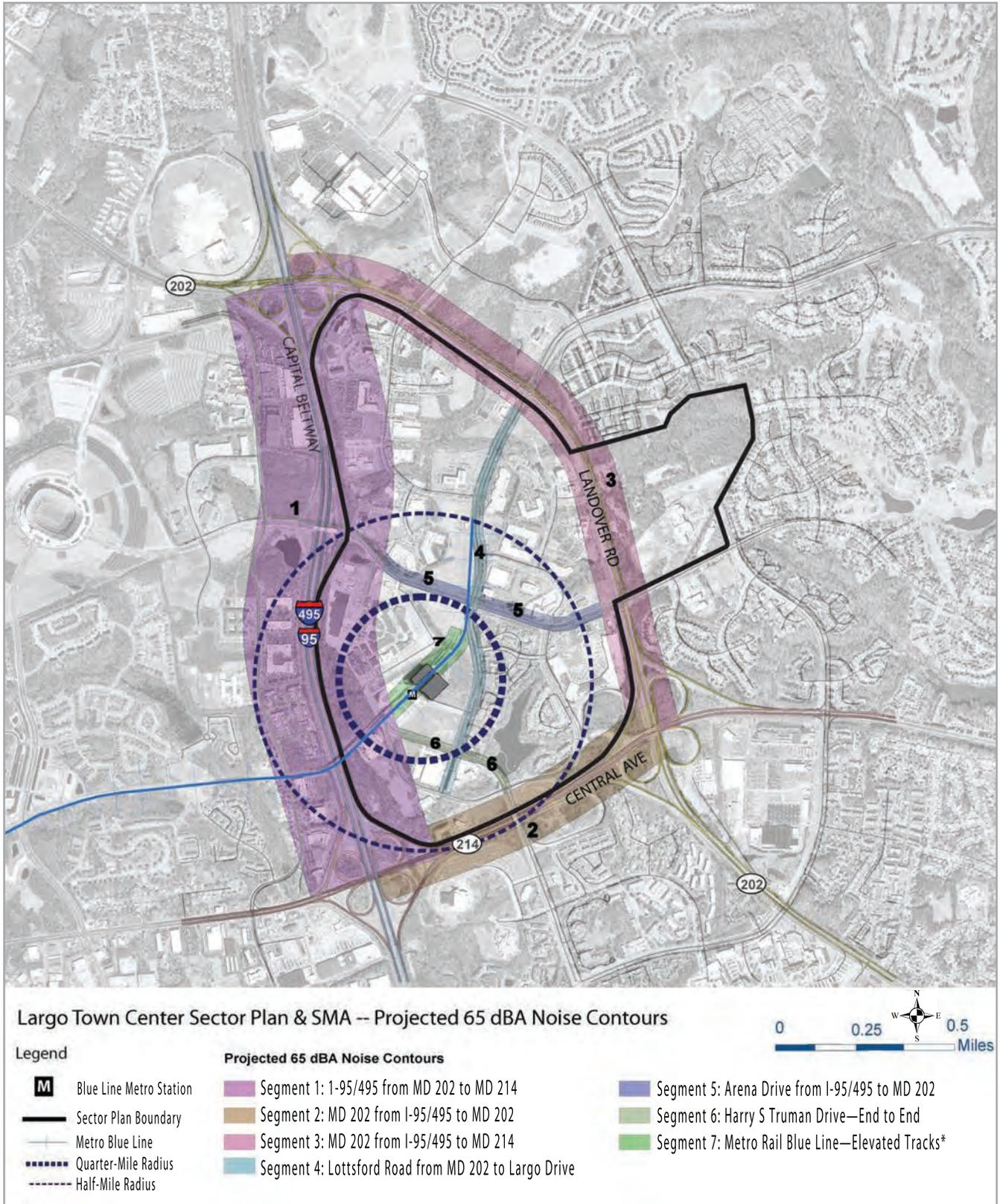


Table 9: School Facility Conditions

Assessed Condition	Facility Condition Index (percent)
Good	<40
Fair	40 to 75
Poor	>75

Library Facilities

The Largo-Kettering library branch is located at 9601 Capital Lane in Largo. The library has been in existence since 1993. The 25,537-square-foot building is on 3.1 acres. According to Prince George’s Memorial Library System, the branch had a 287,072 total circulation in 2012.

Park Facilities

According to the standards set in the 2002 *Prince George’s County Approved General Plan*, 15 acres of local parkland and 20 acres of regional parkland shall be provided countywide for every 1,000 residents. As Prince George’s County becomes more populated and the acquisition of additional large parcels of land suitable for park development becomes less likely, meeting these standards becomes a challenge, especially on a regional level. Within the Largo Town Center sector plan area, using the current population figure of 3,400 residents, 51 acres of local parkland should be provided, which is a deficit of 20 acres. At housing build-out in 2040, 130 acres of local parkland will be required within the sector plan area using the required parkland calculations and a projected population of 8,700 residents. Unless more parkland can be acquired within this sector plan area, there will be a deficit of 99 acres of local parkland by year 2040 as well as a deficit of 174 acres of regional parkland. Since the acquisition of the necessary amount of parkland is not possible, especially in the more urban parts of the county, more creative solutions have been developed as discussed below.

The Maryland-National Capital Park and Planning Commission (M-NCPPC) currently owns and maintains 31.25 acres of local parkland and recreational facilities within the Largo Town Center Sector Plan area including the Largo Town Center Park and the Lake Arbor Community Center—a 15,200 square foot center colocated with the Ernest Everett Just Middle School.

- The Largo Town Center Park has a boardwalk across the lake, a fountain, an upper entry plaza, and an accessible ramp from Harry S Truman Drive to the lake. Future improvements include a terrace garden (grand stairway with planters down to the lower boardwalk plaza) and a Jumping Jewels water play area.
- Lake Arbor Community Center has a gymnasium that is shared with the school, a multipurpose room, exercise/fitness room, dance room, arts and crafts room, a computer lab, and outdoor ball fields and basketball courts. This community center is funded for renovation and expansion in the FY 2013–2018 Capital Improvement Program.

Although these parks and facilities provide great recreational value for the community, they do not fulfill the full realm of resident needs within the sector plan area, in part, because there is no regional parkland available within this sector plan area. However, additional parkland can be found just outside the sector plan boundary at several regional parks (Watkins Regional Park, Walker Mill Regional Park, and the Southwest Branch Stream Valley Park) and local parks (Summerfield Park and Arbor Park).

Public Safety Facilities

The Police District II Station in Bowie provides county police services for the plan area. The police station is located at 601 SW Crain Highway, and the facility measures 11,565 square feet in area. Police District II is bounded by the Baltimore-Washington Parkway in the north, the Capital Beltway in the west, Pennsylvania Avenue in the south, and the county boundary in the east, covering nearly 135 square miles. In addition, the City of Glenarden police station is located at 8600 Glenarden Parkway north of the plan area.

Fire and Rescue Facilities

The plan area is served by two first-due fire services. The Fire/EMS Kentland Company 46, which is located at 10400 Campus Way South, serves the southern sector plan area while St. Joseph's Fire/EMS Company 6, located at 2907 St. Joseph Drive, serves the northern sector plan area.

The primary fire and rescue facility serving the plan area is the Kentland Fire/EMS Company 46, which is a mixed volunteer/career-staffed station, founded in 1951. The station is equipped with two engines, one ambulance, and one medic. In addition, the St. Joseph Fire/EMS Company 6 opened in 2010. This fire and rescue facility is *staffed* by career personnel and provides engine, ladder truck, ambulance, rescue squad, and medic support.

Programmed Facilities

The Prince George's County Fiscal Year 2012–2017 Approved Capital Improvement Program provides funding for replacing the existing Kentland Fire/EMS Co. No. 46 with a new station as recommended in the 2008 *Approved Public Safety Facilities Master Plan*.

Connectivity

The sector plan area is served by a well-connected network of arterial roads, collectors, and limited-access highways. This road connectivity comes at the expense of extensive provisions for the other modes of transport essential to the TOD envisioned for the area, such as walking and bicycling. This section will investigate these issues further.

Transit

As a Blue Line terminus, the Metro station provides area residents with convenient transport to most points west in the region, including Washington, D.C., and beyond. Metro headways vary from 6 to 20 minutes, depending on time of day. A new enhancement to the plan area's regional rail connectivity is Metro's introduction of the "Rush+" service. This service change, which takes place at peak weekday commuting times, reroutes some Orange Line trains to the Blue Line terminus at Largo Town Center. This capacity increase will reduce passenger congestion on the Orange and Blue Lines and give passengers boarding at Largo Town Center the additional option of traveling to Orange Line destinations.

The presence of a Metro station in the plan area also distinguishes it as a local bus transit hub with buses from various jurisdictions serving the Largo Town Center Metro Station and its surroundings. A combination of Metrobus and TheBus routes serves points within the plan area and connects it to major corridors throughout the county. Metrobus "C" routes connect the Metro station to the Bowie area in the east and Washington, D.C., to the west via the Central Avenue Corridor. TheBus Routes 21 and 28 connect the station to points north, such as New Carrollton, and points south, such as Upper Marlboro. All these routes circulate on main roads within the plan area after stopping at the Metro station. Metrobus headways for routes serving the plan area vary from as short as 10 minutes at peak weekday hours to 60 minutes at off-peak weekend hours. Headways for TheBus routes serving the plan area vary from 30 to 60 minutes depending on time of day. TheBus service is not provided in the plan area between 8:00 p.m. and 6:00 a.m.

Few, if any, options exist for transit connections to destinations adjacent to the plan area, which are beyond walking distance from most points within the plan area. Residents of the plan area have no practical choice but to drive to many important shopping and recreation hubs, such as FedEx Field and the Prince George's County Sports and Learning Complex to the west and commercial centers to the south and east of Central Avenue.

Pedestrian and Bicycle Access

Provisions for safe and efficient non-motorized transport are minimal in the sector plan area. A number of physical factors contribute to an unfriendly environment for pedestrians and bicycles. Road widths in the plan area are wide enough to force pedestrian crossings only at signalized intersections, which are sometimes located so far apart that a pedestrian could walk for several minutes before reaching a crosswalk. Long block lengths add to the poor connectivity by forcing walkers and cyclists on long and circuitous paths to reach their destinations.

Vertical barriers to pedestrian connectivity include fences and berms between residential neighborhoods and arterial roads. While these objects are intended to protect residents within the subdivisions from traffic and unwanted intruders, they produce the unintended consequence of lengthening trip distances to levels inconvenient for pedestrians. Goods or services, such

as grocers and the Metro, may be a short straight-line distance from many residences within the plan area, but the indirect routes required to reach these destinations discourage walking.

The Largo Town Center Metro Station has the potential to greatly enhance pedestrian mobility in the plan area, but it is currently underutilized. Adjacent to the station on its northwest side is a paved and lighted footbridge connecting the station to retail development at The Boulevard at the Capital Centre. Surface parking surrounding that retail development provides no dedicated pedestrian pathway between the development and the footbridge, diminishing the bridge's utility. On the station's east side are a number of concrete paths linking the station with Lottsford Road. These paths are incomplete connectors to nearby residential developments east of the Metro Station due to limited pedestrian crossing provisions over Lottsford Road and a lack of entrance points to fenced-in developments.

The major arterials forming most of the plan area's border also serve as physical barriers to pedestrian and bicycle movement. The Capital Beltway on the western edge has only one crossing point at Arena Drive, and Harry S Truman Drive on the southern edge is the only path over Central Avenue to points south. Choke points such as these lengthen the distances of potential trips to destinations across these highways to levels impractical for walking. Landover Road differs from the plan area's other two bounding roads in that it has multiple signalized points of entry into the plan area. These intersections are signalized and have crosswalks for pedestrians, but the sheer number of lanes a pedestrian must cross (as many as eight) is a deterrent to walking.

Many of the issues described above apply to cyclists in addition to pedestrians. While cyclists have the benefits of faster travel and a larger street presence compared to pedestrians, they suffer equally from the mobility limitations placed on them by the plan area's wide primary roads, pedestrian-endangering high speed limits (30 miles per hour and above), and grade-separated interchanges. An additional barrier to bicycle connectivity in the plan area is the lack of road provisions specifically for cyclists. Dedicated bike lanes, shared-use street spaces, or wide shoulders are virtually nonexistent in the plan area, discouraging all but the most confident cyclists from using the plan area's roads. Publicly maintained, dedicated trails for pedestrians and

cyclists are absent from the plan area as well. Sidewalks, though often wide and well-maintained, offer little incentive to walking due to the long trips required to reach destinations.

Road Network

The sector plan area's road network is defined by the three thoroughfares forming most of its border: I-95/I-495 (Capital Beltway) to the west, MD 202 (Landover Road) to the north and east, and MD 214 (Central Avenue) to the south. These roads intersect at grade-separated interchanges at the Capital Beltway and Landover Road, the Capital Beltway and Central Avenue, and Central Avenue and Landover Road. This arrangement allows easy and fast vehicle access to the plan area from both local and regional origins.

The recent construction of the Capital Beltway exit at Arena Drive reinforces this ease of vehicular access by giving motorists direct links to both services and amenities within the plan area and FedEx Field on the west side of the Capital Beltway. The plan area has multiple additional points of entry at signalized, at-grade intersections along Landover Road. Harry S Truman Drive, the plan area's only road entrance on its southern edge, crosses over Central Avenue and is connected to that thoroughfare via an on-ramp. The portion of the plan area east of Landover Road is planned to host the completion of Campus Way North, filling a missing road link that will enhance local mobility parallel to Landover Road.

Within the plan area is a loose network of surface roads connecting to divide land into parcels of roughly 10 to 20 acres. Lottsford Road travels south from Landover Road to form the area's principal north-south axis, while Arena Drive crosses the Capital Beltway to the west and bisects Lottsford Road near the center of the plan area. The portion of the plan area north of Arena Drive is characterized by a discontinuous street pattern, with numerous dead-end streets branching out from main roads. The road network in the portion of the plan area south of Arena Drive is denser, with shorter block lengths and more intersections than the northern portion. Virtually all publicly maintained roads within the plan area are four lanes wide or greater, with Lottsford Road and Arena Drive, the two axial roads, spanning six lanes across at their respective maximum widths.

The Largo Town Center Metro Station benefits from road connectivity between it and The Boulevard at the Capital Centre to the north and Lottsford Road to the east. An entrance ramp from Largo Center Drive allows quick auto travel from the station's parking facilities onto Central Avenue westbound and then to the Capital Beltway. Station users who choose not to take transit to reach the station have surface and covered parking available at the station.

Historic Resources, Culture, and Entertainment

Historic resources provide residents with a link to the past and provide opportunities to establish community pride, identity, and character. Historic resources are finite, and non-renewable resources, once destroyed, cannot be returned to their original state. The 2010 *Approved Historic Sites and Districts Plan* set countywide preservation policy and provides the public with guidance on historic preservation. The plan identifies the historic resources with county and national designation.

The sector plan area holds cultural significance for Prince George's County and the metropolitan Washington region. The site now occupied by The Boulevard at the Capital Centre was formerly occupied by the US Airways Arena (Capital Centre). This major professional sports complex was the home of the Washington Bullets (now the Washington Wizards) and the Washington Capitals. Completed in 1973, the arena was considered a state-of-the-art entertainment facility. Besides sporting events, the arena hosted many non-sport cultural events, including the nationally-televised Presidential Inaugural Gala in 1981 and performances by Elvis Presley, Frank Sinatra, Bob Dylan, Bruce Springsteen, Prince, and ZZ Top. The Capital Center was demolished in 2002 to allow construction of The Boulevard at Capital Centre Shopping Center.

While no historic resources exist within the Largo Town Center sector plan boundary, there are a number of African American historic sites within approximately one mile of the area. These include:

- Northampton Site, Lake 10900 Lake Arbor Way, Mitchellville (73-012)

- Ridgley Church & Cemetery, 8400 Central Avenue, Landover (NR 72-005)
- Ridgeley School, 8507 Central Avenue, Capital Heights (75A-028)
- Rosemont Site, 9600 Landover Road, Landover (73-009)

The arts provide innovative ways to strengthen and improve communities and are generally supported due to their ability to inspire and, in the case of art in public spaces, contribute to a sense of place. Both performing and visual arts venues, as well as entertainment venues, have been credited with stimulating community revitalization and contributing to the overall quality of life for patrons of these establishments. Entertainment venues, including those that provide family activities, have the potential to become regional destinations. Arts and entertainment venues are more successful if located within walkable activity centers that are public transit accessible. Currently, no arts facilities are in the sector plan area. A movie theater complex, Magic Johnson Theatres (800 Shoppers Way, Largo) is located at The Boulevard at the Capital Centre. This movie theater complex is among the most successful of the national Magic Johnson Theatres chain's establishments.

The development of a new urban downtown at the Largo Town Center Metro Station provides an opportunity to highlight important cultural resources along the Central Avenue-Metro Blue Line Corridor as potential tourist attractions for residents and visitors. The introduction of appropriate works of public art into the sector plan area's most important plazas and other urban open spaces would help to strengthen the sense of place perceived by residents, workers, and visitors to Largo Town Center. Finally, the establishment of frequent-service bus transit linkages with major entertainment attractions, such as FedEx Field and Six Flags America, could help to promote central Prince George's County itself as a major regional tourist destination.

Town Center Design Assessment

Currently, Largo Town Center is suburban with an autocentric character and low to very low densities. With the Metro Blue Line terminus station anchoring the plan area, the Metro Silver Line scheduled to begin service

later this decade and existing access to major highway infrastructure along with many vacant or underdeveloped parcels in the plan area, the location is primed for significant development. There is a need now to harness the development pressure to fully reach the potential of the plan area. The form of future development will be guided by the vision outlined in this document (see Chapter 4. Recommendations for Future Development on page 63 with the goal of the area near the Metro station becoming a metropolitan center as defined in the 2002 *Prince George's County Approved General Plan*:

“Metropolitan Centers have a high concentration of land uses and economic activities that attract employers, workers and customers from other parts of the metropolitan Washington area, such as large government service or major employment centers, major educational complexes, or high-intensity commercial uses. High-density residential development may also be located in or very near Metropolitan Centers. Metropolitan Centers can effectively be served by mass transit.”

The transformation from suburban sprawl to urban center requires great vision and leadership as well as good planning and public investment. Understanding the plan area and its existing conditions is the first step in planning for future growth. The existing conditions assessments include vehicular access, environmental constraints, open space, built conditions, and density and intensity.

Vehicular Access

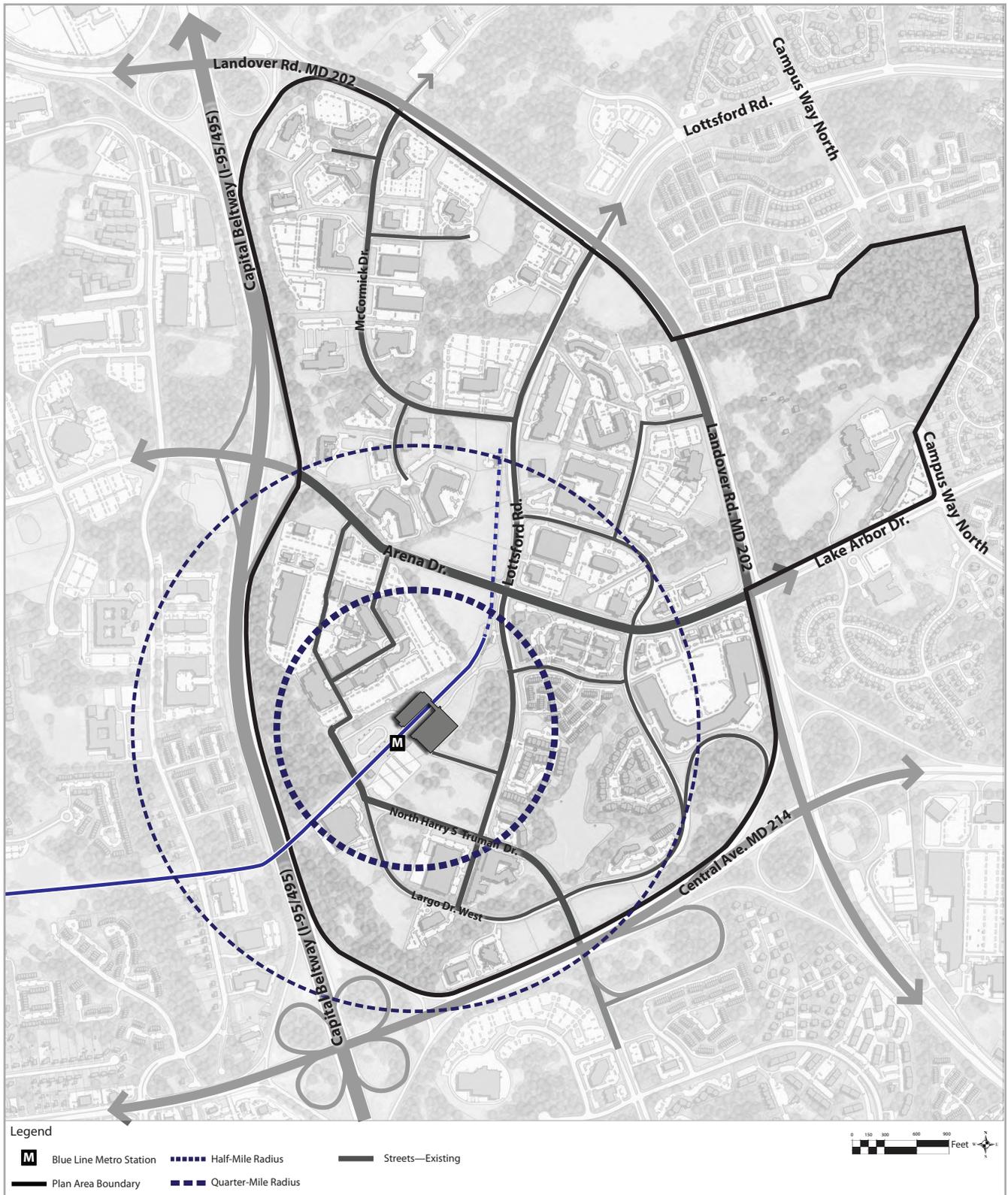
Located within five miles of the nation's capital, the plan area exists within the context of a vast regional thoroughfare network and is readily accessible to outside vehicular traffic. (See Map 13: Existing Vehicular Access on page 48.) The largest of these thoroughfares, I-95/I-495 (Capital Beltway), forms the western boundary of the study area. Additionally, US 50 (John Hanson Highway) is located approximately 2 miles to the north, Baltimore-Washington Parkway is located approximately 5 miles to the northwest, and MD 301 (Crain Highway), a major truck transportation route, is located approximately 10 miles to the east. Three exits from the Capital Beltway provide the plan with great highway access. They are located at the northwestern boundary at MD 202 (Landover Road), the midpoint of the western boundary at Arena Drive, and the southwestern boundary at MD 214 (Central Avenue).

Connecting through and beyond the plan area are two streets classified as arterials in the 2009 *Approved Countywide Master Plan of Transportation* (MPOT). Arena Drive runs east-west and Lottsford Road runs north-south. Each arterial effectively bisects the plan area, creating four separate quadrants (See Map 14: Largo Town Center Subarea on page 49.) As vehicle-dominant streets with two to four lanes in each direction, 35- to 40-mile-an-hour speed limits, narrow medians, and frequent turning lanes, the roads separate the plan area both physically and experientially. These two arterial roads act as dividers with development on either side facing inward rather than relating to the development across the road. The quadrant in the southwest of the plan area contains the Largo Town Center Metro Station and is the main focus of the transit-oriented development (TOD) recommendations, described in Chapter 4. Recommendations for Future Development on page 63. Beyond these four quadrants, a fifth area lies to the east of Landover Road and includes Largo Lottsford Park, Ernest Everett Just Middle School, and Lake Arbor Village Center, a small neighborhood shopping center.

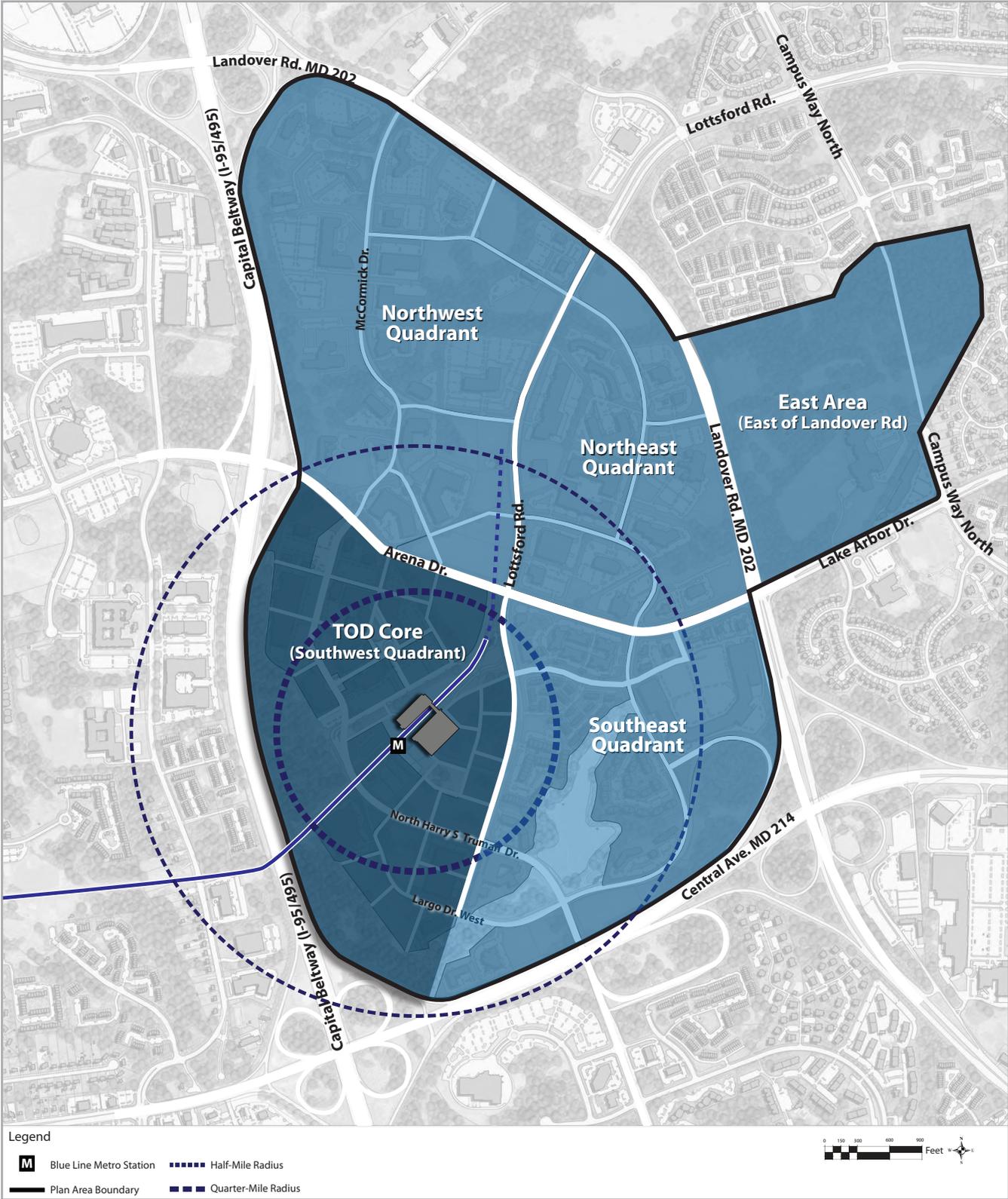
The MPOT calls for both Arena Drive and Lottsford Road to have bike lanes added. In addition, bike lanes are planned along Campus Way North, including the extended portion through the plan area east of Landover Road. See Chapter 4. Recommendations for Future Development on page 63 and Chapter 8: Largo Town Center Development District Standards on page 127 for additional information on proposed street sections and bicycle facilities.

Within the plan area, the existing vehicular routes to the Metro station from the entry points at Arena Drive to the north and Central Avenue to the south are indirect and fragmented. (See Map 15: Existing Metro Station Approach on page 51.) From Arena Drive, drivers currently travel through fields of surface parking, cross over the retail street of The Boulevard at the Capital Centre, and navigate through a series of turns to reach the station. From the south, from Central Avenue to the station, there are no visual cues to alert drivers to the presence of the station, and signage for the station is severely limited. Additionally, the pair of one-way streets including N. Harry S Truman Drive and Largo Drive West creates a fractured driving experience and an unwelcoming streetscape. These four-lane, one-way streets funnel rather than engage drivers and create a hostile environment for pedestrians and cyclists. For the

Map 13: Existing Vehicular Access



Map 14: Largo Town Area Subarea



creation of the envisioned TOD and better access to the Metro station, a key element is a direct route between the two entry points. (See Map 16: Illustrative Planned Metro Station Approach on page 52.) For additional information on the conversion and extension of North Harry S Truman Drive, see Chapter 4. Recommendations for Future Development on page 63 and Chapter 8: Largo Town Center Development District Standards on page 127.

Environmental Constraints

There are limited areas of undevelopable land due to environmental constraints within the plan area. The majority of land has previously been graded and developed conventionally with single-use buildings and surface parking lots. The largest area of environmental constraints occurs to the west, along I-95/I-495 (Capital Beltway), with fingers stretching out in the northwest quadrant of the plan area as wetlands and in the southeast quadrant as the large pond known as Largo Town Center Lake. Beyond these areas, only isolated strips of steep slope occur within the plan area. No floodplains are currently mapped within the plan area. The land along the Capital Beltway is planned, per the Green Infrastructure Plan, as a green corridor with proposed trails connecting to development and existing parks in the west and east as noted below in Existing Open Space.

Open Space

Three public open spaces exist within and adjacent to the plan area, including Summerfield Community Park, Largo Town Center Lake Park, and Largo Lottsford Park. (See Map 17: Existing Open Space on page 53.) Summerfield Community Park is located halfway between the Largo Town Center and the Morgan Boulevard Metro Stations west of the Capital Beltway. Given the Capital Beltway location, the park is currently not accessible from the study area by pedestrians or cyclists. A proposed trail, as indicated in MPOT, will link future residents and employees of Largo Town Center to the park and its amenities. The trail is planned to run parallel to the rail line, passing over the Capital Beltway. The park offers the following amenities: basketball courts, a fitness station, a football/soccer field, two outdoor tennis courts, two picnic shelters, two playgrounds, a softball diamond, and a walking loop trail. Largo Town Center Lake Park is located northeast of the N. Harry S Truman Drive and Largo Center Drive intersection and includes a walking trail with a curving boardwalk

across the water. Largo Lottsford Park is located to the east directly northeast of the Landover Road and Lake Arbor Drive intersection. The park is accessed off of Falls Lake Drive or off of Campus Way North behind the Lake Arbor strip retail center. The park is largely occupied by the Ernest Everett Just Middle School; associated amenities include two ball fields and two basketball courts.

Built Conditions

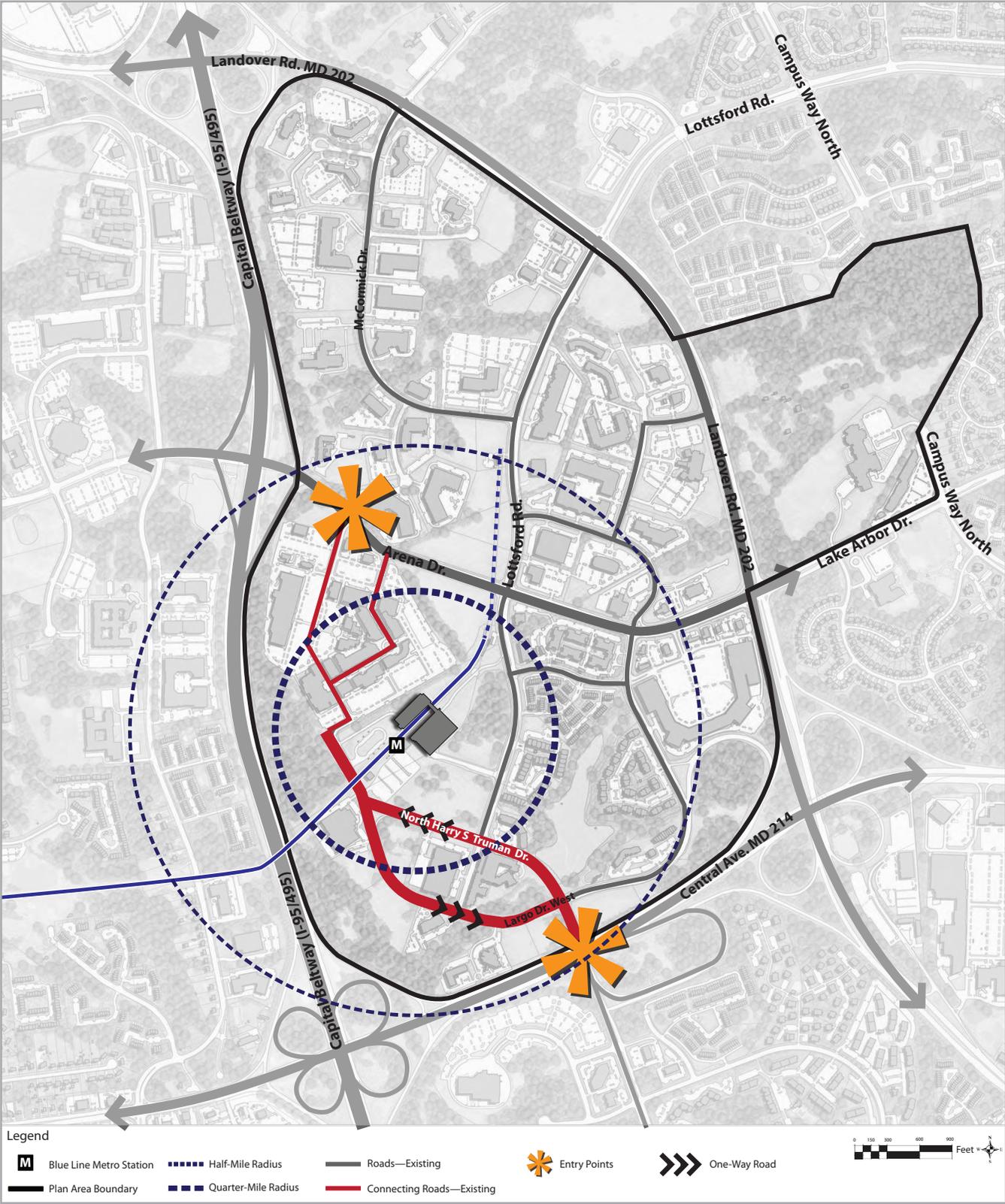
While the plan area includes an existing mix of commercial, industrial, institutional, and residential land uses, none of these uses are discernibly mixed within the same land parcel either vertically (i.e., stacked within the same building) or horizontally (i.e., side by side in separate buildings.) (See Map 5: Largo Town Center Existing Land Use on page 14.) Regardless of use, the configuration of the parcels is the same: single-use, isolated buildings surrounded by surface parking lots. The result, as mentioned previously, is a suburban, autocratic environment that is unwelcoming to pedestrians and cyclists and creates no viable sense of place. Building heights range from one story to six stories, but the heights do not follow an order or hierarchy. Unlike the desired TOD pattern, where buildings gain height as they approach a Metro station and taller buildings are clustered near the station, in Largo currently, the lower buildings (one to three stories) surround the station (with the exception of the six-level parking garages serving commuters).

Residential units occur in the form of single-family attached, three-story townhouses, and low-rise, three- to four-story apartment buildings, which are limited to the southeast quadrant of the plan area.

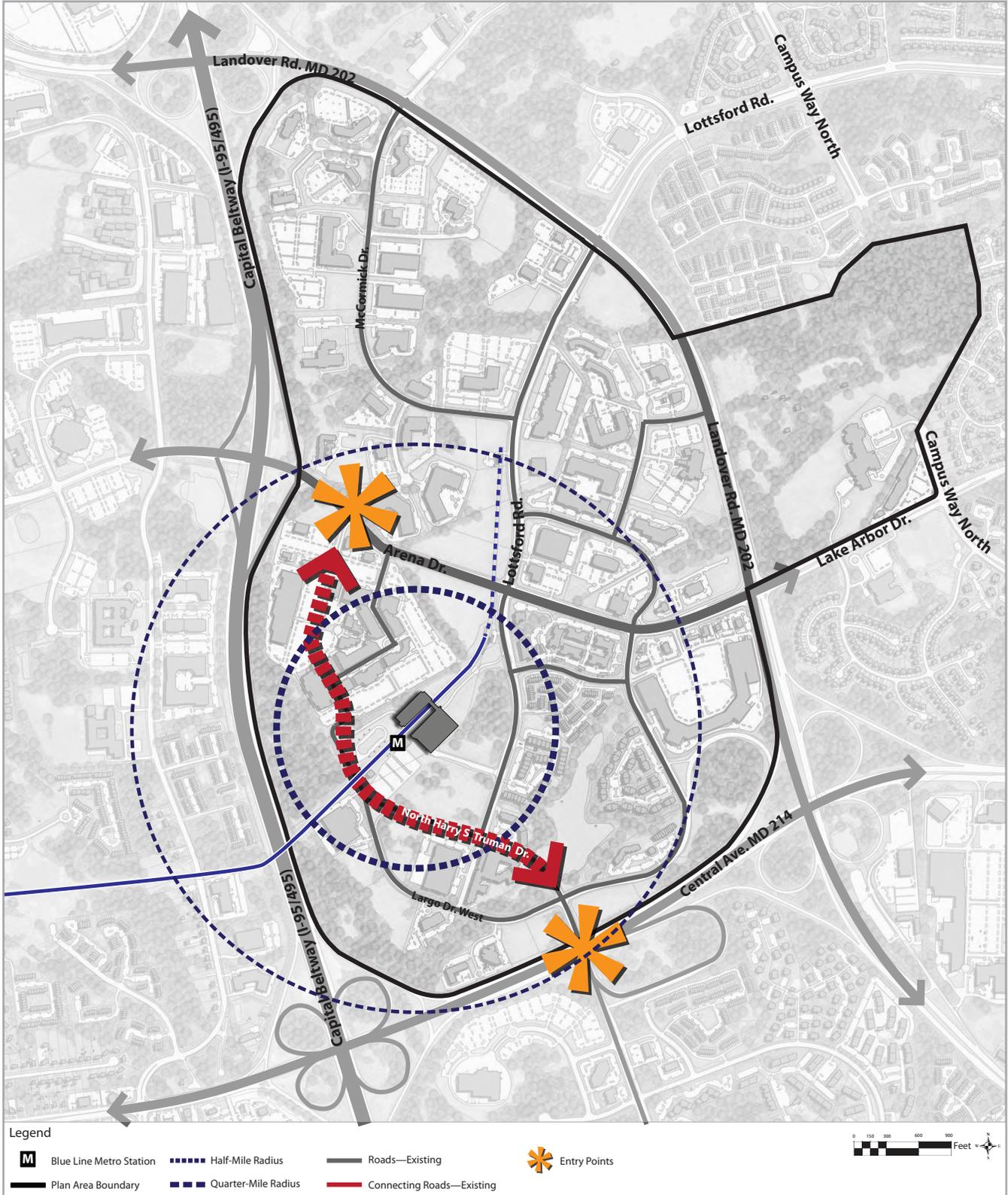
Hotels within the plan area occur near the exit ramps from the Capital Beltway. Two existing mid-rise hotels are located in the northwest quadrant near the Landover Road exit. Additionally, a third mid-rise hotel is currently being built just north of Arena Drive near the Capital Beltway.

Office uses occur within largely low-rise and some mid-rise buildings, concentrated in the northwestern and northeastern quadrants. The Inglewood Business Park has several anchor institutional tenants, including the University of Maryland University College, Largo Campus, U.S. Office of Homeland Security, and several Prince George's County government agencies

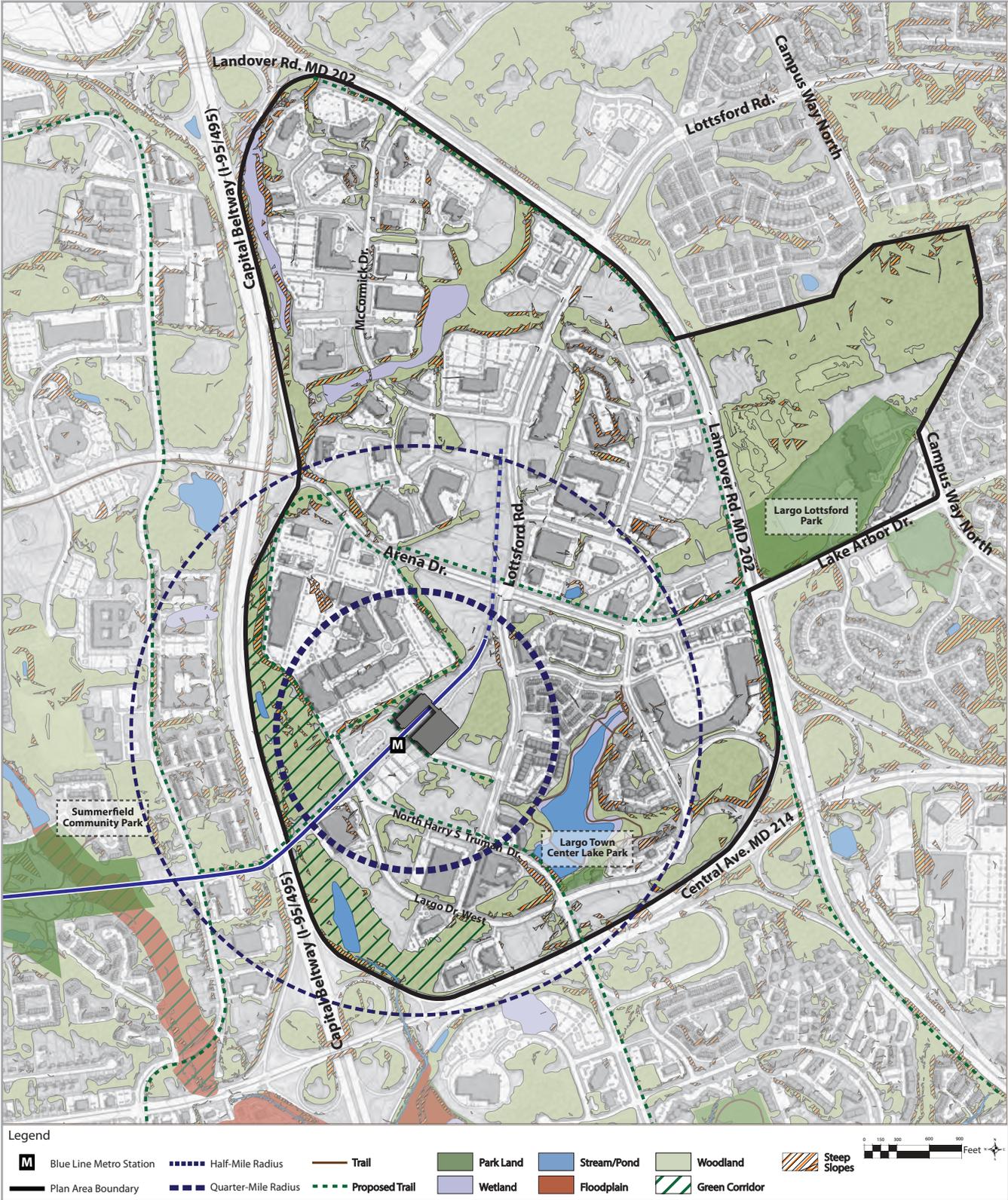
Map 15: Existing Metro Station Approach



Map 16: Illustrative Planned Metro Station Approach



Map 17: Existing Open Space



(Department of Environmental Resources, Health Department, and Public Works and Transportation).

Retail Design

The existing developments within Largo Town Center, particularly The Boulevard at the Capital Centre, have failed to capitalize on the location's potential for a number of reasons, but many of them can be attributed to the retail design. The L-shaped boulevard "main street" creates pockets of buried retail that lack any visibility from Arena Drive partially due to site design/building layout and also because it is set back significantly from the primary thoroughfare, Arena Drive. The circulation lacks a clearly defined hierarchy, making it difficult for first-time visitors to determine the project's main entrance. This problem is compounded by the miscellaneous collection of retailers (big box, small perimeter pad sites (i.e., auto-accessible convenience stores that include fast food restaurants and drug stores) and in-line storefronts (i.e., stores that run along the "main street" of a shopping center)) on the site that creates a confused retail identity for potential consumers. The orientation of the boulevard on the site presents the backs of stores surrounded by fields of paved surface parking as the public face of the project. The angled parking along the length of the "main street" creates a wide distance that discourages cross-shopping. The boulevard looks nothing like its name implies; it simply is not a walkable boulevard shopping environment.

The Largo Town Center shopping center has also struggled due to retail design complications. The u-shaped configuration of the retailers coupled with the site's depth has made visibility from the roadways nearly impossible for in-line storefront tenants. Perimeter pad-site retailers, including large-format stores and fast-food establishments, exacerbate this issue. Finally, a cluster of trees along Arena Drive block the last possible point of visibility into the center. This inability to see into the site and to quickly assess the tenant mix and safety of the center limit its customer base to those who know where they are going and what they will reliably find there.

Built to serve the occupants of the adjacent office parks, the Inglewood Restaurant Park has an adequate retail design but lacks pedestrian connections to much of the customer base for which it was constructed. As a result, when potential customers consider their options for lunchtime or happy hour activities, they are forced into

their cars, vastly widening their options and, thus, further distributing their expenditures outside of Inglewood.

The economic underperformance of the existing shopping centers within the Largo Town Center plan area can be attributed to a number of factors. The quality of the existing supply makes it extremely difficult for the centers to attract tenants that would satisfy the retail demands of the surrounding population.

Additionally, as the growing population (and increasing household incomes) along the southeast I-495 Corridor has yielded higher retail demand, The Boulevard at the Capital Centre has been frozen due to poor configuration and design. Consequently, nearby retail centers, including Woodmore Towne Centre and National Harbor, have thrived, thus becoming more intense competition for retail in Largo Town Center.

As Largo Town Center's prime retail location with its Metro and highway proximity, visibility and access from the Capital Beltway, and sizable, contiguous acreage, The Boulevard at the Capital Centre has also struggled with a negative reputation. Anecdotal evidence abounds with stories of safety and security issues limiting nighttime shopping activity. Concerns about daytime security have arisen in recent years as well. The teenage demographic that is attracted to the movie theater carries security issues, both real and perceived, that do not mesh well with the ideal shopper profile for this location—young-to middle-aged, prosperous, female, and family-oriented. A shopping center without a sense of comfort and security will not attract this customer type.

Given these conditions, the market analyses for each real estate sector concluded that limited new demand is available for Largo Town Center under current conditions. The dispersion and poor quality of existing product compromises the area's market potential especially within the retail sector.

Consequently, the long-term strategy for Largo Town Center requires a comprehensive approach to the area. The county, its residents, and business owners must recognize the properties within one-quarter mile of the Metro station and bounded by Arena Drive, Lottsford Road, and the Capital Beltway (I-95/I-495) as "uniquely situated" and, therefore, appropriate for dense development as well as community-centric uses that should not be promoted at other locations within the sector plan area. Examples of these specialty uses include

most categories of retail, large civic monuments, and major public parks and plazas.

Density and Intensity

Largo Town Center is currently characterized by low- to very-low density and intensity of development with residential density typically in the range of 2 to 25 dwelling units per acre (DU/Ac) and commercial intensity typically in the range of one quarter to one and one-half floor area ratio. FAR is the ratio of a building's total floor area compared to the area of land upon which it is built. FAR is instituted to control the amount of square feet built; it does not govern the configuration of the building on the lot. While there are some buildings at the upper end of the existing intensity range (near 1.5 FAR) in the form of six-story buildings occupying approximately one quarter of their sites, the majority of non-residential development in Largo Town Center falls toward the lower end of the spectrum (near 0.25 FAR) with one-story buildings occupying one quarter of their sites.

Within a metropolitan center, the 2002 General Plan currently specifies the following development intensity targets (as shown in Table 3 of the 2002 General Plan).

	Core	Edge
Residential Density		
Minimum (DU/Ac)	30	20
Maximum (DU/Ac)	NA (none)	40
Non Residential Intensity		
Minimum (FAR) ¹	2.0	0.5
Maximum (FAR) ¹	NA (none)	1.5

¹ FAR is the ratio of a building's total floor area to the area of land upon which it is built.

Largo Town Center presently falls well below these targets. As the Figure-Ground diagrams 1–4 on pages 56–59 illustrate, the sparse development within the Largo Town Center plan area, particularly near the Metro station, is striking when compared with TOD precedents in the Washington metropolitan area. Three precedent locations in particular are Clarendon and Courthouse Square in Arlington, Virginia, and Rockville Town Center in Rockville, Maryland. They were selected based on their comparable land area and attractive walkable urbanism features as part of a regional tour of existing TOD sites in Montgomery and Arlington Counties conducted for several members of the Prince George's County Council by the sector plan team in December 2012. As reflected in each of these precedents for walkable urbanism and thriving transit, FARs should be minimally one and a half. The residential density in Largo Town Center is also low compared to the precedents. At its maximum, Largo currently is reaching 25 dwelling units per acre, whereas the TOD precedents are reaching (and on certain sites exceeding) 100 dwelling units per acre.

The minimum target goals listed in the 2002 General Plan for the core of a metropolitan center are appropriate thresholds for good urbanism near transit. No maximums are listed for the core, appropriately allowing the building height criteria to govern development. (See Chapter 8: Largo Town Center Development District Standards on page 127) For the edge of a metropolitan center, however, the target goals listed in the 2002 General Plan fall short of the envisioned density and intensity for Largo Town Center. Revisions to these targets are discussed in Chapter 4. Recommendations for Future Development on page 63 and Chapter 8: Largo Town Center Development District Standards on page 127.

Figure-Ground 1: Largo, Maryland

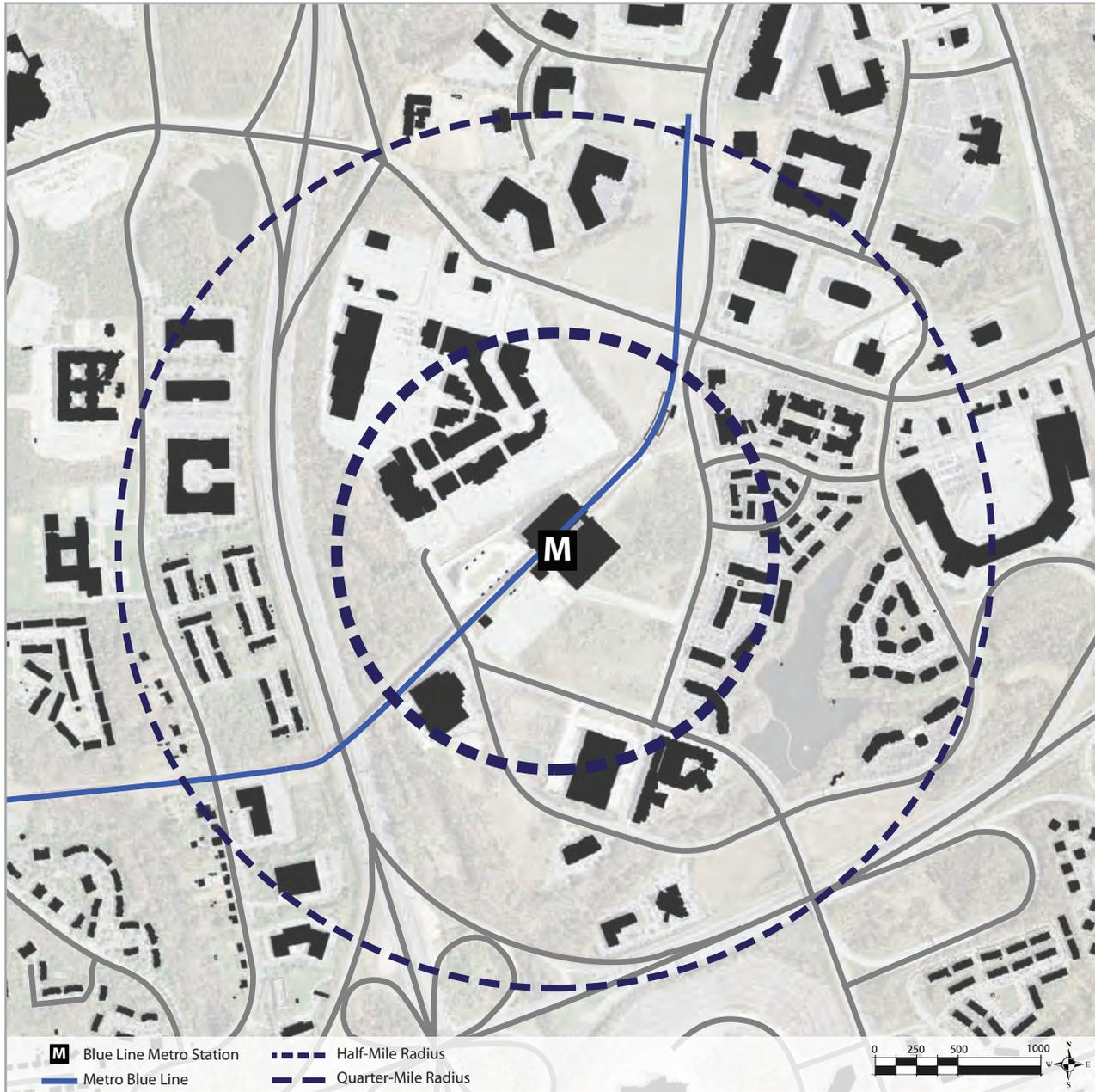


Figure-Ground 2: Clarendon, Virginia



Figure-Ground 3: Courthouse, Arlington, Virginia



Figure-Ground 4: Rockville, Maryland



