

# Chapter 4





## Chapter 4: Recommendations for Future Development

### Transforming Largo Town Center

The Washington Metropolitan Area's economy is one of the strongest regional economies in the country, and it is swiftly transforming itself for the twenty-first century. All you have to do is look around the Washington, D.C. metropolitan region, and you will see quality, thriving development taking place.

Prince George's County's 15 Metro stations represent the Washington region's last great frontier for transit-oriented development. That is why the Prince George's County Council voted to put in the necessary incentives to spur transit-oriented development for our residents. If Prince George's County is to realize this vision, it must claim it as destiny and move forward into the future with confidence and a collaborative can-do attitude.

The residents of Prince George's County believe in the future of this county as the Washington region's next great place in which to live, work, and play. This is why they came out to participate in the planning process that will hopefully transform the Largo Town Center sector plan vision into implemented reality. The Largo Town Center Metro Station is one of the county's crown jewels when it comes to accessibility (by highway and transit) and as a potential anchor for a compact, walkable, transit-oriented community.

Low-rise suburban sprawl has not created a real place at Largo Town Center. Recognizing this reality, we must pay close attention to our regional neighbors and take heed not to merely imitate their efforts but know that it is our time for bold action and continue to take the steps necessary to transform the Largo Metro Station and the surrounding areas.

Prince George's County supports incentives for new development that exceeds the minimum requirements of the Largo Town Center Sector Plan. The County also supports incentives for mixed-income multifamily housing in appropriate locations within the sector plan area provided that the development is six stories or more in height and otherwise exceeds all other minimum design standards required by the plan. In our view, these measures constitute the only way in which our leveraged county resources will bring about the vibrant, transit-

oriented community at Largo Town Center that we all want to see.

The Preliminary Largo Town Center Sector Plan is a forward-looking blueprint for Prince George's County to bring about genuine transit-oriented development at this Metro station. Implementation of the Largo Town Center Sector Plan must emphasize outreach to ensure public understanding and awareness of the new tier designation of the sector plan area from the Developing Tier to the Developed Tier.

Transforming Largo Town Center into a competitive and vibrant destination requires redevelopment of the existing parcels surrounding the Metro station and prioritizing those parcels with the highest visibility and accessibility. These prioritized properties, including The Boulevard at the Capital Centre and the joint development site, comprise the transit-oriented development (TOD) core. They offer development opportunities that cannot be replicated in another Largo Town Center location.

Largo Town Center's untapped real estate potential can be attributed to the strength of the surrounding residential communities, heavy pass-by traffic, and easy access via highway and public transit. It is an excellent location for a mix of land uses that includes residential, hospitality, retail, office, institutional, and local-serving businesses. The market analyses for each real estate sector concluded that limited new demand is available for Largo Town Center under current conditions except for residential development. The dispersion and uneven quality of existing residential, commercial (retail and office), and hospitality sector products 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 a quarter mile of the Metro station and bounded by Arena Drive, Lottsford Road, and the Capital Beltway (I-495/I-95) as "uniquely situated" and, therefore, appropriate for dense development as well as community-centric uses that should not be promoted in other areas. Examples of these specialty uses include most categories of retail, monuments/civic buildings, and public parks and plazas.

Generating and harnessing the area's underutilized market potential near the Metro station begins with four implementation priorities. These include:

- Focusing retail activity
- Proactively attracting one or more major institutional uses
- Encouraging dense residential development
- Improving safety

Achieving these goals requires a combination of grand and small steps. The county and the greater Largo community need to leverage the Metro station's value as a massive infrastructure investment for the benefit of the tax base and the economic development potential that could benefit both. Fresh development approaches should be considered, such as reconfigured commercial retail and office space requirements in mixed-use projects, given the market limitations at play.

### Goal: New Mixed-Use Retail Center Within the TOD Core

The best route to achieve higher quality retail is to concentrate retail supply so as to aggregate the demand generated by Largo's various customer groups.

The current zoning for Largo Town Center should be amended to allow the changes proposed in the Largo Town Center Sector Plan, which include better connectivity and specific locations where retail is appropriate. (See Map 18: Illustrative Retail Plan on page 65.) This includes amending the current zoning to eliminate the ground-level commercial requirement for parcels outside of the retail-designated areas (for more information on zoning recommendations, see Development District Overlay Zone Area—Zoning Recommendations on page 101).

Currently, retail in Largo Town Center is consolidated at three primary locations: The Boulevard at the Capital Centre, Largo Town Center Shopping Center, and Inglewood Restaurant Park. With 451,667 square feet (not including the AMC Theatres), The Boulevard at the Capital Centre has the most retail space and the highest vacancy rate (18.7 percent). The mix of retailers at this center does not follow a cohesive merchandising strategy and, therefore, offers few opportunities for tenants to cluster or attract similar customers to several stores or restaurants. Mass merchant apparel shops and fast casual eateries occupy approximately 60 percent of the total retail space. A new direction is required to transform this

area surrounding the Metro station into a true center and destination.

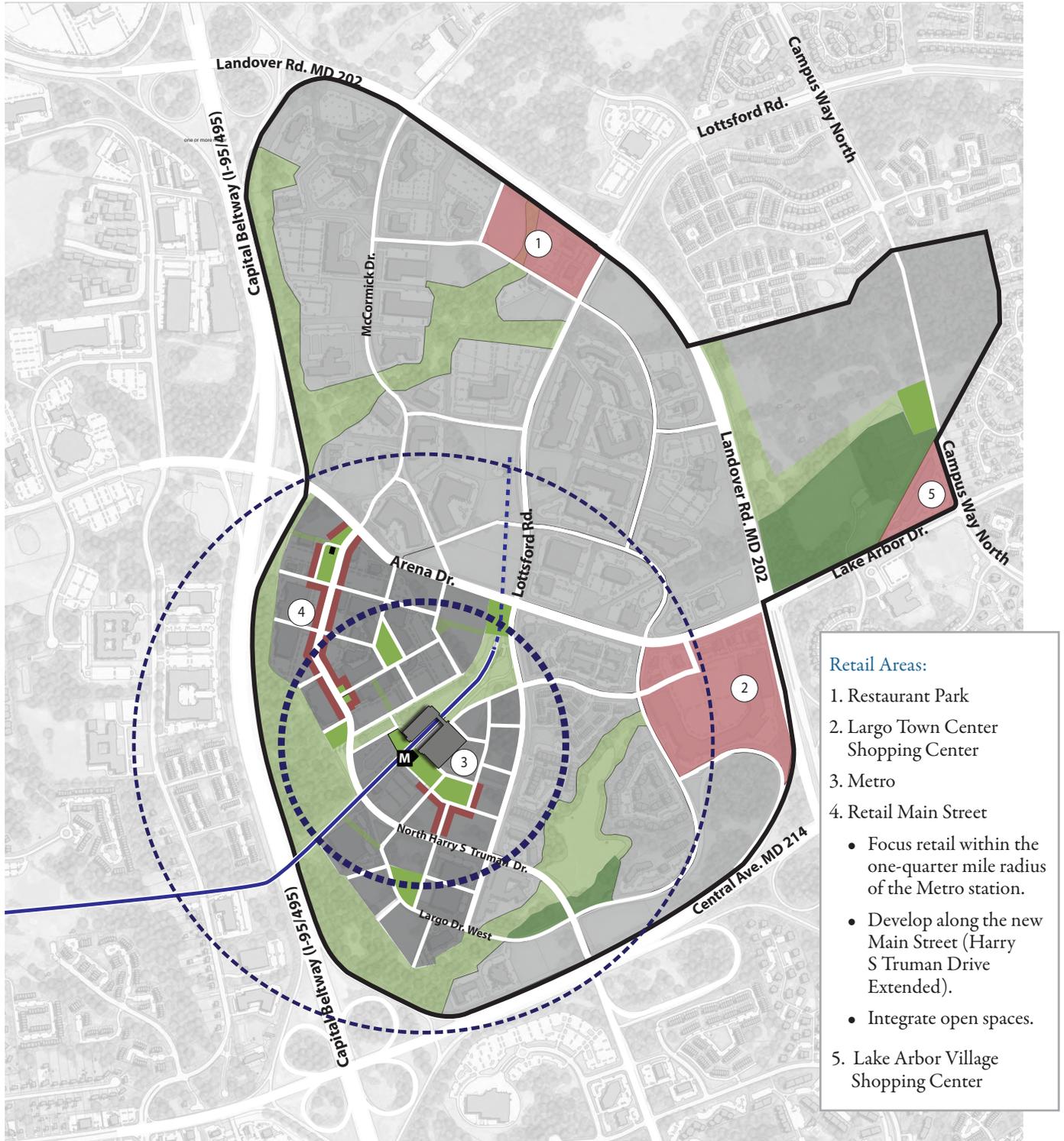
Two retail nodes are proposed near the Metro station in the TOD core area. The proposed northern retail node is located between Arena Drive and the existing movie theater along the new North Harry S Truman Drive Extended. (See Map 19: Illustrative Arena Drive/Harry S Truman Drive Retail Node on page 67.) The proposed southern retail node is located near the Metro station. (See Map 20: Illustrative Metro Retail Node on page 69.) The merchandising options for these two retail nodes differ from one another.

The proposed northern (Arena Drive) retail node has three anchor intersections—the first at Arena Drive, the second at the southern edge of the civic green, and the third that reestablishes the movie theater as an anchor. In-line stores between these intersections are planned for small establishments comprised of neighborhood goods and services and food and beverage retailers. These retail categories are targeted here due to their untapped demand potential as noted in the market analysis. The repositioning of the retail at The Boulevard at the Capital Centre onto Harry S Truman Drive will allow for a right sizing of the available retail space that is consistent with the findings of the Market Analysis. The larger format restaurants and retailers are located at the anchor intersections, connected together by smaller establishments with depths of 60 to 75 feet. These in-line spaces are designed for a collection of neighborhood goods and services and food and beverage retailers. These retail categories are targeted due to their untapped demand potential as noted in the market analysis.

Retail street environments throughout the Washington metropolitan area have varying lengths—Main Street, Annapolis (1,350 feet); Clarendon Boulevard, Arlington (2,640 feet); and King Street, Alexandria (4,020 feet). No golden rule dictates the length of a thriving retail street. This dimension is best determined by planning for and encouraging stores and eateries that fulfill the market's unmet retail demand.

For the planned retail along North Harry S Truman Drive, approximately 250,000 square feet of retail will be accommodated along continuous frontage of approximately 1,600 linear feet. From a pedestrian standpoint, this distance is consistent with a comfortable six-minute walk.

Map 18: Illustrative Retail Plan



- Retail Areas:**
1. Restaurant Park
  2. Largo Town Center Shopping Center
  3. Metro
  4. Retail Main Street
    - Focus retail within the one-quarter mile radius of the Metro station.
    - Develop along the new Main Street (Harry S Truman Drive Extended).
    - Integrate open spaces.
  5. Lake Arbor Village Shopping Center



The southern Metro retail node is planned for neighborhood goods and services tenants as well as food and beverage establishments with a focus on quick service restaurants. The design and composition of the public space should reflect and accommodate the dining activity that will occur in the adjacent retail locations.

Increased retail development at the existing Largo Town Center Shopping Center and the Inglewood Restaurant Park is not recommended at this time. As the Largo Town Center market evolves, these areas may struggle as impaired retail locations especially when compared to the future retail nodes nearer the Metro station. As a result, efforts to redevelop these existing retail areas into non-retail uses should not be discouraged.

**Strategies:**

- Encourage collaboration between the county and owners of existing shopping centers who wish to redevelop their properties in phases with a mix of uses.
- Amend the current zoning to promote connectivity and retail within the TOD core.
- Amend the current zoning to eliminate ground-level commercial for parcels outside the TOD core.
- Encourage developers to rebrand the area and develop a marketing strategy for complementary uses.
- Encourage the developer of the proposed northern (Arena Drive) retail node to seek neighborhood goods and services and food and beverage retailers.
- Encourage the developer of the proposed southern (Metro) retail node to seek neighborhood goods and services and food and beverage retailers with a focus on quick service restaurants.
- Enforce the development standards that require continuous frontage.
- Discourage new retail development outside of the TOD core, and encourage non-retail development.

**Goal: New Major Institutional Use Within the TOD Core**

A major institutional user near the Metro station would serve as an important catalyst to commercial demand, creating a market distinction and attracting new tenants. Secondary demand from a new institutional anchor would reduce existing vacancies and encourage new investment. In the absence of a major institutional user, prospects for new office development will remain weak over the next 5 to 10 years.

One option would be to assemble and combine the properties along the southeastern side of the Metro station, including the WMATA parcel, to support a large institutional use with multiple buildings. Another site option would be to locate a large institutional use with multiple buildings north of the station closer to Arena Drive and east of the new retail street, Harry S Truman Drive Extended. The larger scale of such a development project and its ability to control the quality of the adjacent buildings and users would strengthen the site’s marketability and appeal to potential tenants. The introduction of an institutional use would also impact residential and retail space demands by increasing the size of the nearby time-limited customer base.

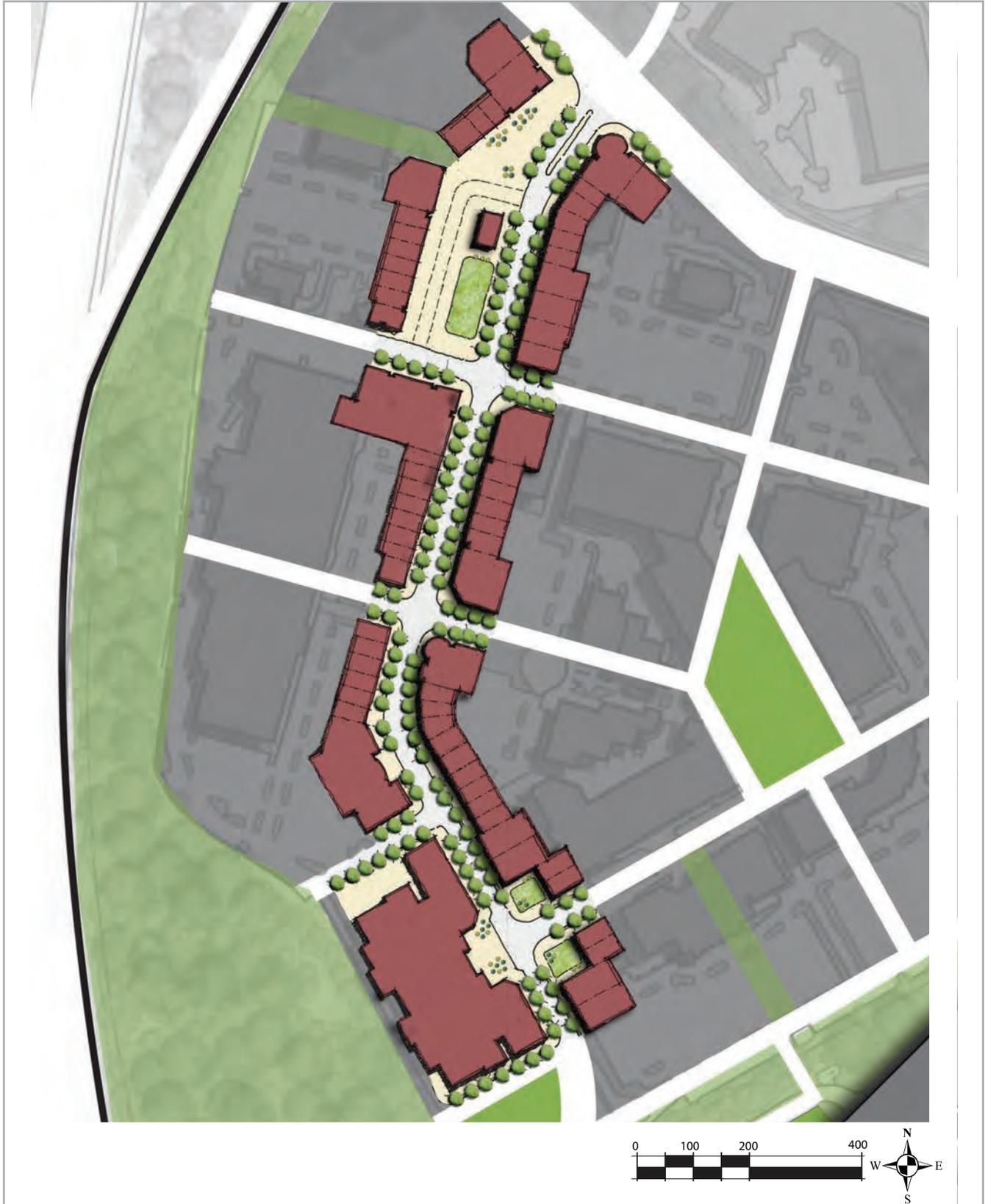
**Strategies:**

- Assemble and combine the properties along the southeastern side of the Metro station.
- Incentivize the redevelopment of The Boulevard at the Capital Centre and the Metro station site.
- Enforce the development standards to promote better siting and density.

**Goal: Dense Residential Development Within a Half Mile of the Metro Station**

Expanding the Largo Town Center residential base will be critical in transforming the TOD core area into a vibrant, walkable community. Residents provide activity outside normal working hours and patronize retail, entertainment, and service establishments. Any plans for new residential development must identify the best parcels for such uses regardless of the current land use configuration and zoning. Parcels within a quarter mile of the Metro station and well buffered from the Capital Beltway are best suited for residential development. While retail uses help to create a vibrant, walkable

**Map 19: Illustrative Arena Drive/Harry S Truman Drive Retail Node**



environment, residential development beyond the designated retail nodes noted previously should not be forced to include retail space on the first floor. Dispersing retail demand over a larger geography would undermine the retail focus the plan needs to achieve long-term sustainability. Ground floor fitness centers and active residential amenity spaces with lobbies provide many of the same benefits as dedicated ground-floor retail in enlivening nearby sidewalks and public spaces.

**Strategies:**

- Incentivize parcels within a half-mile of the Metro station for new medium- to high-density residential development.
- Move the Largo Town Center sector plan area from the Developing Tier into the Developed Tier.
- Remove the requirement for ground-floor retail as part of residential development outside of the TOD core.
- Discourage new retail uses outside of the TOD core.

**Goal: A Safe and Attractive Public Environment**

The safety of an area, as reflected in its crime statistics, is an essential component of a comfortable retail environment. Perhaps more important, however, is the perception of safety attached to shopping and eating districts.

Retail areas that have poorly maintained storefronts, overgrown landscaping, cracked sidewalks and pavement, and vacant stores send a message that “no one cares about the area’s appearance or its future.” To potential customers, this negligence is translated into a perception of visual blight and even personal danger.

Districts with dark corners, patches of unlit sidewalks, storefronts without evening illumination convey a harbor for illicit activity—regardless of whether or not such activity takes place.

Isolated shopping areas with few or no people on the sidewalks, storefronts cluttered with signage, and parking lots with little activity feel unmonitored. Retail streets dominated by loiterers become worrisome environments to people who might otherwise patronize the retailers in these areas.

For a customer, especially one without regular involvement in the retail district, these perceptions become convincing reasons not to patronize a retail district’s stores and restaurants.

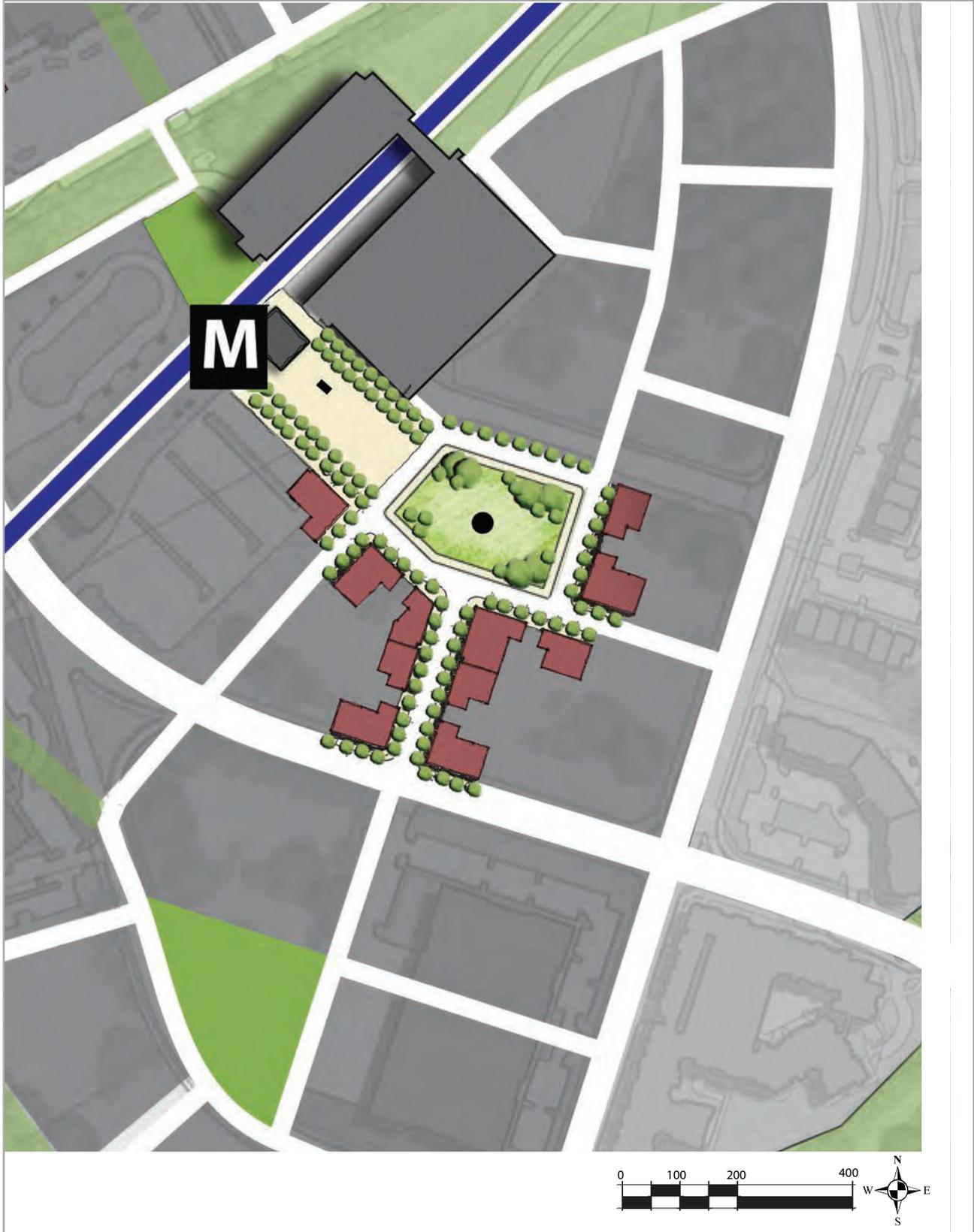
For the areas surrounding the Largo Town Center Metro Station, perceptions of an unsafe environment are pervasive throughout the community. For retail conditions to improve in the zones intended for retail development, crime prevention through environmental design (CPTED) principles should be incorporated into the reconfiguration and rebranding of retail services at Largo Town Center.

The six main concepts of CPTED are:

- **Surveillance:** Potential offenders feel increased scrutiny and limitations on their escape routes. Potential customers feel protected should a criminal event occur.
- **Control Access:** By limiting or focusing the points of entry and exit into an area, the area’s activity is channeled. Front doors and rear exits to establishments are well lit.
- **Territorial Reinforcement:** Retailers and landowners display a commitment and pride in their establishments as well as personal involvement in its daily care. This includes sweeping the sidewalks or weeding tree grates.
- **Maintenance:** Storefronts are painted, and windows are clean. Streets and sidewalks are free of litter. Trash cans are regularly emptied.
- **Activity Support:** The built environment encourages safe activities such as sidewalk dining, children playing, or festival attendance.
- **Target Hardening:** Retailers often install window bars or security gates in unsafe areas. The irony is that these techniques reinforce the perception that the area is dangerous and can often lead to more criminal activity. Frequently changing locks is an effective security measure. End of the day activity should also be monitored by security personnel or surveillance cameras.

With a combination of these measures in place, the commercial districts surrounding the Largo Town Center Metro Station have the opportunity to overcome a difficult history of unsafe conditions and to re-attract both retailers and customers.

Map 20: Illustrative Metro Retail Node



### Strategies

- Form a business improvement district to coordinate the development and implementation of programs to improve public streetscapes and open spaces in the TOD core including the programming of community events for public spaces.
- Establish a tax increment financing district or other special-purpose taxing mechanism to generate the funds necessary to improve and maintain the public environment.
- Implement CPTED practices through the enforcement of the development standards contained in this sector plan.
- Partner with county agencies responsible for maintaining environmental quality (Department of Public Works and Transportation, Department of Environmental Resources) to enforce stormwater management and other antipollution regulations.

### Goal: TOD-Compatible Development beyond the TOD Core

The primary TOD strategy for the Largo Town Center sector plan area is to concentrate medium- to high-density mixed uses in the TOD core (southwest quadrant) with a prominent retail focus. This strategy also entails attracting an institutional user to further catalyze residential and retail development in the TOD core and additional development beyond. North of Arena Drive, the sector plan recognizes the county's plans to centralize additional government functions along McCormack Avenue (northwest quadrant). The sector plan recommends zoning and other development controls to facilitate the continued evolution of this area into a higher density government services center. East of Lottsford Road (northeast quadrant), the existing Kaiser Permanente health care complex is seen as the potential anchor for new office development with a medical services focus. The sector plan recommends zoning and other development controls to incentivize the transformation of this quadrant into a higher density medical services district. Within the southeast quadrant, the sector plan recommends the (re)development of the Largo Town Center Shopping Center site and the vacant parcel to its southwest with new medium-density residential uses as market conditions permit.

### Strategies

- Discourage new retail uses outside of the TOD core.
- Require the dedication of new public rights-of-way as part of future development to improve street connectivity in the areas north of Arena Drive.
- Employ traffic-calming measures, such as the removal of one-way streets, reconfiguration of the entrance ramp to westbound Central Avenue, on-street parking, and lower posted speed limits to lower traffic speeds and improve pedestrian/ bicyclist safety.
- Incentivize new infill office and institutional uses north of Arena Drive.
- Incentivize new medium-density residential development in the southeast quadrant.

### Urban Design and Planning Objectives

To achieve the overall goal of lively, walkable, and attractive TOD surrounding the Largo Town Center Metro Station, the following general urban design and planning objectives are established:

- Emphasize high-density and intensity mixed use within a quarter- to a half-mile radius of the Metro station to energize this core area and serve transit riders.
- Locate buildings close to the street to help activate the streetscape as well as to provide vertical definition of the street.
- Implement complete streets (shared-use streets) principles on all interior streets in the Largo Town Center Development District Overlay Zone (DDOZ) to provide safe and convenient accommodation for all potential users, including pedestrians, cyclists, motorists, and transit riders alike (see Street Design Criteria—Complete Streets for additional information on complete streets on page 143);
- Modify the mix and amount of retail offerings within the TOD core area along the new main street, Harry S Truman Drive North Extended, and near the Metro station.
- Relegate parking (surface or structured) behind buildings, masking it from the public realm.

- Establish open space to foster a range of activities, and provide new gathering spaces for the community.

## Transit-Oriented Development Core

For Largo Town Center, the TOD core area is bounded by the Capital Beltway and open space to the west, MD 214 (Central Avenue) to the south, Arena Drive to the north, and Lottsford Road to the east. (See Map 1: Sector Plan Area Boundary on page 4.) At its center is the Metro station. Beyond the core area, new development within the study area should abide by the general planning objectives listed above but should scale down to transition to the surrounding lower density development and, particularly, to the neighboring residential areas.

Concentrating development within a half-mile of the Metro station, with higher density and intensity within a quarter mile, locates uses where residents, employees, and visitors can conveniently choose public transit as a viable transportation option. Public transit subsequently benefits from increased ridership. Generally, a half-mile represents an average 10-minute walk; a quarter-mile radius represents an average five-minute walk. (See Map 1: Sector Plan Area Boundary on page 4.) A person will readily choose to walk rather than drive if the walk is five minutes or less; if the environment is welcoming, a person may choose to walk much longer distances.

## Development District Standards

Development district standards apply to all new development within the entirety of the Largo Town Center sector plan area per the DDOZ. The standards are included in this document in Chapter 8: Largo Town Center Development District Standards on page 127 and comprise design guidelines for the TOD core area. The standards allow flexibility in the development review process, foster high-quality development, and promote the goals of the sector plan. The location, size, height, design, lot coverage of structures as well as criteria for streets, parking and loading, open space, and signage are specified in the standards.

The concept plan for the TOD core in the southwest quadrant (as defined above), along with accompanying design standards, will govern future growth, coordinate development, and ensure the intended vision is

achieved. The concept plan locates elements of the built environment within the TOD core, including blocks, streets, frontage types, building heights, open spaces, trail connections, and important gateways. (See Map 7: Illustrative TOD Core Concept Plan on page 24.) For the remaining portions of the sector plan area, outside the TOD core, future concept plans may be developed by the county.

## Street Network

While the study area has ample vehicular access to a network of surrounding regional thoroughfares within the sector plan area, such as Capital Beltway, US 50 (John Hanson Highway), and Baltimore-Washington Parkway, the street network is very limited. The Existing Street Network (see Map 21 on page 77) depicts only the connecting streets within the sector plan area and illustrates the gaps in the network. To create a vibrant, pedestrian-friendly environment that is more urban in nature, more street connections need to be built in order to create smaller, more walkable blocks.

To achieve the goal of a walkable community at Largo Town Center, the sector plan proposes a new street grid consisting of smaller, interconnected blocks. Concentrating on the TOD core, the proposed street network provides a connected grid around the Metro station. (See Map 22: Illustrative Street Network on page 78.) These new streets form buildable blocks and provide multiple routes and access points within and to the core. The new streets will provide better access for vehicles but will also provide a more welcoming environment for pedestrians and cyclists.

As development continues outside of the TOD core, an effort should be made to connect other streets as well such as extending Mercantile Lane east of Lottsford Road through the Inglewood Restaurant Park and to the west, arriving at the UMUC Academic Center at Largo on McCormick Drive.

Additionally, as development occurs in the southeast quadrant of the sector plan area, the existing streets should be reconfigured and adapted to use by pedestrians and cyclists as well as drivers. The parcel sandwiched between Largo Center Drive and MD 214 (Central Avenue) currently feels isolated, more part of a highway interchange than part of the sector plan area. In order to correct this perception and improve pedestrian and

cyclist safety and access, the cloverleaf loop should either be removed entirely, with vehicular access to Central Avenue provided from Landover Road, or reconfigured as a 90-degree turn off of Largo Center Drive as shown in Map 22: Illustrative Street Network on page 78. The current ramp from Largo Center Drive creates a free-flow condition for vehicles and an unsafe pedestrian crossing for residents or employees of future development. To note, a traffic analysis would need to be conducted to determine the viability of either scenario. If this parcel and/or the Largo Town Center Shopping Center site are (re)developed, consideration should be given for the provision of future connections between the two sites. Coordination with Maryland Department of Transportation (MDOT) will be required in this case because future street connections would likely require the closing of the existing entrance ramp to westbound MD 214 (Central Avenue).

A different type of infill opportunity occurs east of Landover Road north of the Ernest Everett Just Middle School where low-density residential development may appropriately occur. Here, the disconnected portions of Campus Way North will join, and a neighborhood street network may be built to connect existing neighborhoods to the north and east.

While beyond the time frame of this sector plan, Map 2: Illustrative Street Network on page 78 depicts a possible full buildout of the sector plan area and a completed street grid. The actual location of new streets may differ from those shown; however, new development within the sector plan area should be designed with the intent of a connected street network. Future concept plans developed by the county for the remaining portions of the sector plan area outside the TOD core should locate and govern the actual street connection points and routes. Any proposed street connections may be either private or public provided that public access to private streets is secured through written agreement between the developer and the Prince George's County Department of Public Works and Transportation.

## Goal: A Walkable and Accessible Community

### Strategies

- Replace the sector plan area's existing superblocks and cul de sacs with a network of smaller, interconnected blocks.

- Extend Harry S Truman Drive north from the Largo Town Center Metro Station to Arena Drive.
- Eliminate the one-way street pair between MD 214 (Central Avenue) and the Metro station by converting Harry S Truman Drive and Largo Drive West into two-way streets.
- Eliminate or reconfigure the entrance ramp to westbound MD 214 to help lower traffic speeds along Largo Center Drive.
- Facilitate new street connections north of Arena Drive to improve the accessibility of land uses in the northeast and northwest quadrants of the sector plan area.
- Complete Campus Way North between Lake Arbor Drive and Woodview Drive/Metropolitan Way to provide an alternate connecting route between neighborhoods east of MD 202.
- Apply complete street principles and traffic-calming measures to all new and improved streets within the sector plan area.

## Street Types

The proposed street types promote a complete street approach, with streets designed to provide for transit, pedestrian, and bicyclist use, as well as private vehicle use. Furthermore, streets within a TOD act as the community's primary and most frequently used open space and should be designed accordingly to serve this purpose with comfortable, shaded sidewalks and plaza areas. This strategy coordinates with the county's and state's goals for complete streets.

Two streets that connect through and beyond the sector plan area will continue to serve as arterial streets. These two existing streets are Arena Drive, running east-west, and Lottsford Road, running north-south. As large-volume arterials, these two streets effectively divide the study area into four separate quadrants. Development in each quadrant is perceived as isolated from the development across the street. While these streets will retain their functional classification, traffic-calming measures, such as bike lanes and marked crosswalks, should be considered as possible future additions to these streets along with continuous sidewalks, street tree plantings, and continuous pedestrian-scale street lighting to encourage safe walking and cycling to the Metro

station from other neighborhoods. A traffic analysis and coordination with the Department of Public Works and Transportation (DPW&T) will be required to ensure that these changes and/or other complete street features are implemented.

While bike lanes or sidepaths are encouraged along existing arterials where speeds are too high for cyclists to safely share lanes with vehicles, separate bike facilities should not be required or encouraged along other Largo Town Center streets. The TOD core and other neighborhood streets shall be designed to slow vehicle speeds, and cyclists should share the lanes with vehicles. Where bikes and cars share lanes, appropriate signage should be added to alert drivers to the presence of cyclists. An exception to this approach is along the existing portion of North Harry S Truman (from Largo Center Drive to the Metro station) due to the high volume of buses and private commuter vehicles. As can be seen in the street sections below, North Harry S Truman is transformed from a four-lane, one-way street into a four-lane, two-way street with bike lanes and parking (see Figures 8-12 on pages 145-148). The sector plan also recommends that Largo Drive West should also be converted from a four-lane, one-way street to a two-way, four-lane street. Together, these changes will eliminate the one-way street pair that currently discourages pedestrians and bicyclists from traveling along them. A traffic analysis and coordination with DPW&T will be required to implement this change.

Street types are governed by the development district standards and, as can be seen in the street sections in Street Design Criteria (see Figures 8-12 on pages 145-148), the street types are comprised of similar components, including travel lanes, parallel parking, the street tree zone, the clear pedestrian zone, and the semiprivate zone. These components comprise street rights-of-way, whether public or private. As new streets are constructed or existing streets are reconstructed, they should be built in conformance with these standards.

As Largo Town Center redevelops, alleys (or service lanes) will accompany streets, providing vehicular access; however, unlike streets that separate blocks, alleys occurring within blocks are more utilitarian in character and are not considered part of the public realm. Nonetheless, dimensional and other design criteria apply to alleys and can be found in the development district standards.

## Open Space

Open spaces within urban neighborhoods are critical and help define the sense of place. They create the community's meeting spaces and can become the heart and identity of the community. They can be as small as an outdoor living room or large enough to hold a communitywide event. For a rich urban environment, a variety of spaces are needed. As building development occurs, open spaces shall be incorporated that are either publicly owned or publicly accessible.

The open space types in Largo Town Center will include plazas, squares, and greens, as well as parks and greenways. In order to promote access to and involvement in outdoor activities by all, open spaces should be evenly distributed throughout Largo Town Center with no residential building, office, or institution more than a three-minute walk to an open space.

For the Largo Town Center TOD core, the concept plan governs the open space locations (see Map 7: Illustrative Concept Plan Diagram on page 24). For the remaining portions of the study area, open space shall be planned according to the development district standards (see Chapter 8 on 127). Alternatively, the county may develop concept plans in the remaining portions of the sector plan area to locate the open space types.

### Open Space Types

General descriptions of the open space types follow; specific design criteria for open space can be found in the development district standards section on 127).

Refer to Chapter 8: Largo Town Center Development District Standards under Open Space Criteria for detailed descriptions of the open space types included in this sector plan.

### Accessibility

For all open spaces, accessibility should be provided throughout the public realm, ensuring all spaces meet or exceed Americans with Disabilities Act requirements. Sites should be graded to minimize the need for stairs and ramps.

### TOD Core Open Space Types

Within the TOD core, one main civic square and several greens are incorporated. As with the streets and blocks,



Figure 2: Illustrative Station Square Perspective Rendering

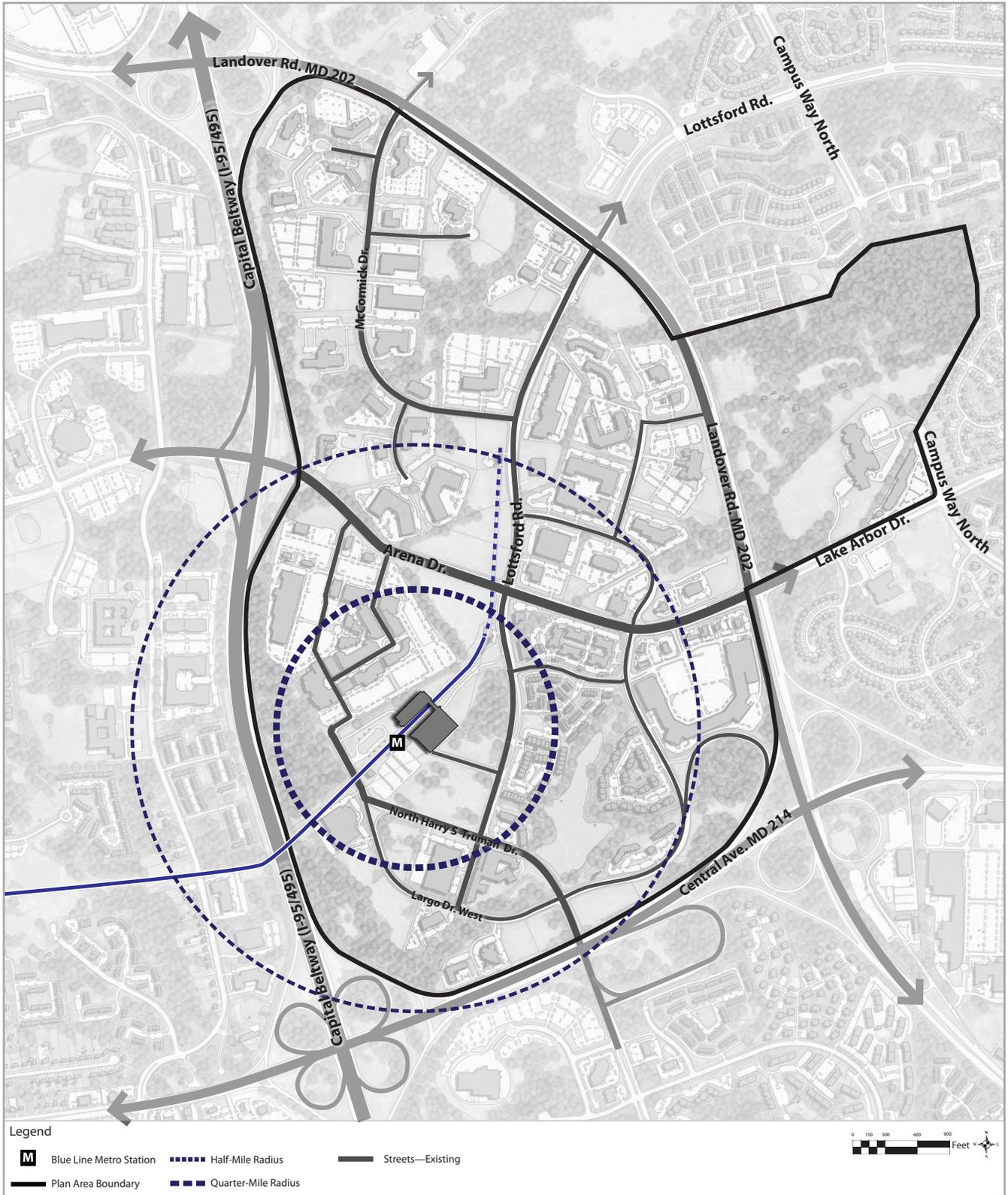


Figure 3: Illustrative Arena Drive Green Perspective Rendering

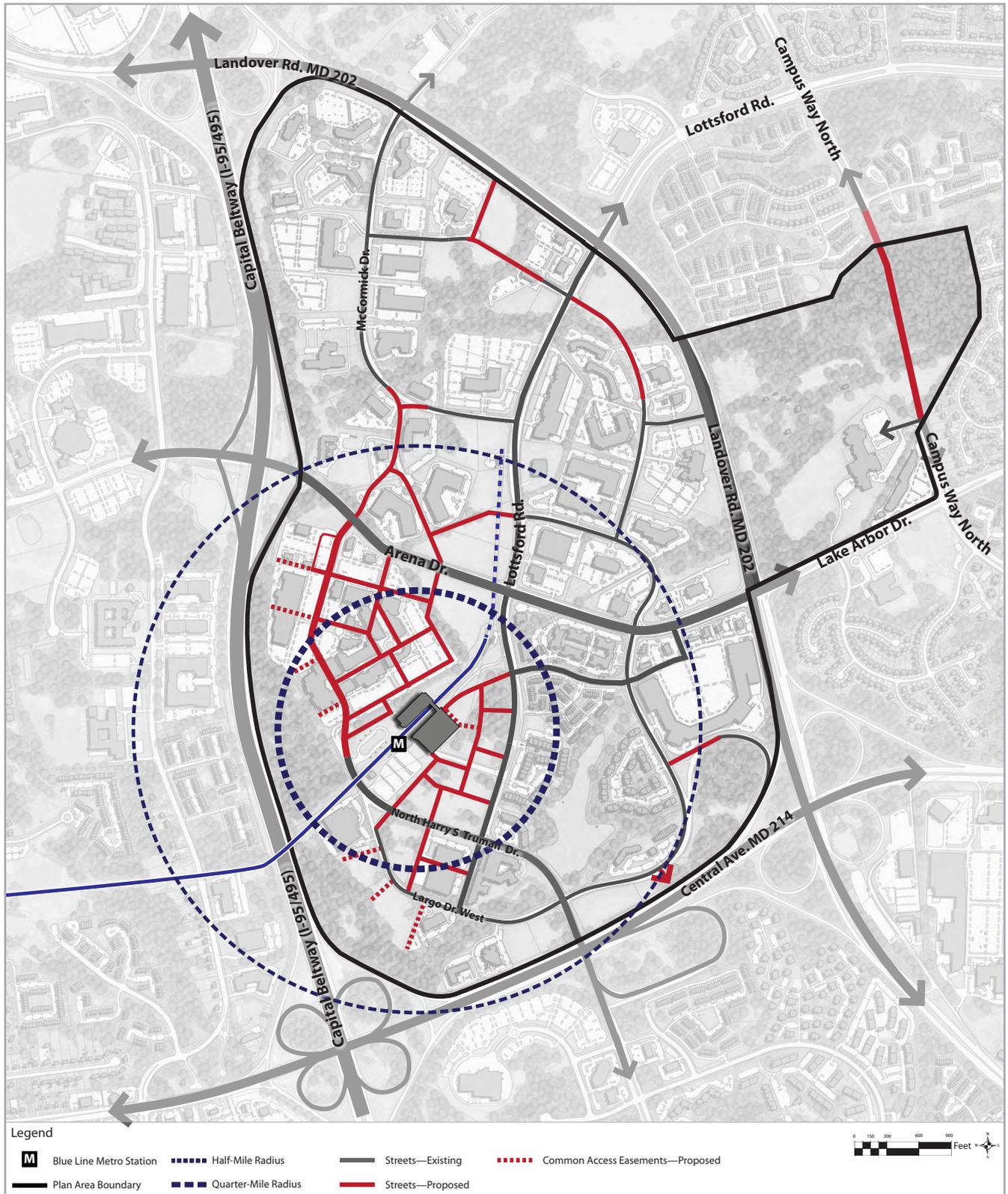


Figure 4: Illustrative Harry S Truman Gateway Rendering

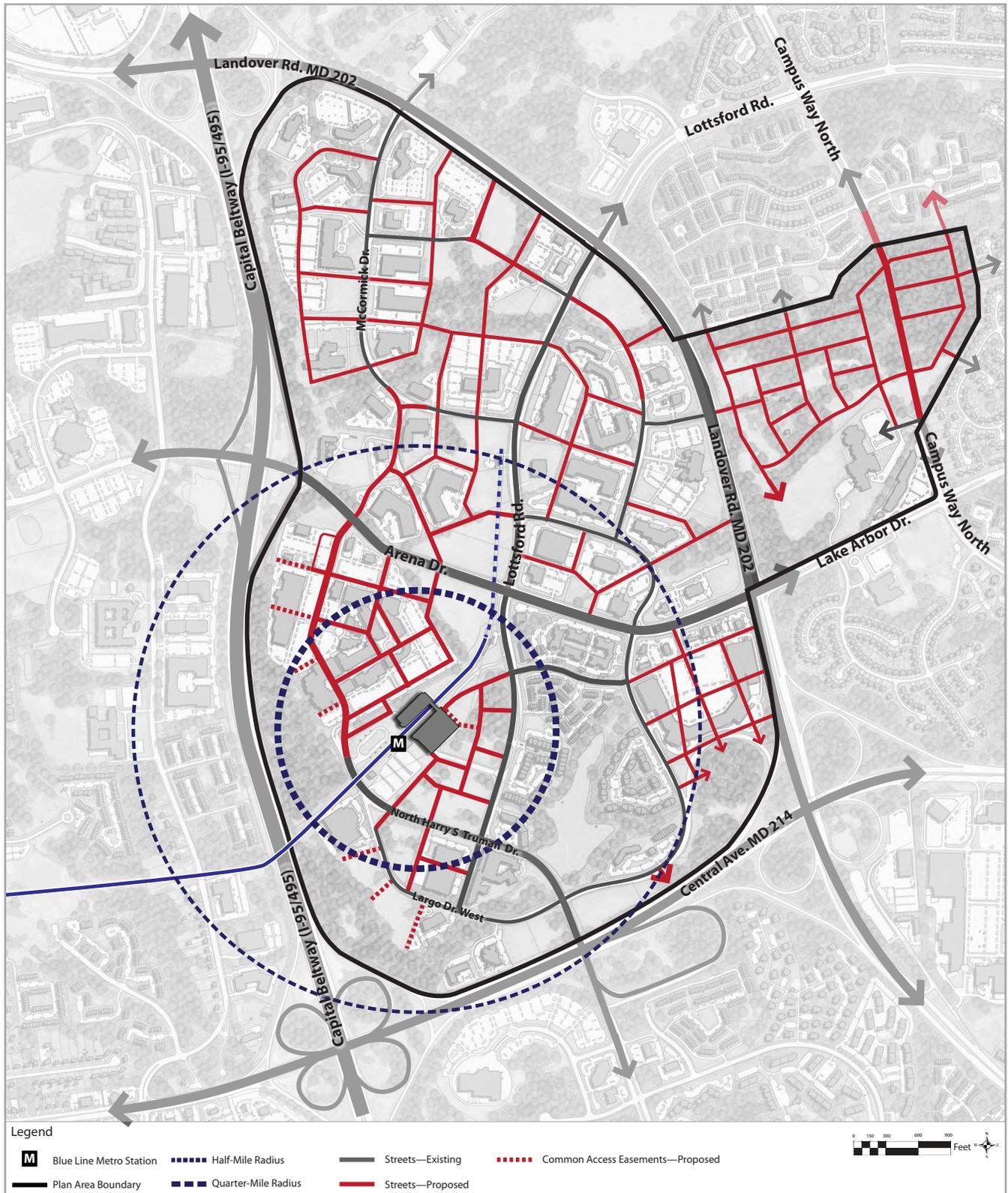
Map 21: Existing Street Network



### Map 22: Illustrative Street Network



Map 23: Illustrative Potential Buildout Street Network



the open spaces here are governed by the concept plan (see Map 7: Illustrative Concept Plan Diagram on page 24). The main square is located near the Metro station directly adjacent to the upper station entrance and its existing plaza. The detached square is approximately one acre in size, designed to hold communitywide civic gatherings as well as festivals and events. The square is surrounded by mixed-use buildings 6 to 10 stories in height (see Map 6: Recommended Building Heights Plan on page 23) and activated by retail ground-floor uses as illustrated in the artist's perspective rendering (see Figure 2. Station Square Perspective Rendering on page 74). Near Arena Drive, a second prominent open space is located. The green here at the north entrance of the new main street, North Harry S Truman Drive, helps direct views into the space and welcomes visitors. Surrounded by ground-floor retail in mixed-use, 6- to 10-story buildings, the green is intended as a main hub of retail activity and as such should be programmed with activities and events related to a dynamic shopping experience as can be seen in the perspective rendering in Figure 3. Arena Green Perspective Rendering on page 75.

In addition to the two prominent open spaces, other greens and pedestrian passages are distributed throughout the TOD core with no building located more than a three-minute walk from an open space. Greenway trails are planned to connect future residents and employees to the existing parks to the west and east: Summerfield Community Park and Largo Lottsford Park. Through the TOD core, the greenway trail is planned to run parallel to the rail line, passing over the Beltway and connecting to Arena Drive. Trails also branch off of the greenway trail to connect to the UMUC Academic Center at Largo and other development to the north as well as to the Largo Town Center Lake Park to the south.

## Development Tiers

The 2002 General Plan lays the foundation for all planning and development activities in the county. It is a tool to better manage growth by linking growth policies, capital improvement, economic development, and environmental protection. To govern growth, the 2002 General Plan defines three policy areas: the Developed, Developing, and Rural Tiers. As defined in the 2002 General Plan, the vision for the Developed Tier is a network of sustainable, transit-supporting, mixed-use, pedestrian-oriented, medium- to high-density

neighborhoods; the vision for the Developing Tier is to maintain a pattern of low- to moderate-density suburban development; and the vision for the Rural Tier is the protection of large areas of woodland, wildlife habitat, recreation, and agriculture. Currently, Largo Town Center is located within the Developing Tier and, notably, is the only Metro station located outside of the Developed Tier.

In addition to the tiers, an overlay designation of centers and corridors is established by the 2002 General Plan. Largo Town Center is designated as one of six metropolitan centers within the county. As described in the 2002 General Plan, metropolitan centers have a high concentration of land uses and economic activities that attract employers, workers, and customers; are target areas for high-density residential development and employment; and can effectively be served by mass transit.

It is a primary recommendation of this sector plan to include the entire Largo Town Center sector plan area within the Developed Tier to better align with the vision of this sector plan, the policies of the 2002 General Plan, and the goals of a metropolitan center. The shift from the Developing to the Developed Tier will allow Largo Town Center to become a high-priority area for county infrastructure and incentive programs (see the 2002 General Plan relationships to other plans on page 8 as well as Map 4 on page 9).

## Environmental Recommendations

The Largo Town Center sector plan area currently contains a network of streams and their associated buffers, shown in Map 11 on page 39 as the green infrastructure network of local significance. Although no portion of the sector plan is within the countywide green infrastructure network, the features designated as being of local significance are critical to the long-term viability of the streams that remain in the area. These streams and their associated buffers play a vital role in protecting the downstream resources by removing pollutants and cooling the water temperature after the water leaves the developed surfaces.

Management of stormwater runoff will continue to be an issue as the area develops. While many of the developed sites in the sector plan area have stormwater management facilities, some were constructed under the assumption that the downstream regional pond, planned in 1989,

would be built. Because this facility was never built and is not likely to be built in the future, management of stormwater on-site will be a critical issue in the future.

The plan proposes the use of the complete street design elements, which in the current county ordinance do not emphasize stormwater management and street tree features. When the new street grid is developed and the current grid retrofitted, street trees and stormwater management should be included in the designs so that the result is a “green street” that integrates multiple functions.

One area of particular concern is the wooded area to the west of The Boulevard at the Capital Centre and east of I-95/I-495 (Capital Beltway). This area is at a much lower elevation than the shopping center and contains a diverse network of streams and wetlands that provide much needed stormwater management benefits even though this area was not designed to function as a stormwater management facility. This area should be preserved in order to serve this vital stormwater management role and to provide a much needed buffer between the Capital Beltway and future development. Trails should be placed adjacent to this area in the developed area that is higher in elevation to preserve the natural features and to provide a safe area for trail users.

Another area recommended for permanent preservation is a hedgerow of specimen trees located along the eastern boundary of The Boulevard at the Capital Centre near Arena Drive (with Parcel I). This area contains several trees that are 30 inches or greater in diameter at breast height and are required to be preserved unless a request for a variance is approved. If the development around this strip is sensitively designed, these trees can be preserved in place, and the area can become a critical link in the open space network. If a trail or vehicular connection is needed through this area, it should be located to avoid the specimen trees and their critical root zones.

The existing stream segment that lies between the Largo Town Center Metro Station and The Boulevard at the Capital Centre was evaluated to determine if it serves a vital ecological function in the overall system. This stream segment is piped above the Metro station and is piped for a short section below the station to provide for a road crossing. Presently, this stream forms somewhat of a physical and visual barrier between the Metro station and The Boulevard at the Capital Centre. The open space plan shows this area to be part of the permanent open space

network. To make this a more aesthetically pleasing and functional system, the stream should be reconstructed to become an amenity and serve as a stormwater management facility. Trails should be excluded from this area and provided on adjacent parcels.

No stream restoration projects were identified within the sector plan area or in the surrounding areas. As development occurs and mitigation projects are needed to address proposed impacts, locations should be sought within the watershed farther downstream.

### *Goal: A Green and Sustainable Community*

#### *Strategies:*

- Identify places where green infrastructure elements of local significance can be permanently preserved and, where possible, restored and enhanced.
- Preserve the woodlands along streams as woodland conservation to meet their own requirements or those of adjacent sites.
- Identify suitable sites for and construct replacement green infrastructure elements within the Southwest Branch Watershed.
- Implement environmental site design techniques on-site to the maximum extent practicable with special attention being paid to quantity controls.
- Share stormwater management facilities and functions between development sites to reduce the overall land consumption needed to manage stormwater with an emphasis on managing stormwater quantities in shared facilities.
- Identify priority downstream locations within the Southwest Branch Watershed for stream and wetland restoration projects required for mitigation.
- Reconstruct the stream system between the Largo Town Center Metro Station and the southeast portion of The Boulevard at the Capital Centre as an amenity and to serve a greater role in stormwater management to improve water quality.
- Integrate stormwater management and environmental site design features with complete street designs for all new and reconstructed interior streets within the sector plan area.

**Goal: A Safe and Healthy Community**

**Strategies:**

- For buildings proposed within the 65 decibel noise contours, their associated indoor and/or outdoor activity areas should be located outside the noise contours or shielded from the noise sources. (See Largo Town Center Development District Standards, Architectural Design Criteria, under Exterior Walls on page 162.)
- Provide an interconnected trail network for recreational purposes that is designed and maintained to permit safe use by pedestrians and bicyclists.
- Incorporate CPTED principles into the design of buildings and public spaces.
- Construct new streets and/or reconstruct existing streets to provide safe and convenient access for pedestrians, bicyclists, public transit users, and motorists (i.e., apply complete street principles in all cases).

**Table 10: Pupil Yield Rates (2008)**

Dwelling Unit Type	Elementary	Middle	High
Single-Family, Detached	0.164	0.130	0.144
Single-Family, Attached	0.140	0.113	0.108
Multifamily, Garden Style	0.137	0.064	0.088
Multifamily with Structured Parking	0.042	0.039	0.033

**Public Facilities**

**Goal 1: Adequate Student Capacity at All Public Schools Serving the Sector Plan Area**

The primary factors for determining capacity needs for public schools are an analysis of the dwelling unit projections, school enrollment, and school capacity. The projected number of dwelling units is multiplied by the latest pupil yield factors to determine the future number of students. The ratio of public school enrollment divided by the number of residential dwelling units is “pupil yield in its simplest form”. Data obtained from the Board of Education and the Planning Department were used in the September 2008 update of the pupil yields. For planning purposes, pupil yields for single-family detached dwelling units are used on the elementary, middle, and high school levels. The updated pupil yields are 0.16 pupils per dwelling unit for elementary schools, 0.13 pupils per dwelling unit for middle schools, and 0.14 pupils per dwelling unit for high schools.

In Prince George’s County, elementary schools are built to accommodate 600–750 students, middle schools have a capacity for 900–1,200 students, and high schools have space for 1,500–2,200 students. In addition, elementary schools are intended to serve the immediate neighborhood the school is located within while middle and high schools have a more regional orientation.

**Table 11: School Enrollment and Capacity**

School Name	Address	Enrollment (2013)	State Rated Capacity (SRC)	Capacity (%)
Academy of Health Sciences at Prince George’s Community College	301 Largo Road, Lanham Hall, Largo, MD 20774	199	N/A	N/A
Phyllis E. Williams Elementary School	9601 Prince Place, Upper Marlboro, MD 20774	361	538	67
Thomas G. Pullen Elementary School	700 Brightseat Road, Hyattsville, MD 20785	736	976	75
Lake Arbor Elementary School	10205 Lake Arbor Way, Mitchellville, MD 20721	586	790	72
Ernest Everett Just Middle School	1300 Campus Way North, Mitchellville, MD 20721	795	935	85

**Table 12: Projected Enrollment Capacity at Buildout for Single-Family Attached Units**

Schools	State Rated Capacity (SRC)	2013 Enrollment	Existing Excess Seats/Deficit	Projected Buildout Seats Needed	Enrollment at Buildout	Projected Buildout Excess/ (Deficit)
Elementary	2,304	1,683	621	54	1,737	567
Middle	935	795	140	43	838	97
High*						

**Table 13: Projected Enrollment Capacity at Buildout for Multifamily Units**

Schools	State Rated Capacity (SRC)	2013 Enrollment	Existing Excess Seats/Deficit	Projected Buildout Seats Needed	Enrollment at Buildout	Projected Buildout Excess/ (Deficit)
Elementary	2,304	1,683	621	462	2,145	159
Middle	935	795	140	429	1,224	(289)
High*						

\* The Academy of Health Sciences capacity and enrollment was not included in determining future needs.

Source: Prince George's County Public Schools, The Maryland-National Capital Park and Planning Commission (M-NCPPC)

The dwelling unit projections for the Largo sector plan area suggest that school overcrowding will only occur in one middle school in the long-term. At buildout, the plan would experience a total growth of 384 single-family attached and 11,000 multifamily dwelling units, would generate 726 elementary school student excess potential capacity, and 192 middle school student deficit potential capacity (see Tables 3 and 4 above).

#### Strategies:

- Consider redrawing attendance boundaries for the existing middle school in the event of future overcrowding.
- Consider adding classrooms to the existing middle school if modified attendance boundaries do not resolve potential overcrowding issues.

#### Goal 2: Adequate Access to Public Park Facilities Serving the Sector Plan Area

The M-NCPPC Department of Parks and Recreation recently completed the *Formula 2040: Functional Master Plan for Parks, Recreation, and Open Space*, which outlines a sustainable model for the provision of future parks and recreation programs in Prince George's County. The

Formula 2040 Plan builds on the recommendations from Parks & Recreation: 2010 and Beyond (A Plan for the Future of Parks and Recreation by the People of Prince George's County). The 2010 and Beyond plan defines a 30-year vision for the county's parks and recreation system: To be a leader in managing public resources and delivering quality customer-focused programs. This plan further identifies six themes in support of this vision:

1. Appropriate level of service for parks and facilities to meet diverse community needs.
2. Natural areas, trees, and waters that endure and captivate.
3. Recreation and culture that inspire healthy lifestyles and a sense of community.
4. Safe and accessible places and programs for play, relaxation, and enjoyment.
5. Community engagement and collaborations that maximize resources.
6. A sustainable organization to provide quality services and facilities.

Since the inception of M-NCPPC, the park system has been planned and designed on a suburban model of car-oriented parks with large areas devoted to ball fields, play areas, picnic areas, and trails. With the emphasis on redevelopment of older areas, development of transit stations and walkable communities, Formula 2040 recognizes the need to develop urban park typology and associated design standards and to rethink how urban parks are acquired, constructed, managed, and maintained.

Parks and open spaces are integral to the fabric and character of the community. The Department of Parks and Recreation remains committed to providing the best facilities and programs to the residents of Prince George's County. The purpose of Formula 2040 is to proactively plan for the county's current and future needs regarding programs, parks, trails, and open space. This plan establishes a strategic framework of goals, objectives, and policies to guide the rehabilitation and modernization of existing facilities along with strategies and action steps to implement the vision.

A key recommendation of the Formula 2040 Plan is to transition from the current model of building smaller (20,000 square feet) neighborhood-oriented community centers to constructing larger (60,000 to 80,000 square feet) regional multigenerational community recreation centers. These new multigenerational centers will provide an array of activities and programs to simultaneously serve the recreational and leisure needs of all age groups while maximizing usage, filling current and projected gaps in service, and eliminating duplication of facilities. This larger prototype center will have a double gymnasium, an aquatics feature, a fitness center with running track, and flexible multipurpose spaces.

Two level-of-service standards were established for this analysis:

- Each county resident should be able to travel to a recreation facility in no more than 15 minutes.
- The total combined infrastructure of the county's developed recreational facilities should provide at least two square feet of recreational space per resident including ½ square foot of aquatics per resident.

The initial step to meet this goal involved dividing the county into nine service areas. These areas were laid out so that from the center of each service area,

access to an indoor community center facility would be within a 15-minute travel time. Service areas inside the Capital Beltway are smaller in size to accommodate a higher population density and traffic congestion. The Largo Town Center sector plan area is located in the northwestern corner of Service Area 6.

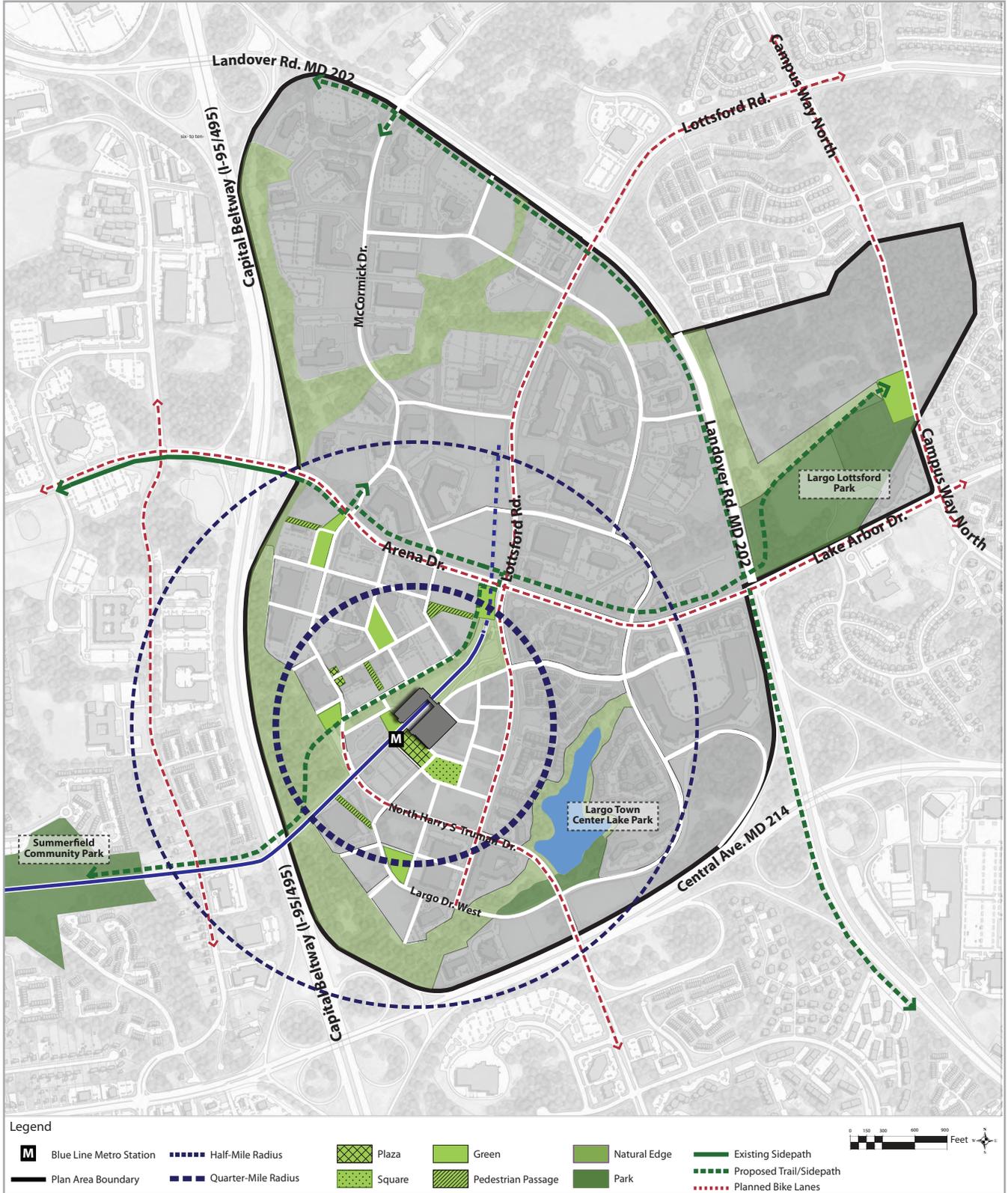
The second step in the analysis was to determine the amount of existing indoor recreation space. Projected level-of-service numbers for year 2040 will achieve at least two square feet of recreational space per resident. Current and projected gaps in service needs will be satisfied by the construction of new multigenerational centers as described above. Service Area 6 is expected to experience a 40 percent increase in population by year 2040. During this time frame, Service Area 6 will need to acquire 83,272 square feet of non-aquatic recreation space, 22,244 square feet of indoor aquatic recreation space, and 44,488 square feet of outdoor aquatic recreation space. A multigenerational center that will include all of the needed additional recreational space for this service area is proposed to be constructed in the southern part of Service Area 6.

Another option to consider in addition to the acquisition and development of public parkland and recreational facilities within highly-urbanized areas such as the Largo Town Center is the development of private recreational amenities. Good open space does not have to be publicly owned.

### Strategies

- Short-Term—Complete the amenities to be located at the Largo Town Center Park. (At the time of this writing, the plans are in permit review, and the park amenities should be under construction soon.)
- Mid-Term—Develop the recreational amenities approved for the Woodmore Towne Centre at Glenarden. (This park is master planned and will be built by the Woodmore Towne Center developer.)
- Long-Term—Renovate and expand the Lake Arbor Community Center, and add small urban parks and green spaces within the new urbanized, privately owned development within the Largo Town Center sector plan area in accordance with the plan vision. (Note: These public open spaces may or may not be publicly owned.)

Map 24: Illustrative Community Open Space and Bicycle Path Plan



## Transportation Demand Management

### Goal: An Efficient, Multimodal Transportation System

The 2002 General Plan envisions quality TOD at designated metropolitan centers, like Largo Town Center, particularly within centers in the Developed Tier. Implementing this 2002 General Plan vision will require balancing the optimum mix and densities of land use with the transportation infrastructure and services that are needed to accommodate them. To this end, the Largo Town Center Sector Plan seeks to ensure a convenient and efficient multimodal transportation network in the Largo Town Center area.

This sector plan is premised on the assumption that at buildout the preferred development pattern in the Largo Town Center area may generate levels of vehicular traffic and parking demand that are higher than at present. However, the sector plan incorporates the parallel assumption that potential vehicular congestion and greater parking demand within the Largo Town Center can be mitigated by (1) improvements to other components of the transportation network—particularly transit and transportation demand management (TDM) initiatives; and (2) ensuring that new development is designed to be pedestrian-, bicyclist-, and transit-friendly. Doing this will encourage significantly higher use of transit and make it desirable and safe to bicycle or walk to destinations within the sector plan area.

There are few options to add or expand the area's primary roads to accommodate the additional vehicular traffic that may result from new development. The arterials and collector roads are already built out to their master plan right-of-way limits. Currently, there is little, if any, traffic congestion on the sector plan area's interior roads. However, potentially increased parking demand, if not managed, could generate future congestion along portions of these roads. Therefore, a multimodal transportation network that integrates the envisioned development pattern with expanded public transportation, pedestrian/bicyclist pathways, and TDM initiatives will be needed to accommodate the desired development and to help ensure the operational integrity of all components of the transportation network within the Largo Town Center.

TDM is defined in Section 20A-201 of Title 20A, Transportation, of the Prince George's County Code 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." Title 20A contains guidelines for implementing TDM strategies, including the establishment and operation of designated transportation demand management districts (TDMDs).

The Largo Town Center Sector Plan authorizes the establishment of a TDMD for the DDOZ through petition to the County Council in accordance with Section 20A-204 of the Prince George's County Code. Upon receipt of the petition, the County Council shall direct the Planning Board to conduct a transportation system capacity analysis to determine whether or not transportation system imbalances will require the establishment of a TDMD. Any TDMD thus established will help implement the 2002 General Plan policy (Developed Tier Policy 3, page 35) that recommends transportation systems be both multimodal and integrated with the preferred development patterns in intensive, higher-density, mixed-use areas such as the Largo Town Center.

The TDMD is intended to:

1. Ensure that the preferred development pattern can be achieved in the Largo Town Center sector plan area while optimizing the overall operational integrity of the transportation network.
2. Reduce, or divert to other modes, the vehicle trips generated by the proposed development and redevelopment in the Largo Town Center sector plan area, particularly single-occupant vehicle trips during peak traffic periods.
3. Provide and maintain adequate multimodal transportation and mobility options for area residents, workers, and visitors.
4. Establish and maintain a multimodal network of transportation services and facilities that supports:
  - a. The development pattern recommendations for Largo Town Center as a 2002 General Plan metropolitan center.

- b. All other provisions of the Largo Town Center Sector Plan.
- c. Goals, objectives, and policies of the 2002 General Plan.
- d. The applicable provisions of the 2009 *Approved Countywide Master Plan of Transportation*.

The sector plan also authorizes the establishment of a transportation demand management technical advisory committee (TDMTAC) to analyze, recommend, and implement the policies required to achieve the Largo Town Center Sector Plan's transportation goals, policies, and objectives. The TDMTAC will be composed of transportation staff from M-NCPPC, MDOT (Maryland Transit Administration and State Highway Administration), WMATA, and DPW&T.

The TDMTAC will evaluate, analyze, and manage the transportation demand generated by new development and redevelopment in the sector plan areas as provided for by Title 20A, Subdivisions 2 and 3. It will also coordinate the transportation services needed to accommodate that development, including feeder and commuter intercept bus services and demand management programs for employers in Largo Town

Center. The TDMTAC will also assist the District Council in determining transportation adequacy in the sector plan area in accordance with the procedures and guidelines of Title 20A and any other guidance or directives that the Prince George's County Planning Board or the District Council provides in adopting and approving this sector plan. Initial staff support for the TDMTAC will be provided by the Countywide Planning Division of M-NCPPC.

#### **Strategies**

- Organize key commercial and mixed-use property owners to request the creation of a TDMD at Largo Town Center.
- Seek District Council approval for the establishment of the TDMD.
- Form an interagency TDM Technical Advisory Group to coordinate transportation demand management activities within the Largo Town Center TDMD.

