

CHAPTER 1: INTRODUCTION

PLAN PURPOSE

WHY THIS PLAN?

The MD 202 Corridor is a major transportation route that links the county seat in Upper Marlboro to Washington D.C. It is a heavily traveled road that provides easy connections to I-495 (Capital Beltway), US 50 (John Hanson Highway), and MD 295 (Baltimore-Washington Parkway). An increasing number of commuters and residents use this road to access major facilities and businesses such as the Prince George's County Hospital in Cheverly, the Landover Metro Station, Woodmore Town Centre, and FedEx Field. This number is expected to grow as a new medical regional center is built in Largo and the former Landover Mall area is redeveloped.

The corridor also serves as the front door to many older historic communities, including Cheverly, Landover, Kentland, and Palmer Park. Over the years the corridor suffered from deterioration and a lack of significant new investment even while new residential development occurred in the communities alongside it. Sector plans have been completed over the last few years for portions of the corridor abutting this area that include land use and infrastructure changes as well

as improvements to stimulate and guide new investment in revitalizing development along the corridor.

The sector plan area has been narrowly defined to encompass properties along Landover Road between Barlowe Road and the Baltimore-Washington Parkway, comprising primarily older commercial areas and the Landover Metro Station area. This area along the corridor is where changes and improvements should be focused to enhance and strengthen the corridor. Recently, new development and investment has occurred in this portion of the corridor as evidenced by the renovation of the former Giant shopping center that now houses an Aldi and CVS with a new Walgreens next door. This plan is intended to identify needed changes that build on this momentum and help stimulate other public and private improvements that will greatly enhance the area, making it safer, attractive, and more inviting for the people who live and work along the corridor. The plan concentrates on short-term recommendations that can result in more immediate improvements although mid- and long-term concepts are presented as well.

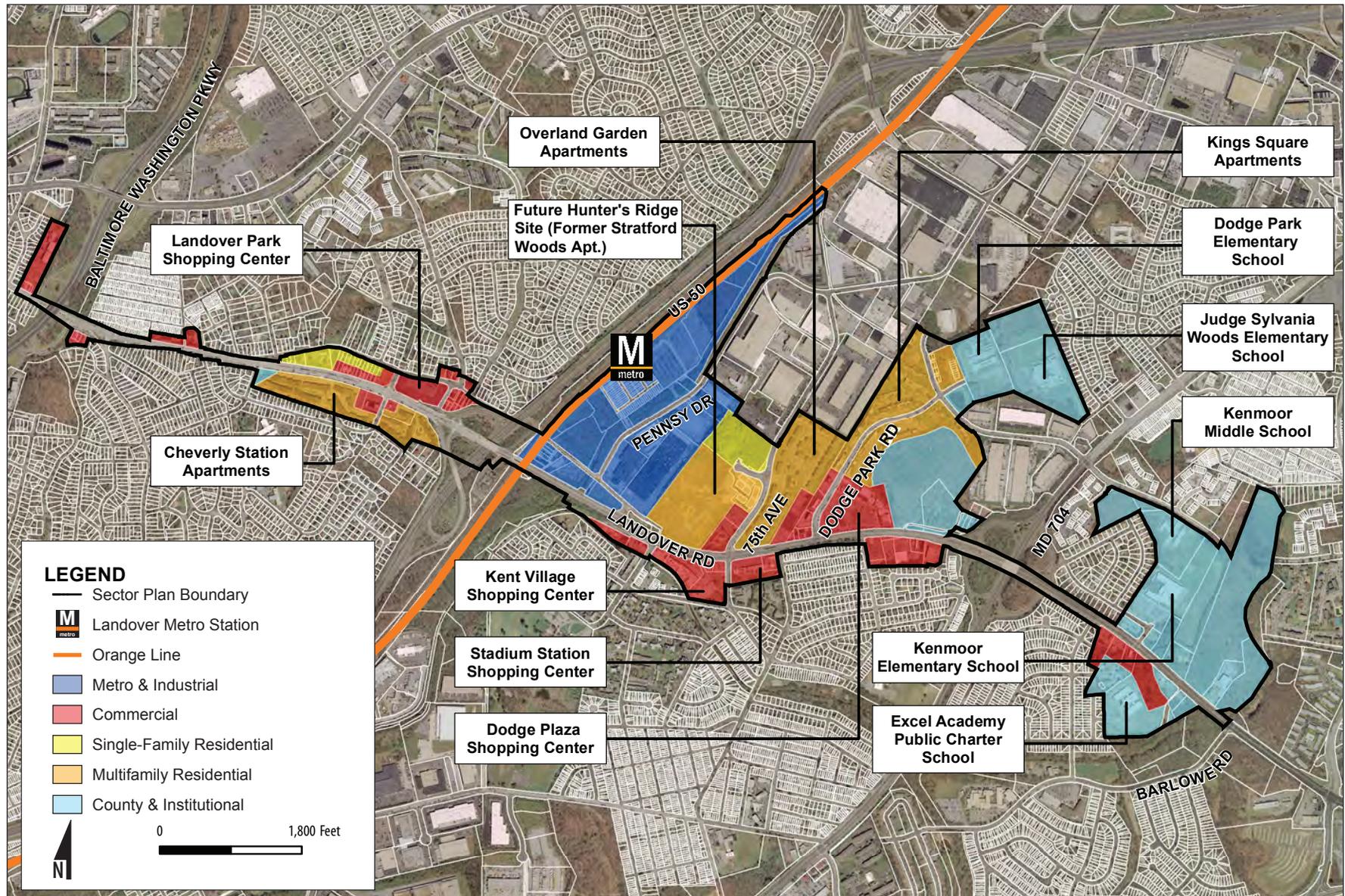
SECTOR PLAN BOUNDARY

The sector plan area contains approximately 528.5 acres (see Map 1.1, on page 2). The boundary includes the MD 202 Corridor right-of-way from slightly west of the Baltimore-Washington Parkway to Barlowe Road and a number of the commercial, multifamily, institutional, and industrial properties immediately adjacent to the corridor between these two intersections. The area is divided into sections by MD 295, John Hanson Highway, and MD 704. The Metrorail Orange Line bisects the area and runs in a northeast-southwest direction almost parallel to US 50. The core area of the sector plan, which will be discussed later in Chapter 3, is centered around three distinct focus areas located on either side of MD 202 between US 50 and MD 704. The three focus areas are Metro Focus Area, Dodge Park Focus Area, and South Landover Road Focus Area.

RELATIONSHIPS TO OTHER COUNTY INITIATIVES AND PLANS

There are a number of plans and initiatives at the local and state levels that provide a framework for the sector plan. The documents described in this section formed the context for the plan area.

Map 1.1: Sector Plan Boundary



TRANSFORMING NEIGHBORHOODS INITIATIVE (TNI)

In 2012, Prince George's County introduced its Transforming Neighborhoods Initiative (TNI) to achieve the county executive's vision of a thriving economy, great schools, safe neighborhoods, and high quality healthcare by targeting cross-governmental resources to six high-need neighborhoods. As a result, the county has directed multi-agency resources to address the priority problems facing these communities that are largely related to education, housing, health, and safety. The Kentland/Palmer Park TNI area (Map 1.2, on page 4) includes portions of the sector plan area, and a multi-agency workgroup has been created and is currently implementing an action plan to effectively address these issues. Efforts are focused on social programs to engage the youth and other residents. County agencies have also directed resources to code enforcement of nuisance properties and provided increased public safety. More recent efforts concentrate on commercial revitalization along the MD 202 Corridor, and the Dodge Plaza Shopping Center has been selected as the pilot project. This plan includes implementation recommendations to enhance and upgrade this older shopping center, which occupies a prominent location on the corridor and serves as an informal gathering place for much of the community.

COUNTYWIDE PLANS**2014 Plan Prince George's 2035 Approved General Plan**

The county has updated its general plan to develop a new blueprint for long-term growth in Prince George's County. The Plan Prince George's 2035 revises the regional center designation for the Landover Metro area to a local and suburban center with an urban transit neighborhood classification. This classification characterizes neighborhoods that are smaller-scale, primarily residential, mixed-use centers that are well connected by transit. These areas are recommended to have a connected street grid and offer local-serving retail and limited office uses. The sector plan builds on this recommendation, recognizing that the center is not located in a primarily residential area but rather an employment area with nearby residential housing. Improving the connectivity of the Metro station to the residential areas and the employment area is a major issue that this plan addresses.

2005 Approved Countywide Green Infrastructure Plan

The Green Infrastructure Plan provides a comprehensive vision for conserving the significant environmental ecosystems in Prince George's County. The plan includes a map of interconnected sensitive habitats of countywide significance, along with implementation recommendations to help make the vision a reality. The sector

plan builds upon the recommendations regarding the protection and preservation of environmental resources and identifies specific opportunities to enhance the community with environmentally sensitive features.

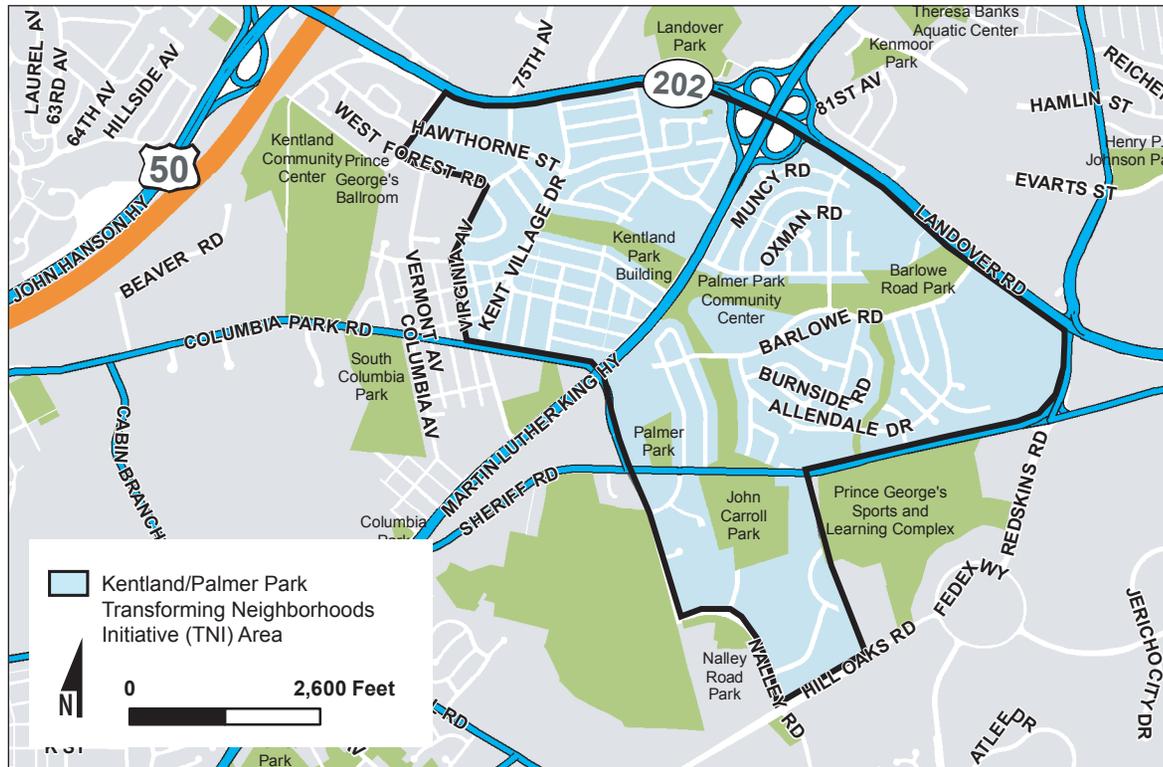
2008 Approved Public Safety Facilities Master Plan

This master plan contains recommendations for the Maryland-National Capital Park Police, the Prince George's County Correctional Center, the Police Department, the Fire/Emergency Medical Services Department, the Office of Emergency Management, and the Office of the Sheriff. The plan addresses the need for new facilities, renovation of existing facilities, staffing levels, and crime prevention strategies such as crime prevention through environmental design. The plan recommends that the Kentland/EMS Station #33 located on MD 202 be retained. Long-term, the plan recommends that the station be renovated or replaced at this location.

2009 Approved Countywide Master Plan of Transportation

The Master Plan of Transportation (MPOT) is the functional master plan that addresses the strategic transportation issues for all modes in Prince George's County. The master plan updated the 1982 MPOT and incorporates the transportation recommendations included in subsequent

Map 1.2: Kentland/Palmer Park Transforming Neighborhoods Initiative Area



approved master and sector plans. The MPOT designated MD 202 as an arterial roadway with continuous sidewalks and on-road bicycle facilities. This sector plan seeks to implement this recommendation.

2010 Approved Water Resources Functional Master Plan

The purpose of the Water Resources Plan is to evaluate growth and anticipated future development as well as to consider any impacts

to and demands on water resources, drinking water, wastewater, and stormwater. The Water Resources Plan provides growth guidance expressed as goals, policies, and strategies to address water quality impacts associated with land use in the county. This sector plan implements the Water Resource Plan’s policies and strategies for improvements to the stormwater management systems in the area.

SECTOR PLANS AND MASTER PLANS

2009 Approved Port Towns Sector Plan and Sectional Map Amendment

The Port Towns Sector Plan, which provides recommendations for the MD 202 Corridor just north of the plan area, envisions green, healthy, and pedestrian-friendly communities and destinations that celebrate and build upon the area’s diversity, strategic location, and industrial base, as well as historic, recreational, and environmental resources. Specifically, the sector plan discusses an interconnected network of streets that incorporates crosswalks, lighting, bike lanes, and other design features in order to promote a safe pedestrian environment. This sector plan builds upon these ideas and provides guidance on transportation improvements that need to be made at critical intersections along segments of the MD 202 Corridor located in the plan area.

2009 Approved Landover Gateway Sector Plan and Sectional Map Amendment

The Landover Gateway Sector Plan, which includes the MD 202 Corridor to the south, envisions a vibrant 24-hour activity center with a dense urban form and a mix of uses located on and around the site of the former Landover Mall. The core area is envisioned as a complex of signature office towers offering both private and public uses and a mixed-use “main street.” The outer

neighborhoods radiating from the core will contain a range of moderate- to high-density residential neighborhoods complementary to the mixed-use development. Significant new development was proposed in the Landover Gateway Sector Plan that will increase traffic along the corridor and create new potential demand for goods and services. The *Landover Metro Area and MD 202 Corridor Approved Sector Plan and Sectional Map Amendment* anticipates this potential growth and continues the Landover Gateway Sector Plan's recommendations for bike trails, improved lighting, and special pedestrian crosswalks at signalized intersections along the MD 202 Corridor.

1994 Approved Master Plan and Sectional Map Amendment for Bladensburg-New Carrollton and Vicinity

The Bladensburg-New Carrollton Master Plan, which covers a small portion of the Landover Metro Area/MD 202 Corridor Approved Sector Plan area west of US 50, contains proposals to preserve and enhance established residential areas and protect them from encroachment by incompatible uses. The master plan also contains proposals to better integrate shopping centers with the surrounding community and to repurpose selected declining shopping centers for limited industrial uses. The master plan did not contain specific recommendations for the

MD 202 Corridor, so this sector plan focuses on the corridor.

2010 Approved Subregion 4 Master Plan and Sectional Map Amendment

The Subregion 4 Master Plan covers a very large area (approximately 29 square miles) of the central portion of the county inside the Capital Beltway. In the master plan, we include strategies to improve the quality of life within the county's established communities, promote mixed-use development along transportation corridors at targeted centers and nodes, push for better mobility for multiple modes of transportation, encourage local economic development, and put forth strategies to protect environmentally sensitive areas. The master plan also contains general guidance for development at the Landover Metro area through a conceptual regulating plan. The regulating plan is a form-based code that establishes street types and how buildings interact with the public space. Additionally, the planning department, through this master plan establishes future land uses for the station and the surrounding area. This sector plan evaluates the future land uses in the master plan in greater detail and provides alternatives to some land use recommendations in the master plan.

STATE POLICY

1992 Economic Growth, Resource Protection, and Planning Act

The Maryland General Assembly enacted legislation to encourage economic growth, limit sprawl, and protect the state's natural resources. The act establishes consistent general land use policies to be locally implemented throughout Maryland. These policies are stated in the form of eight visions. The 1992 Maryland Planning Act was updated with the passage of the Smart and Sustainable Growth Act of 2009, which is detailed on page 6.

The Smart Growth and Neighborhood Conservation Act of 1997

This act builds on the foundation of the eight visions adopted in the 1992 Economic Growth Resource Protection and Planning Act as amended. The act is nationally recognized as an effective means of evaluating and implementing statewide programs to guide growth and development.

The Maryland smart growth program has three goals:

1. To save valuable remaining natural resources.
2. To support existing communities and neighborhoods.

3. To save taxpayers millions in unnecessary costs for building infrastructure to support sprawl.

A significant aspect of the initiative is the smart growth areas legislation that requires that state funding for projects in Maryland municipalities, other existing communities, industrial, and planned growth areas designated by counties receive priority funding over other projects. These smart growth areas are called priority funding areas (PFA). The entirety of the sector plan area is designated a PFA by the county and the state. The sector plan includes recommendations, including specific implementation actions, that meet all three goals of the state's smart growth program.

Stormwater Management Act of 2007

This legislation was enacted by the Maryland General Assembly in 2007. It mandates environmentally sensitive site design that will capture stormwater on-site and allow it to soak into the ground to the greatest practical extent. The act requires on-site stormwater management systems to mimic natural ecosystems. It also recommends the use of "microscale" technologies such as green roofs, permeable pavements, bioswales, and rain gardens to drain areas of less than an acre. The Maryland Department of the Environment (MDE) is charged under the

act with developing appropriate rules and regulations to implement the act's provisions. MDE has developed a model stormwater management ordinance that can be replicated by local jurisdictions seeking to require new development in their areas to employ green stormwater management practices.

The Smart and Sustainable Growth Act of 2009

The Smart and Sustainable Growth Act of 2009 clarifies the link between local comprehensive plans and local land use ordinances. The bill reinforces the importance of planning for sustainable growth and development in all local jurisdictions within the state. The 8 plan visions stated in the Maryland's 1992 Planning Act are replaced with an updated and expanded list of 12 visions:

1. A high quality of life is achieved through universal stewardship of the land, water, and air, resulting in sustainable communities and protection of the environment.
2. Citizens are active partners in the planning and implementation of community initiatives and are sensitive to their responsibilities in achieving community goals.
3. Growth is concentrated in existing population and business centers, growth

areas adjacent to these centers, or strategically selected new centers.

4. Design that is compact, mixed-use, walkable, and consistent with existing community character located near available or planned transit options is encouraged to ensure efficient use of land and transportation resources as well as preservation and enhancement of natural systems, open spaces, recreational areas, and historical, cultural, and archeological resources.
5. Growth areas have the water resources and infrastructure to accommodate population and business expansion in an orderly, efficient, and environmentally sustainable manner.
6. A transportation system that is well-maintained, multimodal, and facilitates the safe, convenient, affordable, and efficient movement of people, goods, and services within and between population and business centers.
7. A range of housing densities, types, and sizes provides residential options for citizens of all ages and incomes.
8. Economic development and natural resource-based businesses that promote employment opportunities for all income levels within the capacity of the state's natural resources, public services, and public facilities are encouraged.

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

Together, the 12 visions provide guiding principles that describe how and where growth can best occur without compromising the state's natural and cultural resources. The act acknowledges that the comprehensive plans prepared by counties and municipalities form the best mechanism to establish priorities for growth and resource conservation. Once priorities are established, it is the state's responsibility to support them.

PUBLIC OUTREACH

A critical component of any successful planning effort is an open, inclusive, public participation process that allows stakeholders an opportunity to express their views and opinions. Through various engagement strategies, management companies, community residents, civic associations, property and business owners, and government agencies and officials helped identify key issues and concerns and provided feedback on the plan recommendations. Below is a summary of the engagement methods employed during the planning process.

STAKEHOLDER INTERVIEWS

Beginning in December 2011, prior to the initiation of the sector plan, the project team conducted a series of meetings with individual stakeholder groups in order to solicit their thoughts regarding existing conditions around the Landover Metro area, Dodge Plaza Shopping Center, and along the MD 202 Corridor. These interviews were instrumental in informing the community about the project and helping to pinpoint issues and concerns that needed to be addressed in the preparation of the sector plan.

COMMUNITY ENGAGEMENT WORKSHOPS

In conjunction with the stakeholder interviews, a series of community workshops were held over the course of 10 months in order to reach additional residents, receive their input on existing conditions, and help them play a role in crafting a vision for the future of the plan area.

Prior to the plan's initiation, the first workshop was held on March 8, 2012. During this workshop, residents participated in small group discussions on five specific topics in order to share their views on the area. The categories were economic development, transportation connectivity, housing choices, public spaces and sustainability, and public facilities. The dialogue from the workshop helped start the engagement with the community.

After the sector plan was formally initiated, two more workshops and a final public meeting were held between October 2012 and January 2013 to continue engagement with the community. The second workshop focused on potential development opportunities and transportation improvements that could be employed along MD 202. Electronic voting was used at a

third workshop to receive immediate feedback and gauge community support for ideas being developed by the project team. A final public meeting was held to present, discuss, and refine short-, mid-, and long-term concepts for the sector plan. Briefings were also held with officials from the Town of Cheverly and members of the town's Planning Board.



Community Feedback on the Pedestrian Environment