



The Maryland-National Capital Park and Planning Commission (M-NCPPC)

Greenbelt Metro Area and MD 193 Corridor Sector Plan

www.pgplanning.org/greenbelt.htm

NEW TO THE SECTOR PLAN PROCESS?

Please see pages 2 and 3.

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UPCOMING EVENTS

Transportation Presentation and North Core Design Alternatives Meeting

December 2011
Greenbelt Middle School
8950 Edmonston Road
Greenbelt, MD

Youth Workshop

December 2011
Greenbelt Middle School
8950 Edmonston Road
Greenbelt, MD

Community Workshop 5—Development Alternatives

December 2011/January 2012
Greenbelt Middle School
8950 Edmonston Road
Greenbelt, MD

Community Workshop 6—Preferred Development Concepts

January/February 2012
Greenbelt Middle School
8950 Edmonston Road
Greenbelt, MD

STAY TUNED FOR MORE DETAILED INFORMATION!

PLAN MOMENTUM CONTINUES INTO FALL

Thanks to your dedicated participation, the Greenbelt Metro Area and MD 193 Corridor Sector Plan marked two successful fall workshops! On the evening of September 22nd, your neighbors, community leaders, and local business owners shared their thoughts on what they would like to see in the future at the North Core and South Core of the Greenbelt Metro Station.

While participants had a range of opinions on topics such as desired uses, transportation improvements, design preferences, and development priorities, a consensus emerged for:

- Medium- (4-7 story) to high-density (8+ story) development within 1/4 mile of the Metro station if handled sensitively.

NORTH VERSUS SOUTH CORE?

North Core refers to the properties extending east of the Greenbelt Metro Station to Cherrywood Lane. The property owners are the Washington Metropolitan Area Transit Authority (WMATA) and the State of Maryland. South Core includes the platted townhome lots north of Branchville Road (currently owned by a bank) as well as existing industrial land north of Greenbelt Road.

- “Green” or low-impact design.
- A mix of housing and shopping choices at the Metro station.

- The preservation of the state-owned land and the creation of some passive recreational opportunities and trails.



Stakeholders join Greenbelt Councilmember Emmett Jordan and Dannielle Glaros, of Council Vice Chair Eric Olson’s office, to debate sector plan priorities.

Other ideas/issues raised at the breakout tables included:

- Ensuring public and pedestrian safety.

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DIFFERENT OUTREACH EFFORTS GENERATE NEW INSIGHTS

Businesses are essential partners in our planning process. Recognizing that business owners are frequently unable to participate in evening meetings, the project team organized a business open house on August 5th at an office in the Golden Triangle.



Business owners discussed many issues at the Business Open House including overall market conditions and transportation concerns.

RUN A BUSINESS?

Complete our quick anonymous online survey at www.surveymonkey.com/s/KZ9X6HF.

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PLANNING LINGO

“**Road Diet**”, is an increasingly popular technique designed to improve safety and/or provide space for desired pedestrian/ biker amenities by reducing the number of lanes on a roadway with excess capacity. Newly freed-up space can allow for:

- (Wider) sidewalks.
- (Wider) landscaping strips.
- Bike lanes.
- Cafe seating and other amenities.

“CIP versus CTP”

The Capital Improvement Program (CIP) plans for the construction and maintenance of the county’s infrastructure, facilities, government buildings, and schools over the next six years. The Consolidated Transportation Program (CTP) is a detailed listing of the capital projects proposed by the Maryland Department of Transportation for construction, or for development and evaluation during the next six-year period.

PLAN MOMENTUM (CONTINUED)

- Balancing the security needs of a potential federal tenant with the key features of transit-oriented development (TOD).
 - Determining the appropriateness of industrial uses along Branchville Road.
 - Identifying the best locations for parking garage(s) at the Metro station and retaining adequate commuter parking.
 - Implementing short-term improvements at the Metro station.
 - Enhancing connections between and across North and South Cores, Franklin Park at Greenbelt Station, North College Park, Greenbelt Road, and Greenbelt East.
 - Retaining certain provisions from the approved 2001 sector plan and from municipal covenants.
- Spirited discussion spilled into October at the fourth community workshop. Participants focused on:
- Safety improvements to Greenbelt Road (including new crosswalks, wider sidewalks, biker amenities, and medians).
 - Aesthetic and safety improvements to Beltway Plaza and surrounding pad sites (such as additional landscaping and new pedestrian pathways through the parking lot).
 - The type and design of potential new residential development at Beltway Plaza.
 - The suitability of non-industrial uses between Ballew Avenue and the train tracks.
 - The overall vision for Greenbelt Road.



Stakeholders at table #3 discussed the importance of design standards for businesses fronting Greenbelt Road.



Some participants at table #1 called for a more main-street feel along Greenbelt Road and for a more coordinated approach to redeveloping the Beltway Plaza Mall.

ABOUT THE PLAN

The Prince George’s County Planning Department of The Maryland-National Capital Park and Planning Commission (M-NCPPC) kicked off the Greenbelt Metro Area and MD 193 Corridor Sector Plan and Sectional Map Amendment in May 2011.

The purpose of the sector plan is to work with the Cities of Greenbelt and College Park, and the Town of Berwyn Heights to guide sustainable TOD around the Greenbelt Metro Station, and commercial revitalization and pedestrian-oriented improvements along the MD 193 corridor.

The sectional map amendment will ensure that the appropriate zoning is in place to implement the plan vision.

AGENCIES AT THE TABLE

Following approval, the implementation of the sector plan will, in great part, rely on the commitment of key county and state agencies to pursue and support the sector plan's recommendations. To that end, the project team is

conducting a series of briefings and interactive work sessions to obtain input and feedback from the Prince George's County Council, Prince George's County Executive's Office, Economic Development Corporation, Department of Housing and

Community Development, Redevelopment Authority, Department of Environmental Resources, Department of Public Works and Transportation, the Maryland State Highway Administration and other local, county, state, and regional agencies.

TRANSPORTATION YOUR PASSION?

Stay tuned for our upcoming presentation on current conditions and transportation data collected at key intersections along:

- MD 193
- Walker Drive
- Lakecrest Drive
- Cherrywood Lane
- Breezewood Drive
- MD 201
- Hanover Parkway

FREQUENTLY ASKED QUESTIONS

1. What is the state of the condition market in the sector plan trade area?

The sector plan trade area is generally defined as the area within three miles of the Greenbelt Metro Station. In 2010, there were approximately 151 office buildings in the trade area totalling 4.9 million square feet. While the trade area accounted for only 6 percent of the county's land area, it contained approximately 19 percent of the county's office space. Rental- and vacancy-rate trends are shown in the table below.

Third Quarter	Average Rental Rates	Vacancy Rates
2008	\$22.86	22.4%
2009	\$22.09	22.1%
2010	\$20.60	23.4%
2011	\$20.81	22.4%

Source: CoStar 3rd Quarter 2008, 2009, 2010, and 2011

Over the past ten years an average of 49,500 square feet of office space has been added per year within the trade area.

2. Are federal security requirements compatible with TOD and green building?

Protecting federal facilities from unauthorized persons is a key component of the U.S. General Services Administration's (GSA) site selection criteria. Key considerations include:

- Perimeter control—fences, bollards and setbacks
- Traffic controls and remote controlled gates
- Elimination of potential hiding places

While ensuring the security of federal facilities and employees remains critical, the importance of location and building characteristics is gaining traction.

As part of Executive Order 13514—a 2009 Obama administration initiative that calls for federal agencies to reduce their carbon footprint—federal agencies are to ensure “that planning for new Federal facilities or new leases includes consideration of sites that are pedestrian friendly, near existing employment centers, and accessible to public transit, and emphasizes existing central cities and, in rural communities, existing or planned town centers.”

The recently constructed headquarters for the U.S. Department of Transportation—located across from the Navy Yard Metro Station—demonstrates that heightened security measures can be balanced with pedestrian-design and TOD.

HAVE MIDDLE-SCHOOL AGED CHILDREN?

Be on the lookout for our upcoming youth workshop at Greenbelt Middle School featuring a fun and interactive set of activities!

The program will give our younger stakeholders an opportunity to voice their opinions on what is important to them in their communities.

MISSED A MEETING? IT IS NOT TOO LATE TO JOIN US!

- Visit our website (www.pgplanning.org/greenbelt.htm) to view PowerPoint presentations and meeting notes from previous meetings, access background research, study reference maps, and sign up for news updates.
- Participate in an upcoming workshop and the Joint Public Hearing.

DIFFERENT OUTREACH (CONTINUED)

On August 19th and September 13th, project team members also set up an information booth at the Beltway Plaza Mall to distribute information about our upcoming meetings and to survey shoppers on what types of changes they would like to see along the Greenbelt Road corridor.



Team members reached out to Beltway Plaza shoppers in August and September.

Convenience, affordability, and the popularity of existing anchors—the movie theater, Target, and Giant—ranked high on shoppers' reasons for patronizing the mall.

While survey respondents generally indicated satisfaction with the

products and services offered by businesses located in and around the mall, some called for improvements and new retail.

1. New Uses

Respondents thought new shops, healthier sit-down restaurants, residential development, such as townhomes, and a town center atmosphere would enhance the mall area.

2. Connectivity and Safety

Public safety around the mall and Franklin Park at Greenbelt Station was raised as a concern. One business owner pointed to the lack of coordination between mall security and the police departments of the surrounding jurisdictions.

Respondents indicated that the intersection of Kenilworth Avenue and Greenbelt Road would benefit from new or improved crosswalks. They also called

HAVE A QUESTION OR COMMENT? CONTACT US!

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for enhanced lighting, pedestrian, and transit amenities and for attention to shift from the widening of the Baltimore-Washington Parkway to Edmonston Road.

The lack of ramps along the rear of the mall property limits the access of wheelchair users and patrons with strollers to the front entrance.

3. Transit

Respondents conveyed frustration with existing bus service, particularly on the weekends.

RESOURCE CORNER—Check out these websites!

ORGANIZATIONS

Urban Land Institute—www.uli.org
Project for Public Spaces—www.pps.org
Congress for the New Urbanism—www.cnu.org
Reconnecting America—www.reconnectingamerica.org
Center for Transit-Oriented Development—www.ctod.org/portal

HOUSING

www.hud.gov/offices/cpd/about/conplan/tod.cfm
www.smartgrowthamerica.org/issues/housing/
www.communityframeworks.org/technical/toolbox/docs/Mixed_Income_Housing.pdf
www.aginginplaceinitiative.org/storage/aipi/documents/Blueprint_for_Action_web.pdf
www.mwcog.org/planning/