Thank you for joining. The meeting will begin momentarily.
WEST HYATTSVILLE – QUEENS CHAPEL SECTOR PLAN
COMMUNITY KICKOFF

Kendra Hyson
Deputy Project Manager
Long-Range Planning Section | Community Planning Division
M-NCPPC
HOW TO PARTICIPATE – TEAMS LIVE

- This meeting will be recorded and shared on the website
  ➢ You will be MUTED with your video OFF for the duration of the event
- If you have a comment or question, please type it in the Q&A chat box
  ➢ Please be polite and respectful in your comments and questions
AGENDA

• Team Introductions
• Opening Remarks
  ➢ The Honorable Deni Tavares, Council Member District 2
• Overview of Sector Plans
• Introduction to WHQC Sector Plan
• Q&A
• Overview of Scope and Methodology
• Project Insights Thus Far
• Q&A
• Ways to Stay Involved
M-NCPPC
PROJECT TEAM
West Hyattsville – Queens Chapel Sector Plan

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Project Manager

Scott Rowe
Project Facilitator

Kendra Hyson
Deputy Project Manager

Arnaldo Ruiz
Team Member

Andrew McCray
Team Member

Brian Byrd
Team Member

Garrett Dickerson
Team Member

Kenny Turscak
Team Member
CONSULTANT TEAM
West Hyattsville – Queens Chapel Sector Plan

AECOM

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Housing Initiative Partnership

Odessa Phillip
Assedo Consulting, LLC

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Assedo Consulting, LLC

Elsa Arias
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Provide affordable housing for future residents
WHAT IS A SECTOR PLAN?

- Defined Geographic Area
- Targeted Goals, Policies, Strategies, and Actions for Plan Elements
- Shared Vision
- Long term 20 to 25 years
**A SECTOR PLAN...**

<table>
<thead>
<tr>
<th>Can...</th>
<th>Cannot...</th>
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<tbody>
<tr>
<td>...contain strategies to support different types of businesses so that they will want to locate in this area</td>
<td>...bring a specific business to an area</td>
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<td>...contain strategies that may make the area more attractive for investment, which could impact property values</td>
<td>...raise or lower your taxes</td>
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<td>...recommend zoning changes</td>
<td>...change the zoning of a property</td>
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WHY THIS PLAN?

Replace the 2006 Transit District Development Plan (TDDP)

Times have changed
- New zoning ordinance
- New general plan
- Evolving economic conditions

Implement Plan Prince George's 2035 Approved General General Plan
Amends Plan 2035 and County Functional Plans

Replaces 2006 Transit District Development Plan for West Hyattsville

Replaces portions of 1994 Planning Area 68 Master Plan

Replaces portions of 2004 Gateway Arts District Sector Plan
PROJECT OBJECTIVE & GOALS

- Identify and analyze existing conditions
- Define new and realistic vision and goals for the area in collaboration with the community
- Provide policies and strategies for implementation
- Advance Plan 2035
Falls entirely within Planning Area 68

Envelops the 2006 West Hyattsville TDDP boundary

Southern boundary: Washington, DC

Northern boundary: Prince George’s Plaza TDDP Boundary
LAND USE

Direct future growth toward transit-oriented, mixed-use centers to:

- expand our commercial tax base,
- capitalize on existing and planned infrastructure investments, and
- preserve agricultural and environmental resources.
ECONOMIC PROSPERITY

Create a diverse, innovative, and regionally competitive economy that generates a range of well-paying jobs and strategically grows the tax base.

- Analyze local market conditions
- Identify key sectors for growth and job creation
- Determine unmet market potential
TRANSPORTATION & MOBILITY

Provide and maintain a safe, affordable, accessible, and energy-efficient multimodal transportation network that supports the County’s desired land use pattern and Plan 2035 goals.

Improve all modes of transportation

Maximize existing assets

Ensure the system is safe, equitable and convenient
Identify strategies to mitigate impact from existing and planned development

Focused on creating strategic measures to help preserve, restore and protect the natural environment

NATURAL ENVIRONMENT

To preserve, enhance, and restore our natural and built ecosystems to improve human health, strengthen our resilience to changing climate conditions, and facilitate sustainable economic development.

- Watersheds
- Forest and tree canopy
- Air
- Soil
Provide a variety of housing types and price points

Attract and retain residents

Address current and projected housing needs and preferences

Strengthen existing neighborhoods

HOUSING & NEIGHBORHOODS

Provide a variety of housing options—ranging in price, density, ownership, and type—to attract and retain residents, strengthen neighborhoods, and promote economic prosperity.
COMMUNITY HERITAGE, CULTURE & DESIGN

Create walkable places that enable social interaction and reflect community character and preserve and promote our cultural, historic, and rural resources to celebrate our heritage and encourage new investment.

Celebrate our history and culture

Preserve and restore historic sites, landmarks and resources

Evaluate opportunities to incorporate urban design/architectural features that reflect the area's history and culture
HEALTHY COMMUNITIES

Create safe, connected communities that promote active lifestyles and provide convenient access to healthy foods.

- Access to recreation facilities
- Access to healthy food
- Access to healthcare
PUBLIC FACILITIES

- Schools / Libraries
- Fire / EMS / Police
- Parks / Recreation / Community Centers
- Water & Sewer / Solid Waste
QUESTIONS?
DEVELOPING THE WEST HYATTSVILLE-QUEENS CHAPEL SECTOR PLAN
SECTOR PLAN

METHODOLOGY

Multi-stage planning process that incorporates topic-specific analysis and community engagement

- Initial Project Planning
- Existing Conditions
  - Community Focus Groups, Stakeholder Interviews, Kick-Off, and Community Open House
- Visioning
  - Community Visioning
- Land Use Scenarios
  - Community Scenario Refinement
- Preferred Land Use Scenario
  - Community Workshop
- Sector Plan Report
  - Community Focus Groups and Final Community Review
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<thead>
<tr>
<th>Month</th>
<th>Activity</th>
<th>Notes</th>
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<tbody>
<tr>
<td>July 2020</td>
<td>Project Pre-Initiation</td>
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<tr>
<td>August 2020</td>
<td>Project Pre-Initiation</td>
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<tr>
<td>September 2020</td>
<td>• Focus Groups</td>
<td>• Community Kick-Off Meeting</td>
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<td></td>
<td>• Stakeholder Interviews</td>
<td>• Existing Conditions</td>
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<td></td>
<td>• SWOT Analysis</td>
<td><em>Community Public Open House #1</em></td>
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<tr>
<td>October 2020</td>
<td>Community Kick-Off Meeting</td>
<td><em>Community Public Open House #1</em></td>
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<td>November 2020</td>
<td>Existing Conditions</td>
<td><em>Community Public Open House #1</em></td>
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<tr>
<td>December 2020</td>
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<td><em>Community Public Open House #1</em></td>
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<td>January 2021</td>
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<td><em>Project Visioning</em></td>
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<td><em>Community Workshop #1</em></td>
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<td>February 2022</td>
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<td>March 2021</td>
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<tr>
<td>April 2021</td>
<td>• Scenario Development</td>
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<td>• Preferred Scenario</td>
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<td>• Focus Groups</td>
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<td>May 2021</td>
<td>Draft Final Report</td>
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<td>June 2021</td>
<td>Draft Final Report</td>
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<td>July 2021</td>
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<tr>
<td>August 2021</td>
<td>Final Report</td>
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<td>Community Public Open House #2</td>
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### SECTOR PLAN CHALLENGES

| **Outreach** | How to conduct meaningful virtual engagement during COVID-19 social gathering restrictions?  
What is the best way to undertake bilingual outreach in an engaging way? |
|--------------|--------------------------------------------------------------------------|
| **Economics**| What type of development is most feasible in West Hyattsville?  
What role does West Hyattsville play in the County/Metro area?  
How to increase housing choice while retaining the existing affordability? |
| **Transportation**| How to keep momentum with Transit-Oriented Development, building on Riverfront at Hyattsville?  
How to move from car dependency to more walking, cycling, and transit use? |
| **Environment**| How to redevelop when significant portion of project is located within floodplain?  
Where can we reduce flood risks and/or mitigate risks through provision of open space and recreation opportunities? |
WEST HYATTTSVILLE- QUEENS CHAPEL STUDY AREA

LEGEND
- West Hyattsville - Queens Chapel Sector Plan Boundary
- Municipality
- 2019 Census Designated Place (CDP)
- District of Columbia/Maryland Border
DEMOGRAPHICS

West Hyattsville is Diverse

- 15,000 people in study area
- Stable 1% population growth 2020–2025
- Minority-majority community
- Growing Latino/Hispanic community

Race in West Hyattsville-Queens Chapel Area

- White Alone: 41.6%
- Black Alone: 18.3%
- American Indian Alone: 32.6%
- Asian Alone: 4.4%
- Pacific Islander Alone: 0.0%
- Some Other Race Alone: 0.7%
- Two or More Races: 0.0%

Residents of Hispanic Origin

- 2000: 20%
- 2010: 20.0%
- 2020: +30%
- 2025: +11.3%

Source: Esri, AECOM; Sept. 2020
West Hyattsville is Young

• Largest portion of population is between 25–34 years old
• Median age of 33.8 years old

Source: Esri, AECOM; Sept. 2020
WHAT TYPES OF HOUSING DO PEOPLE LIVE IN?

Housing tenure, value, type
- 5,869 existing housing units
- 92% occupied - 26.5% owner, 65.5% renter
- $276,751 median home value
- Approximately 3,700 apartments located in study area
  - Average asking rent of $1,280
  - 4.4% vacancy rate

Housing affordability
- Keep housing affordable for existing residents
- Provide affordable housing for future residents
## WHAT TYPE OF OFFICE AND RETAIL ARE IN WEST HYATTSVILLE?

### Office
- Approximately **82,000** square feet of office space across **11** properties
  - Primarily **Class C**
  - Little to no change in total space in recent decade.
- Current low vacancy rate of **1.4%** (versus 7.0% in 2010).
- **5-year** average of approximately **$18.00** per square foot gross asking rent.
- No commercial properties currently under construction.

### Retail
- Approximately **530,000** square feet retail space
  - Little to no change over last **10** years.
- **50%** of the total retail square footage is located across **4** shopping centers:
  - The Shops at Queen’s Chillum
  - Queen’s Chapel Town Center
  - Chillum Shopping Center
  - Kaywood Shopping Center
- No properties currently under construction for retail purposes.
HOW DO PEOPLE GET AROUND WEST HYATTSVILLE?
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HOW DO PEOPLE GET AROUND WEST HYATTSVILLE?
HOW DO PEOPLE GET AROUND WEST HYATTSVILLE?
WEST HYATTSVILLE OPEN SPACE
WEST HYATTSVILLE FLOODPLAIN

LEGEND

- Buildings
- Parking Lots and Roads
- Other Impervious Surface
- Water
- Flood Zone AE (100-Yr Floodplain)
STAKEHOLDER INTERVIEWS

Interviewees

Town of Brentwood, City of Mount Rainier, City of Hyattsville

Prince George’s County Council

Property owners and developers, including Gilbane, Hogan, MidCity, UIP, Kaiser Permanente, Maisel Development, and WMATA

Development Potential
- Metro
- Current activity and interest

Development Challenges
- Determining what feasible development is in WHQC
- Multiple review agencies
- Developing in the floodplain is opaque and costly.

Feel and Vibe
- Affordable, diverse, and community-oriented,
- No sense of place
- Has multiple identities
COMMUNITY FOCUS GROUPS

Groups by theme

Housing and real estate

- Affordable range of housing types
- Very diverse population
- More renters than owners
- Recent development outside of project area offers places for people

Neighborhoods, connectivity, and commercial areas

- Differences among neighborhoods – east/west of Queens Chapel, and south of Chillum
- Walking and cycling is unsafe and not connected, especially to Metro
- Need more local businesses in retail mix
COMMUNITY FOCUS GROUPS

Groups by theme

History, Culture, and Diversity

History, Culture, and Diversity

- Unique charm
- Legacy businesses
- It’s young and diverse – need to bridge cultural divides
- Needs branding, murals, multicultural events, and more “third spaces”
COMMUNITY FOCUS GROUPS

Groups by theme

Open space, recreation and environment

- Issues of metro and trail safety
- Parks are great!
  - Improve connectivity and facilities
  - Expand programming
  - Enhance waste management
- Challenges with flooding
- Environmental injustice in lower income/more diverse neighborhoods
  - Access is limited for these groups
1. What do you like most about living or working in West Hyattsville?
2. What would you most like to change about West Hyattsville?
3. What do you think are the most pressing challenges for this area?
4. What are you most excited about to include in this plan?
5. What can we do to keep you engaged in the planning process?

What questions do you have for us? Ask us in the Q&A Chat Panel.
PROJECT SCHEDULE SUMMARY

July 2020 – June 2023

October 2020
- Council Initiation & Community Kickoff

Winter 2020
- Existing Conditions Report

Fall/Winter 2021
- Preparation of Staff Draft Plan

June 2022
- Public Release of Staff Draft Plan

September 2022
- Joint Public Hearing

December 2022
- Planning Board Adoption

March 2023
- Council Approval/Amendment

June 2023
- Approval with 2nd Joint Public Hearing

We Are Here
WEST HYATTSTVILLE-QUEENS CHAPEL SECTOR PLAN

Planning Board Project Initiation: On Thursday, September 17, 2020, the Prince George’s County Planning Board approved the initiation of the West Hyattsville-Queens Chapel Sector Plan.

Sign up for project updates and other notifications.

SAVE THE DATE!

We are excited to officially begin engaging with community members!

Please join the Prince George’s County Planning Department on Saturday, October 17, 2020 at 10:30 a.m. for a community kickoff meeting to learn about the upcoming sector plan for the areas surrounding the West Hyattsville Metro station including portions of Hyattsville, Mt. Rainier, and Brentwood. During this virtual community kickoff meeting we will introduce the project and discuss how you can get involved. We want to hear from you!

To stay up to date on the progress of this project please follow us via our social media accounts. Should you have any questions about this project or this meeting, please contact us at WHQC@ppd.mncppc.org.

https://www.mncppc.org/4931/WHQC
UPCOMING EVENTS

- Online Surveys  
  Ongoing

- Virtual Office Hours  
  November

- Virtual Open House  
  December
THANK YOU!

Please take our exit survey
and visit our website and stay involved:
https://www.mncppc.org/4931/WHQC

Contact us at: WHQC@ppd.mncppc.org