

**Sustainable
Community Renewal
Application for
Prince George's
County Suitland-
Naylor Road Metro
Station Areas**

December 16, 2019

**Maryland Department of
Housing and Community
Development**



CHECKLIST AND TABLE OF CONTENTS

APPLICANT: Prince George's County

NAME OF SUSTAINABLE COMMUNITY: Suitland-Naylor Road Metro Station Area

Please review the checklist of attachments and furnish all of the attachments that are applicable. Contents of the application should be tabbed and organized as follows:

- ☐ **Section A - Sustainable Community Renewal Applicant Information**
- ☐ **Section B – Sustainable Community Renewal Report (Projects, Strategies and Partners)**
- ☐ **Section C – Sustainable Community Renewal Action Plan Update (Matrix)**
- ☐ **Section D – Sustainable Communities Workgroup Roster**
- ☐ **Section E – Signature Letter (acknowledging Disclosure Authorization and Certification)**
- ☐ **Section F – CD-ROM:** The CD-ROM should include the following contents:
 - If requesting a boundary modification, map in pdf format of the proposed Sustainable Community
 - **GIS shapefiles of the modified Sustainable Community boundary** (if requesting a modification) and other GIS related data
 - Pictures (jpeg format) of your accomplished projects of the last five years (as indicated in Section B)
 - Digital copy of completed Sustainable Communities Renewal Application

I. SUSTAINABLE COMMUNITY RENEWAL APPLICANT INFORMATION

Name of Sustainable Community:

Suitland-Naylor Road Metro Station Area

Name of Renewal Applicant: Prince George's County

Applicant's Federal Identification Number: 52-6000998

Applicant's Street Address: 14741 Governor Oden Bowie Drive

City: Upper Marlboro County: Prince George's County State: MD Zip Code: 20772

Phone Number: 301-952-4431 Fax Number: 301-9523339 Web Address: princegeorgescountymd.gov

Sustainable Community Renewal Application Local Contact:

Name: Chidy Umeozulu Title: Planner Coordinator, Prince George's County Planning Department

Address: 14741 Governor Oden Bowie Drive City: Upper Marlboro State: MD Zip Code: 20772

Phone Number: 301-952-3972 Fax Number: 301-952-4121 E-mail: chidy.umeozulu@ppd.mncppc.org

Other Sustainable Community Contacts:

Name: Fred Stachura Title: Supervisor, Prince George's County Planning Department

Address: 14741 Governor Oden Bowie Drive City: Upper Marlboro State: MD Zip Code: 20772

Phone Number: 301-780-8306 Fax Number: 301-952-4121 E-mail: frederick.stachura@ppd.mncppc.org

I. SUSTAINABLE COMMUNITY – General Information

A. Sustainable Community Boundary and Description

- (1) Are you requesting any changes to your Sustainable Community boundary? Describe why or why not? N/A

No change in boundary is necessary. The approved 2014 Suitland-Naylor Road Metro Station Areas Sustainable Community boundary encompasses portions of the Hillcrest Heights–Marlow Heights, Silver Hill, and Suitland-Coral Hills Transforming Neighborhoods Initiative (TNI) boundaries.

- (2) Include the following in as an attachment (if requesting a modification to your current boundary):

- a. PDF or JPEG of modified Sustainable Communities boundary map,
- b. GIS shapefiles of modified Sustainable Community boundary (mapped to the parcel boundary),

- (3) Approximate number of acres of entire SC Area: 1,926 acres

- (4) Existing federal, state or local designations:

X -National Register Historic District – Suitland Parkway
X -State Enterprise Zone Special Taxing District
X -State Designated TOD – Naylor Road Metro Station Area
X -Maryland State Opportunity Zone

- (5) Describe the SC Area’s current demographic trends (with respect to age, race, household size, household income, educational attainment, number of housing units, or other relevant factors). How have demographics changed in the last five years?

The population is currently 13,462, a negligible decrease of 1.6 percent from 2010. A summary of age distribution is shown below:

| 2010 ¹ | | |
|-------------------|------------|------|
| Age Group | Population | % |
| 14 and Under | 2,660 | 20.1 |
| 15-24 | 2,053 | 15.5 |
| 25-64 | 7,266 | 54.8 |
| 65 and Over | 1,269 | 9.6 |
| Total | 13,248 | |

| 2019 ¹ | | |
|-------------------|------------|------|
| Age Group | Population | % |
| 14 and Under | 2,718 | 20.2 |
| 15-24 | 1,788 | 13.3 |
| 25-64 | 7,324 | 54.4 |
| 65 and Over | 1,632 | 12.1 |
| Total | 13,462 | |

¹ Neustar/Element One Population Trend Report, 2019

Sustainable Communities Renewal Application - Section A

| | 2010 ¹ | | 2019 ¹ | | |
|-------------------|-------------------|-------|-------------------|-------|--------|
| <i>Race</i> | Population | % | Population | % | Change |
| White | 635 | 4.8% | 743 | 5.5% | +0.7% |
| Black | 12,164 | 91.8% | 12,194 | 90.6% | -1.2% |
| Native American | 126 | 1.0% | 161 | 1.2% | +0.2% |
| Asian | 78 | 0.6% | 81 | 0.6% | 0% |
| Pacific Islander | 7 | 0.1% | 10 | 0.1% | 0% |
| Two or more races | 240 | 1.8% | 273 | 2.0% | +0.2% |

| | 2010 ¹ | | 2019 ¹ | | |
|-------------------------------|---------------------|-------|---------------------|-------|--------|
| <i>Education</i> | Population Estimate | % | Population Estimate | % | Change |
| No High School Diploma | 1,026 | 12.0% | 1,059 | 11.8% | -0.2% |
| High School Graduate (or GED) | 3,316 | 38.8% | 3,350 | 37.4% | -1.4% |
| Some College, no degree | 2,635 | 30.9% | 3,040 | 33.9% | +3.1% |
| Bachelor's Degree | 501 | 5.9% | 495 | 5.5% | -0.3% |
| Advanced Degree | 1,026 | 12.0% | 1,059 | 11.8% | -0.2% |

Note: Survey reflects population ages 25 & over

| | 2010 ¹ | 2019 ¹ | |
|-------------------------|-------------------|-------------------|--------|
| <i>Household Income</i> | \$ | \$ | Change |
| Median | 53,149 | 61,479 | +15.7% |

| | 2010 ¹ | 2019 ¹ | |
|----------------------|-------------------|-------------------|--------|
| <i>Housing Types</i> | % | % | Change |
| Owner-occupied | 30 | 28.9 | -1.1% |
| Renter-occupied | 64.2 | 68.2 | +4.0% |

¹ Neustar/Element One Population Trend Report, 2019

Sustainable Communities Renewal Application - Section A

| | 2010 ¹ | 2019 ¹ | |
|-----------------------|-------------------|-------------------|--------|
| <i>Housing Values</i> | % | % | Change |
| Less than \$100,000 | 4.2 | 13.3 | +9.1% |
| \$100,000-\$200,00 | 35.6 | 28.6 | -7% |
| \$200,000-\$400,000 | 57.2 | 54.5 | -2.7% |
| more than \$400,000 | 3.1 | 3.6 | 0.5% |

| | 2010 ¹ | 2019 ¹ | Change |
|--------------------------------|-------------------|-------------------|--------|
| <i>Housing Number of Units</i> | 5,851 | 5,756 | -1.6% |

| | 2010 ¹ | 2019 ¹ | |
|---|-------------------|-------------------|--------|
| <i>Households by Number of Vehicles</i> | % | % | Change |
| No vehicle | 18.5 | 22.4 | +3.9% |
| One vehicle | 52.9 | 48.9 | -4% |
| Two vehicles | 22.6 | 23.1 | +0.5% |
| Three vehicles | 3.0 | 4.3 | +1.3% |
| Four or more vehicles | 3.0 | 1.3 | -1.7% |

| | 2010 ¹ | 2019 ¹ | |
|---------------------------------------|-------------------|-------------------|--------|
| <i>Commuting</i> | % | % | Change |
| Take Car or Truck to Work | 66.9 | 59.6 | -7.3% |
| Take Public Transportation to Work | 31.4 | 37.4 | +6.0% |
| Other Means of Transportation to Work | 1.7 | 3.0 | +1.3% |
| Work at Home | 0.7 | 2.2 | +1.5% |

¹ Neustar/Element One Population Trend Report, 2019

B. Organizational Structure, Experience and Public Input:

- (1) Describe any changes to the Applicant's organizational structure. Specifically, how has membership of the Sustainable Communities Workgroup changed in the last five years? Who are/were the leaders, and how will/did the Workgroup advisor or staff manage implementation of the SC Area Plan?

The approved 2014 Suitland-Naylor Road Metro Station Areas Sustainable Community boundary encompasses portions of the Hillcrest Heights–Marlow Heights, Silver Hill, and Suitland-Coral Hills Transforming Neighborhoods Initiative (TNI) boundaries. The TNI program provided government resources in areas of the County that are facing health, economic, public safety, and educational challenges to reduce the disparity between communities. The Suitland-Naylor Road Metro Station Areas TNI team comprises representatives from various County agencies, area residents, and business owners in the community, who lead the SC Area Plan implementation.

With the change of County administration at the beginning of 2019, the TNI program was restructured to expand government resources to additional neighborhoods organized according to Councilmanic District. This methodology creates a Councilmanic District program manager who, in collaboration with the County Council member office, Redevelopment Authority, business entities and civic associations will facilitate in the implementation of the Action Plan.

- (2) What have been the strengths and challenges of the capacity of the Sustainable Communities Workgroup with respect to implementation of the SC Plan?

The Sustainable Communities Workgroup has thrived in the past five years because of the collaboration and partnership of Prince George's County agencies and local community action groups. The Prince George's County Redevelopment Authority (RDA), Prince George's County Revenue Authority, and the Prince George's County Economic Development Corporation (EDC) have been instrumental in the major mixed-use redevelopment, property acquisition, and business recruitment in the SC area.

The challenge is the replacement of the energy and the enthusiasm of the previously active TNI teams that, in partnership with the community, provided services such as clean-up green-up, aggressive code enforcement, and other valuable and achievable deliverables to improve the quality of life within the SC area. The District 7 Councilmanic Program Manager now has more area to cover; therefore, requiring civic and community associations to partner with county agencies to solicit for funding and technical assistance to implement the action plan.

- (3) How did residents and other stakeholders in the community provide input to the Sustainable Communities Action Plan update? On which existing local plans (comprehensive plans, economic development plans, sector plans, etc.) is the Sustainable Communities Action Plan based?

In preparation for the renewal application, the Prince George's County Planning Department staff hosted two workgroup sessions. The first session, on Wednesday, October 2, 2019, at the William Beanes Community Center, focused on evaluation of the strengths and weaknesses identified in the original application, and additional strengths and weakness since the original application. The second session, on Wednesday, October 16, 2019, at the Marlow Heights Community Center,

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focused on the accomplishments in the SC area over the past five years and refinement of the new action plan. These two workgroup sessions were attended by key stakeholders, civic and community association representatives, area residents, and County agency representatives.

The SC Action Plan is based on recommendations from the 2014 *Plan Prince George's 2035 Approved General Plan* (Plan 2035), 2010 *Approved Subregion 4 Master Plan*, and 2014 *Approved Southern Green Line Station Sector Plan*.

- (4) Would you like any technical assistance from State agencies to help expand the capacity of your SC Workgroup or implement your SC plan? Please describe with which revitalization strategies you would like assistance.

The entire Suitland-Naylor Road Metro Station SC Area is unincorporated. Technical assistance will be needed to ensure the implementation of the action plan pertaining to sidewalk and trail improvement, as well as the associated stormwater management such as Suitland Road, Silver Hill Road, and Branch Avenue.

Implementation support from the following State agencies will be necessary:

- Maryland Department of the Environment
- Maryland Department of Transportation (MDOT)
- Maryland State Highway Administration (SHA)

SUSTAINABLE COMMUNITY RENEWAL REPORT

PART I: QUALITATIVE ASSESSMENT

Purpose:

The purpose of this assessment is to capture significant projects/ improvements that have been completed since the approval of your local government's Sustainable Communities designation.

In relation to the goals stated in your local government's Sustainable Community Action Plan, **please highlight at least three major accomplishments from the last five years**, including how you achieved them. When writing your narrative, consider the questions below and refer to the six elements discussed in the General Information section of this document (page iv) – Environment, Economy, Transportation, Housing, Quality of Life, and Land Use/Local Planning.

- 1) **Outcome:** Which outcomes identified in your Sustainable Community plan were you able to achieve?
- 2) **Projects:** Which projects did you implement in order to achieve the outcome? Also indicate when you started and completed these projects.
- 3) **Partners:** With whom (i.e. state agencies, local stakeholders) did you partner to complete projects?
- 4) **Impact:** What kind of measurable impact did the achieved outcome have on your community? Are there other intangible benefits?
- 5) **Pictures:** Please also include pictures that depict your accomplishments.

[EXAMPLE] Descriptive Narrative: Please list the most significant accomplishments that apply

Example – Accomplishment 1

Outcome: Improved stormwater management

Projects:

Project 1: Stormwater Retrofit Plan – In October 2014, the Town Council approved the Town's stormwater retrofit plan which outlines various strategies and capital budget expenditures over the next five years. Strategies include reducing the amount of impervious surface in the community and improving stormwater management. One of the plan recommendations is to pass an ordinance that assesses an environmental protection fee on municipal permits.

Project 2: Green Streets – The Town added green elements to approximately 600 linear feet of roadway that had been experiencing severe flooding. Specifically, bioswales were constructed and trees were planted.

Partners:

Chesapeake Bay Trust – provided technical assistance

MD DHCD – provided financial assistance in the form of a Community Legacy grant (totaling \$50,000).

Impact: The implementation of the projects had a significant impact on the community by improving stormwater runoff. The streets with the newly constructed bioswales no longer experience flooding.

Descriptive Narrative: Please list the most significant accomplishments that apply.

Accomplishment 1: Towne Square at Suitland Federal Center

Outcome: Increase in mixed-use (residential and commercial) development in the SC area

Project: Towne Square at Suitland Federal Center

Partners: Prince George's County Redevelopment Authority; Cober, Johnson, & Romney, NVI Homes

Impact: The county bought and demolished one of the most distressed apartment complexes, Suitland Manor, and its redevelopment became the centerpiece of the County's revitalization efforts in Suitland. The development of Towne Square at Suitland Federal Center is a public-private partnership. The 33-acre, \$600 million development introduces more than 1.7 million square feet of residential housing, which includes single-family attached homes, multi-family, and senior housing, as well as 112,000 square feet of retail space, six parks, and a 50,000-square-foot Cultural Arts and S.T.E.M. Center. The development is directly across from the Suitland Federal Center and near Suitland Metro Station. Phase 1A of the project has been completed. Phases 1B, 1C, and 2 are currently in progress and are projected to be completed in early 2020. Approximately 80 townhomes have been sold at an average sale price of \$320,000.

Accomplishment 2: Creative Suitland

Outcome: Increase in arts and cultural awareness in the SC Area

Project 1: 2018 Suitland Community Survey: In 2018, Creative Suitland distributed a survey to the Greater Suitland area to collect feedback on the need and interest for arts and cultural activities in the subject area. Most of the community felt that Creative Suitland could best serve them by offering affordable spaces to rent for targeted programs and creative entrepreneurs, free/affordable programs and arts activities, family-oriented events/activities for all ages, and provide opportunities for local artists.

Project 2: Renovation of the former Hunter AME Church: In 2018, the Prince George's County Revenue Authority purchased the former site of Hunter AME Church at 4719 Silver Hill Road for \$5.3 million. The site is in the heart of the Suitland-Naylor Road Metro Station Area, directly across from Suitland Federal Center Gate. The church will be repurposed into the Suitland Creative Arts Center, the hub of operations and events for Creative Suitland. With proximity to Suitland Metro Station and existing businesses, the Creative Suitland Arts Center will create distinctive branding and activation of an area where walkability and access already exists but fails to attract residents. The site will also be used as a building block for future arts-based development. Renovation work has commenced at an estimated construction cost of \$250,000. The project timeline is approximately five years, but as spaces become available, they will be rented out to offset construction costs.

Project 3: Programming: Currently, Creative Suitland offers several multi-generational, multicultural programs to its members:

- Heritage Works: A series of workshops teaching culturally specific skilled art forms and connecting community with history and heritage.¹
- Visual Arts: Opportunities available for visual artists to conduct workshops, exhibit work, and rent space.¹
- Performing Arts: Opportunities to conduct workshops and classes, rent affordable rehearsal space and present work.¹
- Theater: Opportunities available for performing artists to rehearse and perform in the newly renovated theater space featuring state-of-the art lighting and sound technology. Technical support such as lighting designers, sound engineers, and stage managers are available upon request for approved productions.¹
- Food Equity: Supporting options to increase access to food across the Suitland area in conjunction with health-conscious activities.¹
- Artist Development: Planned series of professional development workshops specific for visual and performing

artists.¹

-Community Empowerment: Office space and rehearsal spaces will be available to non-arts community groups for meetings, fundraisers, classes and workshops, public presentations, and other activities.¹

-Arts Education: Out-of-school programming available after school and during summer onsite and at local schools featuring visual arts, music, drama, dance, etc.¹

Partners: Joe's Movement Emporium and Revenue Authority of Prince George's County

Impact: Creative Suitland is a community development strategy created to encourage arts-based collaboration among the existing businesses and residents in the Greater Suitland area. The program aims to redefine the creative spirit of the Suitland area by stimulating a creative economy, creating spaces for people to collaborate, and expanding the existing arts and cultural environment. Through community outreach and surveys, Creative Suitland has identified programming and partnerships to appeal to a diverse multi-generational population in the SC area.

Sources:

¹ www.creativesuitland.org

Accomplishment 3: Complete green streetscape enhancements along Swann Road

Outcome: Streetscape improvements along Swann Road

Projects: Roadway improvements to Swann Road from Silver Hill Road to Dianna Drive

Partners: Prince George's County Department of Public Works and Transportation

Impact: The project is a three-quarter mile green/complete streets project to improve the safety, functionality, and aesthetics of Swann Road. The scope of work involved substantial roadway modifications that include pavement widening and the construction of curbs and gutters to provide for complete sidewalk treatment, bike lanes, and to address drainage problems. Enhanced street lighting, tree planting, and extensive stormwater management were also a part of the project. Improved connectivity is provided to the existing William Beanes Elementary School and the commercial corridor on Silver Hill Road (MD 458). The project was completed in summer 2019.

Accomplishment 4: Renovations to The Shops at Iverson

Outcome: Improvements to The Shops at Iverson

Projects: Renovations to the existing structure and facades, and an increase in gross leasable area.

Partners: JBG Smith, Economic Development Corporation (EDC)

Impact: The renovations at The Shops at Iverson have rejuvenated a prime business district along Branch Avenue near the Naylor Road Metro Station. The 60s-era shopping mall will undergo a full façade renovation as well as installation of modern technologies such as bike-share stations and transit-screen monitors to better improve consumer navigation to and from the mall. These improvements will turn the center into a more attractive destination for the community and Branch Avenue commuters. The developer is also proposing to make more storefronts exterior facing, engage with the streetscape, and add more outdoor seating options for consumers and employees. The renovations will increase the overall leasable space of shopping centers from 535,000 square feet to more than 600,000 square feet.

Accomplishment 5: Suitland Model Blocks & Sustainable Streets Project

Outcome: Renovation of a single-family home in the SC area

Project:

3417 Glenn Drive Suitland, MD 20746

Partners: Prince George's County Redevelopment Authority (RDA), United States Department of Housing and Urban Development (HUD)

Impact: In 2015, the Prince George's County Redevelopment Authority entered an agreement with the United States Department of Housing and Urban Development (HUD) to create an affordable housing program in the Suitland area. The Suitland Model Blocks & Sustainable Streets program, funded by a \$200,000 Community Development Block Grant, allowed 10 single-family homes owned by low-income families to undergo rehabilitation. One property within the SC area was chosen for renovations as a part of the program. The scope of work included exterior renovations, stormwater management and other environmental protection improvements, code compliance, landscaping, improvements to windows, doors, porches, trim, siding, and other renovations to improve curb appeal and building aesthetics.

Descriptive Narrative: Please use this section to describe any major outcomes or projects from your last Sustainable Communities Action Plan that have NOT been accomplished and why.

Outcome: Gateway enhancements

Narrative: The SC area is a primary gateway into Prince George's County from Washington, D.C. Currently, there are two signs identifying the entrance into the SC area, and both are in inconspicuous locations hidden by foliage. Community Legacy funds were available to improve the gateways; however, technical assistance with grant writing was needed to complete the applications.

Outcome: Streetscape Improvements

Narrative: Streetscape Improvements along Suitland Road and Silver Hill Road were recommended in the previous application to better connect pedestrians and bicyclists to the Suitland and Naylor Road Metro Stations. CDBG Block Grants were available to improve infrastructure; however, technical assistance with grant writing was needed to complete the applications.

Outcome: Decrease in crime rate

Narrative: In 2012, the Suitland-Naylor Road Metro Station Areas were designated TNI areas because they faced significant economic, health, public safety, and educational challenges. A focus of the TNI workgroup was to develop an action plan to combat crime in collaboration with the Prince George's County Office of the Sheriff, County Police, and Department of Corrections. However, with the restructuring of the TNI program under the new County Executive, resources have been expanded to focus on the entire electoral district instead of the smaller originally designated TNI areas.

SUSTAINABLE COMMUNITY RENEWAL REPORT

PART II: COMPREHENSIVE ASSESSMENT

Purpose:

The purpose of the comprehensive assessment is to capture indicators of accomplishments in each Sustainable Community. Indicators should reflect the five-year time period since the adoption of the Sustainable Communities Action Plan. Thus, the following questions focus on the common outcomes that were identified in the various Sustainable Community Action Plans approved by the State. The assessment will be grouped in the sections of Environment, Economy, Transportation, Housing, Quality of Life, and Land Use.

Please answer the following questions to the best of your knowledge.

Check “YES” if applicable to your community. If you answer “YES” please quantify the accomplishment (i.e. Q: Has there been an increase in the number of businesses in your Main Street/commercial district? A: YES 4 new businesses have opened in the past five years). If necessary, please also provide a short description of the accomplishment.

Please check “NO” if the question item did not have any impact on your community. If you answer “NO” please briefly summarize what kept you from achieving your plan’s desired outcomes.

Check “N/A”, if the question item does not apply to your Sustainable Community.

Sustainable Communities Renewal Application

| ENVIRONMENT | YES | NO | N/A | If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes? |
|--|-----|----|-----|--|
| 1. Has there been an improvement in water quality? | | X | | The Sustainable Community Area is within the Henson Creek and Oxon Run Watershed. The quality of water for both has been rated as "very poor" and has not changed over the past five years. Multiple factors may have contributed to this poor quality such as the number of impervious surfaces in the area and poor stormwater management practices. |
| 2. Has the amount of impervious surface in your Community been reduced? (Amount in SF) | X | | | In 2015, the total impervious surface acreage in the SC area was 698.65 acres, and in 2019 there was a total decrease to 686.18 acres. |
| 3. Have there been improvements and/ or additions to your park and/ or recreational green space? | X | | | Renovations to the William Beanes Community Center included an outdoor patio area, a new community garden, an asphalt loop trail, sports field renovations, and new outdoor basketball hoops. |
| 4. Did the Sustainable Community implement any recycling or waste reduction programs? | | X | | The SC area participates in the Prince George's County Residential Recycling Program and the Growing Green with Pride Initiative. The SC area was also a member of the Prince George's County Sustainable Energy Program as a result of being a former TNI area. No additional programs were implemented. |
| 5. Do all residents have access to healthy food options (i.e. fresh food grocery stores, farmers markets etc.) within the Sustainable Community? | X | | | There are healthy and fresh food grocery stores within 1.5 miles of the Suitland Metro Station serving the densely populated residential areas. The two fresh food options are located at the Northern and Southern ends of the SC area connected by two Master Plan of Transportation Arterial Roadways (Old Branch Ave. and Silver Hill Road). Community of Hope A.M.E. Church also offers a free grocery and produce giveaway the first Wednesday and third Saturday of each month at The Shops at Iverson. |
| OTHER: | | | | |

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| ECONOMY | YES | NO | N/A | If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes? |
|---|------------|-----------|------------|---|
| 1. Has there been an increase in the number of new businesses in your Sustainable Community? | X | | | There has been increase in the number of businesses, particularly in the retail sectors (Chipotle, Tropical Smoothie, Quickway, Wingstop). The Suitland Town Center Project will feature nearly 90,000 square feet of new retail space, 1,576 parking spaces serving retail such as small neighborhood grocery, anchor, fast casual dining, family restaurant, coffee cafes, and other retail options. |
| 2. Did the Sustainable Community area receive any designations that support local economic development? | X | | | Opportunity Zone (OZ) - The benefit of the OZ designation is that under the OZ program, investors can deploy capital gains from any realized asset into a qualified opportunity zone fund and enjoy three tax benefits: deferral of capital gains tax until December 31, 2026; reduction of capital gains tax due; and elimination of tax due on capital gains from opportunity zones investments if they leave their investment in for at least 10 years. This program can potentially attract private equity into an area that has not historically attracted significant investment from high-net-worth institutional and individual investors. The program may provide a financially attractive benefit for doing so. |
| 3. Has there been an increase in foot traffic in the Sustainable Community commercial district? | X | | | New retail stores have increased foot traffic, particularly in the retail sectors. The county has designated the Shops at Iverson as a Food Truck Hub, which will further increase the center's foot traffic, encourage economic development, and promote much-needed entrepreneurship opportunities within the immediate area. |
| 4. Have the number of commercial vacancies decreased? | X | | | Yes, particularly at <u>The Shops at Iverson</u> (formerly known as Iverson Mall), which is undergoing revitalization and re-establishing the center as the preeminent shopping and gathering destination in the region. In addition to a variety of new brand-name restaurants (Chipotle, Tropical Smoothie, Quickway, Wingstop) the Shops at Iverson now features new destination/entertainment tenants, medical services, and community events that will create a dynamic mixed-use environment. The former anchor, Burlington Coat Factory, vacated the mall but was quickly replaced by a new Shopper's World retailer, which has become an important and critical component of the vision to draw additional retailers. The new anchor retailer is within proximity to the new food court, is highly visible to Branch Avenue, and offers abundant surface parking. |

Sustainable Communities Renewal Application

| | | | | |
|---|---|--|--|--|
| 5. Has there been an increase in local jobs within the Sustainable Community for its residents? | X | | | The next phase of commercial construction is targeted to attract new commercial users that need office space within the sustainable area. Retail has likely seen a moderate employment increase. |
| OTHER: | | | | |

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| TRANSPORTATION | YES | NO | N/A | If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes? |
|---|-----|----|-----|---|
| 1. Has the amount of bike trails/paths increased? How many linear feet do the trails cover? | X | | | Installation of a one-mile trail that connects Suitland Bog to Suitland Community Center was completed in March 2015. Hillcrest Heights Community Center – Loop Trail was completed in January 2017. The Prince George's County Department of Parks and Recreation completed the Strategic Trails Plan in July 2018. The document contains recommendations for future trails along Suitland Parkway and Oxon Run Drive. |
| 2. Have there been improvements to the public transit infrastructure? | | X | | No known improvements have been made to the public transit infrastructure. |
| 3. Has there been an increase in sidewalks? (Amount in linear feet) | X | | | As a part of the Prince George's County Department of Public Works and Transportation's (DPW&T) countywide streetscape enhancements project, Swann Road received approximately 38,000 square feet of new sidewalk that connects Silver Hill Road near the Suitland Federal Center and the Suitland Metro Station to the William Beanes Community Center. |
| 4. Have there been any roadway improvements that support "Complete" or "Green" streets? | X | | | DPW&T's Swann Road streetscape enhancements project involved substantial roadway modifications that included pavement widening and the construction of curb and gutter to provide for complete sidewalk treatment, bike lanes, and address drainage problems, as well as improved street lighting, tree planting, and extensive stormwater management from MD 458 to the South Dianna Drive. |
| 5. Has traffic congestion along major roads decreased? (Amount in percent) | | X | | Congestion is being managed through signal timing adjustments and is a way to allow for other transportation modes to use the road system more safely. |
| OTHER: | | | | |

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| HOUSING | YES | NO | N/A | If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes? |
|--|------------|-----------|------------|---|
| 1. Have any residential facades been improved? | X | | | In 2015, the Prince George's County Redevelopment Authority entered into an agreement with the United States Department of Housing and Urban Development (HUD) to fund the renovation of 10 homes of low-income residents in the SC area. The program was funded through a Community Development Block Grant in the amount of \$200,000. |
| 2. Has the homeownership rate increased? | | X | | In 2014, the homeownership rate for the SC area was 32.8 percent. In 2019, the homeownership rate decreased to 28.9 percent. The numbers may be a result of foreclosures due to the earlier housing bubble, as well as an increase of renter-occupied units versus owner-occupied units as housing prices steadily increase in the County. |
| 3. Has there been an increase in the number of housing units in the Sustainable Community area? What number and/or percent are affordable? | X | | | The development of the Towne Square at Suitland Federal Center has introduced new housing units into the area. The \$600 million mixed-use development is being undertaken by the Prince George's County Redevelopment Authority. The development will include 1,200 residential units to include market-rate single-family attached and detached units, multifamily units, and an additional 139-unit senior housing building. |
| 4. Has there been demolition of blighted properties? | X | | | The property at 4809 Suitland Road, a blighted, single-story commercial building, was demolished by the Redevelopment Authority. Also, the Suitland Corner shopping center and the Suitland Shopping Center were purchased by the Prince George's County Revenue Authority and the Redevelopment Authority and subsequently demolished as a part of the Town Square at the Suitland Federal Center development. |
| 5. Has the residential vacancy rate decreased? | X | | | Over the past nine years, vacancy rate in the SC area has decreased from 5.8 percent in 2010 to 2.9 percent in 2019. The SC area is currently experiencing a growth in high-quality residential development such as Towne Square at Suitland Federal Center. This type of new development has encouraged other housing developments and landowners to improve their properties as well. |

Sustainable Communities Renewal Application

| QUALITY OF LIFE | YES | NO | N/A | If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes? |
|---|-----|----|-----|--|
| 1. Has there been a decrease in crime rate? | X | | | Crime rate has decreased slightly due to the special attention paid to the SC area by virtue of being in Transforming Neighborhood Initiative areas. Increased police presence and visibility and partnership with community could be attributed to the lower rate compared to the entire District IV. |
| 2. Have there been improvements and/ or additions to your public spaces (i.e. museums, community centers, public plazas)? | X | | | The William Beanes Community Center at 5108 Dianna Drive was renovated and expanded; it opened to the public in 2017. The 9,100 square foot addition included new multipurpose room that opened to an outdoor area, senior lounge, fitness room, and game room. |
| 3. Has there been an increase in public art/ arts & entertainment programs/venues (i.e. murals, movie theatre, music events)? | X | | | Creative Suitland, a partnership between Joe's Movement Emporium and the Prince George's County Revenue Authority, is a community development strategy created to encourage arts-based collaboration among the existing businesses and residents. The program aims to redefine the creative spirit of the Suitland area by hosting pop-ups featuring local businesses and performers, create multi-generational programming, and offer grants to residents for creative initiatives. |
| 4. How many historic properties were renovated/improved? | | | X | The Suitland House (PG:75A-021), located on the U.S. Census headquarters property, is well maintained by the U.S. Government. |
| 5. Are there any residential health and wellness opportunities in place (i.e. athletic facilities, recreational indoor/ outdoor courses or groups)? | X | | | Renovations to the William Beanes Community Center included a 9,100 square foot addition which included a new fitness room, game room, senior lounge, new multi-purpose room that connects to an outdoor patio area, and the addition of new bleachers to the gymnasium. Exterior renovations include a new community garden, an asphalt loop trail, sports field renovations, and a new outdoor basketball hoop. |

Sustainable Communities Renewal Application

| LAND USE/ LOCAL PLANNING | YES | NO | N/A | If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes? |
|---|------------|-----------|------------|--|
| 1. Have there been any infill developments? | X | | | Towne Square at Suitland Federal Center is a major mixed-use redevelopment of former distressed apartment complex that included marginal businesses along Silver Hill Road and Suitland Road intersection. |
| 2. Has there been an increase in the amount of preserved/protected land? | | X | | The SC is very much developed except for a few wooded infill development sites. Most of the undeveloped land includes environmentally sensitive regulated areas and evaluation areas. |
| 3. Have there been any developments hindered by growth constraints? | | X | | There has not been any development hindered by growth constraints. |
| 4. Have there been any zoning or any policy changes that have fostered growth in your Sustainable Community? | X | | | The Suitland Mixed-Use Town Center Development Plan and the Southern Green Line Station Sector Plan and Sectional Map Amendment provide flexible zoning and flexible development policy for the future redevelopment of the area. The new Zoning Ordinance further provides flexibility in commercial zones for potential adaptive reuse of obsolete commercial properties and opportunities to streamline the development review process. The new Zoning Ordinance does not go into effect until the completion of the Countywide Map Amendment, anticipated in 2020. |
| 5. Have there been any significant improvements to the municipal infrastructure within the Sustainable Community (i.e. street lighting, water/sewer lines)? | X | | | The Towne Square at Suitland Federal Center development involved extensive infrastructure construction including water, storm and sewer drainage systems, and new grid and semi-grid street network. Prince George's County DPW&T's complete green streetscape enhancements along Swann Road included stormwater management and street lighting. |

Sustainable Communities Renewal Application

| COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation. | Source (federal, state, foundation, etc.) | Amount Received | If no funding was received, what technical or other assistance from the state would help with future applications? | Other Notes |
|--|--|----------------------------|--|--------------------|
| Community Legacy (CL): | DHCD | No Funding | Reasonable notification, extended application windows, and technical assistance for smaller jurisdictions to prepare and manage grant applications | |
| Strategic Demolition Fund (SDF): | DHCD | No Funding | Reasonable notification, extended application windows, and technical assistance for smaller jurisdictions to prepare and manage grant applications | |
| Community Safety & Enhancement Program: | MDOT | No Funding | Reasonable notification, extended application windows, and technical assistance for smaller jurisdictions to prepare and manage grant applications | |
| Maryland Bikeways Program: | MDOT | No Funding | Reasonable notification, extended application windows, and technical assistance for smaller jurisdictions to prepare and manage grant applications | |
| Sidewalk Retrofit Program: | MDOT | No Funding | Reasonable notification, extended application windows, and technical assistance for smaller jurisdictions to prepare and manage grant applications | |
| Water Quality Revolving Loan Fund: | MDE | No Funding | Reasonable notification, extended application windows, and technical assistance for smaller jurisdictions to prepare and manage grant applications | |

Sustainable Communities Renewal Application

| COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation. | Source (federal, state, foundation, etc.) | Amount Received | If no funding was received, what technical or other assistance from the state would help with future applications? | Other Notes |
|---|--|------------------------|---|--------------------|
| Other Funding Programs: <i>examples are U.S. HUD Community Development Block Grants (CDBG), or grants from USDA, EPA, Appalachian Regional Commission, Chesapeake Bay Trust, Maryland Heritage Areas Association, Preservation Maryland, Safe Routes to School, Maryland Rural Development Corporation, Maryland Energy Administration, Maryland Department of Natural Resources, etc.</i> | | | | |
| *Please add more rows if necessary | | | | |
| Swann Road Green Streets Project – Enhancement of Swann Road streetscape from Silver Hill Road to south of Dianna Drive involved substantial roadway modifications that included pavement widening and the construction of curb and gutter to provide for complete sidewalk treatment, bike lanes, addressed drainage problems | Prince George's County | \$3,000,000 | | |
| Towne Square at Suitland Federal Center – A \$400 million development on 25 acres that will consist of 1,200 residential units, 100,000 square feet of retail space, a 50,000-square-foot performing arts center and public parks | Prince George's County | \$8,000,000 | | |
| Suitland Model Blocks & Sustainable Streets – The Prince George's County Redevelopment Authority partnered with the United States Department of Housing and Urban Development (HUD) to fund the renovation of 10 homes of low-income residents in the Suitland area. | U.S. HUD Community Development Block Grant | \$200,000 | | |

Sustainable Communities Renewal Application

COMPETITIVE FUNDING: Are there any types of projects/needs for which your Sustainable Community needs funding; however, there isn't a funding source?

The population of the sustainable community area has increased over the past 10 years to 13,462. Approximately 70 percent of the population is of working age¹, and 88.2 percent have a high school diploma or greater. However, most of these educated residents are leaving the SC area for employment. Modern industry and services are relocating to other areas, and the convenience of two metro stations allows residents easier access to jobs outside of the community. With the development of the Towne Square at Suitland Federal Center and other residential developments, the SC area has experienced an increase in housing but not commercial development. The SC area would benefit from a Business Improvement District (BID) that would allow local businesses to establish a common vision for the benefit of their establishments, solicit and receive support and technical assistance from the government, and attract outside employees and employers into the area.

By developing a BID, the SC area will enhance economic competitiveness and access to economic opportunity. A BID may be able to develop façade design guidelines, enforce littering protocols, promote commercial code enforcement, and provide business resources for façade renovations and grants opportunities. The BID may also be able to coordinate with the Prince George's County Economic Development Corporation to attract quality, competitive businesses to the SC area. Also, the program could be a catalyst in workforce development in the SC area. It would be able to connect residents with opportunities, additional job training, and continued education so prospective employees can be more competitive.

¹Working age is defined as 14-67. The Fair Labor Standards Act lists 14 years old as the minimum age for employment, and 67 is the age that full benefits can be received.

III. SUSTAINABLE COMMUNITY ACTION PLAN UPDATE

The Sustainable Community Action Plan (SC Plan or Plan) is meant to be a multiyear investment strategy – a strategic set of revitalization initiatives and projects that local partners believe will increase the economic vitality and livability of their community, increase prosperity for local households and improve the health of the surrounding environment. The Plan should be flexible enough to be updated regularly and renewed every five years as the community envisions new goals. The priority initiatives and projects identified in the action plan are your priorities for improving the livability of community places -- residential, commercial, or other public or private properties – and the sustainability of new work, retail, recreational and housing opportunities for residents. At the same time, the plan should only discuss the strategies that will impact the geographic area targeted for revitalization, so that resources have the best opportunity to have the intended effect. These projects can also be designed to reduce the environmental impact of the community through water and energy resource conservation and management strategies. In this way, the Plan can be a road map for local stakeholders as well as State agencies to work together to create a more a livable and sustainable community.

All communities submitted an SC Plan when the community earned its original designation. Some applicants may want to take advantage of the designation renewal process to outline new strategies, set new priorities or reaffirm existing strategies for their Sustainable Community. Changes to SC Plans may be due to changes in external factors affecting the community or changes in the priorities of the applicant.

Guidance for completing the Action Plan can be found on the next page.

Sustainable Communities Renewal Application

Action Plan Guidance

The document has been broken down into the same six categories as the Comprehensive Assessment section of this document. These parts address key components of your Sustainable Community Action Plan. Follow the guidelines below to fill out the matrix.

- 1) **For each of the different sections, pinpoint essential strengths and weaknesses of your community.** Example Transportation: Strength - Good sidewalk connectivity. Weakness - Insufficient amount of downtown parking.
- 2) **Based on those strengths and weaknesses, formulate specific outcomes that address the most pressing issues or greatest potentials. Include a means of measuring the success of said outcome.** Example Economy: Outcome – Expand broadband fiber optics in Town. Progress Measure - Linear measurement of fiber laid and number of residential and business connections.
- 3) **After defining the outcomes, list detailed strategies (break down to several action steps if needed) that will serve as the means to achieve those goals.** Example Economy: Strategy - Increase number of Town sponsored events → Develop with community input, a series of weekend events that the Town could host.
- 4) **List potential partners that can support the successful implementation of these strategies through different types of resources.** Example Economy: DHCD (Community Legacy program), Small Business Administration (Services and financial assistance) etc.

Sustainable Community Action Plan

Suitland-Naylor Road Metro Station Areas

**Submitted by Prince George's County
12/16/2019**

Abbreviations:

M-NCPPC: The Maryland-National Capital Park and Planning Commission

MLS: Prince George's County Memorial Library System

RA: Prince George's County Revenue Authority

DPR: Prince George's County Department of Parks and Recreation

EDC: Prince George's County Economic Development Corporation

DPW&T: Prince George's County Department of Public Works and Transportation

DPIE: Prince George's County Department of Permitting and Inspections

DoE: Prince George's County Department of the Environment

SHA: Maryland State Highway Administration

MDOT: Maryland Department of Transportation

MTA: Maryland Transit Administration

HIP: Housing Initiative Partnership, Inc.

WMATA: Washington Metropolitan Area Transit Authority

PGCPS: Prince George's County Public Schools

Environment

Strengths

- The current tree canopy is 606 acres or 32 percent of the SC area.
- The SC area has two watersheds, the Henson Creek and Oxon Hill watersheds.
- Many environmental resources such as forested tracts, streams, wetlands, and 100-year floodplains have been maintained.
- The SC area's geography is a coastal plain with broad ridges that fall to relatively steep slopes shaped by two main streams — Oxon Run and Henson Creek.
- M-NCPPC owns 143 acres of parkland in the SC area.
- The 2018 *Strategic Trails Plan* for the Prince George's County Department of Parks and Recreation identifies two priority trail projects in the SC area:
 - The Henson Creek Trail Extension is a two-mile addition from Temple Hill Road to the Branch Avenue Metro Station.
 - The Oxon Run Trail (Northern Extension) is a one-mile addition from Southern Avenue to Naylor Road that will connect the Suitland Parkway Trail in Washington, D.C., with the Naylor Road Metro Station and Hillcrest Heights Community Center.
- The renovations to the William Beanes Community Center that included an outdoor patio area, a new community garden, an asphalt loop trail, sports field renovations, and new outdoor basketball hoops.
- Healthy and fresh food options are within 1.5 miles of the Suitland Metro Station and densely populated residential areas.
- Native trees planted as a part of the Swann Road streetscape enhancements.
- 91,028.5 linear feet of streams.
- 29 acres of wetlands.

Weaknesses

- Illegal dumping and waste management.
- 36 percent or 686.18 acres of the SC area are impervious surfaces that contribute to negative water quality, increased flooding, reduced groundwater recharge, and degradation of the natural stream systems.
- The water quality and watershed ratings of both Henson Creek and Oxon Run watersheds retain a "poor" rating.
- Lack of farmers' markets in the SC area.

| Desired Outcomes and Progress Measures | Strategies and Action Items | Implementation Partners |
|---|--|--|
| <p>Outcome 1: Clean and litter-free public spaces, more environmentally friendly waste management</p> <p>Progress Measures: Fewer complaints to DPIE and County Click 311</p> | <p>Strategy A: Expand partnership with Prince George’s County Department of the Environment (DoE) to expand recycling and clean-up programming in the SC area.</p> <p>Strategy B: Partner with local community associations and other community service groups to coordinate regular neighborhood cleanups throughout SC area.</p> <p>Strategy C: Partner with local businesses and DoE to create composting locations throughout the SC area.</p> <p>Strategy D: Install trash/recycling receptacles near public facilities (i.e. bus stops, shopping centers) and multifamily housing.</p> | <p>DoE, Prince George’s County Department of Public Works and Transportation (DPW&T), Department of Community Relations, local civic associations, multifamily complex management, Department of Corrections</p> |
| <p>Outcome 2: Improve residents’ access to fresh foods</p> <p>Progress Measures: More options for fresh food throughout the SC area</p> | <p>Strategy A: Collaborate with M-NCPPC, local businesses, and community associations to identify possible locations for urban farming and/or farmers markets.</p> <p>Strategy B: Identify funding sources and resources for urban farming projects and farmers markets in the SC area.</p> <p>Strategy C: Partner with Eco City Farms and DoE to create programming and education for urban farmers.</p> <p>Strategy D: Identify local religious institutions and urban farming initiatives to provide produce and groceries for low-income residents living in multifamily housing.</p> <p>Strategy E: Initiate a community gardening program at existing civic institutions.</p> <ul style="list-style-type: none"> Identify suitable lots for gardening opportunities with local civic associations and groups. Establish a Farm-to-School program to bring local foods into school cafeterias, and school gardening. | <p>DoE, local businesses, local churches, M-NCPPC, Eco City Farms, EDC, Prince George’s County Food Council</p> |

| | | |
|--|---|--|
| | <ul style="list-style-type: none"> Initiate a pilot urban orchard. | |
| <p>Outcome 3: Enhanced and protected existing tree canopy.</p> <p>Progress Measures: Increase in tree canopy cover</p> | <p>Strategy A: Discourage the removal of specimen trees through preservation programs and increase tree canopy by promoting local planting programs.</p> <p>Strategy B: Partner with local civic associations and DPW&T to promote Arbor Day and other national/ local tree-planting initiatives such as Tree Releaf Program.</p> <p>Strategy C: Increase overall tree canopy percentages utilizing areas such as street rights-of-way, medians, private properties, and commercial properties including parking areas.</p> <p>Strategy D: Negotiate with schools, public, and private property owners to plant trees and/or establish woodland conservation areas on their properties.</p> | DoE, DPW&T, local civic associations, PGCPs, local property owners |
| <p>Outcome 4: Improved water quality in the SC area</p> <p>Progress Measures: Increase in stormwater management practices by residents and County/State agencies</p> | <p>Strategy A: Encourage restoration and stabilization projects from new development to include rain barrels, rain gardens, and other mitigation strategies on private property.</p> <p>Strategy B: Educate area residents about water conservation and the damage that excess stormwater does to Oxon Hill and Henson Creeks.</p> <p>Strategy C: Pursue funding and identify possible locations for Bioretention cells for stormwater management and impervious surface reduction projects.</p> <p>Strategy D: Coordinate with DPIE to increase code enforcement patrols near streams and wetlands to discourage illegal dumping.</p> | DoE, DPIE, local civic associations, M-NCPPC |

Economy

Strengths

- The Suitland Federal Center is a major employment center with more than 10,000 employees. The center includes the U.S. Census Bureau, National Oceanographic and Atmospheric Administration, National Archives, Smithsonian Institute, and the National Maritime Intelligence Center.
- The Metrorail Green Lines segment within the District of Columbia is emerging as the region's high-growth Metro Line in terms of household and job growth; the Naylor and Suitland Metrorail stations are on the Green Line.
- The Towne Square at Suitland Federal Center development will introduce 100,000 square feet of retail space to the SC area.
- Renovations and expansions to The Shops at Iverson have added approximately 70,000 square feet of gross leasable area as well as improvements to the visitor experience.
- The Prince George's County Chapter of the Sheet Metal Workers Local Union 100 is located in the SC area.
- Creative Suitland project promotes art-based development and will provide arts & entertainment to the SC area.

Weaknesses

- Suitland Federal Center is a secure campus with internal retail and restaurants; its estimated 10,000 employees contribute little to the local economy.
- Businesses directly across from the Suitland Metro Station and Suitland Federal Center do not serve transit patronage.
- Boarded-up vacant buildings along Suitland Road contribute to the negative image of the area.
- Low market demand is a barrier to redevelopment, compounded by deteriorating infrastructure and brownfield sites, development costs are potentially higher in the SC Area.
- 2019 median household income of \$74,040 is below county average of \$105,044.
- Local workforce works outside of SC area.

| Desired Outcomes and Progress Measures → | Strategies and Action Items → | Implementation Partners |
|---|---|--|
| <p>Outcome 1: Improved commercial area aesthetics</p> <p>Progress Measures: Formation of BID and the number of businesses or buildings with their streetscape improved</p> | <p>Strategy A: Create a Business Improvement District and embark on streetscape improvement program.</p> <p>Strategy B: Encourage businesses to pursue county, state and federal façade improvement program grant opportunities as well as other Community Impact Grants.</p> | <p>EDC, local businesses, DPIE, The University of Maryland Small Business Development Center (SBDC), RDA</p> |
| <p>Outcome 2: A place where investors realize development opportunities considering location and existing infrastructure</p> <p>Progress Measures: Increase in new businesses, retained existing business, and increased employment opportunities for residents of the area</p> | <p>Strategy A: Identify, raze or repurpose vacant and obsolete commercial buildings along Branch Avenue, Old Branch Avenue, and Silver Hill Road.</p> <p>Strategy B: Explore the adaptive reuse of the long-abandoned Suitland Civic Association building.</p> <p>Strategy C: Create unique sense of place and branding for various character areas in the SC area.</p> <ul style="list-style-type: none"> • Employ an aggressive marketing strategy that highlights the value-proposition of the area in terms of affordable housing, key amenities, and access to regional destinations as a result of being near two mass transit stations. <p>Strategy D: Work with MD SHA, WMATA and property owners along Branch Avenue to improve the entrance to Prince George’s County to ensure inviting and distinctive sense of place.</p> <p>Strategy E: Encourage civic and nonprofit organizations to partner with the EDC, to educate residents and area businesses on how to utilize local economic initiatives.</p> | <p>Suitland Civic Association, EDC, Prince George’s County RDA, local businesses, PGCC, RDA, DoE, SHA, WMATA, DPIE, SBDC, District 7 Council Office, M-NCPPC, Prince George’s County Department of Community Relations</p> |

| | | |
|---|---|--|
| <p>Outcome 3: Improved workforce development opportunities</p> <p>Progress Measures: Number of workforce development training conducted or targeted in the SC area, increase in residents working at local businesses</p> | <p>Strategy A: Collaborate with Prince George’s County Public Schools (PGCPS) and Community College (PGCC) to create/institute programming for residents and partner with SC existing welding job training institute at the Sheet Metal Worker’s Local Union #100.</p> <p>Strategy B: Utilize M-NCPPC-owned and other local community centers as locations for training, job fairs, and sites to post job and training opportunities.</p> <p>Strategy C: Partner with EDC to identify industry workforce needs in the SC area and throughout the County.</p> <p>Strategy D: Create a resource guide or other publication that identifies resources for residents to enhance skills and job marketability.</p> | <p>PGCC, PGCPS, EDC, Prince George’s County, M-NCPPC DPR, residents, Suitland Civic Association, Sheet Metal Worker’s Local Union #100</p> |
|---|---|--|

Transportation

Strengths

- Suitland Metro and Naylor Road Metro Stations are multimodal transit hubs for WMATA's Metrobus and Prince George's County's The Bus.
- The Maryland Transit Administration (MTA) provides two commuter bus service lines (735 to Charlotte Hall & 850 to Prince Frederick) to/from the Suitland Metro Station.
- There are two major thoroughfares — Suitland Parkway and MD 5 (Branch Avenue) — leading to Washington, D.C, and proximity to I-95/I-495 (Capital Beltway).
- In comparison to County totals (17.8 percent), there is a high percentage of residents (37.4 percent) who use public transportation to get to work.
- Easy bus to rail transfer.
- Recent streetscape enhancements (sidewalk, bike lanes, curb and gutter improvements, etc.) were made on Swann Road from MD 458 (Silver Hill Road) to the William Beanes Community Center.
- Suitland Parkway is a designated Historic District listed in the National Register of Historic Places.

Weaknesses

- Limited pedestrian access to Naylor Road Metro station because of elevation changes (east), a large parking lot (south), wooded area (west), and Suitland Parkway (north).
- High traffic volumes along Branch Avenue.
- Dead-end streets in residential areas.
- Limited trail network throughout the area.
- Poor traffic calming measures in high-density residential areas.
- Suitland Metro Station caters more to the Census Bureau than the surrounding community.
- Lack of visually distinctive (contrasting pavers, painted crosswalks) street crossings and sidewalk infrastructure presents problems for the aging population.

| Desired Outcomes and Progress Measures | Strategies and Action Items | Implementation Partners |
|--|--|--|
| <p>Outcome 1: Improved pedestrian safety and connectivity</p> <p>Progress Measures: Number of new safety features installed and linear feet of new pedestrian sidewalk and crosswalks facilities</p> | <p>Strategy A: Continue to encourage transit-oriented development surrounding the Suitland and Naylor Road Metro Stations.</p> <p>Strategy B: Improve ridership and transit options for residents, employees, and commuters.</p> <p>Strategy C: Seek funding from and partner with DPW&T to implement the recommendations contained in the Suitland Metro Station and Silver Hill TNI Area Pedestrian Accessibility Study Report.</p> <p>Strategy D: Identify pedestrian and network gaps and repair damaged or broken sidewalk/ramp facilities in collaboration with DPW&T.</p> | <p>M-NCPPC, DPW&T, WMATA, MTA</p> |
| <p>Outcome 2: Improved connectivity to the Naylor Road Metro Station</p> <p>Progress Measures: Increase linear feet/miles of bike paths, trails, and sidewalks</p> | <p>Strategy A: Construct the proposed Oxon Run Trail to connect the southeastern neighborhoods to Naylor Road Metro Station.</p> <p>Strategy B: Construct on-street bicycle lanes on critical roads, such as Naylor Road, Oxon Run Drive, and Branch Avenue.</p> | <p>M-NCPPC DPR, DPW&T, WMATA, MDOT SHA</p> |
| <p>Outcome 3: Enhance wayfinding near gateways and along main corridors</p> <p>Progress Measures: Increase in new and creative signage</p> | <p>Strategy A: Create a wayfinding signage plan along entrances to SC area and major roadways.</p> <ul style="list-style-type: none"> Place signage along gateways to direct visitors to key institutions and cultural landmarks. Create signage along trails to identify historical points of interest. Coordinate with DPW&T, MTA, and WMATA to incorporate wayfinding into bus stops and locations. | <p>DHCD, MTA, Prince George's County, WMATA, M-NCPPC</p> |
| <p>Outcome 4: Increased vulnerable-user safety</p> | <p>Strategy A: Work with DPW&T and MDOT SHA to emphasize safe pedestrian pathways, crossings, and street lighting along</p> | <p>MDOT SHA, Prince George's County Police Department District III &</p> |

| | | |
|--|--|---|
| <p>Progress Measures: Numerical decrease in accidents</p> | <p>roadways.</p> <p>Strategy B: Partner with law enforcement agencies, DPW&T and SHA to implement the County Executive’s Vision Zero Initiative to reduce fatalities on roadways.</p> <p>Strategy C: Educate community members about safe driving habits and encourage enforcement of vehicular violations that endanger life or property.</p> | <p>IV, community members, DPW&T</p> |
|--|--|---|

Housing

Strengths

- There are approximately 5,756 housing units in the area.
- There is a large housing stock diversity with a mix of low- and mid-rise apartments, condominiums and single-family dwellings that comprise the bulk of the housing stock.
- Towne Square at Suitland Federal Center, a 25-acre, mixed-use project, will have almost 1,200 housing units, 139-unit senior housing, and recreational amenities.
- The County is focusing attention on low-income housing issues in the area. The Prince George's County Redevelopment Authority partnered with United States Department of Housing and Urban Development (HUD) to fund the renovation of 10 homes of low-income residents in the Suitland area

Weaknesses

- Median home value for the SC Area is \$221,967, compared to the County at \$307,956.
- Aging housing stock and lack of maintenance results in an increase in code violations throughout SC Area.
- In the SC Area, 68.2 percent are renters while 28.9 percent are homeowners. This is nearly the reverse when compared with the county: 35.6% are renters and 60.4% are homeowners.
- Waiting lists for subsidized housing units are closed.
- Newer development lacks affordable housing.

| Desired Outcomes and Progress Measures | Strategies and Action Items | Implementation Partners |
|---|--|---|
| Outcome 1: Additional workforce housing Progress Measures: Amount of tax credits used to construct new housing in the SC area | Strategy A: Work with RDA, RA, and Prince George's County DHCD to identify key properties within ½ mile of the Metro stations for transit-oriented development housing development/redevelopment. Strategy B: Support and offer incentives for the redevelopment or rehabilitation of former Lynnhill Condominium and encourage maintenance of the existing multifamily housing surrounding the Metro stations. | Nonprofits, RDA, DHCD (County & State), WMATA, private housing developers |
| Outcome 2: Neighborhood housing stabilization Progress Measures: Number of houses rehabilitated and revitalized, and reduced number of residential property foreclosures | Strategy A: Review existing housing policy and establish goals by housing type for the number of existing housing units that should be rehabilitated, and the number of new infill housing units that should be constructed. Strategy B: Ensure that new infill housing is compatible with the existing housing in terms of scale, massing, and style. | DHCD (County & State), RDA, DPIE M-NCPPC |
| Outcome 3: Improved neighborhood aesthetics, (address blight and deteriorating housing stock) Progress Measures: Reduce the number of code enforcement violations | Strategy A: Examine code enforcement strategies throughout residential areas. <ul style="list-style-type: none"> Collaborate with DPIE to create strategies and tactics to enforce housing and building code violations. If the county is short of code enforcement officers, hire private code enforcement officers to audit violations and enforce code violators. Strategy B: Promote neighborhood improvement funds, incentives, and activities. <ul style="list-style-type: none"> Explore organizing recurring neighborhood cleanups. Work with nonprofit organizations to assist and fund renovations for low-income, single-family homes. Utilize the Single-Family Rehabilitation Loan Program to upgrade the quality of deteriorated dwellings to | DPIE, DoE, HIP, RDA, property owners, Prince George's County Department of Community Relations, County DHCD |

| | | |
|---|--|--|
| | <p>minimum property standards.</p> <ul style="list-style-type: none"> Promote and fund residential façade improvement programs. <p>Strategy C: Create a plan to address vacant/deteriorated homes and properties.</p> <ul style="list-style-type: none"> Collaborate with DHCD, RDA, and DPIE to identify vacant and nuisance properties eligible for renovation assistance. Expedite removal of abandoned vehicles in the area. Coordinate efforts with DPIE to conduct inspections of properties and ensure vacant properties are secured and boarded and vacant lots are maintained. | |
| <p>Outcome 4: Expanded outreach for housing education and services</p> <p>Progress Measures: An increase in owner-occupied homes in the SC Area</p> | <p>Strategy A: Expand homeownership education and opportunities for down payment assistance to eligible residents.</p> <ul style="list-style-type: none"> First-time homebuyer education and counseling (Maryland Mortgage Program and US HUD Homeownership Voucher Program) <p>Strategy B: Utilize local community centers proximate to neighborhoods to serve as an information hub and location for housing workshops.</p> | <p>HIP, RDA, Habitat for Humanity of Prince George’s County, property owners, DHCD (County), DPR</p> |

Quality of Life

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> • Active community organizations already working to improve their community, such as Suitland Civic Association, Hillcrest Heights Civic Association, Fleischman’s Village Citizen Association, Dupont Village Neighborhood Watch, and others. • Creative Suitland, a community-development strategy created to encourage arts-based collaboration among the existing businesses and residents in the Greater Suitland area. • Suitland High School — a performing arts high school just outside of SC Area has been designated for replacement by the Prince George’s County Board of Education. The proposed replacement will include a new main building, annex, auditorium, building for Career Tech education, and vocational wing. • Overlook Full Spanish Immersion School, a K-4th-grade school that teaches the same curriculum as Prince George’s County Public Schools entirely in Spanish. • William Beanes Community Center underwent renovations and an expansion in 2016. The additions included a 9,100-square-foot addition that includes a new fitness room, game room, senior lounge, new multipurpose room that connects to an outdoor patio area, and the addition of new bleachers to the gymnasium. Exterior renovations include a new community garden, an asphalt loop trail, sports field renovations, and a new outdoor basketball hoop. • Suitland-Naylor Road Metro Station Area is proximate to the Suitland House, a National Register and County designated historic site (75A-021). The house was built for Lovell O. Minear, a developer of the memorial parks system. It is currently owned by the Federal Government and is used as office space for the U.S. Census Bureau. • Hillcrest Heights Community has an active Neighborhood Watch. | <ul style="list-style-type: none"> • Lack of ethnic diversity in area (more than 90 percent African American). • Poor code enforcement and lack of maintenance attribute to a deteriorating housing stock and public dumping of trash. • The Suitland High School replacement project has been continuously delayed and is currently estimated to be completed in 2026. • Low educational attainment. Only 11.8 percent of the residents have attained a bachelor’s degree in comparison to the County total of 18.3 percent. • Federal security concerns have unintentionally created a social separation using high fences and expansive lawns between the government campuses and the community. • Poor street lighting throughout the SC Area. • Limited primary or secondary healthcare and wellness programs for all age groups. |

| Desired Outcomes and Progress Measures → | Strategies and Action Items | → Implementation Partners |
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| <p>Outcome 1: Increased sense of community in the area</p> <p>Progress Measures: More public amenities such as gateway signs, community identification signs, playgrounds, open spaces, and park space established for residents</p> | <p>Strategy A: Brand the SC area.</p> <ul style="list-style-type: none"> • Create wayfinding kiosks with information pertaining to the diverse culture and history of the community. • Create a marketing workgroup to brand different communities. <p>Strategy B: Support cultural events and outreach.</p> <ul style="list-style-type: none"> • Coordinate with CASA de Maryland to identify local cultural groups and perform necessary community outreach. • Promote events (i.e. heritage days, cultural celebrations, etc.) in local newsletters and at public gathering spaces. • Partner with Creative Suitland to create regular events and programming to celebrate different culture in the SC area. | <p>All civic associations, Creative Suitland, Joe's Movement Emporium, RA, local businesses, Department of Community Relations, District 7 Council Office, DPR, CASA de Maryland</p> |
| <p>Outcome 2: Enhanced public safety and community policing</p> <p>Progress Measures: Lower crime rate</p> | <p>Strategy A: Strengthen alliance with the community and local police department.</p> <ul style="list-style-type: none"> • Organize community walks with law enforcement and community members to identify areas of concern and improvement. • Encourage and organize neighborhood watch throughout the SC area including the multifamily housing complexes. <p>Strategy B: Use Crime Prevention Through Environmental Design (CPTED) principles and practices to support a sense of safety.</p> <p>Coordinate with local police and DPW&T to identify areas of poor lighting in heavily populated areas.</p> | <p>Prince George's County Police Department District III, DPIE, residents, property owners, Prince George's County Community Relations Department, DPW&T</p> |

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| <p>Outcome 3: Improved access to healthcare</p> <p>Progress Measures: Number of new health programs introduced and increased participation in community health and education</p> | <p>Strategy A: Expand access to community health and wellness.</p> <ul style="list-style-type: none"> • Expand programming to promote and support youth and adult access to exercise and active living. • Initiate neighborhood-focused outreach and education campaigns that promote healthy lifestyle choices, including healthy food options and the benefits of regular exercise. <p>Strategy B: Expand youth development programs.</p> <ul style="list-style-type: none"> • Coordinate transportation from nearby public schools to after-school programs throughout the SC Area. • Collaborate with local community centers to expand after-school programs and activities to a wider age group. • Collaborate with local Boys and Girls Club chapters to create programming for young adults and teenagers to help develop life skills. <p>Strategy C: Improve access to health care.</p> <ul style="list-style-type: none"> • Allow and promote mobile health services in the SC area to improve access to preventive medical health resources. • Encourage partnership between County agencies and local medical centers to strengthen community-focused health programming. | <p>Prince George's County Health Department, nonprofit organizations, MLS, PGCPS, DPR, Maryland Department of Health</p> |
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Local Planning and Land Use

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> Plan 2035 designated the Suitland Metro Station as one of only eight Regional Transit Districts with capacity to absorb moderate to high-density development as well as a mix of office and retail uses and designated the Naylor Road Metro Station as a Local Transit Center with capacity to function as a small-scale, mixed-use center. Retail growth along Silver Hill Road. The 2014 <i>Approved Southern Green Line Station Area Sectional Map Amendment</i> (SMA) designated mixed-use zoning on properties within walking distance of the Metro stations. User friendly and flexible 2018 Approved Prince George's County Zoning Ordinance | <ul style="list-style-type: none"> Ambiguity of the M-U-TC Zone process and applicability. Lack of organized business improvement entities to spur improvements. many properties have fallen into disrepair with aging facades, inconsistent signage, and poorly maintained parking lots. |

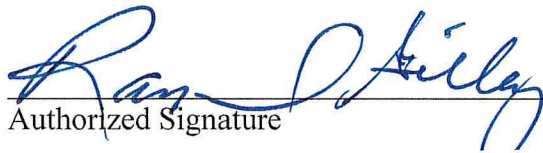
| Desired Outcomes and Progress Measures | Strategies and Action Items | Implementation Partners |
|--|---|---|
| <p>Outcome 1: Improved M-U-TC Zone review process and applicability and flexible zoning tool.</p> <p>Progress Measures: Shorter review times of proposed projects and fewer amendments to applications</p> | <p>Strategy A: Revise the 2006 <i>Approved Suitland Mixed-Use Town Center Development Plan</i> to address standards relating to existing and new buildings and review the applicability of the standards to eliminate ambiguities.</p> <p>Strategy B: Propose new qualifications for M-U-TC development review committee members.</p> <p>Strategy C: If generally supported, pursue rezoning the M-U-TC properties to one of the new mixed-use zones established in the recently approved zoning code.</p> <p>Strategy D: Support the County Map Amendment (CMA) that is currently in progress to implement the 2018 Approved Zoning Ordinance during public hearing.</p> | <p>Prince George's County District Council, Prince George's County Planning Board, Suitland M-U-TC Review Committee, District 7 Council member, M-NCPPC</p> |

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| <p>Outcome 2: A successful Façade Improvement Program (FIP) for commercial properties</p> <p>Progress Measures: Noticeable improvement in commercial façade, successful grant application, exhausted funds in a timely fashion</p> | <p>Strategy A: Apply for several grant funding sources such as Community Legacy, RDA Commercial Façade Improvement Program, and Community Impact grant to implement a FIP to improve the appearance of commercial properties.</p> <p>Strategy B: Launch an outreach campaign for property owners and tenants to utilize funds to improve their commercial facades.</p> | <p>DHCD (State) M-U-TC Review Committee, M-NCPPC, Neighborhood Design Center, RDA</p> |
| <p>Outcome 3: Improved property conditions</p> <p>Progress Measures: The number of participants in local and state programs who receive funding and noticeable improvement in the built environments</p> | <p>Strategy A: Initiate an assessment of commercial and residential property conditions.</p> <p>Strategy B: Utilize the County's 311 service to alert DPIE to property condition violations.</p> <p>Strategy C: Work with DPIE inspectors to issue citations to property owners who fail to improve their properties.</p> | <p>Community residents, DPIE, M-NCPPC</p> |

SIGNATURE LETTER

On behalf of Prince George's County, Maryland, I hereby approve the application for renewal of the Sustainable Communities designation for Suitland-Naylor Road Metro Station Area. I understand that the Disclosure Authorization and Certification from the original Sustainable Communities application continues to apply to the applicant local government, and as such the applicant agrees that not attaching an objection constitutes consent to the information being made available to the public, and a waiver of any rights the applicant may have regarding this information under Maryland's Access to Public Records Act, State Government Article, Section 10-611 et seq. of the Annotated Code of Maryland.

I also confirm that a former holder of my current title is named as an authorized official for the Sustainable Communities designation for my local government in the Local Government Authorization submitted with the original application.


Authorized Signature

Deputy Chief Administrative Officer
Economic Development

Type Name and Title


Date