

## Chapter 1: Introduction

### Sector Plan Area Boundary



A project to update the 1990 *Largo-Lottsford Approved Master Plan and Adopted Sectional Map Amendment* was approved by the District Council as part of the Prince George's County Planning Department of The Maryland-National Capital Park and Planning Commission's (M-NCPPC) fiscal year 2012 work program. A study was conducted in April 2011 by M-NCPPC staff to identify and justify a boundary for the proposed Largo-Lottsford Master Plan update. This study included evaluation of the following seven areas: Woodmore Town Center area, Woodview Village/North Lake Arbor area, South Lake Arbor area, Largo Town Center Metro Station area, Central Avenue East/Kingdom Square area, Central Avenue West/Central industrial area, and Morgan Boulevard Metro Station area. The boundaries of the Largo Town Center Sector Plan were further refined after extensive M-NCPPC staff review and research of approved plans governing future development at the Largo Town Center Metro Station.

The boundaries of the Development District Overlay Zone (DDOZ) were established through an extensive stakeholder and community outreach planning process that included community workshops held in February, September, October, November, and December 2012.

The Largo Town Center sector plan area occupies portions of Planning Area 73 (Largo-Lottsford) in central Prince George's County. It is generally bounded by I-95/I-495 (Capital Beltway), MD 202 (Landover Road), the southwest boundary of the Woodview Village subdivision, Campus Way North, Lake Arbor Way, Landover Road (south of Lake Arbor Way), and MD 214 (Central Avenue). (See Map 1: Sector Plan Area Boundary on page 4 and Map 2: Largo Town Center DDOZ Boundaries on page 5.)

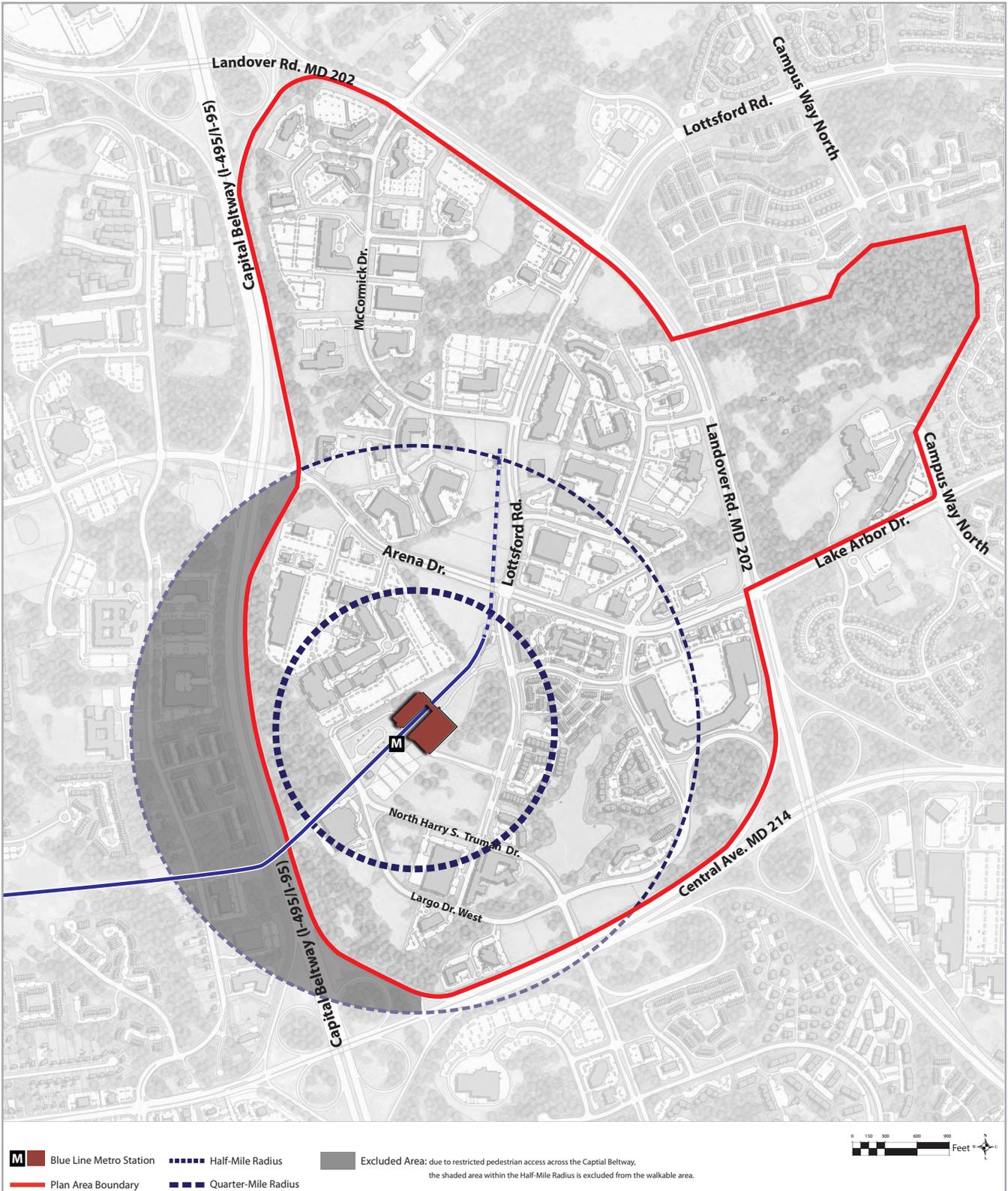
### Regional Setting

The sector plan area contains approximately 800 acres of land, more than 200 acres of which are vacant or undeveloped. The area is anchored by the Largo Town Center Metro Station. The Metro station is the terminal station for the Blue Line in Prince George's County and offers direct rapid transit access to the rest of the metropolitan Washington region as well as connections to Amtrak and commuter rail (MARC and Virginia Railway Express) service. Largo is an unincorporated area; the nearest municipality is Glenarden, Maryland, with town limits that include the Woodmore Towne Centre at Glenarden immediately north of Landover Road.

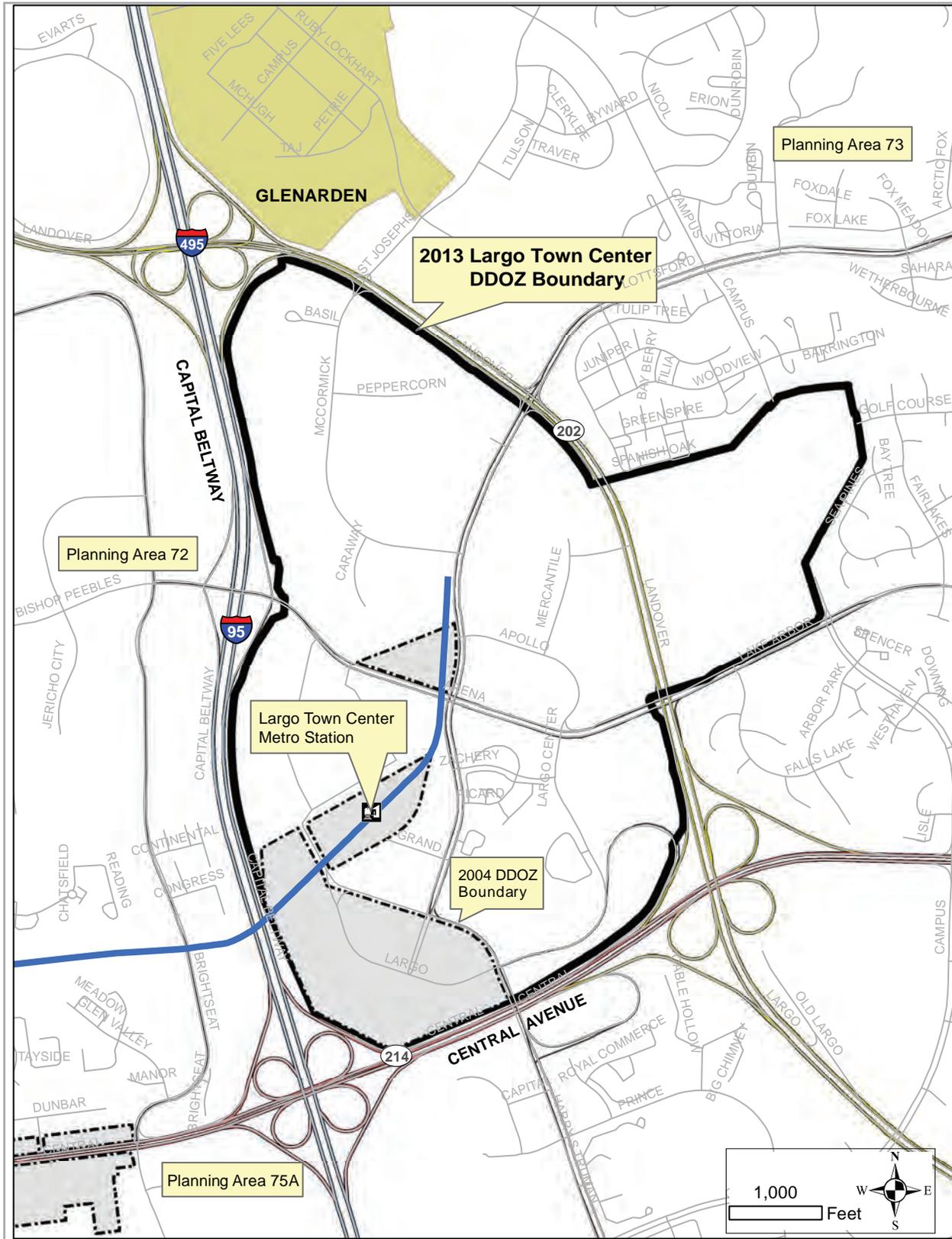
Located in Prince George's County, five miles east of Washington, D.C., Largo Town Center is highly accessible by automobile, intersecting several regionally important highways and roadways: Capital Beltway on the west (three interchanges provide the sector plan area with ample access to and from the highway), MD 202 to the north and east, and MD 214 to the south. Additionally, US 50 (John Hanson Highway) is located approximately 2 miles to the north, Baltimore-Washington Parkway is located approximately 5 miles to the northwest, and MD 301 (Crain Highway) is located approximately 10 miles to the east (See Map 3: Location of Largo Town Center DDOZ on page 6.)

The University of Maryland University College is located within the plan area, and Prince George's Community College is one-half mile to the south of the plan

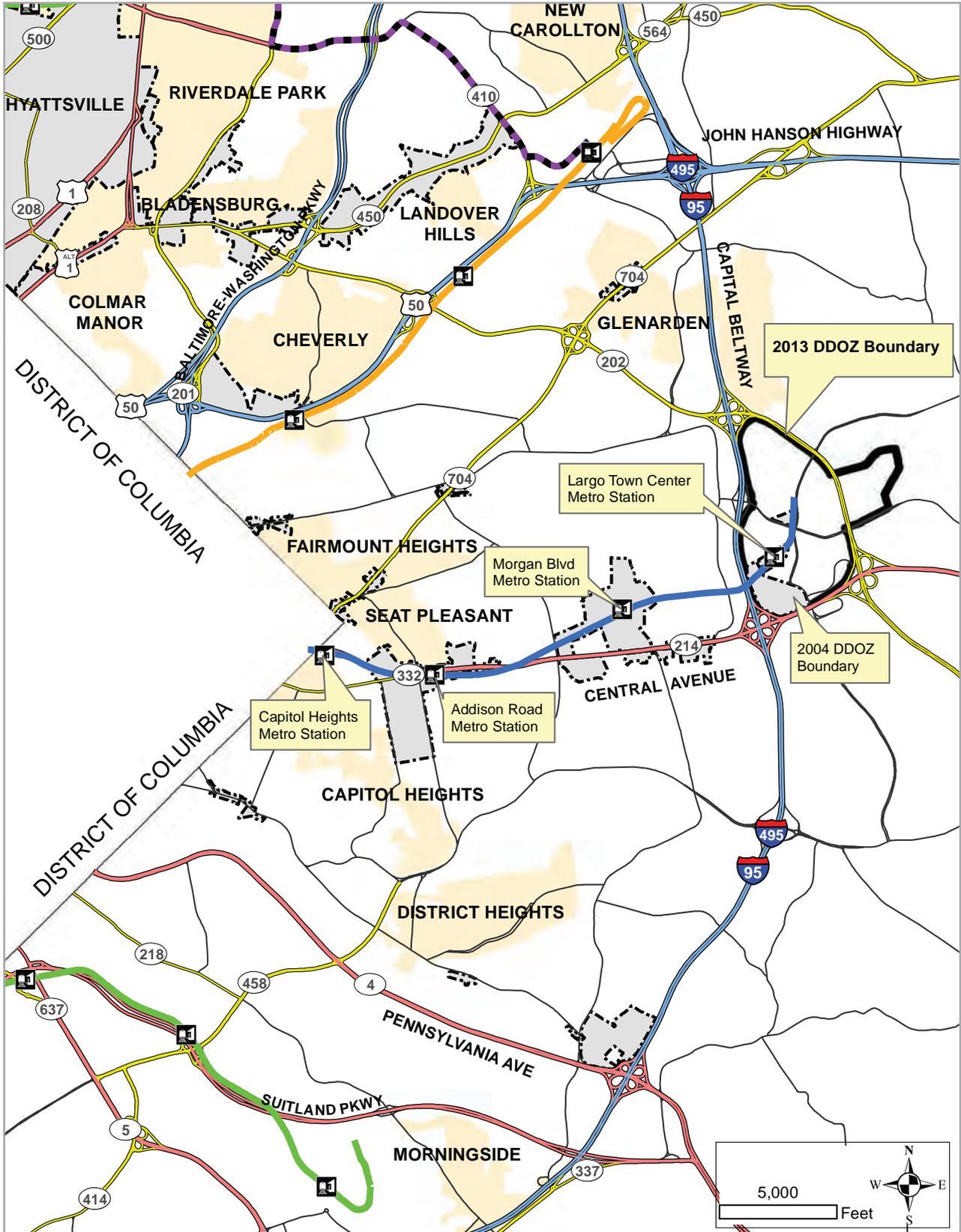
### Map 1: Sector Plan Area Boundary



Map 2: Largo Town Center DDOZ Boundaries



Map 3: Location of Largo Town Center DDOZ



*TOD is generally defined as development that is located within a 10-minute walk or one-half mile of a commuter rail or rail transit station (Planning and Urban Design Standards, American Planning Association Press, 2006). The 2002 General Plan further defines TOD as development that actively seeks to increase transit use and decrease automobile dependency by:*

- *Locating homes, jobs, and shopping closer to transit services.*
- *Locating the mix of critical land uses (live/work/shop/recreate) in closer proximity to one another.*
- *Establishing land use/transit linkages that make it easier to use transit (rail and bus).*

area. These universities draw professionals, students, researchers, and academics to the area. Kaiser Permanente has a major medical office within the northeastern quadrant of the plan area, owning almost 15 acres of land and attracting patients from around the county.

## Plan Purpose

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

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

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

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

Prince George's County supports incentives for new development that

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

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

On August 22, 2013, County Executive Rushern L. Baker III announced his choice of Largo Town Center as the chosen site for the county's new Regional Medical Center. This major new institutional use could potentially become a general plan "Plan 2035 game-changer" in spurring the development of a new downtown Prince George's at this transit-supported site in the heart of Prince George's County.

The purpose of the Largo Town Center Sector Plan is to ensure the creation of an urban, walkable, transit-oriented community at the Largo Town Center Metro Station. The development standards, policies, and strategies contained in this plan are intended to make certain that future development within the sector plan area maximizes transit ridership, revitalizes the area through economic

development while maintaining its socioeconomic diversity, and adopts a sustainable development pattern.

The Largo Town Center SMA modifies the DDOZ established by the 2004 *Approved Sector Plan and Sectional Map Amendment for the Morgan Boulevard and Largo Town Center Metro Areas* to ensure that future development is conducive to its designation in the 2002 *Prince George’s County Approved General Plan* as a metropolitan center.

This sector plan sets out a development vision for the Largo Town Center DDOZ that articulates vibrant and diverse neighborhoods, an efficient multimodal transportation system, sustainable and accessible environmental infrastructure, and pedestrian- and bicyclist-friendly urban design. This vision emphasizes:

- TOD near the Metro station and clearly defined neighborhoods with distinct characters and functions.
- Pedestrian- and bicyclist-friendly development and redevelopment in the DDOZ.
- Protected environmentally sensitive areas, minimal development impacts, and expanded recreational opportunities and trail/bikeway connections.
- Maximum housing opportunities within walking distance of the Metro station.
- Increased commercial retail and restaurant opportunities as the population expands.
- Publicly- and privately-owned open space for recreation and passive enjoyment.

The plan vision anticipates the possibility of a major institutional user within walking distance of the Metro station, such as a new Regional Medical Center, an expanded university satellite campus, or a U.S. General Services Administration (GSA) tenant.

Additionally, this plan also moves the entire sector plan area from the Developing Tier into the Developed Tier. The Largo Town Center Metro Station is the only Metro station in Prince George’s County that is not within the Developed Tier. By designating the plan area as part of the Developed Tier, the sector plan’s vision is more likely to be attained. Among the goals of the Developed Tier are:

- Strengthen existing neighborhoods.
- Encourage appropriate infill.
- Encourage more intense, high-quality housing development in Centers and Corridors.
- Expand tree cover through the increased planting of trees and landscaping.
- Capitalize on investments in transportation and other infrastructure.
- Promote transit-supporting, mixed-use, pedestrian-oriented neighborhoods.
- Design and site public facilities in accordance with appropriate development patterns

## Relationship to Other Plans

A number of plans and initiatives at the local and state levels provide a framework in which the sector plan was prepared. The policy documents described below formed the context for the Largo Town Center Sector Plan.

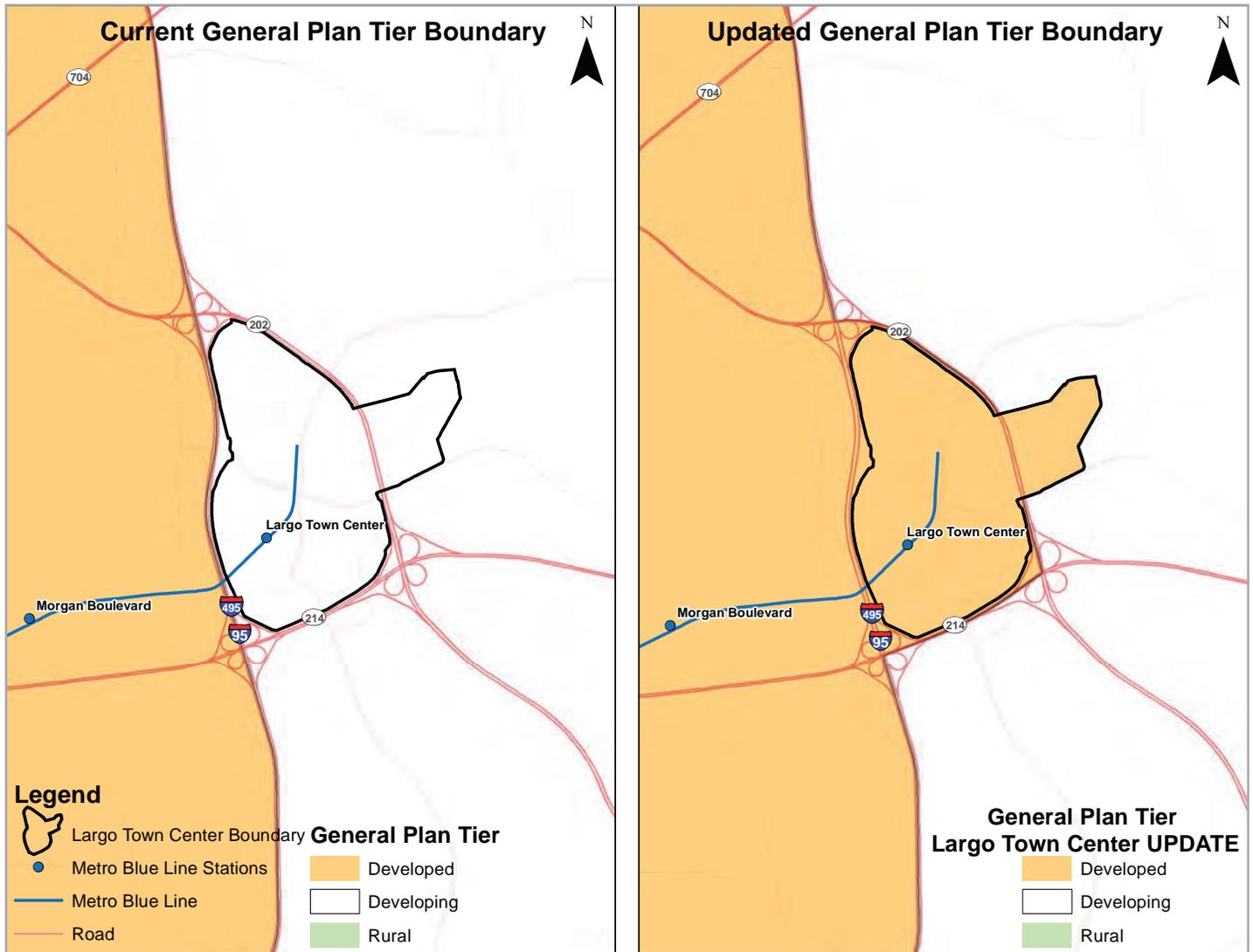
### 2002 Prince George’s County Approved General Plan

The 2002 General Plan sets forth goals, objectives, policies, and strategies that guide future growth and development throughout Prince George’s County and is the foundation for the recommended compact, dense, transit-oriented development that emerged from the Largo Town Center planning process.

The 2002 General Plan divides the county’s land into three policy tiers: the Developed Tier, the Developing Tier, and the Rural Tier. It also designates a number of centers and corridors where development is intended to be concentrated in the future. The sector plan area is located on the western edge of the county’s Developing Tier. The area includes the Largo Metropolitan Center, the highest intensity center as defined by the 2002 General Plan.

The 2002 General Plan’s vision for the Developed Tier is a network of sustainable, transit-supporting, mixed-use, pedestrian-oriented, medium- to high-density neighborhoods. The 2002 General Plan vision for the Developing Tier is to maintain a pattern of low- to moderate-density suburban residential communities, distinct commercial centers, and employment areas that are increasingly transit serviceable. The 2002 General Plan’s vision for metropolitan centers is a high

### Map 4: Largo Town Center—General Plan Tier Update



concentration of land uses and economic activities that attract employers, workers, and customers from other parts of the metropolitan Washington area.

*The Largo Town Center Sector Plan amends the 2002 General Plan by expanding the Developed Tier boundary to include the Largo Town Center sector plan area. This change simultaneously removes the sector plan area from the Developing Tier (see Map 4. Largo Town Center—General Plan Tier Update on page 9).*

Moving the Largo Town Center sector plan area from the Developing Tier to the Developed Tier ensures consistency between the TOD-supportive 2002 General Plan visions for both the Developed Tier and the Largo Town Center Metropolitan Center. The amendment also

ensures that all 15 Prince George's County Metro stations are in areas that are eligible for county and state TOD-supportive resources and incentives.

### 1990 Largo-Lottsford Approved Master Plan and Adopted Sectional Map Amendment

This sector plan boundary falls entirely within the boundary covered by the 1990 Largo-Lottsford Master Plan. Thus, the Largo Town Center Sector Plan amends the portion of the master plan area where both boundaries coincide. The 1990 Largo-Lottsford Master Plan's general recommendations for the area include developing unused land for employment centers,

protecting existing residential areas from encroachment by incompatible land uses, and constructing adequate public facilities to meet future community needs.

The 1990 Largo-Lottsford Master Plan specifically recommends the establishment of a major employment area in the parcel between the Capital Beltway (I-495/I-95), MD 202 (Landover Road), and MD 214 (Central Avenue), which includes the majority of the sector plan area. The plan also designates the parcels adjacent to what is now the Largo Town Center Metro Station as a town center, which it classifies as a potential site of highly concentrated, mixed-use development of regional importance. The 1990 Largo-Lottsford Master Plan describes the town center as possibly the most visible aspect of the central portion of the county because of its proximity to major roads. However, the 1990 Largo-Lottsford Master Plan does not promote the town center's relationship to the future Largo Town Center Metro Station, because the master plan was approved 14 years before the Metro station opened for service.

### ***2004 Approved Sector Plan and Sectional Map Amendment for the Morgan Boulevard and Largo Town Center Metro Areas (MorLar)***

The MorLar Plan amends part of the area covered in the 1990 Largo-Lottsford Master Plan. The MorLar Plan intends to implement the principles of concentrated, transit-serviceable growth outlined in the 2002 General Plan and provide the land use vision required by the Washington Metropolitan Area Transit Authority (WMATA) for Metro stations nearing completion. The Largo Town Center Sector Plan amends that portion of the MorLar plan area east of the Capital Beltway.

The MorLar Plan focuses on fostering compact, mixed-use TOD around both the Morgan Boulevard and Largo Town Center Metro stations. To facilitate TOD in these areas, the MorLar Plan placed a DDOZ, a regulation that imposes a set of development standards intended to promote the urban design and land use principles expected of TOD, on several parcels in the immediate vicinity of these two Metro stations. In addition, it focuses on a swath within roughly one-third of a mile of the Largo Town Center Metro Station and designates it as a "core" area. The MorLar Plan recommends mixed-use zoning for most of this core.

### ***2009 Approved Countywide Master Plan of Transportation (MPOT)***

The MPOT updates the Prince George's County Master Plan of Transportation, adopted in 1982, and incorporates the transportation recommendations included in subsequent approved master and sector plans. The master plan's recommendations are intended to produce a network of transportation systems and facilities that, as articulated in the 2002 General Plan: (a) encourage quality economic development; (b) make efficient use of existing and proposed county infrastructure and investment; and (c) enhance the quality and character of communities and neighborhoods.

In relation to the sector plan area, the MPOT provides guidance for future changes in the county's transportation network related to the expansion of Metro's Blue Line to Largo Town Center. This includes reinforcing the 2002 General Plan's recommendation for high-intensity commercial and residential TOD in metropolitan centers, especially the Largo Town Center. The MPOT reinforces the 2002 General Plan's prioritization of public investment for the areas adjacent to the county's Metro stations.

### ***2008 Approved Public Safety Facilities Master Plan***

The Public Safety Facilities Master Plan contains recommendations for the Prince George's County Police Department, Fire and Emergency Medical Services Department, Department of Corrections, Office of Emergency Management, Office of the Sheriff, and M-NCPPC Park Police Division. The plan addresses the need for new facilities, renovation of facilities, staffing levels, and crime-prevention strategies such as crime prevention through environmental design.

The master plan sets priority levels for public sector provision of capital improvements related to public safety facilities that vary depending on an area's tier status as specified by the 2002 General Plan. The Public Safety Facilities Master Plan places a high priority on public spending on such facilities in metropolitan centers in the Developing Tier and places a medium to low priority on such spending in other parts of the Developing Tier.

## 2005 Approved Countywide Green Infrastructure Plan

The Green Infrastructure Plan guides development, green space protection, and mitigation activities as well as seeks to implement a long-range vision for preserving, protecting, enhancing, and restoring a contiguous network of environmentally important areas in the county by the year 2025. The plan is not intended to reduce the overall development potential in the county nor is it intended to be a major land acquisition program. The plan emphasizes private-sector stewardship of privately-held lands, which comprise most of the county's green infrastructure network.

The plan aligns with the 2002 General Plan's guiding principles for future green infrastructure plans, which include: (a) identifying a contiguous network of environmentally important areas; (b) setting forth strategies to preserve, protect, enhance, and restore the network; (c) supporting the desired development pattern of the 2002 General Plan; (d) adopting and/or supporting effective implementation mechanisms; (e) supporting the county's Livable Communities Initiative; and (f) ensuring meaningful public participation.

## 2009 Smart, Green, and Growing Legislation

In 2009, the State of Maryland signed into law a package of three bills bundled under the title "One Maryland: Smart, Green, and Growing." The bills comprehensively outline the state's policy for smart and sustainable growth. The first law, the Smart and Sustainable Growth Act, clarifies that local jurisdictions must implement and follow the comprehensive plans they adopt. The second law, Smart Growth Measures and Markers, directs local jurisdictions and the state to collect smart-growth measures and indicators and establishes a statewide land use goal. The third law, Planning Visions, updates the state's planning process with a set of 12 plan visions that address infrastructure, economic development, public participation, and quality of life, among many other issues. Local jurisdictions are required to include these visions in their local comprehensive plans and implement them through the adoption of applicable zoning and subdivision ordinances and regulations. The 2009 Smart, Green, and Growing legislation replaced the 1992 Economic Growth, Resource Protection, and Planning Act.

## Maryland's Stormwater Management Act of 2007

In 2007, the Maryland General Assembly passed legislation amending the state's existing site design standards for mitigating stormwater runoff. The primary goals of the state and local stormwater management programs are to maintain the predevelopment runoff characteristics (as closely as possible) after development and to reduce stream channel erosion, pollution, siltation and sedimentation as well as local flooding by implementing environmental site design to the maximum extent practicable and using appropriate structural best management practices only when necessary. These regulations for stormwater management apply to the development or redevelopment of land for residential, commercial, industrial, or institutional use. The high-quality, mixed-use development envisioned by the sector plan and previous plans will incorporate these stormwater management principles.

## 1997 Smart Growth and Neighborhood Conservation Initiative

In 1997, the Maryland General Assembly enacted a package of legislation collectively referred to as the Neighborhood Conservation and Smart Growth Initiative. The Maryland Smart Growth Program had three basic goals: to save valuable remaining natural resources, to support existing communities and neighborhoods, and to save taxpayers millions of dollars in unnecessary costs for building infrastructure to support sprawl. This legislation established the state's priority funding areas to help guide future development in ways that support smart growth.

## Subregion 4 (Central Avenue-Metro Blue Line Corridor) Transit-Oriented Development Implementation Project

The Central Avenue-Metro Blue Line Corridor Implementation Project will put into effect the vision and goals for the Central Avenue Corridor as presented in the 2010 *Approved Subregion 4 Master Plan and Sectional Map Amendment* and will advance the recommendations of the 2008 *Approved Capitol Heights Transit District Development Plan and Transit District Overlay Zoning Map Amendment*. These plans envision mixed-use TOD and promote housing and neighborhood conservation,

public facility and infrastructure improvements, and commercial revitalization around county Metro stations. The project will concentrate on the county's Blue Line Metro stations, including Largo Town Center.

The project's objectives include: (a) conducting a series of community educational and outreach programs focused on the TOD opportunities along the Central Avenue and Metro Blue Line Corridor; (b) forming partnerships with economic, business, and community stakeholders to develop and initiate a strategic marketing campaign and business retention and attraction program; (c) identifying and prioritizing TOD opportunities; (d) undertaking a comprehensive pedestrian and bicycle access improvement plan for the Central Avenue Corridor; and (e) preparing a sectional map amendment to be applied to the entire corridor.

## Background

### Demographic Profile

The Largo Town Center sector plan area has a population of 3,400 according to the 2010 U.S. Census Bureau and Metropolitan Washington Council of Governments Round 8.1 estimates. As of March 2013, the area had a median household income of \$68,539, lower than the county's median of \$72,058 but higher than the national median of \$51,301. A total of 1,322 dwelling units are located in the area divided between multifamily and townhome units. Owner-occupied dwelling units in Largo Town Center were 32.4 percent of the total housing stock compared to the county rate of 62.9 percent. The Largo Town Center area is less racially/ethnically diverse than the rest of the county. In 2010, the area's population was only five percent white and 0.8 percent Hispanic compared to 23.6 percent and 14.5 percent, respectively, for the county. Black residents comprised 95 percent of the sector plan area's population compared to 66 percent of the county's population.

Residents of the sector plan are highly educated. A higher proportion of the sector plan area's adult population (47.8 percent) had completed at least two years of college compared to 34.8 percent for the county as a whole. The sector plan area's population is proportionately somewhat older than the county as a whole, with a median age of 37.4 compared to the county's median age of 36.0. The primary driver of this age difference is most likely the lack of children in the area. Many households in the area are

childless. The average household size for the sector plan area is 1.9; the average household size in the county is 3.0.

### Development Pattern

Land use in the sector plan area is fragmented by man-made and natural barriers. Most of the plan area is framed—and isolated—within the triangle formed by the Capital Beltway, MD 202 (Landover Road), and MD 214 (Central Avenue). All three roads are high-speed thoroughfares with limited or controlled access and no provisions for safe non-motorized use. The plan area is divided into quadrants by Arena Drive and Lottsford Road. Much of the property around the Metro station is publicly owned, including the county-owned land now occupied by The Boulevard at the Capital Centre shopping center and the WMATA-owned joint development site around the Metro station.

The development pattern within the plan area is suburban sprawl. An office park with large amounts of county-owned and county-leased office space occupies the area between Arena Drive and Landover Road. Although several office buildings are as much as six stories in height, most of these structures are three stories in height or less. South of Arena Drive, an existing residential community of low- to mid-rise apartments and townhomes is sandwiched between two suburban shopping centers—The Boulevard at the Capital Centre and the older Largo Town Center Shopping Center. Along the sector plan's southern boundary, undeveloped and privately-owned land predominates with scattered warehouse/light industrial uses and two hotels. East of Landover Road, a large undeveloped property sits immediately north of a public middle school (Ernest Everett Just), an M-NCPPC community center, and a small neighborhood shopping center. A total of more than 200 acres of undeveloped land, more than one-quarter of all of the land in the sector plan area, is scattered throughout

The street network is characterized by superblocks with little or no connectivity between the quadrants. The primary streets are very wide with discontinuous medians; their design allows for traffic speeds that are above posted limits. All development within the sector plan area faces inward and away from the streets. The result is an unattractive, and even unsafe, environment that is pedestrian-unfriendly and lacks points of visual interest in or site lines to shopping centers for pedestrians

(or even motorists) to see what retail services are offered. No sense of security exists to encourage walking or biking.

The Metro station opened for service in 2004. It was designed to facilitate convenient commuter parking instead of future air-rights development. Two large parking garages with a total of 2,200 spaces wrap the station tightly and occupy a significant portion of the WMATA joint development site. WMATA has expressed interest in joining a new public-private partnership effort to facilitate TOD around the Metro station. (See Map 5: Largo Town Center Existing Land Use on page 14.)



## Development Potential

The Largo Town Center Metro Station currently serves as a commuting hub for Metro patrons traveling to other parts of the Washington metropolitan area. However, the sector plan area possesses several important assets that, leveraged wisely, could help transform the area into a regional urban destination with a vibrant mix of commercial, institutional, and cultural activities.

The most important asset is the Metro station. Not only does it serve as a gateway to the rest of the regional Metro system but also to the ongoing expansion of Metro service to Tysons Corner, Reston, and Dulles International Airport, which will bring direct Silver Line service to Largo Town Center. Second, key underdeveloped parcels around the Metro station are publicly owned. The Prince George's Revenue Authority owns 70 acres of land immediately adjacent to the Metro station at The Boulevard. Although the development at The Boulevard

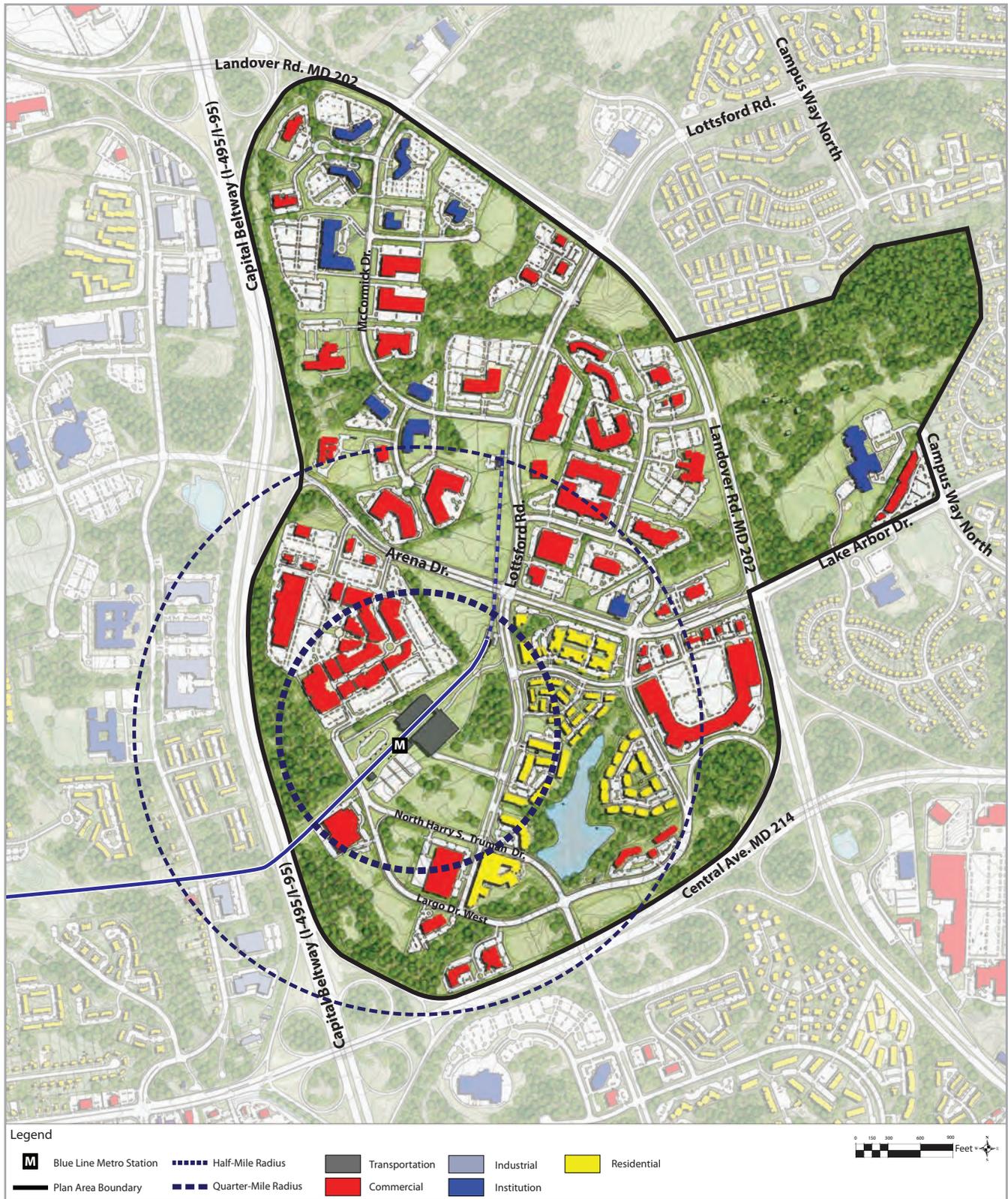
at the Capital Centre is privately owned and the current retail leases are long-term, an opportunity to redevelop the site through a single master planning process remains high. Third, more than 200 acres of undeveloped land are within a mile of the Metro station; nearly all of this land is in large tracts of five or more acres, most at least 10 acres. Large tracts of undeveloped land held by a few individuals or groups increase the likelihood of developing in a cohesive way. Finally, the plan area enjoys excellent regional highway access as well as Metrorail and bus transit access.

Recognizing these assets, the Prince George's County government has named the Largo Town Center area as its selected location for the new Regional Medical Center, which is expected to open in late 2017. The county selected a site next to the Largo Town Center Metro Station after extensive consideration of numerous potential sites. Community outreach for the planned Regional Medical Center included a major public meeting held on February 28, 2013. The state of Maryland, through the University of Maryland's medical services system, is collaborating with the county in this major countywide health planning and service delivery initiative. As a major institutional use, the new Regional Medical Center is expected to be a development game-changer for central Prince George's County.

The county government is not the only potential developer expressing an interest in "doing something" at Largo Town Center. More than half a dozen owners of key developable parcels within the plan area have indicated interest in starting new development projects on their land. M-NCPPC staff conducted one-on-one interviews and group meetings with these key stakeholders between October 2012 and February 2013 to ascertain their development plans and share the plan vision.

In light of the intense public- and private-sector interest in the future of Largo Town Center, the Largo Town Center Sector Plan was developed as a detailed implementation plan with specific development standards and guidelines, concepts, and strategies to promote and facilitate TOD around the Metro station. By doing so, the plan will help transform the Largo Town Center into a true urban destination with enhanced employment and housing opportunities; institutional services; an effective

### Map 5: Largo Town Center Existing Land Use



multimodal transportation system; and attractive, walkable, and safe neighborhoods with protected environmental amenities.

## Community Engagement

Direct community input shaped the ideas and recommendations found in the Largo Town Center Sector Plan. Public outreach, resident participation, and buy-in from various stakeholders, including county agencies and land owners/developers, were priorities of this planning effort. Several approaches were employed to bring attention to the sector plan area; obtain comments on community and stakeholder concerns, project priorities, and the plan vision; and build a long-term commitment to the ultimate success of the sector plan area. Since the primary focus of the plan is ensuring quality redevelopment of the area immediately surrounding the Metro station (specifically TOD), public sector coordination was necessary. Additionally, the goal was to ensure participation of those property and business owners and other stakeholders interested in and committed to the planning process for the Largo Town Center. The major components of the outreach process included:

- **Community Workshops:** Staff conducted community planning workshops to solicit public input in the crafting of a community vision for TOD around the Metro station. Five communitywide meetings were held. Preliminary notice of each scheduled meeting was sent to all property owners within one mile of the sector plan area. The team identified key stakeholders integral to the planning process and contacted them directly to ensure their involvement.
- **Interviews and Briefings:** Staff scheduled meetings with key stakeholders, including owners of potential development opportunity sites, implementing public agencies, and community organizations.

## Reaching Out to the Community

Community outreach for the sector plan began with a kick-off community workshop on February 16, 2012, to explain the purpose of the plan and understand community and stakeholder priorities and concerns. At this meeting, facilitated group discussions ensued regarding issues and opportunities in the sector plan area.



This discussion and the ballot vote pointed the planning team in the direction it needed to proceed. Connectivity to Metro was deemed the most important planning issue to focus on, followed by employment, public safety, finding the appropriate intensity and density to redevelop the area, and attracting high-quality retail and restaurants. (See Figure 1: Community Meeting Ballot Results.) The primary intent of this session was to solicit input from the community and help identify issues of importance to the community for planning staff.

After six months of data analysis (see Information Collection on page 10), outreach continued with a community meeting on October 3, 2012, describing the team's initial analysis followed by a facilitated community workshop on November 8, 2012, on the community's vision for the area and how it would fit into potential development scenarios. A preferred land use and design concept was developed, and the planning team presented their initial recommendations at this community meeting. A final presentation of the preferred development concept and plan-related recommendations took place on December 10, 2012, and participants further refined and validated the concept. The public audience, which included property owners and developers, was invited to share thoughts about the recommendations and design schematic. After the presentation, the planning team stood by illustrative boards that described architectural character, open space plans, streets and block structure, retail, and implementation while taking questions and comments from the audience.

In addition, at a meeting on February 28, 2013, the community was introduced to the possibility of a major

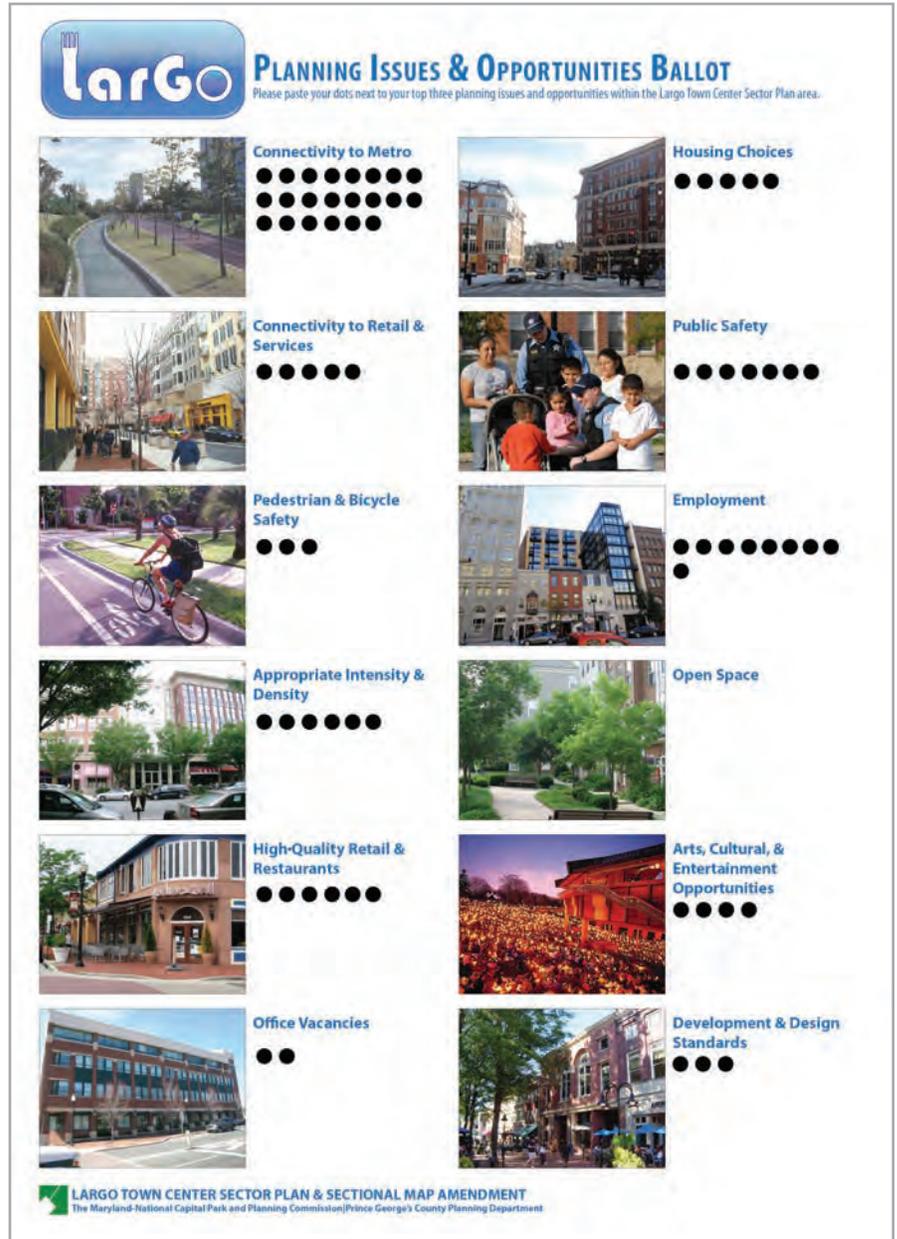
institutional user locating within a quarter-mile radius of the Metro station. With approximately 350 people in attendance, there was overwhelming support for the concept.

A final presentation of the preferred development concept and plan-related recommendations took place on May 2, 2013. The community engagement strategy was designed to reach out to all members of the community, including those who have not actively participated in the past. More than 475 interested residents and stakeholders participated in the planning process, including property owners, neighbors, merchants, developers, and community leaders. Responsible growth requires teamwork; the high level of civic involvement displayed during the Largo Town Center Sector Plan planning process will ultimately guide growth and ensure quality development for future generations of residents.

**Interviews, Briefings, and Tours with Stakeholders**

Because of the importance of creating a new mixed-use core, special efforts were made to involve landowners and business operators of undeveloped, vacant sites and sites within a half-mile radius of the Metro station. These properties and businesses would be directly affected by efforts to promote widespread mixed-use redevelopment. Planning staff contacted members of the business community and invited them to attend open houses. One-on-one interviews were held with landowners, developers, business operators, and commercial property owners throughout the process.

These meetings were set up to initiate an ongoing dialogue, regarding community concerns and desires, the plan vision, owner/developer intentions for their properties, and to ensure that the development of those parcels with the TOD core is consistent with the plan vision. The team met with business owners at The Boulevard at the Capital Centre to discuss the plan vision



**Figure 1: Community Meeting Ballot Results**

and business owners' concerns. Since The Boulevard at the Capital Centre site is a major part of redefining and redeveloping the area around the Metro station, the team briefed the Revenue Authority's board of directors and met regularly with Revenue Authority staff and the owners of the shopping center. Planning staff also attended a special meeting with the businesses in The Boulevard at the Capital Centre.

From January 2012 through March 2013, the planning team held a series of meetings with Prince George's County Council Member Derrick Leon Davis and his staff, representatives of Prince George's County's state legislative delegation (Senator Joanne Benson and Senator Ulysses Currie's staff), and senior staff from the County Executive's Office. Monthly coordination meetings were held with the chief executives and directors of the county's Economic Development Corporation, Department of Public Works and Transportation, Revenue Authority, Redevelopment Authority, and Department of Housing and Community Development, as well as senior staff from the WMATA.

Meetings were also held with the Lake Arbor Civic Association. Invitations were extended to Largo Civic Association and Kettering Civic Association for M-NCPPC staff to meet with association members.

Finally, a regional TOD tour was conducted for four County Council members and their staff. With the planning team, the group visited successful, walkable mixed-use TOD communities, including Rockville Town Center in Rockville, Maryland and Clarendon, Shirlington, and Courthouse Square in Arlington County, Virginia. These sites were selected based on attractive, walkable urbanism features and the evolution of their development near transit. The team met with planners and local politicians who described the history of the area, including the market conditions and necessary legislative and implementation tools that enabled the development of each area. These first-hand, on-the-ground studies allowed the group to understand local traditions in place-making, as well as the public and private commitments.

### Marketing and Outreach

A public advertisement was printed in local newspapers after the District Council formally initiated the plan in May 2012. In order to inform residents and stakeholders of community meetings, save-the-date postcards and flyers were sent to all property owners within a one-mile radius of the planning area for each of the five community meetings. Flyers were also distributed to local businesses, commuters at the Largo Town Center Metro station, and students at the Lake Arbor Elementary School and Ernest

Everett Just Middle School. In addition to notices posted on the plan's web page, e-mails were sent to those who previously participated at Largo Town Center Sector Plan community meetings or signed up as stakeholders on the project web page. At the planning team's request, Council Member Derrick Leon Davis's office also sent out meeting invitations to his e-mail list. Additionally, advertisements were posted on the Planning Department's and General Plan team's Facebook and Twitter feed. Finally, the team identified key stakeholders integral to the planning process and contacted them directly to ensure their involvement at community meetings.

### Information Collection

Intensive analysis of the Largo Town Center area was undertaken during the six months between the kick-off meeting and the second community meeting. The planning team toured the sector plan area multiple times, focusing on opportunity sites, physical constraints, and the existing building layout and design. During a kick-off meeting with consultants in July 2012, the group spent an afternoon on a comprehensive bus tour, analyzing maps and discussing opportunities for growth and redevelopment.

The planning team toured the sector plan area numerous times, noting and analyzing the area's development patterns; reviewing the clustering and type of retail establishments; and documenting physical features with photographs, measurements, and sketches. From the visual analysis, in conjunction with market data and interviews with property owners (including the Revenue Authority and the owners of The Boulevard at the Capital Centre) on their debt and annualized rate of return, an economic market analysis was conducted that helped determine the viability of various land use, zoning, and design scenarios. On-site analysis through the examination of physical constraints, such as steep slopes, wetlands, and specimen trees that require preservation, also aided in identifying redevelopment and infill opportunity sites. These studies were used to better describe the Largo Town Center sector plan area and to inform the community of planning and design decisions.

