



Chapter 6: Community Development Elements

Market Potential

Vision

Stakeholders and the community envision future development of a mixed-use center that incorporates opportunities to live, work, and play. By combining uses, the area will achieve a vitality that continues well past the end of the workday. Synergy among uses will create a stronger whole as residents patronize local restaurants and retail shops, and the mix of commercial, entertainment, and cultural uses makes Landover Gateway an attractive residential location. Cultural uses will enliven the district and attract users from around the region. Major governmental, institutional, and other offices will provide a daytime population to support retailers and restaurants. Finally, transit extensions will link the Landover Gateway area to the Metro system, providing access for area residents and reducing impacts of auto traffic.

Background

Landover Gateway area was once the county’s retail center, taking advantage of the superior access and visibility provided by the Capital Beltway. Currently, the area is ripe for redevelopment with a series of major land holdings available for new uses. The Woodmore Towne Centre at Glenarden project promises to bring major new retail, office, hotel, and residential development to the area. FedEx Field brings tens of thousands of fans to the area 10 to 15 times per year. Area development has been constrained by the lack of rail transit, public safety concerns, and the blighting impact of older apartment complexes. Office demand has been limited in recent years, indicating a need to recruit major governmental or institutional tenants to anchor the new development.

Goals

- Design a new downtown Prince George’s County with pedestrian activity and vitality that attracts consumers, residents, and visitors.

- Create a vibrant mix of retail, office, cultural, and residential uses that reinforce each other.
- Design phased development that builds mixed uses at each stage, takes advantage of the Beltway location, and preserves the potential to capitalize on future transit access.
- Provide enhanced residential community that accommodates residents of all incomes, emphasizes homeownership for long-term stability, and provides links to jobs, retail, restaurants, services, and cultural/entertainment activities.
- Provide an enhanced quality of life with significantly reduced crime levels and a heightened sense of personal safety.
- Provide amenities that support both new and existing residents, including retail, entertainment, and cultural uses, as well as public open space and schools.
- Design for a multiplicity of uses flexible enough to respond to changing markets.

Policy 1: Change the area’s image.

Strategies

- Redevelop Glenarden Apartments and Maple Ridge Apartments. Coordinate public actions to address the needs of the existing tenants that will be relocated during redevelopment and the homeowners surrounding the area who may be adversely impacted during the effort.
- Enhance the appearance of the former Landover Mall site with permanent landscape improvements at entry points and interim landscaping on other parts of the site.
- Improve other gateways to the area with landscape, signage, and civic art elements.

Policy 2: Enhance public safety.

Strategies

- Incorporate Crime Prevention through Environmental Design principles into all new development to discourage future crime.
- Facilitate neighborhood watch programs to empower local residents.
- Establish police foot patrols in the redevelopment area.
- Enforce building and maintenance codes to assure adequate upkeep of area businesses and buildings.

Policy 3: Improve transit access.

Strategies

- Work with private developers to institute a shuttle bus operation to link portions of the Landover Gateway area to each other and to the New Carrollton and Largo Town Center Metro stations.
- Work with the Maryland Transit Administration and the Washington Metropolitan Area Transit Authority to provide light rail transit service to the area to improve accessibility for area employees and residents.

Policy 4: Develop mixed uses at each phase of development.

Strategies

- Link new residential development to commercial and retail development so that each phase includes a balanced mix of uses.
- Design blocks and buildings for a multiplicity of uses.
- Given that Landover Gateway buildout may take as long as 20 years to complete, the sector plan should provide flexibility for inevitable changes in market demand over that period.

Policy 5: Market the “focal” attractions.

Strategies

- Work with congressional and state leaders to recruit a federal agency to the area.
- Work with state legislators to bring a state agency to the area.
- Explore the feasibility of consolidating selected county agencies in a new Landover Gateway facility or relocating the county seat to the area.
- Contact regional colleges and universities to present the Landover Gateway site opportunity and to secure commitments to establish an urban campus in the area.
- Organize festivals and other events on the new shopping street and public green.
- Market the site for temporary public uses.

Policy 6: Streamline the review process and provide incentives for private investment.

Strategies

- Reduce impediments to development by addressing Adequate Public Facilities Ordinance limitations that constrain redevelopment in urban areas impacted by pass-through traffic.
- Pursue partnerships with private developers and landowners to encourage timely redevelopment.
- Provide incentives for provision of public amenities within the new development.

Policy 7: Improve public facilities to support redevelopment and enhance residents’ quality of life.

Strategies

- Construct and upgrade public schools and libraries.
- Develop public open space and recreation facilities to serve new and existing residents.

- Improve accessibility with new streets and intersection improvements.
- Pursue shared parking facilities to support new development.

Policy 8: Develop housing for all income levels and ages.

Strategies

- Provide for a variety of housing types and styles to accommodate households at different life stages and income levels.
- Provide financial and other incentives to private developers to incorporate affordable housing units within market-rate developments. Increase public funding commitments to the housing trust fund and single-family rehabilitation programs.

Policy 9: Create business and employment opportunities for area residents.

Strategies

- Expand the Technical Assistance Center business incubator activities to Landover Gateway.
- Market the availability of small business assistance to new and existing businesses.
- Coordinate workforce training with construction activity and new businesses attracted to Landover Gateway.

- Encourage private developers (and new tenants) to give hiring priority to local area residents.

- Market the availability of workforce services for employee recruitment and training, such as the Maryland Workforce Exchange System and the Economic Development Corporation's One-Stop Job Career Center.

Policy 10: Develop a community cultural center to attract youth and adults from across the county.

Strategies

- Bring together cultural organizations to pursue development of a joint community cultural center (akin to the Prince George's County Sports & Learning Complex) that provides rehearsal space, music and art studios, office space for arts organizations, equipment storage, and a small, flexible performance space.
- Evaluate opportunities for an arts integration center that would help teachers to incorporate art into their curriculum and provide community arts classes, after-school arts programs, and summer arts camps (described in Appendix B: Cultural Elements on page 157).
- Pursue private fundraising, governmental, and foundation grants and county/state capital funding.

