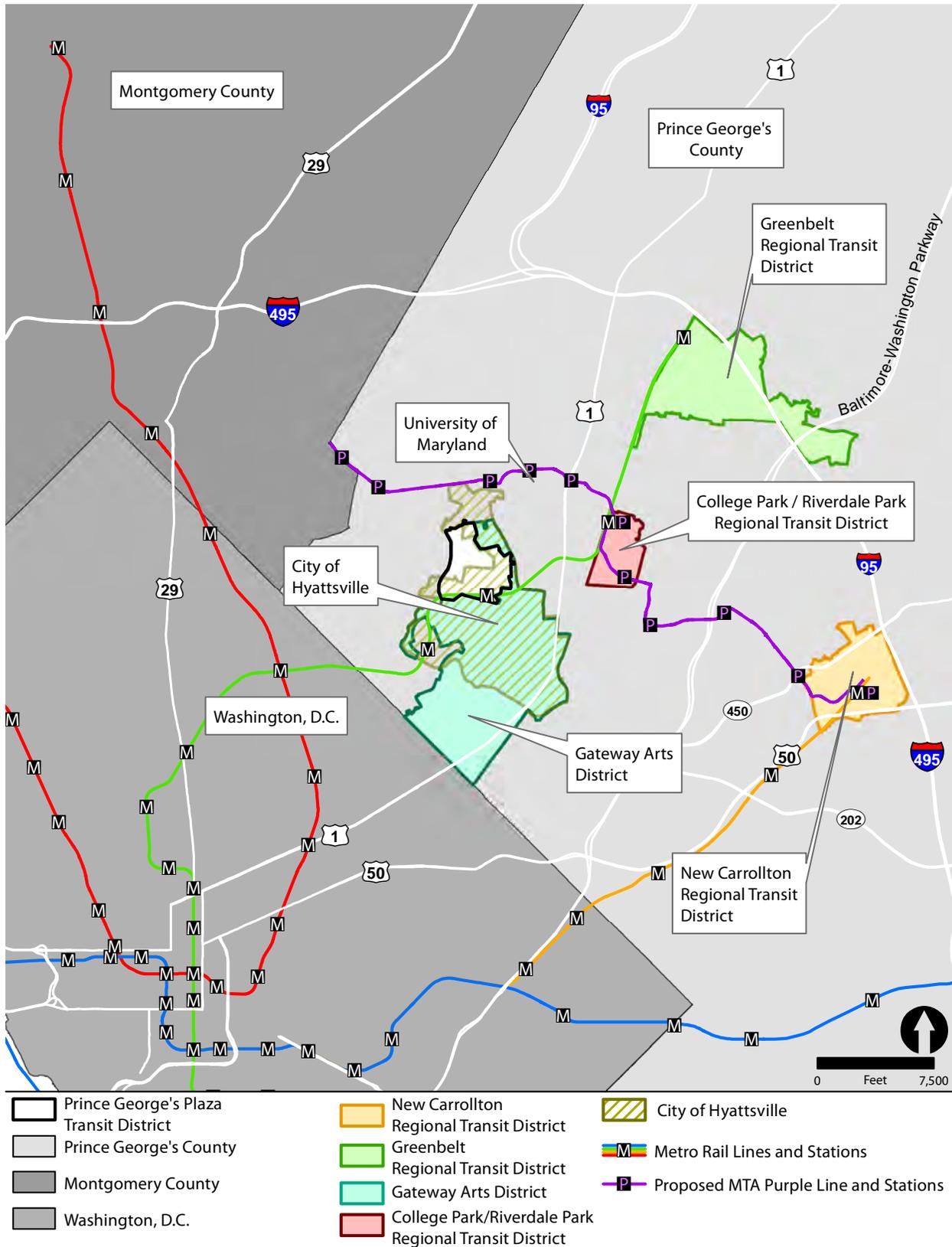


CHAPTER I

Blueprint for Tomorrow

Map 1. Transit District in Context



Introduction

The Prince George's Plaza Transit District is located in northern Prince George's County, just over a mile north of the District of Columbia. It is approximately 363 acres in size and lies predominantly within the City of Hyattsville, Maryland. The Transit District is anchored by the Prince George's Plaza Metro Station, the Mall at

Prince Georges, and the University Town Center mixed-use development. The Transit District was established in 1992, was designated a Regional Center by the 2002 *Approved General Plan* and a Regional Transit District and Downtown by the 2014 *Plan Prince George's 2035 Approved General Plan* (Plan 2035).

Map 2. Prince George's Plaza Transit District

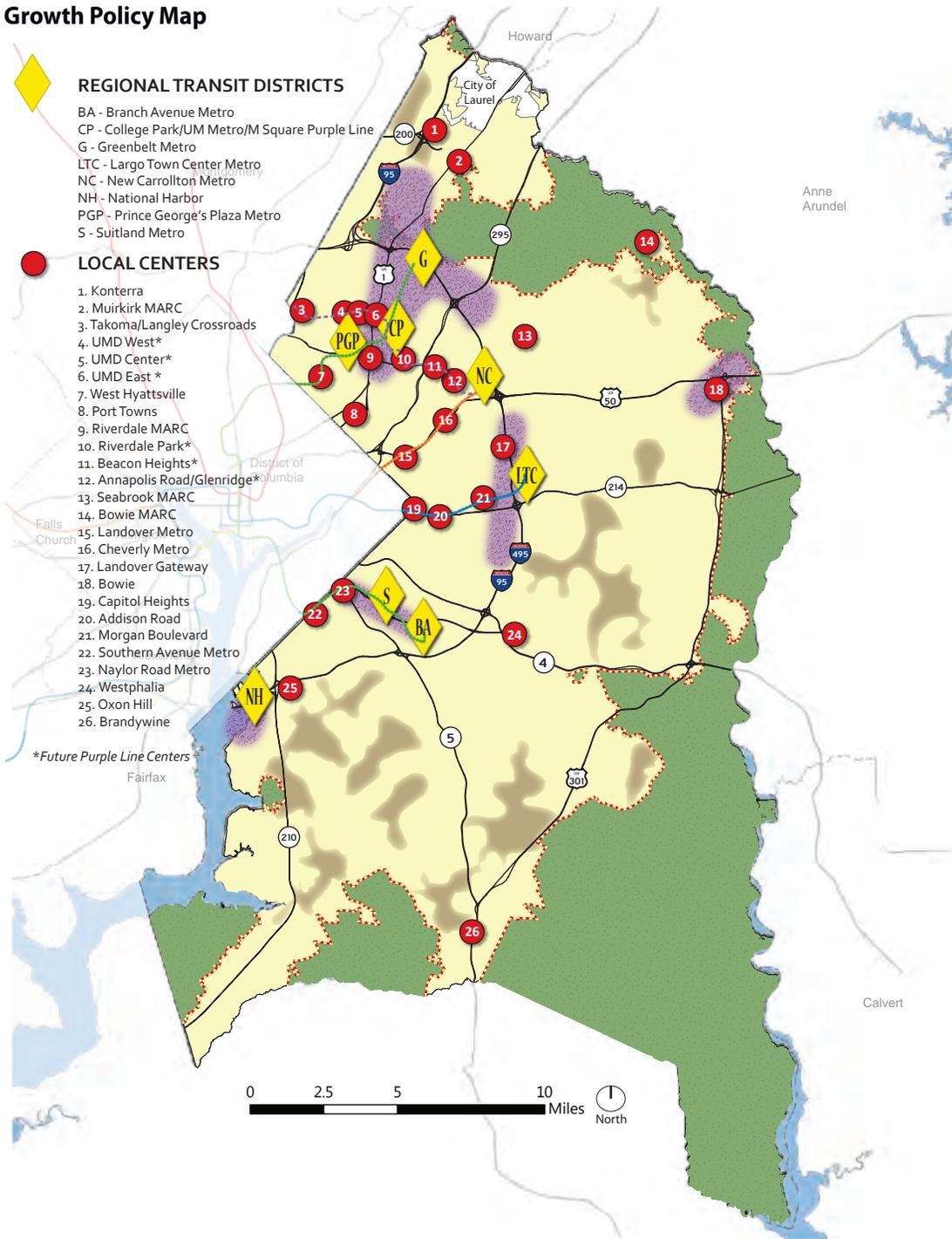


In May 2014, the Prince George's County Council, acting as the District Council, approved the Plan 2035. Plan 2035 addresses existing, changing, and new priorities such as transit-oriented development, sustainability, neighborhood reinvestment, and agricultural protection. Plan 2035 also introduces two maps that establish the framework for achieving the Plan 2035 vision—the Growth Policy Map and the Strategic Investment Map.

Plan 2035 designates eight locations in Prince George's County, including Prince George's Plaza, as Regional Transit Districts. The centers were selected based on a quantitative analysis of 31 indicators that assessed the capacity and potential of each center to support future growth and development; in this analysis, Prince

George's Plaza scored highest in the County. The Regional Transit Districts are envisioned as moderate- to high-density, regional-serving centers. Regional Transit Districts are high-profile areas where people from around the region want to live, work, visit, and shop. They are regional destinations that contain a mix of office, retail, entertainment, public and quasi-public, flex, and medical uses. The array of uses will vary depending on the center's predominant character and function. They are walkable, bikeable, and well-connected to a regional transportation network via a range of transit options; seven of the Regional Transit Districts are located at Metro stations. For more information about Plan 2035 and Regional Transit Districts, see Appendix 2.

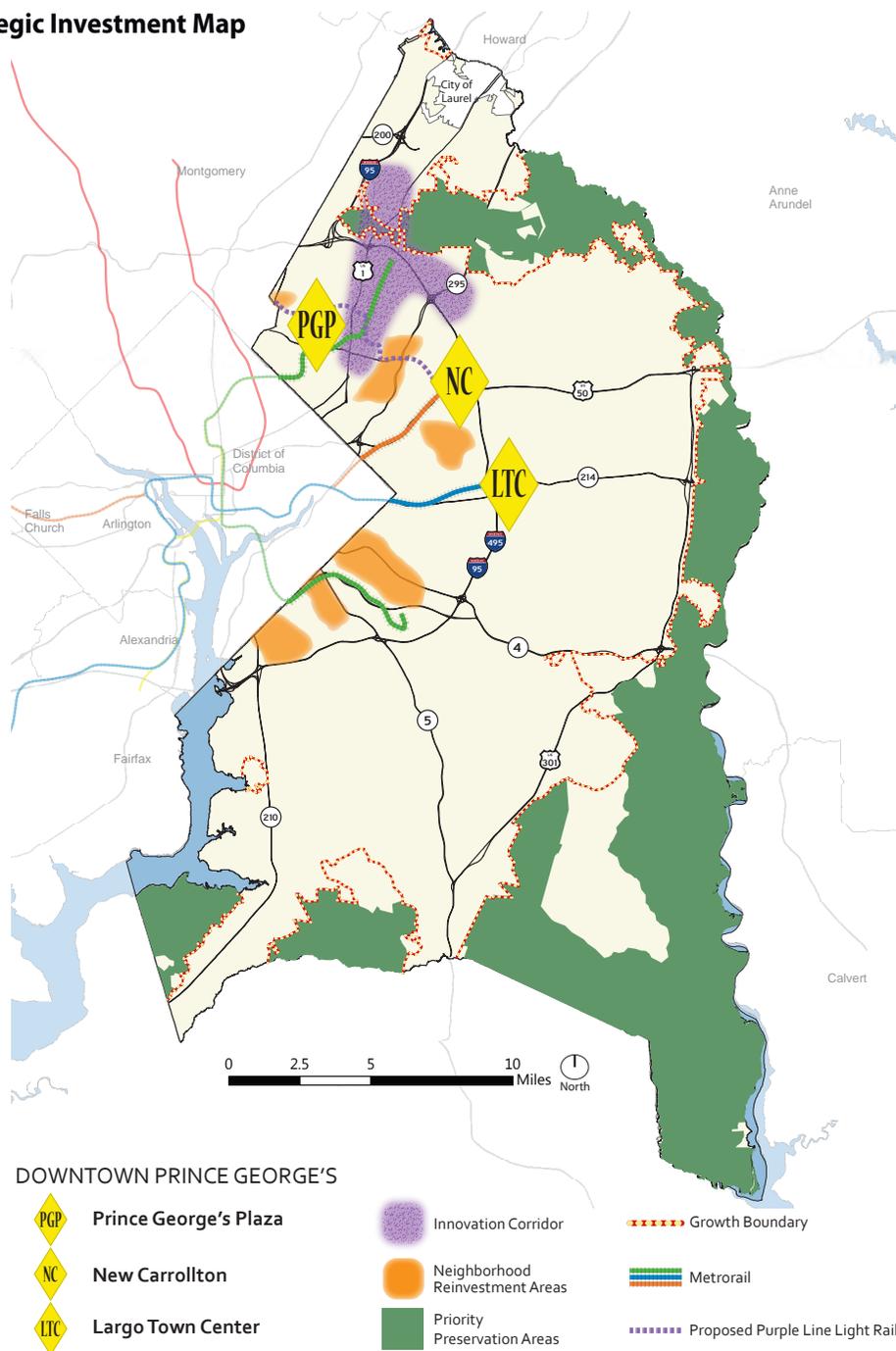
Map 3. Growth Policy Map



Legend

- Employment Areas
- Established Communities
- Future Water and Sewer Service Area
- Growth Boundary
- Proposed Purple Line Light Rail
- Rural and Agricultural Areas
- Metrorail

Map 4. Strategic Investment Map



The Plan 2035 Strategic Investment Map identifies four critical areas where the majority of County, state, and federal money and resources should be focused to realize meaningful change in the County: three Downtowns, the Innovation Corridor, Neighborhood Revitalization Areas, and Priority Preservation Areas. Plan 2035 designates three Regional Transit Districts—

Prince George's Plaza Metro, New Carrollton Metro, and Largo Town Center Metro—as new Downtowns for the County. Plan 2035 recommends targeted public investments and incentives in the Downtowns to catalyze their growth and development as regional destinations and major economic drivers for Prince George's County.

The *Approved Prince George's Plaza Transit District Development Plan (TDDP) and Transit District Overlay Zoning Map Amendment (TDOZMA)* is designed to capitalize upon, and implement, Plan 2035 recommendations for future transit-oriented development within the Prince George's Plaza Regional Transit District. This TDDP amends Plan 2035 by redefining the boundaries of the Prince George's Plaza Regional Transit District to incorporate all of the properties within the Prince George's Plaza Transit District Overlay Zone. Pursuant to Section 27-548.04(b) of the Prince George's County Zoning Ordinance, this TDDP is the applicable area master plan for the Prince George's Plaza Regional Transit District. The approved TDDP and TDOZMA replaces the 1998 *Prince George's Plaza Approved Transit District Development Plan and Transit District Overlay Zone* and amends the 1994 *Planning Area 68 Approved Master Plan and Sectional Map Amendment* and the 2009 *Countywide Master Plan of Transportation* for the portion of Planning Area 68 within the Prince George's Plaza Regional Transit District. The approved TDDP

also amends the 1983 *Adopted and Approved Functional Master Plan for Public School Sites and Formula 2040: Functional Master Plan for Parks, Recreation and Open Space* for the portion of Planning Area 68 within the Prince George's Plaza Transit District by recommending development of a new public school and several new parks and public open spaces.

This TDDP refers to the **Prince George's Plaza Regional Transit District** and **Transit District** interchangeably.

The Regional Transit District is a planning designation that refers to the prioritized location for growth and development as designated by Plan 2035.

The Transit District is a zoning designation that refers to those properties within the Transit District Overlay Zone.

The two Districts are conterminous and identical.

Introduction | Purpose of the Transit District Development Plan

The purpose of the TDDP is to implement the Plan 2035 vision for a walkable, transit-oriented community within the Prince George's Plaza Transit District using a market-driven approach. The TDDP also builds upon and updates the foundation of past planning initiatives, including the 1994 *Planning Area 68 Approved Master Plan* and the 1998 *Prince George's Plaza Approved Transit District Development Plan*. Finally, the plan establishes a regulatory foundation for orderly and

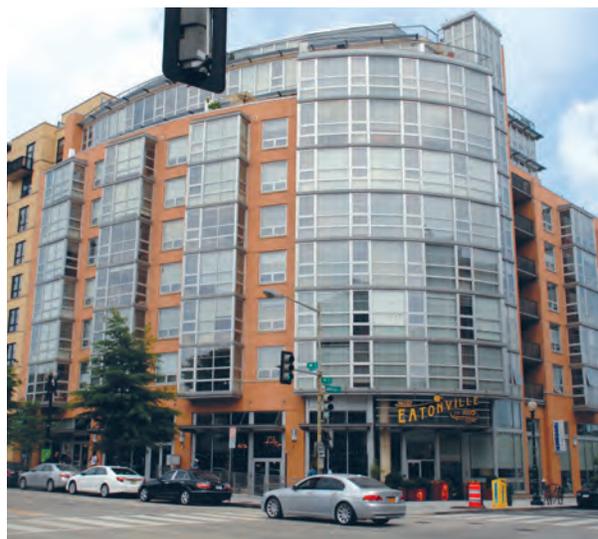
predictable development using design standards and guidelines. These standards and guidelines will help to produce a public realm and overall built environment that transforms the Transit District into the new, regionally competitive Regional Transit District called for in Plan 2035 and that helps to put Prince George's County on the regional—even national—transit-oriented development map.

A Transit District Development Plan (TDDP) is a plan that guides and coordinates development around a transit station. TDDPs encourage transit use, enhance connectivity, safety, and walkability, and create opportunities for new public and open spaces. TDDPs include zoning standards that regulate the development and use of land and the construction of structures and infrastructure consistent with the community's vision and goals.

A Transit District Overlay Zoning Map Amendment (TDOZMA) is the process through which the County's zoning map is updated to classify properties into the Transit District Overlay Zone and to reclassify properties into underlying base zones that permit the type of development that is appropriate in proximity to a transit station.

Specifically, this plan:

- Establishes a policy and regulatory framework that promotes walkable, transit-oriented, mixed-use development in the Transit District competitive within the region and consistent with the priorities of Prince George’s County, the City of Hyattsville, and the Town of University Park.
- Responds to the evolving real estate market by focusing on the form of the built environment, while facilitating a diverse range of uses.
- Transforms the underutilized Prince George’s Plaza Metro Station and auto-oriented MD 410 (East West Highway) by integrating and connecting the Metro station with development to the north and transforming the roadway into a pedestrian- and bicycle-friendly boulevard.
- Provides a detailed implementation plan and market-sensitive development standards to maximize the redevelopment potential and infill opportunities at the Mall at Prince Georges and other key sites.
- Recognizes the importance of the natural environment—specifically the Northwest Branch Stream Valley Park and Wells Run—and incorporates best planning and development practices to ensure a comprehensive and sensitive approach to environmental stewardship, neighborhood compatibility, and pedestrian and bicycle connectivity.
- Amends the zoning of selected properties through the TDOZMA to implement the land use recommendations of this TDDP and Plan 2035.



Prince George’s Plaza Metrorail Station

Smart Growth concentrates new development and redevelopment in areas that have existing or planned infrastructure to avoid sprawl. Smart growth is sustainable and is characterized by compact, transit-oriented, bicycle-friendly land use, with neighborhood schools, walkable streets, mixed-use development and a wide range of housing choices. Its purpose is to conserve valuable natural resources through the efficient use of land, water, and air; create a sense of community and place; expand transportation, employment, and housing choices; distribute the costs and benefits of development in an equitable manner; and promote public health.

Source: Maryland Department of Planning—Smart Growth Planning Topics <http://www.mdp.state.md.us/OurWork/smartgrowth.html>.

As both an overarching idea and a hands-on approach for improving a neighborhood, city, or region, **Placemaking** inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, Placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value. More than just promoting better urban design, Placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.

With community-based participation at its center, an effective Placemaking process capitalizes on a local community's assets, inspiration, and potential, resulting in the creation of quality public spaces that contribute to people's health, happiness, and well-being.

Source: http://www.pps.org/reference/what_is_placemaking.

Plan Themes

The TDDP is organized broadly around three major planning themes—Smart Growth, Placemaking, and Healthy Communities.

The State of Maryland defines **Smart Growth** as [growth that] "... concentrates new development and redevelopment in areas that have existing or planned infrastructure to avoid sprawl."

Placemaking is a people-centered, collaborative approach to the design, creation, and maintenance of great public spaces. Successful placemaking relies on an effective understanding of the importance of place and the resulting sense of place associated with great places. According to geographer Edward Relph, "places are fusions of human and natural order and are the significant centres of our immediate experiences of the world. They are defined less by unique locations, landscape, and communities than by the focusing of experiences and intentions onto particular settings."¹

A sense of place may be defined as "the characteristics of a location that make it readily recognizable as being unique and different from its surroundings and that provide a feeling of belonging to or being identified with that particular place."²

Great public spaces, such as Central Park, Times Square, and the High Line in New York City; Boston Common; Rittenhouse Square in Philadelphia; Millennium Park in Chicago; Pioneer Square in Portland, Oregon; and Pike Place Market in Seattle create a strong sense of place for all who visit them. These special places help to brand the cities, towns, and suburban centers in which they are located as desirable places to visit, work, and live.

The Project for Public Places developed a concise description of what placemaking is and does (see box to the left).

¹"Prospects for Places," excerpt from Edward Relph, *Place and Placelessness* (1976); quoted in *The Urban Design Reader* (Second edition), page 267; Routledge Press, 2013; Michael Larice and Elizabeth Macdonald, editors.

²A Planner's Dictionary (PAS Report Number 521/522), page 350; American Planning Association, 2004; Michael Davidson and Fay Dolnick, editors.

Healthy Communities is a holistic concept of community well-being that begins with public health but expands beyond it to consider the important factors that impact community health, including economic prosperity, urban design (walkability and connectivity), environmental protection, transportation access, education, access to healthy foods, and public safety (crime prevention). Healthy communities allow individuals and families to “age in place.” The federal Centers for Disease Control and Prevention (CDC) define community health in terms of “Healthy Places” (see box to the right).

The importance of these concepts in the TDDP reflects their comparable importance in Plan 2035 and highlights both plans’ view of community planning and development as a holistic and multifaceted process. The TDDP weaves these three themes together to create a walkable, transit-supportive, amenity-rich Regional Transit District.

Health and Healthy Places

According to the World Health Organization, health is a state of complete physical, mental, and social well-being and not merely the absence of infirmity. A healthy community as described by the U.S. Department of Health and Human Services Healthy People 2010 report is one that continuously creates and improves both its physical and social environments, helping people to support one another in aspects of daily life and to develop to their fullest potential. Healthy places are those designed and built to improve the quality of life for all people who live, work, worship, learn, and play within their borders—where every person is free to make choices amid a variety of healthy, available, accessible, and affordable options.

Source: Centers for Disease Control and Prevention – About Healthy Places. <http://www.cdc.gov/healthyplaces/about.htm>

Plan Organization

The TDDP presents a comprehensive vision for the future development of the Prince George’s Plaza Regional Transit District through 2035. The plan also contains detailed planning policies, strategies, and development controls to help ensure that the plan vision is realized. This information is organized into seven major chapters:

Blueprint for Tomorrow—Chapter 1 includes an overview of the Transit District along with the long-range vision for future development in the area.

Defining the Context—Chapter 2 begins with a brief discussion of general national trends in smart growth and sustainable development, followed by an explanation of how Plan 2035 incorporates recognition of those national development trends into its vision of Prince George’s County’s future as a location for thriving communities. The chapter describes the Transit District today and its regional setting, along with its relationships to previous plans. It presents existing conditions, summarizes the TDDP’s

community and stakeholder engagement process, and highlights the assets, opportunities, and challenges facing the Transit District.

Plan Elements—Chapter 3 spells out the details of the plan vision. It covers land use; economic prosperity; transportation and mobility; natural environment; housing and neighborhoods; community heritage, culture, and design; healthy communities; public facilities; and parks and recreation.

Implementation—Chapter 4 describes the tools, strategies, priorities, and necessary actions that the public sector, in partnership with the private, nonprofit, and institutional sectors, must execute to realize the TDDP’s vision.

Transit District Overlay Zoning Map Amendment (TDOZMA)—Chapter 5 contains the amendments to the County Zoning Map required to implement the land use goals, policies, and strategies of this TDDP.

Transit District Overlay Zone and Transit District Standards—Chapter 6 contains the development regulations, exemptions, standards, and guidelines of the Transit District Overlay Zone.

Transit District Overlay Zone Use Tables—Chapter 7 contains tables showing permitted and prohibited uses within the Transit District.

Plan Vision: Imagine... | Prince George's Plaza in 2015

Pause for a moment to look and listen...

The Prince George's Plaza area has the makings of a new downtown. It developed around a successful retail center—the Mall at Prince Georges. Metro service offers convenient access to downtown Washington, D.C., as well as to the University of Maryland, College Park. MD 410 (East West Highway) brings visitors from Silver Spring and New Carrollton. The Northwest Stream Valley Park provides respite to a bustling community. New residential development has gained momentum, and changes at University Town Center promise to inject new vibrancy.

Pause to look and listen again...

The rumble of traffic along East West Highway is deafening during rush hour, and walking feels uncomfortable and unsafe. The Metro station is difficult to locate. Office developments struggle with vacancies and retail suffers from poor street visibility. Acres of parking radiate heat in the summer and produce stormwater runoff at alarming rates. The area is a collection of developments defined by, but poorly integrated with, its largest draw—the Mall at Prince Georges. The Prince George's Plaza Transit District is ripe for change. Now is the time to commit to a vision, establish a plan, and act.

Plan Vision: Imagine... | Prince George's Plaza in 2035

Prince George's Plaza is a new destination and downtown for the Washington, D.C. region. New retail outlets bustle with shoppers from across the region. New eateries stand up to the challenge of the most discriminating palates. New residents have their choice of housing options, ranging from chic apartments and rowhomes to quieter detached houses nestled against the dense tree canopy of the Northwest Stream Valley Park. New businesses find flexible and modern workspace convenient to transit, the University of Maryland, and an educated workforce. New green development replaces the bleak asphalt of expansive parking lots. New facilities—a state-of-the-art multigenerational regional recreation center, library, fire station, and elementary school—provide high-quality services and welcome residents and visitors of all ages. New open spaces offer a mix of relaxation and fun while a network of trails, sidewalks, and bicycle lanes make walking and commuting safe and comfortable for residents, visitors, and workers.

During the design charrette, the project team and the public developed two illustrative concept visions for ultimate buildout (see Figures 1 and 2).



Figure 1. 2035 Illustrative Vision

Figure 1. 2035 Illustrative Vision shows the illustrative buildout concept used to develop the TDDP. This concept shows existing and approved development through the spring of 2014, along with concepts for undeveloped properties. This concept assumes the continued operation of The Mall at Prince Georges through 2035.

Figure 2. Post-2035 Illustrative Concept Plan



Figure 2. Post-2035 Illustrative Concept Plan shows this development concept post-2035, when redevelopment of The Mall at Prince Georges is anticipated.

Multifamily development was approved for the "Landy Property" pursuant to DSP-99048, DSP-99048-01, and DSP-99048-02. The TDOZMA reclassifies this property into the Transit District Overlay/One-Family Triple-Attached Residential (T-D-O/R-20) Zone to support future single-family attached or townhouse development. The TDDP supports either the envisioned townhouses or the previously-approved multifamily development at this location.