



Central Avenue Blue/Silver Line

Sector Plan and SMA

Summary of the Strengths, Weaknesses, Opportunities, and Threats (SWOT) Exercise

From September 7 to November 22, 2023, the Maryland-National Capital Park and Planning Commission (M-NCPPC), Prince George's County Planning Department, Central Avenue-Blue/Silver Line Sector Plan and Sectional Map Amendment (SMA) project team deployed an interactive online platform, using the ArcGIS Online Survey123 application (Figure 1). The exercise was linked on the project webpage, shared through constant contact emails and social media, included in information shared with stakeholders, and distributed at community events in QR code form as activity business cards. This platform allowed the community and stakeholders to actively participate by dropping pins on a map to indicate a strength, weakness, opportunity, or threat (SWOT) within the sector plan boundary, accompanied by an explanation. Additionally, users were asked to link their comments to the Plan 2035 element.

This document includes the project team's summary of the key points from the SWOT responses received, focusing on their relevance to the Plan 2035 elements. Staff also identified potential ways to address the key points as we move through the planning process. The mapping tool received 49 responses from the community and stakeholders, with over half addressing concerns related to Transportation and Mobility, and about a quarter of the responses centered around Economic Prosperity (Figure 2).

Community Input Mapping Exercise Survey

Central Avenue-Blue/Silver Line Sector Plan and Sectional Map Amendment (SMA)

Welcome to the interactive community input mapping exercise for the new [Central Avenue-Blue/Silver Line Sector Plan](#). The Prince George's County Planning Department is soliciting community input for this new Sector Plan.

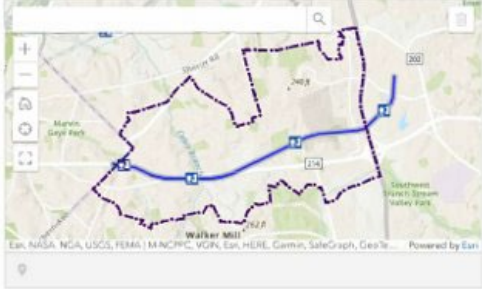
We would like to know:

- Strengths - What are the area's strengths and what positive characteristics separate it from other areas?
- Weaknesses - In what ways does the area need to improve, or what is lacking?
- Opportunities - What could create an advantage for the area?
- Threats - What could negatively affect the area's success?

We encourage you to think broadly about the sector plan area and these questions in terms of each of the Plan 2035 elements (as described below). All responses will help determine the vision and priorities for the new sector plan.

Thank you for taking the time to comment! This survey will be open for comments through **October 20, 2023**.

Drop a Pin*
Please drop a pin within the plan boundary.



Choose one that best describes the chosen spot.*

- Strengths - What are the area's strengths and what positive characteristics separate it from other areas?
- Weaknesses - In what ways does the area need to improve, or what is lacking?
- Opportunities - What could create an advantage for the area?
- Threats - What could negatively affect the area's success?

-Please select-

Please describe the strength/weakness/opportunity/threat*

Provide a comment:

PLAN 2035 ELEMENTS
Please review the images below before answering the next question.

Plan 2035 Elements & Goals

- Land Use**
Green future growth toward residential, mixed-use centers to support commercial use base, together increasing and preserving culture, traditions, and environmental resources.
- Economic Prosperity**
Create a vibrant, innovative, and rapidly competitive economy that generates a range of well-paying jobs and strategically promotes the base.
- Transportation & Mobility**
Provide and maintain safe, efficient, accessible, and energy-efficient transit options. Transportation network to support the County's international, inter-county and Plan 2035 goals.
- Natural Environment**
Protect, enhance, and restore our natural and built resources to improve human health, strengthen our resilience to changing climate conditions, and facilitate sustainable economic development.

- Housing & Neighborhoods**
Provide a variety of housing options ranging in price, density, amenities, and location to support and enhance residents, strengthen neighborhoods, and promote economic prosperity.
- Community Heritage, Culture, and Design**
Enhance historic preservation efforts, and promote and preserve architectural, historic, and natural resources, and work to ensure to enhance and leverage new development.
- Health & Communities**
Create safe, connected communities that promote active lifestyles and provide convenient access to healthy foods.
- Public Facilities**
Enhance the quality of life and overall competitiveness of Prince George's County through the efficient, equitable, and strategic siting of educational, social, safety, water and sewer, waste, health, and parks and recreation facilities.

What Plan 2035 Element does this most closely relate to?*

-Please select-

Contact Name:

Contact Email Address:

[Submit](#)

Powered by ArcGIS Survey123

Figure 1. Survey123 Community Input Mapping Exercise Survey

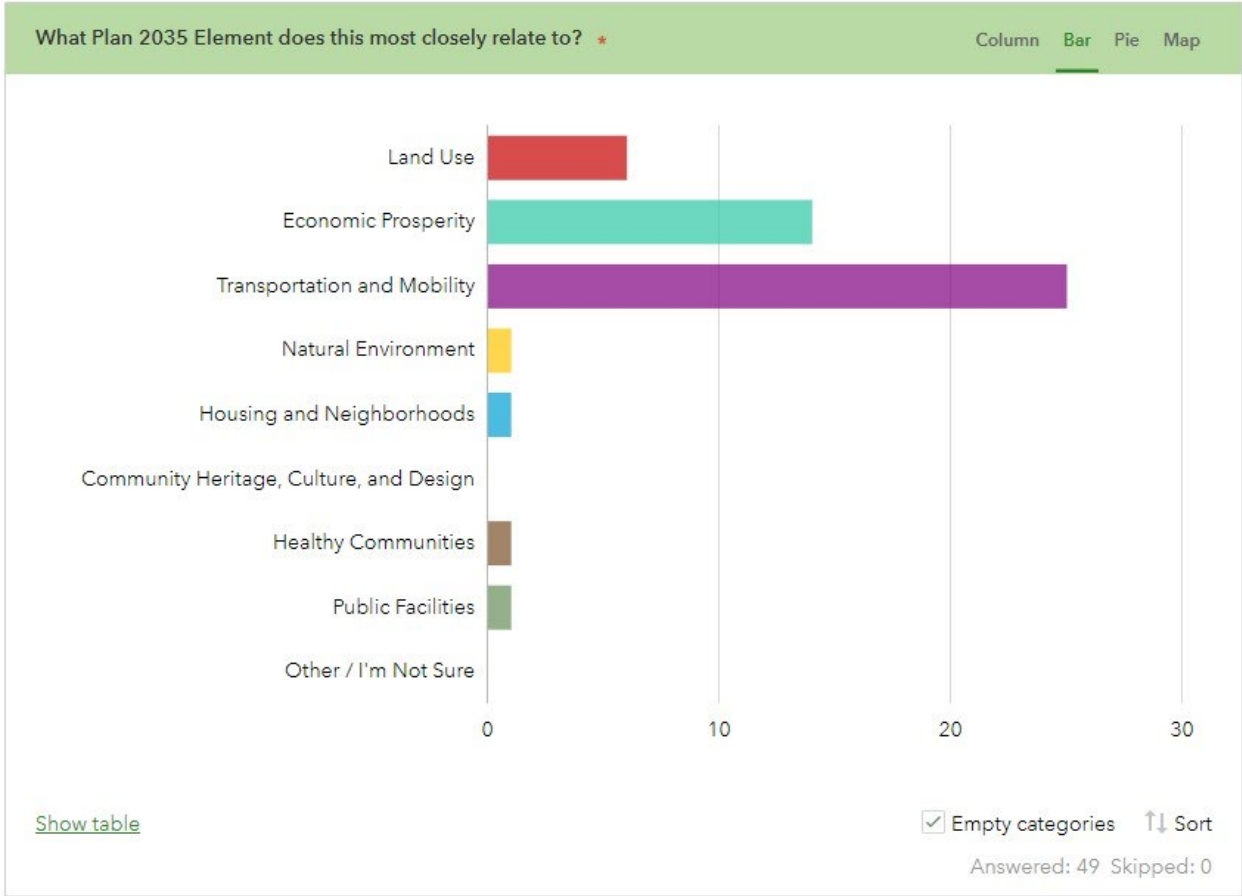


Figure 2. Plan 2035 Element Responses

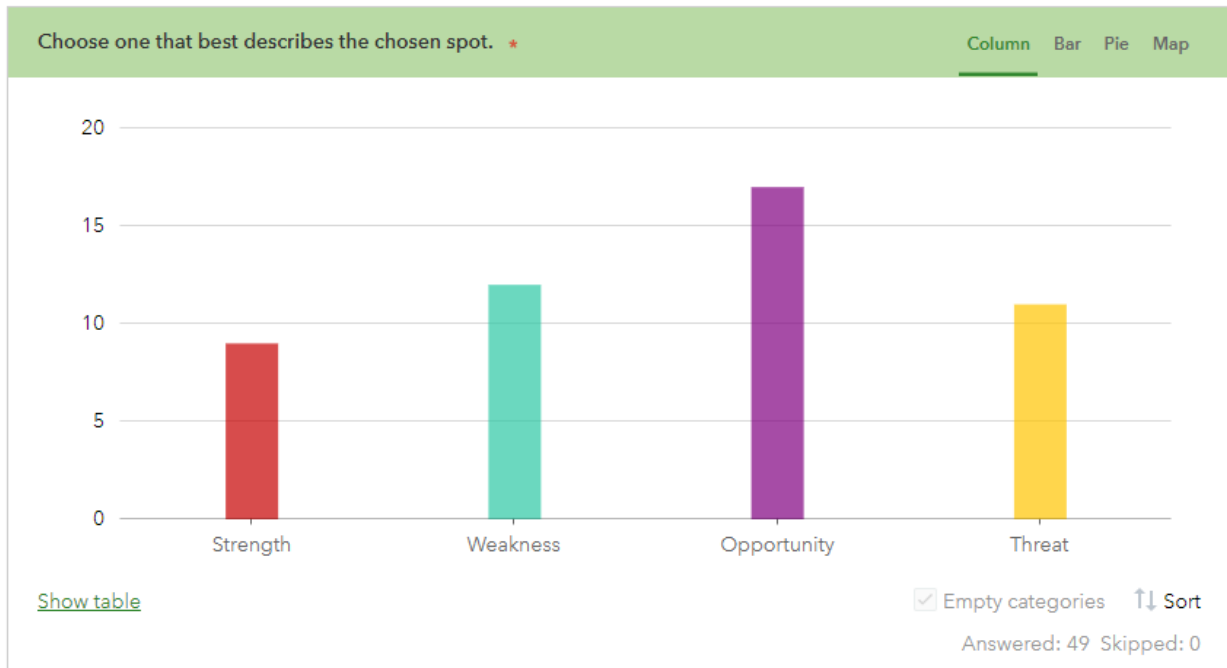


Figure 3. SWOT Responses

Users identified more opportunity spots than anything else, indicating the area has a variety of places to realize change and implement the vision for the future (Figure 3). Most users applied points within or adjacent to the sector plan boundary, however one point was selected farther west, outside the beltway, along MD 214 (Central Avenue) closer to the intersection with U.S. Route 301 (as shown in map inset in Figure 4).

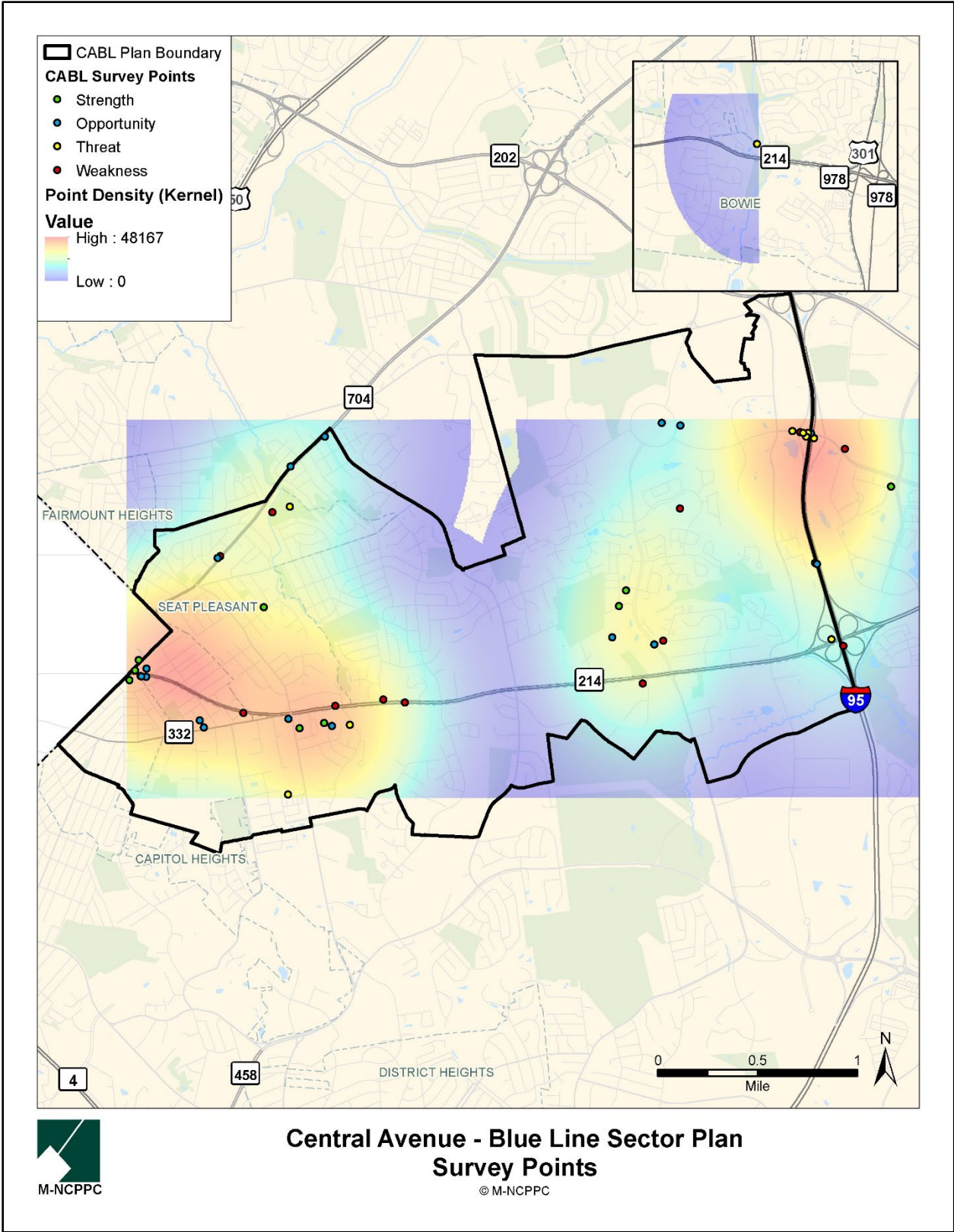


Figure 4. SWOT Results Heat Map

At the end of each bulleted summary, project staff provide a brief analysis of the SWOT responses received. The analysis identifies general strategies to address the key points as we move through the plan development process.

Strengths:

1. Housing and Neighborhoods:

- It is densely populated with workers, students, and families, offering a vibrant community.

2. Economic Prosperity:

- Neighborhood isolation provides some privacy and security, while also being a gateway location from DC, providing access to major transportation corridors and a robust population.

3. Transportation and Mobility:

- Proximity to the Addison Road-Seat Pleasant Metro Station and its potential for transit-oriented development (TOD), coupled with better connectivity plans, can improve access for residents, reviving businesses and attracting a diverse workforce.

4. Land Use:

- The convenient location for Capitol Heights and DC residents, accessible parking for various individuals, well-lit and fenced for safety, and potential increased usage post-federal worker return to work in a well-connected area near the Capitol Heights Metro Station.

Improvements like better connectivity to existing Metro stations, additional bus routes, and diverse housing options are key points for supporting and retaining the area's strengths.

Weaknesses:

1. Transportation and Mobility:

- The lack of safe, direct routes for cyclists or pedestrians to major locations, such as across the Capital Beltway, discourages alternative transit usage, relying heavily on cars.
- Absence of maintained sidewalks, shared-use paths, and trails along state-maintained roads due to lacking policy results in missed opportunities for needed infrastructure.
- Central Avenue poses safety issues, splitting the corridor and presenting challenges for crossing.
- Insufficient safe crossings and pathways to Metro stations hinder accessibility.

2. Land Use:

- Scarcity of grocery stores and quality retail, while existing shopping centers need upgrades.
- Lack of wayfinding on paved trails and limited access to green spaces.

3. Economic Prosperity:

- Perceived lack of safety and disinvestment in the area affect economic growth and discourage quality retail and office space development creating insufficient employment opportunities.

4. Healthy Communities:

- Concerns about high crime rates, especially after dark, impacting the community's reputation for safety.

Addressing these weaknesses would involve prioritizing safer and more accessible active transportation routes, enhancing infrastructure, revitalizing shopping centers, improving green spaces, fostering a safer environment, and stimulating economic growth to create better job opportunities.

Opportunities:

1. Transportation and Mobility:

- Establishment of new transit stops near strategic locations could enhance diversity in the workforce.
- Opportunities to improve safety and efficiency for pedestrians and cyclists crossing major routes and highways.
- Prioritization of trail connectors and extension projects to improve accessibility and connectivity across different areas.
- Conversion of lanes into bike lanes or dedicated bus lanes to promote alternative transit options and improve traffic flow.
- Improving walking paths and sidewalks to encourage healthier habits and increase neighborhood connectivity for physical activities.

2. Economic Prosperity:

- Transformation of FedExField and surrounding areas into vibrant, mixed-use spaces to attract businesses, residents, and visitors beyond event days.
- Potential redevelopment opportunities for land, such as underutilized parking lots or stadium properties, to serve the community's needs, including retail, food options, and housing.

3. Land Use:

- Reimagining underutilized spaces like parking lots for mixed-use development, including groceries, coffee shops, businesses, and housing accessible to nearby residents.

4. Housing and Neighborhoods:

- Attracting new businesses to create safer and more vibrant neighborhoods.

These opportunities center around improving transportation infrastructure, redeveloping underutilized land, fostering economic growth through diverse developments, and enhancing community well-being by promoting healthier and more accessible neighborhoods.

Threats:

1. Healthy Communities:

- Potential for increased crime if revitalization does not happen, impacting community safety and well-being.
- Certain businesses (tobacco and liquor) contribute negatively to residents' mental and physical health, urging the consideration of alternative brands promoting better well-being.

2. Transportation and Mobility:

- Lack of safe routes for pedestrians and cyclists to cross major roadways and the Beltway, leading to safety concerns and limited accessibility.
- Plans focusing on road expansions without prioritizing alternative transit modes could exacerbate traffic congestion, hinder economic growth, and conflict with sustainable development goals.
- Expansion of road interchanges could jeopardize safety for pedestrians and cyclists, making crossings more dangerous.

3. Economic Prosperity:

- Neglect or underutilization of Metro stations and surrounding areas impacting economic potential, property values, and the attractiveness of the region for residents and businesses.
- Lack of development and support services compatibility around specific areas like men's shelters, disincentivizing additional housing, food, and retail establishments.

These threats revolve around safety concerns for pedestrians and cyclists, inadequate transportation planning, underutilization of infrastructure, economic development shortcomings, and impacts on community health and well-being. Addressing these threats

would involve focusing on safety measures, sustainable transportation planning, revitalizing underutilized areas, and promoting healthier business practices.

Appendix

Table 1. SWOT Exercise Responses

Choose one that best describes the chosen spot.	Please describe the strength/weakness/opportunity/threat	What Plan 2035 Element does this most closely relate to?
Strength	It's a bit isolated so you won't have a ton of random people walking through	Economic Prosperity
Strength	Great to have Addison road metro near by	Transportation and Mobility
Strength	The Strengths are THE PEOPLE of the COMMUNITY . The Weakness being UNDERSERVED and UNDERINVESTMENTS.	Economic Prosperity
Strength	Conveniently located for Capitol Heights residents and DC residents; the parking lot is very accessible for older individuals and individuals with mobility issues. The parking lot is safer for those utilizing it as it is well lit at night and fenced in. When federal workers are called back to return to work, this parking lot will increase in usage as it was in the day prior to 2020.	Land Use
Strength	Gateway location from DC and access to major transportation corridors.	Economic Prosperity
	Strength - metro; hospital; road net-work; residents	
Strength	Weakness - lack of quality retail; lack of class A office space; insufficient employment opportunities	Economic Prosperity
Strength	The area is close to the Metro Station and Metro buses serve the area.	Land Use
	Strength-The community needs a better connectivity to the Metro outside of the stadium. The infrastructure funding to help revive businesses/industry will help bring revenue to the county. Having the stop will help expand on connectivity. Opportunities-We are a robust county with no transportation opportunities; unlike our neighboring state VA (Fairfax/Alexandria), we struggle in diverse hires due to housing/transportation opportunities. A new stop near Summerfield or below the Medical center will open up opportunities to get a diverse workforce. Threats-	
Strength	*I am a urban/regional planner and maybe a video explaining how to	Economic Prosperity

execute would have helped the community understand this question.

Strength	I believe the location of the metro here is quite impressive. I know the Giant is heading to the corner, but I wonder what other developments would support traffic. I believe a metro bus along MLK that heads straight to and from the Capitol Heights could be great for residents, and a consideration of townhomes and mixed use buildings could be beneficial to many of the PG County residents who are looking to become homeowners at an affordable price while still dropping off laundry, running to the gym and grabbing a bite to eat.	Transportation and Mobility
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I live approximately 9 miles from the Morgan Blvd and Downtown Largo Metro stations. That is the same distance as my daily bike commute to my office in Washington, DC.

Even though I periodically attend County Council meetings and other events near Downtown Largo, and even though I'm a fairly confident cyclist in mixed traffic, I would not consider biking to Downtown Largo because there is no safe route, let alone a somewhat direct, safe route.

My choices are an hour bike ride using dangerous stroads, a 60-80 minute public transit trip involving multiple buses and/or trains, or an 18 minute drive in my car. I am fortunate to have transportation options. Many of my neighbors are not.

Weakness	Those outcomes are a reflection of our county's transportation planning and policy preferences. This sector plan should flip the transportation pyramid and include strategies and recommendations to prioritize active and public transportation above personal car travel.	Transportation and Mobility
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The county must adopt a policy to automatically assume maintenance of sidewalks, shared-use paths, and trails that MDOT will build along state-maintained roads.

Currently, MD law requires local government to assume maintenance for sidewalks and bikeways built as part of an MDOT project (i.e., outside the existing curbs). Since the county lacks a policy to default to assume maintenance, needed trails never get built.

For example, MDOT offered to design and construct part of the WB&A Extension Trail, part of the way from its current terminus toward the DC border, if the county agreed to maintain it. Since the county lacks a policy, it failed to even respond, and MDOT did not proceed.

Weakness	If maintenance costs are a barrier, DPW&T & M-NCPPC should	Transportation and Mobility
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	develop a process to automatically build those costs into their budget requests to ensure pedestrian and bike facilities get built. Currently, maintenance is claimed as a barrier. But, the responsible agencies do not request funds to remove it.	
Weakness	Central Avenue splits this corridor in half. It is unsafe and unpleasant to cross and has very little fronting the roadway.	Transportation and Mobility
Weakness	This area lacks grocery stores, quality food and retail options. Most of the existing shopping centers need a face lift.	Land Use
Weakness	Lack of Safety, or perceived lack of safety. Disinvestment in the area.	Economic Prosperity
Weakness	The Morgan Boulevard is close by, but a safe walk is out of the question. there should be a road crossing and a safe lighted path to the metro.	Transportation and Mobility
Weakness	Bicycle and pedestrian access on Central Avenue across the Beltway needs to be safe and direct. Please make this a central part of planning efforts.	Transportation and Mobility
Weakness	Unsafe bike and ped connections to metro stations and along the corridor, reduces economic growth potential from those biking and walking, increases risk of serious injury and fatality crashes with peds and bikes, and increases carbon emissions. We need complete, green streets in this area.	Transportation and Mobility
Weakness	Lack of a active transportation pathway to avoid the existing route designed for vehicles that's a noticably longer when you are on two wheels or feet.	Transportation and Mobility
Weakness	Need an active transportation path (not for game day traffic vehicles that would cut through residential community, but pedestrian only) to allow more residents to access the WMATA rail station more directly without a long detour via Central Ave. Currently there is a paper road at that location.	Transportation and Mobility
Weakness	Lack of wayfinding on the paved trails inherited from the Federal Housing Complex that was privatized. These is a lack of green space access.	Natural Environment
Weakness	public facilities: Improved access to bathroom facilities and stronger upkeep. A lot of traffic to the park, but you can't access water or clean bathrooms here.	Public Facilities
Opportunity	Opportunity to improve safety and time needed to ceoss the Beltway ob foot or bike from the current 3 conflict points with no traffic lights to zero conflict points.	Transportation and Mobility
Opportunity	Phase 3 of the Central Avenue Connector Trail should be prioritized/fast-tracked for final design and construction to connect Downtown Largo with the sector plan area. I-495 is a barrier to people traveling outside a car. The lack of direct pedestrian access between Largo and the sector plan area will undermine the potential to build more walkable areas and to attract the kind of businesses county residents want to see in the area. The current option, the Medical Drive overpass, requires traveling significantly further on	Transportation and Mobility

	foot, and is not an adequate option to support the transit-oriented development potential of this area.	
Opportunity	DPW&T's converting of a motor vehicle lane into a massively wide shoulder/bike lane was an improvement. However, with the relatively low traffic volumes most days, it would be great to see a dedicated bus lane (perhaps flexible for large events). Alternatively, the shoulder with sharrows has adequate room to be converted to a protected bike lane with floating bus stops.	Transportation and Mobility
Opportunity	While the Central Avenue Connector Trail is an important priority, the county should also pursue extending the WB&A Trail along MD-705/MLK Jr. Blvd. to the DC border. It would add an important connection to the regional trail network and provide connections to many neighborhoods to the Blue Line Corridor.	
Opportunity	https://www.capitaltrailscoalition.org/wba-extension-martin-luther-king-jr-highway-trail/	Transportation and Mobility
	The best experiences seeing a game, a concert, or attending a festival at a stadium occur at stadiums located in active neighborhoods, with housing, offices, and restaurants, not acres and acres of surface parking lots. Those neighborhoods also have enough housing density to support a range of businesses, and make the place interesting to visit, outside of periodic events at the stadium.	
Opportunity	Regardless of the future plans for the Commanders and FedEx Field, the county should use whatever tools it has available to make the stadium, or future stadium, transit-oriented, and the surrounding area a destination to live, work, and recreate outside of stadium events.	Economic Prosperity
Opportunity	Of the commanders leave the stadium property has an opportunity to be a community serving development project.	Land Use
Opportunity	ability to connect the district and prince georges. the town has been assembling land around the station for over 20 years.	Economic Prosperity
Opportunity	Under utilized land, a parking lot is a waste	Economic Prosperity
Opportunity	Lots of land to build retail and food options for the community	Economic Prosperity
Opportunity	Coordination with DC and DDOT to make multimodal improvements that help the region as a whole.	Transportation and Mobility
Opportunity	Strength: area with dense population of workers, students and families. Weaknesses: reputation for high crime after dark especially. Opportunities: create a safer neighborhood by attracting new businesses threats: more crime, if the area doesn't turn around.	Housing and Neighborhoods
Opportunity	Wide, high speed roads creates unsafe conditions and barriers for people walking and biking to the Metro station. If an effective road diet and other redesigns and enhancement of protected bike and	Transportation and Mobility

	walk facilities can be put in place, access can be increased and opportunity for pedestrian-friendly TOD can occur. This is true of all the Metro stations.	
Opportunity	Central Ave connector trail - please expedite construction! Southern part of county is underserved in terms of safe bike routes and trails.	Transportation and Mobility
Opportunity	The ground level and mostly empty WMATA parking lot is an opportunity to create a vibrant multi use development with groceries (in this USDA food dessert), coffee shops for commuters, and business accessible by over 600 existing homes within walking distance.	Land Use
Opportunity	Big empty lot wasted directly across from the WMATA rail station that could be a grocery store in this food desert, and additional housing multiple floors above.	Economic Prosperity
Opportunity	Opportunity: Extend WB&A trail along MD-704 to the DC line.	Transportation and Mobility
Opportunity	There is a desire for healthier patterns and behaviors. In the mornings and afternoons, residents walk in their neighborhood but are often limited due to expired pathways and sidewalks. Creating a “neighborhood” look and feel that allows residents to better access walking paths will increase mobility, improve safety and limit disruptions in physical activities.	Land Use
Threat	No _safe_ route, crossing the Beltway, for bicyclist and pedestrians.	Transportation and Mobility
Threat	No _safe_ route, crossing the Beltway, for bicyclist and pedestrians.	Transportation and Mobility
Threat	Planning our transportation system based on past travel patterns (e.g., approx. 90% travel in personal vehicle) and vehicle LOS will result in the county continuing to squander some of its greatest assets (e.g., Metro stations), to harm its potential for economic growth, and to undermine its goals to build a sustainable future and mitigate the coming impacts of climate change. In this plan, the county should adopt a goal of reducing vehicle miles travelled, explicitly basing strategies and recommendations on the assumption of mode shift to public and active transportation that has great potential in this area. The roads and streets in this area are designed to prioritize moving large numbers of cars, rather than moving people efficiently and safely. Instead, the transportation network should be designed to focus on people using the four Metro stations and creating an all-abilities network to walk/roll/bike short distances. Don't continue to overbuild roads that discourage other modes	Transportation and Mobility
	MDOT's and the county's plans to widen the Medical Center Drive interchange will thwart the goals for a vibrant, walkable, Downtown Largo and Blue Line Corridor.	
Threat	The project is not consistent with the County's vision to create vibrant walkable places around Metro stations, and a connected Blue line/Central Avenue Corridor to Morgan Boulevard Metro station and	Transportation and Mobility

beyond. It encourages the status quo - one needs a personal car to safely and efficiently travel in the county - instead of maximizing the advantages of Metro-adjacent land.

Plan 2035, the county’s general land use plan, directs planners to expect more traffic congestion in vibrant, growing transit station areas where travel is to be by many modes - not only driving, but also riding the bus, Metro, walking and bicycling.

Expanding the interchange will waste resources and land that could be better used to support transit-oriented development in the area, while also undermining transit-supportive land uses and travel choices.

Threat	The area around Addison Road metro station could benefit greatly by bringing businesses, government, and restaurants to the area. The issue is, this area has been overlooked for way too long. There is only 1 grocery store in Capitol Heights. We have too many underutilized metro stations. Residents leave PG for entertainment, work, and restaurants, and no one comes into PG for the same. Addison Rd metro is know for absolutely nothing, yet it continues to be a underutilized gateway city to DC. PG county needs to step up the revitalization of Addison Rd metro, and finally catch up to DC and VA. Not to mention property values in the area never recovered from the market crash.	Economic Prosperity
Threat	The planned Medical Center Drive-Beltway interchange will be a safety disaster for pedestrians and bicyclists. It needs to be completely reworked.	Transportation and Mobility
Threat	The lack of another METRO station (or direct bus routes) beyond Largo eastward along 214 to 301, an ongoing threat to regional traffic, resulting in the gridlock, increased transportation costs, and discouraging drivers from using available public transportation who balk at travel 2-3 times longer vice using their own vehicle. Now developments are going up quickly south of 50 (down to Upper Marlboro) and I wonder if a existing solution could be the CSX train that goes down through Waldorf hauling coal 2-3 times a day (on track refurbished within last 10 years). Could this be a great light rail location to connect up w Bowie State, the Courthouse in UM, and Largo Metro? That would help with connecting to BWI as well. Anything would be faster than the bus route from Hall Road towards either Largo or New Carrollton. Metro stations. LARGO Metro also lacks common sense access from the beltway or from 214 in either direction – just to get out of burbs and on to a main road.	Transportation and Mobility
Threat	The MDOT plans to expand vehicular teaffic at this Beltway crossing, the only bikeable crossing on this 7.2 miles stretch of the I-495, threats safety AND usability of this crossing. Adding a bunch of traffic lights like MDOT proposed is making it impossibly slow to cross and	Economic Prosperity

increases the number of deadly conflict points that like so much driving is not enforced in reality.

Threat	The Medical Center Drive crossing at 95/495 is the only crossing over the beltway in the Sector Plan area. MD SHA plans to expand the interchange, making the crossing very unsafe, without adding any meaningful bike or ped infra. Planning, DPWT, council, etc., must push SHA for a safe bike/ped crossing and access here.	Transportation and Mobility
Threat	The Men's Shelter - the lack of additional support services and incompatibility with the surrounding land uses may disincentivize additional development of housing, food and retail establishments nearby.	Economic Prosperity
Threat	The acceptance of tobacco and liquor businesses does not contribute to the already poor health and well-being of some of our residents. It would be to consider more brick and mortar brands that contribute to better mental and physical activities.	Healthy Communities