

Adelphi Road-UMGC-UMD Purple Line
Station Area Sector Plan

Virtual Community Scenario Planning Workshop Summary

JANUARY 2022

 THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
Prince George's County Planning Department

Workshop Overview

On Thursday, June 3, 2021, the Prince George's County Planning Department hosted a Virtual Community Scenario Planning Workshop to gather community feedback on three alternative development scenario concepts for the Adelphi Road-UMGC-UMD Purple Line Station Area Sector Plan. Scenarios were developed for achieving the vision and goals of the community, and considered the potential for future development that could accommodate the demand identified on the [market study](#) conducted earlier in the year. Due to COVID-19 precautions, the workshop was held virtually as a Microsoft Teams meeting. Community members were invited to register for the event and joined the meeting via their personal computer, tablet, or smart phone. Around 70 people attended the meeting, including more than 50 members of the public, 4 staff, and 15 members of the sector plan team (staff and consultants). Council Member Dannielle M. Glaros of District 3 also attended.

The workshop began with a brief overview of the sector plan project and schedule, followed by a presentation reviewing the input from the visioning workshop, held on April 15, 2021, detailing the scenario planning process and assumptions, and presenting in detail each of the three scenario alternatives. Each of the scenario concepts followed a common set of underlying assumptions and recommendations for achieving the community vision and goals identified during the Visioning Workshop and other community engagement efforts (online community survey, online community input map, and stakeholder listening sessions). The scenarios also assessed how the sector plan area could accommodate the growth demand identified within the market study due to the proximity to the Purple Line Station, University of Maryland, College Park (UMD), and US 1 (Baltimore Ave) Corridor.

Following the approximately 45-minute presentation, attendees were invited to participate in a question and answer session led and answered by Prince George's County Planning Department staff and consultant members. After the first Q&A session, during which five participant questions were addressed, the consultant team led a virtual polling exercise using an application called Slido to gather attendees' input on how each scenario met the goals of the vision for the sector plan area. Each polling question had, on average, 21 responses from participants and showed a preference for Scenario 3: Constrained Housing, indicating the participants' desire for low-intensity development and preservation of natural areas. Following the polling exercise, participants were invited to participate in another Q&A session led by staff. Throughout the workshop, participants were able to ask questions of staff via the chat function in Microsoft Teams.

Community feedback received during the polling exercise and the Q&A sessions of this workshop are summarized in the next two sections.

Poll Question Results

Participants were asked to answer five live poll questions during the presentation. An average of 21 people responded to the questions. Respondents answered the poll questions using Slido.com on their computer or mobile device.

Poll questions aimed to gauge participants' preference between the three alternative development scenario concepts shared in the presentation and the five goals of the plan.

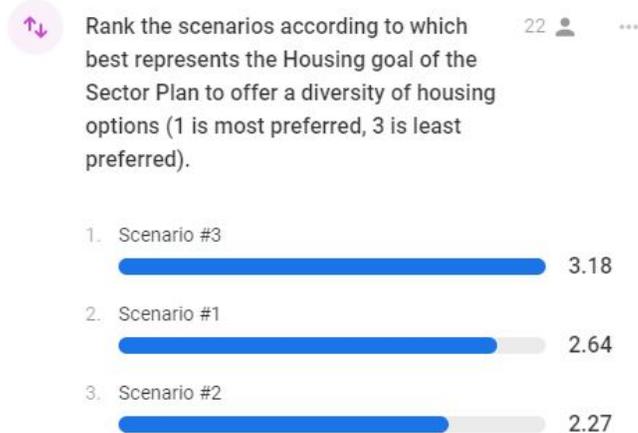
Responses from those in attendance showed a preference for the lowest density development option – Scenario #3: Constrained Housing – the scenario with the fewest new housing units and the least amount of green space preserved. Scenario #1: Baseline – Market Driven was the second most preferred and Scenario #2 – Expanded Housing (the most-dense scenario) was the least preferred.

Results of the poll questions are as follows:

Poll Question 1



Poll Question 2



Poll Question 3



Rank the scenarios according to which best represents the Natural Environment goal of the Sector Plan to maximize tree canopy and minimize impervious surfaces (1 is most preferred, 3 is least preferred).

23



Poll Question 4



Rank the scenarios according to which best achieve the design goal of the Sector Plan to offer appropriate transitions in scale and character to adjacent neighborhoods (1 is most preferred, 3 is least preferred).

20



Poll Question 5



Rank the scenarios according to which best achieve the goal of the Sector Plan area to provide a range of open space opportunities for this new neighborhood (1 is most preferred, 3 is least preferred)?

19



Question & Answer Sessions

Two Question & Answer Sessions were conducted during the workshop. Participants were invited to post their questions in the chat on Microsoft Teams and staff members chose five questions during each Q&A session to immediately answer to the group. The questions answered during the workshop are detailed here. Questions not addressed during the workshop were answered on the project's [Frequently Asked Questions webpage](#). A full accounting of all the questions and responses can be found in Appendix C.

Questions posed by attendees reflected their concerns about protecting the existing single-family neighborhoods, mitigating impacts of proposed development, and preserving valued green space. Concerns were raised about new development causing increased traffic congestion and impacts to local infrastructure. A related question about reduced parking minimums in the zoning ordinance being implemented in other neighborhoods provided the opportunity to further discuss the reduced need for vehicles near transit stations. Attendees also asked about the types of new housing anticipated by the market study.

Staff explained that the core principle behind the sector plan was to design a transit-oriented urban environment that encourages residents to walk, bike, and take public transit to their destinations, reducing the dependence on personal automobiles. Staff addressed some common concerns about planned development in sector plan area, such as the currently planned concept for the Western Gateway project.

Staff also explained that the market study predicts a need for mix of apartments and townhomes for University students, staff, and faculty, and seniors, and recognized the need for affordable options as well as a range of price points. Staff described how green space preservation is carefully considered in the plan and how trade-offs are made between development density and green space preservation. Overall, it was emphasized that a critical part of the planning process is to analyze how new development will impact infrastructure needs in the future and how improvements can be made.

APPENDIX A: Workshop Details & Agenda

MEETING DATE June 3, 2021 7:00-8:30pm

ATTENDANCE 70 attendees

(51 of members of the public, 4 staff, 10 project team members, 5 consultant team members)

MEETINGS

1. Introduction of Council Members, Staff, and Consultants
 - a. Council Members
 - i. Council Member Dannielle M. Glaros was present
 - ii. Council Member Deni L. Taveras was unable to attend
 - b. Core Team (M-NCPPC Long-Range Planning Section Staff)
 - i. Shubha Punase (Project Manager, Planner Coordinator)
 - ii. Scott Rowe (Project Facilitator, Supervisor)
 - iii. Michael Calomese (Deputy Project Manager, Senior Planner)
 - iv. Arnaldo Ruiz (Principal Planning Technician)
 - v. Garrett Dickerson (Planner)
 - vi. Andrew McCray (Senior Planner)
 - vii. Brian Byrd (MS Teams Live Event Producer)
 - c. Consultant Team
 - i. David Dixon, Stantec, Urban Places Fellow
 - ii. Jason Beske, Stantec, Senior Urban Designer
 - iii. Naomi Leeman, The Leeman Group, Urban Designer
 - iv. Timothy Zork, Torti Gallas + Partners, Senior Associate
 - v. Kevin Tilbury, Kimley-Horn, Principal Planner
 - vi. Abigail Ferretti, Partners for Economic Solutions, Founding Principal
2. Project Schedule
3. Presentation by Consultant Team: Sector Plan Scenarios (David Dixon & Naomi Leeman)
 - a. Overview of Input from Community Visioning Workshop
 - b. Sector Plan Vision & Goals
 - i. Land Use
 - ii. Natural Environment
 - iii. Housing & Neighborhoods
 - iv. Urban Design
 - v. Public Open Spaces
 - c. Summary of Market Demand
 - d. Sector Plan Recommendations (All scenarios will...)
 - i. Maximize preservation of existing trees.
 - ii. Encourage on-site/shared stormwater management systems.

- iii. Create new passive/active open spaces, including a Neighborhood Amenity Square at the station.
 - iv. Concentrate the tallest buildings along Campus Drive/Mowatt Lane.
 - v. Expand bicycle/pedestrian/stormwater management/street trees along new and existing streets.
 - vi. Recommend expansion of buffers from existing houses.
 - vii. Reduce required and recommended parking to encourage walking/biking/transit use.
 - viii. Implement a phasing plan: core to edges.
 - ix. Understand Graduate Hills and St. Marks Church may not redevelop for 20+ years.
- e. Sector Plan Scenario Assumptions
- i. All scenarios conform to the 2018 Zoning Ordinance, Subdivision Regulations, and Landscape Manual, and other current County development regulations.
 - ii. All scenarios embody the County’s Transit-Oriented Development zoning tools.
 - iii. All scenarios use multi-family and townhouse housing models appropriate to a Purple Line station area.
 - iv. All scenarios are consistent with our preliminary market analysis.
- f. Introduction of Three Scenarios
- i. Scenario #1: Baseline – Market Driven
 - ii. Scenario #2: Expanded Housing
 - iii. Scenario #3: Constrained Housing
- g. Shared Elements
- i. Access & Connections
 - ii. Open Space
 - iii. Passive Open Space
 - iv. Place Types
 - 1. Low- to Mid-Rise Multifamily
 - 2. Low-Rise Multifamily
 - 3. Townhomes
- h. Scenario #1: Baseline – Market Driven
- i. Land Use
 - ii. Natural Environment
 - 1. Impervious Surface: 46 acres
 - 2. Tree Canopy Retained: 51%
 - iii. Housing
 - 1. Total New Housing Units: 2,520
 - iv. Open Space
 - 1. Designated Open Space: 21 acres
 - v. Transitions
- i. Scenario #2: Expanded Housing
- i. Land Use
 - ii. Natural Environment
 - 1. Impervious Surface: 49 acres
 - 2. Tree Canopy Retained: 49%

- iii. Housing
 - 1. Total New Housing Units: 2,890
 - iv. Open Space
 - 1. Designated Open Space: 21 acres
 - v. Transitions
 - j. Scenario #3: Constrained Housing
 - i. Land Use
 - ii. Natural Environment
 - 1. Impervious Surface: 39 acres
 - 2. Tree Canopy Retained: 42%
 - iii. Housing
 - 1. Total New Housing Units: 1,450
 - iv. Open Space
 - 1. Designated Open Space: 16 acres
 - v. Transitions
- 4. Half-Time Question & Answer Session (Andrew McCray)
- 5. Scenario Goals & Polling Questions
 - a. Land Use
 - i. Rank the scenarios according to which supports the kind of neighborhood amenity square you would like to see (1 is most preferred, 3 is least preferred).
 - b. Natural Environment
 - i. Rank the scenarios according to which best represents the Natural Environment goal of the Sector Plan to maximize tree canopy and minimize impervious surfaces (1 is most preferred, 3 is least preferred).
 - c. Housing
 - i. Rank the scenarios according to which best represents the Housing goal of the Sector Plan to offer a diversity of housing options (1 is most preferred, 3 is least preferred).
 - d. Urban Design (Transitions)
 - i. Rank the scenarios according to which best achieve the design goal of the Sector Plan to offer appropriate transitions in scale and character to adjacent neighborhoods (1 is most preferred, 3 is least preferred).
 - e. Open Space
 - i. Rank the scenarios according to which best achieve the goal of the Sector Plan area to provide a range of open space opportunities for this new neighborhood (1 is most preferred, 3 is least preferred)?
- 6. Question & Answer Session (Andrew McCray)
- 7. Wrap-Up & Summary
- 8. Next Steps
 - a. Project website
 - b. Upcoming meetings
 - c. Opportunities for Providing Input

APPENDIX B: Presentation Slides

[The Presentation Slides are on the project webpage here.](#)

APPENDIX C: Question & Answer Sessions Detailed Report

Q&A Session 1

QUESTION 1

These goals speak to the "Purple Line Station Area," not to the "Adelphi Road Sector Plan" area. Is there a difference?

A: (Shubha Punase) That's a great question, thanks for participating in tonight's meeting and for all the questions you have been asking so far. We really want the community's feedback on this plan. For this particular sector plan area, the name itself says Adelphi Road-UMD/UMGC Purple Line Area Sector Plan, but the goals definitely consider the adjacency to UMGC headquarters and University of Maryland campus. That currently accommodates most of the jobs and we anticipate this Sector Plan Area would be addressing the housing needs of the University adjacent to the campus and serving as a walkable, bikeable community whose residents will be living, working, and enjoying the vibrant community we are anticipating to create. The vision includes that aspect and that's why you'll see we're talking about this area as a whole, which is a quarter to a half mile walkable distance from the station. However, I would like to mention, that all our recommendations do not go beyond our sector plan area; recommendations will be tied within the sector plan area boundary.

QUESTION 2

What is being done to protect the existing single-family residential communities? What can we do to make sure our interests are represented in the sector plan?

A: (Shubha Punase) Thank you for that question. To begin with, I'd like to emphasize that our sector plan area boundary doesn't actually have many -- except for two parcels that are close to the Purple Line Station -- single family homes within our boundary. Anything adjacent to the sector plan area, we do consider all the input from the community who are currently living right next to the sector plan area boundary. But our recommendations are definitely not affecting any land use or zoning recommendations for those areas, so that's already not part of our sector plan area. Secondly, as I mentioned, all communities within a mile of the sector plan area has been considered to be part of our community engagement efforts. We have been reaching out to the community to schedule meetings and to seek feedback. I would emphasize again for everyone here today to please participate in this meeting and throughout the planning process. We have shared all the links where you can provide your

comments and continue doing that so we can actually get to know and better understand your preferences and issues or needs that we can address within the sector plan area that helps with addressing your goals outside the sector plan area.

QUESTION 3

Is the reduced parking (maximums) working in other neighborhoods? There still seem to be many cars parked in non-traditional areas around the county. Eg. at the Mall at Prince George's.

A: (Shubha Punase) Thank you for that question. We have actually been talking about discussing these issues in all our meetings and we have seen the community survey where these kind of issues were raised and during our conversations with stakeholders and in previous discussions we have been receiving concerns about parking. I would say, for the reduced parking, we do not anticipate a lot of driving in this sector plan area to begin with. The Purple Line station isn't here yet, so this vision of the community is anticipating whatever needs are coming up in the next twenty-five years. We will be addressing any parking related issues you've seen in the adjacent communities, probably, but I would like to ask Scott Rowe to answer the other half of the question talking about any issues we have been seeing in other areas of the county.

(Scott Rowe): Thanks, Shubha. I would echo what you said. The key thing about the plan here is that it is being designed specifically to facilitate people living in this community and walking, biking, or taking the Purple Line to the University of Maryland and the surrounding destinations and not driving. As we said earlier in the presentation, we're optimistic that we would try to limit parking in the plan area to discourage car ownership and car use. There would probably be car sharing for trips that are necessary, but this is not designed to be a neighborhood where a lot of people would own a car or need a car. They'll be walking distance to hopefully some grocery options, we'll have some convenience retail, and we certainly want to monitor the impacts on surrounding neighborhoods. As far as parking reductions, a lot of the parking reductions in the new zoning ordinance, which was approved in 2018, aren't present yet, so we haven't implemented them yet. All we know is that generally speaking around transit stations and in walkable communities, when someone wants to build a residential community, generally they're coming to us and asking for parking reductions because frankly their residents don't want or need parking. Coupled with that, when we're doing plans around transit stations, we're always looking for opportunities and working with communities to work with the Prince George's County Revenue Authority on residential parking permit programs – I know the City of College Park and the City of Hyattsville already have those – and those are a great tool to make sure that people are not parking in neighboring communities, and that's something we will continue to look for in this plan.

QUESTION 4

The community of College Heights has expressed its many concerns about the Western Gateway Project, as it will run within 75 yards of our northern boundary. I am disappointed that this plan seems to assume that this project will be approved. There are many issues to be addressed. What is the best way to share our concerns and for them to be incorporated in the sector plan?

A: (Shubha Punase) Thank you Andrew and thank you so much for bringing your concerns to us and highlighting that. I want to emphasize that we did reach out to the College Heights community to schedule a meeting to listen to your concerns and we haven't received a response back from the community yet, but thank you for attending the meeting tonight and bringing that up again and sharing

that concern. I would like to start by talking about how zoning applies to these parcels where the Western Gateway project is anticipated to come in. I would like to emphasize that it is a state-owned property and zoning doesn't apply on state-owned properties. Another thing I would like to highlight and we have been sharing this in all our community meetings is that in 2009 there was an approval for this particular parcel and it is already approved for 300 apartments. That was approved in another detailed site plan in 2009. So this particular property is already permitted for high density apartment buildings. I would like to highlight that we have been considering that as a pipeline project to begin with for this project. To add to that, we have considered how the transitions around it would work and how the density could be accommodated and how the connections based upon the anticipated projects that might be coming in. We have also heard from property owners as to how they might be developing the properties. I would also like to mention here that these scenarios you are seeing here are not the finalized versions. We have been trying to assess how best we could accommodate the future growth and based upon tonight's input and your input we anticipate to gather in the next week on the scenarios and the other follow-up meetings we will be having with all property owners, agencies, stakeholders and developers, we will be finalizing the scenarios. So please participate in all the discussions for this particular project.

Q&A Session 2

QUESTION 1

Has there been any consideration as to how this project will affect the Adelphi/University Blvd intersection. That is going to be a mess. I should say, more of a mess!

A: (Shubha Punase) Thanks for that question. I'm assuming the concerns are related to traffic. We definitely have considered and any planning process considers the impacts created by the proposed development on the traffic. Our traffic modeling for the proposed development would help inform what recommendations we will be making. In addition, we have also assessed the transportation aspects that not only looks at the current traffic, level of service, and what the current infrastructure supports, but also how the pedestrians and bicyclists and other connections work. Currently we do have major issues because the intersection lacks safe connections and access to the sector plan area and adjacent neighborhoods. We have looked at both aspects, and as I mentioned, we will be addressing those in our recommendations. That would include how the level of service would be improved if there is a requirement for that and how we could best provide better and safer pedestrian and multi-modal access to not only the station area but to the adjacent communities as well as how we can provide better access to the community on a regional scale.

QUESTION 2

Are all these housing options at market rate? Mix of sale/rental options? What are projected price ranges? As a faculty member who moved here and would have loved options other than single family, the prices at Domain and other close in rental options were not reasonable.

A: (Shubha Punase) Thank you for that question. As you have heard, our major focus and demand, as per the market analysis, has shown that the residential market demand, especially for student housing,

rentals and condos, multifamily housing within this sector plan area exists for the next 25 years. What we are talking about now for the sector plan area is the projected demand in the next 25 years. To address the details of the numbers projected by the market analysis, I would ask our consultant from Partners for Economic Solutions, Abby, to answer that question. (Abby Ferretti, PES) The market rate study that we did looked at studios starting at about \$1800/month going up to \$2900/month for a three-bedroom. Please understand that because of the mix of graduate student demand as well as staff and faculty demand that we expect to be on this side of the site less of the undergraduate demand that we do have a price point that expects there to be some roommate situations where folks would be coupling up. And then the rental of townhouse options would be for-sale option would be \$3700 up to \$4500. But we did make a note of the demand for more affordable housing which is a regional issue that Prince George's County is working really hard on and it is noted in the market study along with some options to do mixed-generational housing product types that will help with that question. Thank you so much for your interest in that.

QUESTION 3

Why is "market demand" an acceptable reason for eliminating green space at the University Hills site in Scenario # 3? Can you not opt for lower scale development AND maximum green space?

A: (Shubha Punase) Another great question. I would like to mention the zoning limits our capability of how much density and growth we could accommodate. We already see market pressure that our consultants have already shared that there is a high market demand that would exert pressure on existing property owners and the sector plan area. Also, for transit-oriented development, in order to achieve affordability and a range of housing options we would like to provide higher market-supported options. We totally understand your concern and we will actually work on reassessing that aspect. I'll ask Scott Rowe to answer the rest of the question.

(Scott Rowe) I'll offer up the opportunity for some of our partners who worked on the scenario development to answer that question and explain Scenario 3 and why the types of buildings that would meet market demand and how those would impact the wooded area by the apartments there.

(Timothy Zork, Torti Gallas Partners) Sure, one of our assumptions about that site is that if it were to redevelop it wouldn't make sense to redevelop with fewer units than currently exist and so in order to accommodate the same amount of units as currently exist while following what we would assume to be a future zoning ordinance, it actually requires more room than what currently exists there. And so that's the reason why, specifically in Scenario 3, that that area was not able to be preserved at the Graduate Hills site.

QUESTION 4

What is the plan for addressing infrastructure in that area? Our schools are already overcrowded. Where are schools in this plan? What about increased traffic due to the number of housing units being added?

A: (Shubha Punase) Thank you for that question. As I mentioned before, we will be analyzing all those aspects throughout this planning process. Schools is another part of assessing yield assessment and we will be working with Prince George's County Public Schools on how best we can accommodate the growth and support the schools. In terms of traffic, I have already answered that question that traffic

modeling will be part of the analysis that we will be working on after this meeting that will help us identify the finalized scenario and the recommendations we will be making for our sector plan.

Question 5

Open space nearest the "Duck Pond" is presumably owned by MNCPPC, correct? Does MNCPPC expect to sell this open space for development?

A: (Shubha Punase) I think there is a misunderstanding here because the Duck Pond Park is actually outside the sector plan boundary. It is right to the west of the edge where you see we have preserved a piece of land as passive open space in Scenarios 1 and 2. We can share the link to PG Atlas which is a great source for you to go and look into where exactly these parks and developments are happening in the County. We can provide that link and please go there and feel free to reach out to us with other questions. (Scott Rowe) The answer is 'no'.