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

Virtual Community Visioning Workshop April 15, 2021—Summary

JANUARY 2022



Workshop Overview

On Thursday, April 15, 2021, the Prince George's County Planning Department hosted a Virtual Community Visioning Workshop to help create the vision for the Adelphi Road-UMGC-UMD Purple Line Station Area Sector Plan. Community input at the workshop greatly contributed to the creation of the preliminary working draft of the Vision and Goals. The Vision and Goals will be the foundation for the Sector Plan recommendations.

Because of COVID-19 precautions, the Visioning 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. In total, 108 people were at the meeting: Council Member Dannielle M. Glaros (District 3), 86 members of the public, and 21 members of the sector plan team.

The workshop began with an overview of the sector plan project and schedule, followed by a presentation by the consultant team, Stantec, on transit-oriented planning and suburban placemaking. Following the approximately 45-minute presentation, attendees were broken into eight smaller groups and invited to comment about the future of the area. Each virtual breakout group had at least one lead facilitator from the consultant team and one facilitator from the planning staff team. Attendees were able to view the facilitator's screen showing a labeled map of the sector plan area and prompts for two input exercises. The input boards were hosted in a program called MURAL, which allowed the facilitators to take notes and record participant comments. Each breakout group was limited to approximately 10 participants to allow everyone ample time to contribute.

Facilitators solicited input by conducting two exercises: participants were asked to write a six-word headline about their vision for the area and facilitators led a map-oriented discussion about things the participants valued in the area and things they would like to see more of in the area. Input from these two exercises is summarized in this document.

Vision & Goals - Working Draft

Based on the input gathered from the exercises, the following working draft of the vision and goals were developed as the foundation of the sector plan.¹

Working Vision

In 2045, the Adelphi Road-UMGC-UMD Purple Line Station Area is a unique, vibrant, welcoming, inclusive, walkable, and transit-oriented neighborhood serving as a gateway to campus that integrates and celebrates the university as well as the surrounding diverse community, while respecting the natural environment. Diverse residents of a variety of ages, backgrounds, and abilities will be able to live, work, and play in this station area that will provide a range of housing options, safe multi-modal access to local amenities and regional destinations, and a network of open spaces to relax, gather, socialize, and play for all.

Working Sector Plan Goals

Land Use (LU)

 The Adelphi Road-UMGC-UMD Purple Line Station Area is an attractive, vibrant, walkable, sustainable, transit-oriented neighborhood that enhances the university community.

Economic Prosperity (EP)

- The Adelphi Road-UMGC-UMD Purple Line Station Area presents opportunities for diverse, transit-supportive businesses to thrive.
- The Adelphi Road-UMGC-UMD Purple Line Station Area is a neighborhood where university employees can live and walk to work.

Transportation & Mobility (TM)

 The Adelphi Road-UMGC-UMD Purple Line Station Area has a multimodal transportation system—serving pedestrians, bicyclists, and drivers—that facilitates safe movement between the transit station, residential neighborhoods, campus, jobs, recreational areas, and nearby shopping districts through a range of sustainable, healthful, and equitable mobility options while reducing dependency on single-occupant vehicles.

¹ Over the course of 2021, the project team refined and finalized the vision and goals, which are contained in the Preliminary Sector Plan released to the public on October 29, 2021.

Natural Environment (NE)

 The Adelphi Road-UMGC-UMD Purple Line Station Area has a variety of open space amenities and connections that respect and incorporate the existing natural resources of the area.

Housing & Neighborhoods (HN)

 The Adelphi Road-UMGC-UMD Purple Line Station Area is a transit-oriented neighborhood that provides a range of housing options—creating a diverse and inclusive community where residents have safe and convenient access to transit, campus, and open spaces.

Community Heritage, Culture & Design (CHCD)

The Adelphi Road-UMGC-UMD Purple Line Station Area features an attractive built
environment with a flexible, diverse, vibrant, and connected public realm that
encourages healthy and active lifestyles, integrates compatible uses and maximizes the
benefits associated with the proximity to transit station and adjacent University of
Maryland campus, while minimizing conflict along the sector plan edges that abut
nearby neighborhoods.

Summary of Input from Breakout Group Exercises

Breakout groups were facilitated by two members of the sector plan team (one staff, one consultant). Facilitators conducted two exercises: a six-word headline about the vision for the area and a maporiented exercise discussing things participants valued in the area and things they would like to see more of in the area. All responses to both exercises from the participants were added by the facilitators on the Mural boards during the session (see Figures 5 - 12). Group 2 was reserved as a Spanish-speaking breakout room, but no Spanish-speaking participants attended.

Exercise 1: Six-Word Headline

The first exercise, Six-Word Headline, was designed to get participants thinking about their vision for the plan area and briefly describing that vision. Facilitators encouraged participants to describe their vision for the plan area in about six words with a focus on clear, concise points.

Common themes included:

- Pedestrian and bike-friendly
- Integration/connections with university and surrounding neighborhoods
- Live, work, play gathering spaces, calm places to play, eat, drink, cultural assets
- Respect the trees/environment
- Range of housing options
- Safety
- Authentic
- Diverse
- Unified
- Campus gateway
- Walkable
- Transit-oriented
- Community gathering space

All responses from the six-word headline exercise were combined to form the word cloud in Figure 1. This word cloud was also shown after the breakout groups in the summary stage of the Community Visioning Workshop.

Figure 1. Word cloud of Six-Word Headline responses



 Table 1. All responses from the Six-Word Headline exercise, by group number

Main Room (Group 0)	Group 1
 Bike-friendly A place where people want to bike and walk Integrated with the university and surrounding towns A community where people can live next to where they work Integration with surrounding neighborhood Better signage for hotel, institutional assets Cultural center 	 I don't need a car to live here Connected neighborhood with clear paths to campus and transit Life within 15-minutes 15-minute city The trees need to be respected I need a park to play in I am not a town center in this location Be able to eat and drink here A place to decompress Calmer gathering space needed Complete streets that serve all users A range of housing options I live across the street from an art gallery and arboretum Accommodate all users
Group 2 (Spanish Speaking)	Group 3
This breakout group was reserved for Spanish speaking participants. None of the attendees requested Spanish assistance, therefore there were no participants in this group.	 Save our trees and deer!! Safe, calming, authentic, diverse, colorful, artful Strong, diverse, and authentic community identity Thematic, unified, holistic campus gateway Walkable, transit-oriented, and university serving Work, study, raise a family Bicycle and pedestrian friendly Affordable housing for quiet grad students Glorious green spaces and protected waterways A space for food and cultural exchanges
Group 4	Group 5
 Safe place to come and go Medium density residential development To increase urban tree canopy and bio-diversity Community gathering space for local residents Vision zero public safety Easy connectivity to Riverdale Park and other nearby locations Healthier and more sustainable community 	 Transformative live, work, and play festination Place I would like to go, comfortable, easy to get to, fun Something better than loud speeding cars Adelphi Road is so unpleasant/dangerous to cross
Group 6	Group 7
 Mature university community, mixed needs Western neighborhood gateway to UMD campus University-connected, community-integrated Sustainable, preservation of natural environment Small, interesting local businesses Connections: multi-modal and multi-generational Make better use of stream More pedestrian-friendly and safer 	 Less polluted, walkable area with less traffic Walkable, bikeable and sustainable community Equitable, diverse, and affordable for existing residents Welcoming for new residents and does not displace existing residents Access to nature, open spaces and parks

Exercise 2: Input on Values & Ideas

The purpose of the second exercise was to spark discussion about what is valued in the area and what participants would like to see more of. Participants viewed the facilitator's screen, on which a map of the area was displayed. Some comments were general, and others were specific to particular locations. Facilitators documented all comments on virtual post-it notes on the map.

Common themes from the second exercise included:

- Willingness to expand and grow the community with new residents
- Strengthen connections between university and surrounding neighborhoods
- Desire for a stronger sense of place and defining this area as a gateway to campus. Desire to use public art to create a theme for the neighborhood.
- Concerns about increased traffic due to new housing units
- Need for Complete Streets and walkability improvements
- Prioritize open space, particularly places for gathering (farmers markets, community garden)
- Need for affordable housing, particularly for students and faculty
- Desire for local commercial (café, bar, restaurant, boutique retail)
- Desire for improved safety (lighting, policing)

All responses were combined to form the word cloud shown in Figure 2.

Figure 2. Word cloud of responses to Exercise 2



Table 2. All responses from this exercise, as recorded by the facilitators by group number

Main Room (Group 0)

- Access to beautiful park, but crime is a problem
- Encourage hotel to consider redesign to address corner and walkability (signage, access)
- · Adelphi Road is major roadway/connector; new development would have a large impact on traffic
- Need walkways/access into campus from surrounding neighborhoods
- Traffic has increased significantly since Purple Line construction started
- Need better connection to the south, traffic is increasing on Adelphi Road
- Reconfigure Adelphi Road. Where are the people going and will Purple Line reduce traffic on Adelphi?
- Need to have better understanding of where people traveling on Adelphi Road are going to/from?
- Traffic survey of passersby
- Some traffic between Prince George's Plaza and Adelphi Road area is students/staff. There is a connection between the university and plaza
- Connection/shuttle between Prince George's Plaza and the Purple Line
- Improve sidewalks and fill infrastructure gaps in existing communities
- Would like the hotel and new development to draw you in; it is currently a pass-through place
- Hotel and conference center was previously a different use, which explains some of its design
- University is hidden, excludes surroundings; would like to integrate better and have cultural opportunities
- Value the trees
- Value the access to beautiful park, but crime is a problem

Group 1

- Better connection to neighborhoods needed
- Arboretum and art center... possible sculpture garden
- Complete street challenging here... neighborhood divider (Adelphi Road)
- Mowatt Lane needs a crosswalk from Domain Apartments
- Conservatory or open space with trees next to the Domain or around the churches with benches would be a great place for social gathering
- Constrained right-of-way
- Mowatt Lane better define ROW and ownership
- Complete Streets throughout area
- Tree preservation is valued

Group 2 (Spanish Speaking)

This breakout group was reserved for Spanish speaking participants. None of the attendees requested Spanish assistance, therefore there were no participants in this group.

Group 3

- Art installation that could reflect the neighborhood in some way with a focus on highlighting local artists in some way urban street murals
- Missing a unified theme in this gateway (unified message)
- Identity might not exist today
- Walk path connecting to existing neighborhoods (lots of walking and biking today)
- Lack of housing for students and faculty in area need more
- County to explore tiny home community in the area (smaller units attractive); lessen carbon footprint; growing typology; larger opportunity with the gardens community is fostered (different mentality to approach in general); unsure if this even exists in Maryland
- Hyattsville is an arts district (need continuity in that regard); open place where we can have markets fresh vegetables, community gardens
- More pedestrian crossings for Adelphi
- Faculty/staff able to live closer to campus
- Encourage for-sale and rental housing for graduate and faculty
- Urban community gardens share the bounty!
- More affordable options; speaks to demographic of professors/students; fresh approach to housing
- Affordability is an issue in this area; graduate students in particular; student housing for undergraduates where parents are paying; existing options are older for graduate students
- Ensure adequate policing for neighborhood
- Fostering community through varied housing typologies
- Theme might relate to those parts of the university... open the door and this is the part of the university you are reaching!
- Not western version of Route 1
- UMD alumni!! Local pride!
- Quiet area with families
- Walking/biking has prompted more with COVID. Promote community (collateral side effect of pandemic) SOCIALLY STRONGER!
- Eco-systems along creeks are big concern for residents
- Heavy traffic today on Adelphi
- Traffic Study yet? Calming features for traffic
- Will there be speed bumps, etc to deter rush hour traffic?
- Students traverse across Adelphi Rd (how do we adjust with the addition of the train to that equation)
- High school and churches + university town center = lots of crossing traffic

Group 4

- Making this site a special "gateway"
- Potential infill development of academic building in parking lot
- Potential public-private partnerships
- No privatized public spaces
- Possible new graduate student housing center/community
- Open space/plazas and other gathering locations
- Attractive landscape
- Streetscape enhancement near the station
- Public art
- More local food establishments as opposed to chain restaurants
- Small café and coffee shop
- Graduate student housing community

Group 5

- Consistent sidewalks on Adelphi Rd
- Nice large green space, opportunities for more trails
- 193 Adelphi Campus Dr hostile crossing for peds
- Unsafe pathway through woods should be improved, should be formalized (lighting)
- School of Arch strip could be better integrated with other commercial areas (smaller business footprints)
- Place to have beer near campus want to build informal community
- Integrating bike paths
- Boutique retail, but need housing and access to support retail along Campus Dr?
- Connector/feeder bus changes
- Open space, keeping natural environment
- Placemaking sector plan doesn't really show the community as it is need a framework
- Access vs. exclusivity (connected sidewalks)
- Look at "Friends of Guilford Woods" website for source of ideas
- Not only ability to walk but things to look at, a reason to stop
- Good, human-scale lighting
- Destinations like parks and cafes
- UMD shuttle stop at Adelphi and University, right at station
- UMD doesn't have a good downtown needs offbeat stores like used bookstore

Group 6

- Lovely park space (Duck Pond), pool, places for recreation
- Graduate Hills complex is car-oriented but many of the residents walk or use public transit. Maximize opportunities for pedestrian walkability
- Signal timing improvements needed at University & Adelphi
- Intersection safety improvements needed at University & Adelphi
- New development next to station
- Plazas, gathering spaces bring community together
- Some spaces have potential to be really great and beautiful if thoughtful design was implemented
- Proximity to campus amenities sports fields, stadium, library
- Affordable and/or senior housing or institution-related on current University Methodist Church site
- Success of mixed-use at Domain café here is third space
- Particularly challenged with developable area. Constrained because of the numerous religious institutions and new development there are some parcels available for public space.
- Concern about "concrete canyon" visual here tall buildings close to sidewalk.

Group 7 (During the exercise, Group 7 chose to classify comments based on desires and values)

- Desires:
 - o Housing and small business affordability
 - o A dog park with waste receptacles
 - o Spaces for students to gather
 - Pedestrian improvements at the Adelphi,
 Campus Dr, and University Blvd intersection
 - o Good street & station lighting for safety
 - Land acknowledgement to indigenous groups (interpretive and educational elements)
 - o A park next to the station for neighborhood gatherings/farmers market
 - o Many trees along the edges of the streets
 - Maximize trail connections, including Guilford Greenway
 - o Stormwater management

- Values:
 - o Open space and parks
 - o Preserve the tree canopy
 - o Good access to food & beverage
 - Tree canopy at 7500 Mowatt Lane (concerned about UMD removing it)

APPENDIX A: Workshop Details

MEETING DATE April 15, 2021 7:00-8:30pm

ATTENDANCE 108 attendees

87 members of the public, 10 staff members, 11 consultant team members

MEETING AGENDA

- 1. Project Schedule: Where are We Now?
- 2. Introduction of Council Members, Staff, and Consultants
 - a. Council Members
 - i. Council Member Dannielle M. Glaros, of District 3, was present
 - ii. Council Vice Chair and Member Deni L. Taveras, of District 2, 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)
 - c. Consultant Team (Stantec)
 - i. David Dixon, Urban Places Fellow
 - ii. Jason Beske, Senior Urban Designer
 - iii. Naomi Leeman, Urban Designer
- 3. Presentation by Staff: What is a Sector Plan? (Michael Calomese)
 - a. Explanation of Sector Plan
 - b. Sector Plan Elements
 - c. Sector Plan Area
 - d. Campus Center
 - e. Approved Development Project (Mosaic at Turtle Creek)
- 4. Presentation by Consultant: Transit-Oriented Planning & Suburban Placemaking (David Dixon & Jason Beske)
 - a. Transit Oriented Planning Area
 - b. The New Norm 101: Walkable Opportunities
 - i. Knowledge economy
 - ii. Demographics
 - iii. Climate Change
 - c. Lessons from COVID-19

- d. Knowledge Economy: Walkable Imperative
- e. Demographics: Walkable Opportunity
- f. Climate Change: New Paradigms
- g. Market Demand 2020-2045
- h. Suburban Placemaking Framework
 - i. Streets & Circulation
 - ii. Open Space
 - iii. Buildings & Land Use
- i. Key Placemaking Characteristics
 - i. Walkability
 - ii. Connectivity
 - iii. Multilayered/Multifunctional public realm
 - iv. Diverse mix of uses
 - v. Authenticity
- 5. Introduction of the Facilitation Team
 - a. Stantec
 - i. David Dixon
 - ii. Jason Beske
 - iii. Naomi Leeman
 - iv. Todd Meyer
 - v. Melissa Ruiz
 - vi. Phil Schaeffing
 - vii. Beth Elliott
 - viii. Amanda Morrell
 - ix. Joe Polacek
 - x. Lisa Chilblow
 - xi. Astrid Mayak
 - b. M-NCPPC Staff
 - i. Shubha Punase
 - ii. Scott Rowe
 - iii. Michael Calomese
 - iv. Arnaldo Ruiz
 - v. Garrett Dickerson
 - vi. Andrew McCray
 - vii. Sarah Benton
 - viii. Kendra Hyson
 - ix. Brian Byrd
 - x. Zachary Luckin
- 6. Breakout Groups & Discussion using MURAL
 - a. 6-Word Headline
 - b. Map Exercise
- 7. Wrap-Up & Summary
- 8. Next Steps
 - a. Project website

- b. Upcoming meetings
- c. Opportunities for Providing Input

APPENDIX B: Presentation Slides

See separate attachment

APPENDIX C: Public Input Boards

Complete MURAL Input Board shown below. Detail images of each group's Input Boards are shown on the following pages. There were no participants in Groups 8, 9, and 10, therefore those boards do not have any public comments on them and are not shown in detail.

Figure 3. Group 0 (Main Room) MURAL Input Board

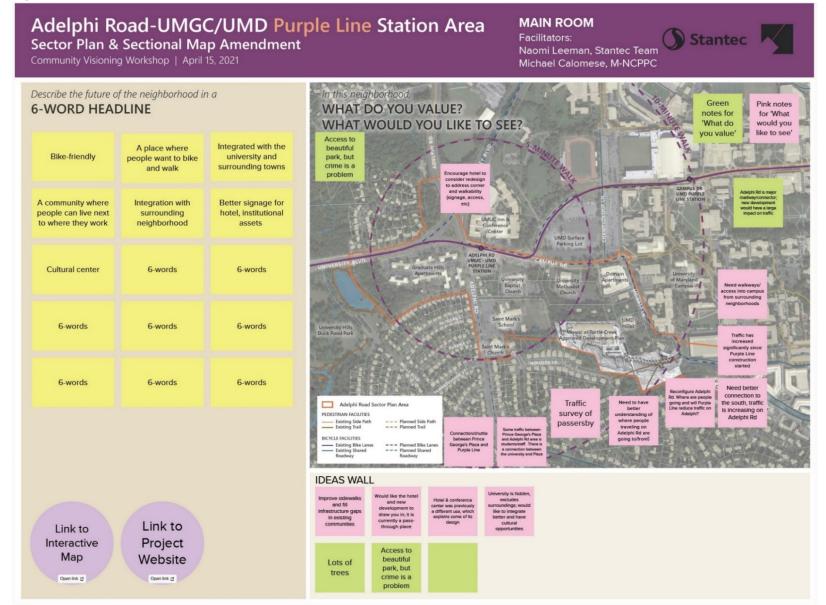


Figure 4. Group 1 MURAL Input Board

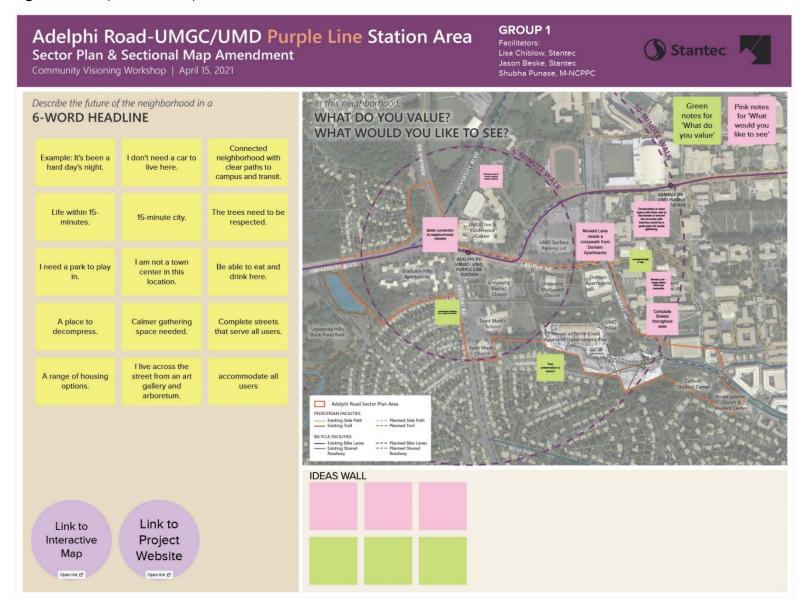


Figure 5. Group 3 MURAL Input Board

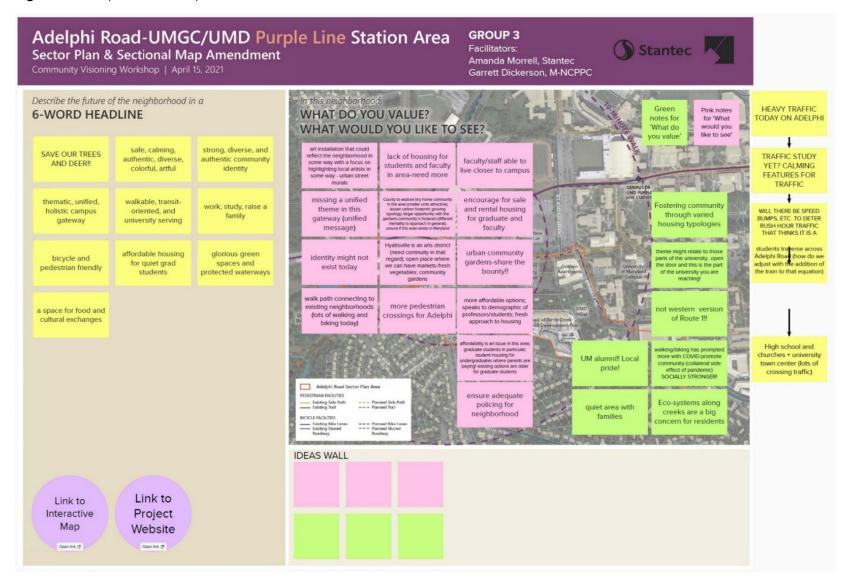


Figure 6. Group 4 MURAL Input Board

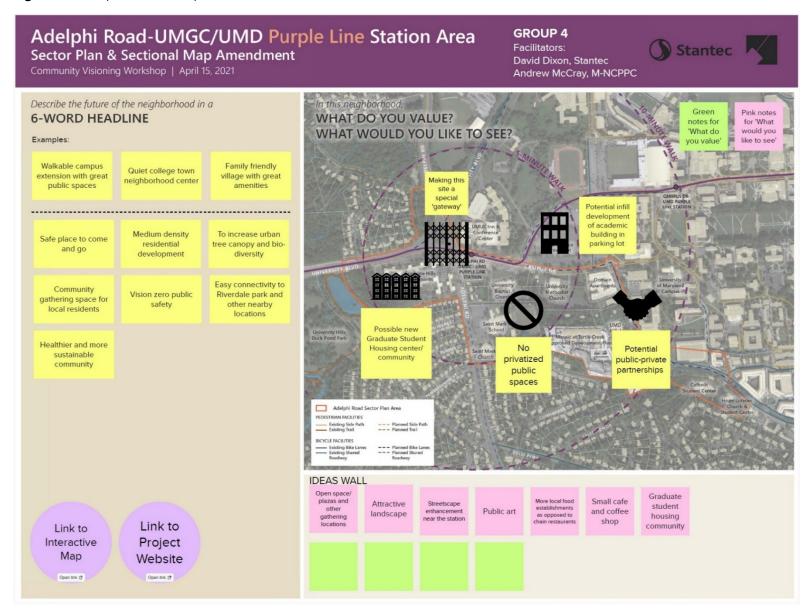


Figure 7. Group 5 MURAL Input Board

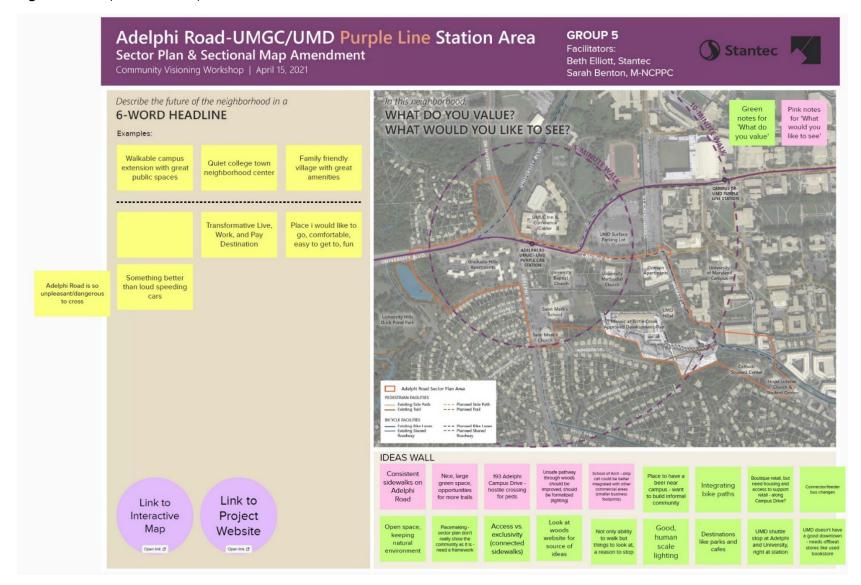


Figure 8. Group 6 MURAL Input Board

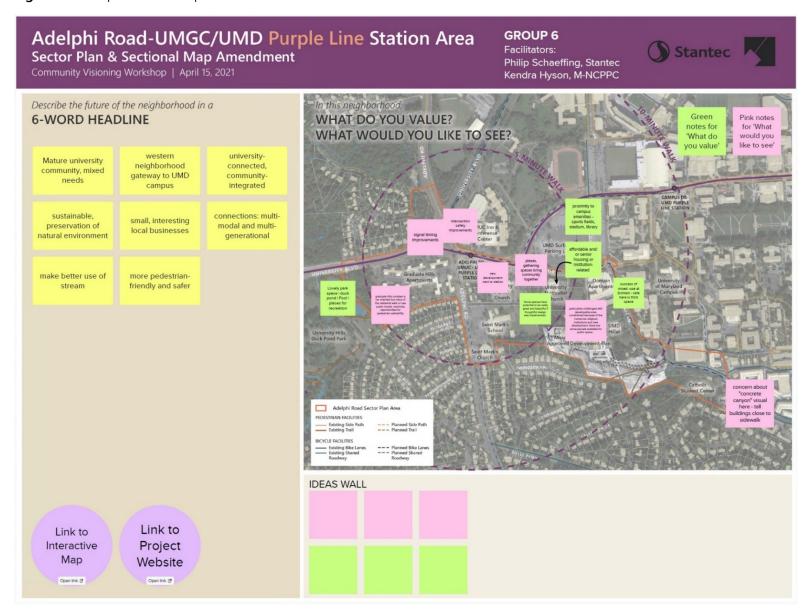


Figure 9. Group 7 MURAL Input Board

