

Project Overview

The 2021 Preliminary Adelphi Road-UMGC-UMD Purple Line Station Area Sector Plan is the proposed comprehensive community plan for a new neighborhood surrounding the Adelphi Road-UMGC-UMD Purple Line Station.



This Sector Plan will supersede the 1989 *Approved Master Plan for Langley Park-College Park-Greenbelt* for the portion of Planning Area 66 within this sector plan area.

This Plan will amend portions of Plan 2035 and other Countywide functional master plans.

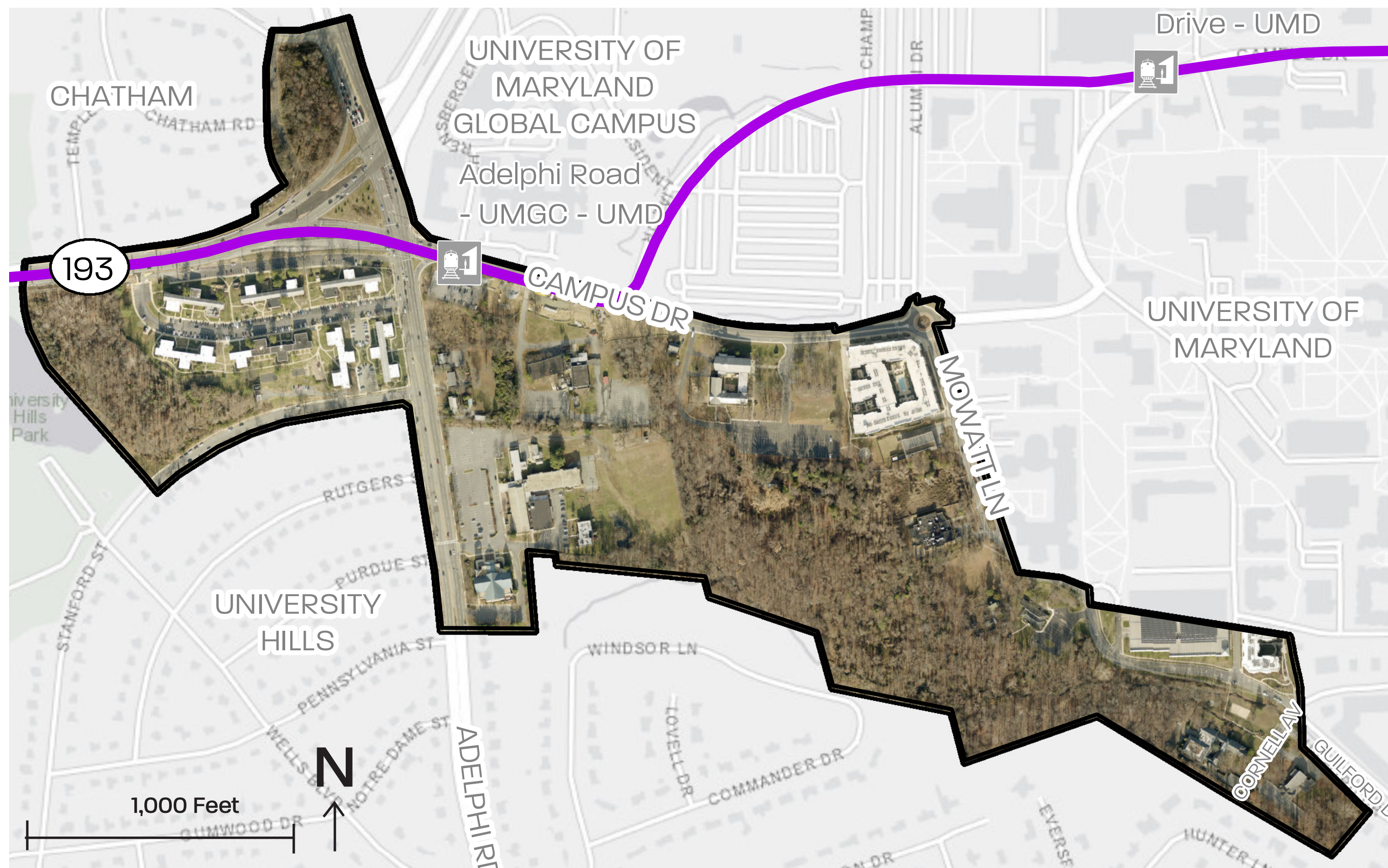


This Sector Plan was formulated over a 12-month period, guided by a detailed Public Participation Plan that included meetings with, and feedback from, residents, property owners, business owners, public agencies, and other stakeholders.

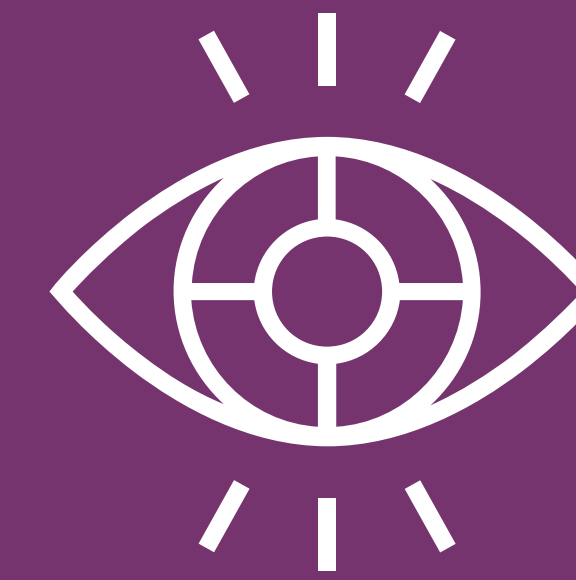


This Sector Plan contains goals, policies, and strategies to implement the vision through the eight planning elements identified in Plan 2035.

A concurrent Proposed Sectional Map Amendment (SMA) recommends the zoning changes necessary to implement this Plan.



Sector Plan Boundary
 Proposed Station
 Purple Line (in construction)



Plan Vision

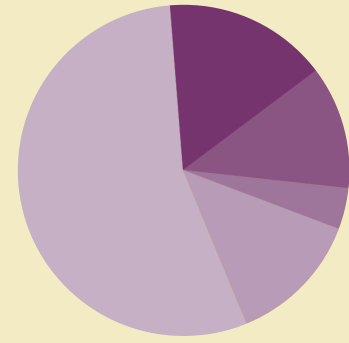
In 2047, the Adelphi Road-UMGC-UMD Purple Line Station is the center of a unique, vibrant, welcoming, inclusive, and accessible neighborhood that serves as a gateway to the University of Maryland. Residents live in a range of housing options in walking distance to jobs, classes, recreational opportunities, and exceptional public transit that connects to jobs throughout the broader region. This sustainable community focuses on providing safe access to local amenities and regional destinations through and a network of open spaces to relax, gather, and recreate.

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Find Preliminary Sector Plan, FAQs, and more at <http://bit.ly/AdelphiRd>
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Who we are



DIVERSE

16% are Black and the number of residents who identify as Asian, two races, or other is rapidly growing. The Hispanic population grew by 43% in the past decade.



HIGHLY EDUCATED

58.6% aged 25+ have a bachelor's degree or higher, compared to 33% of Prince Georgians



YOUNG

More than 60% of residents are under 25 years old because of the large number of college students and young families.



HIGH INCOMES

The median household income is \$81,359. 26% of residents make more than \$150,000.



HEALTH AND EDUCATION WORKERS

42% of all jobs in the area are in the health and education fields.

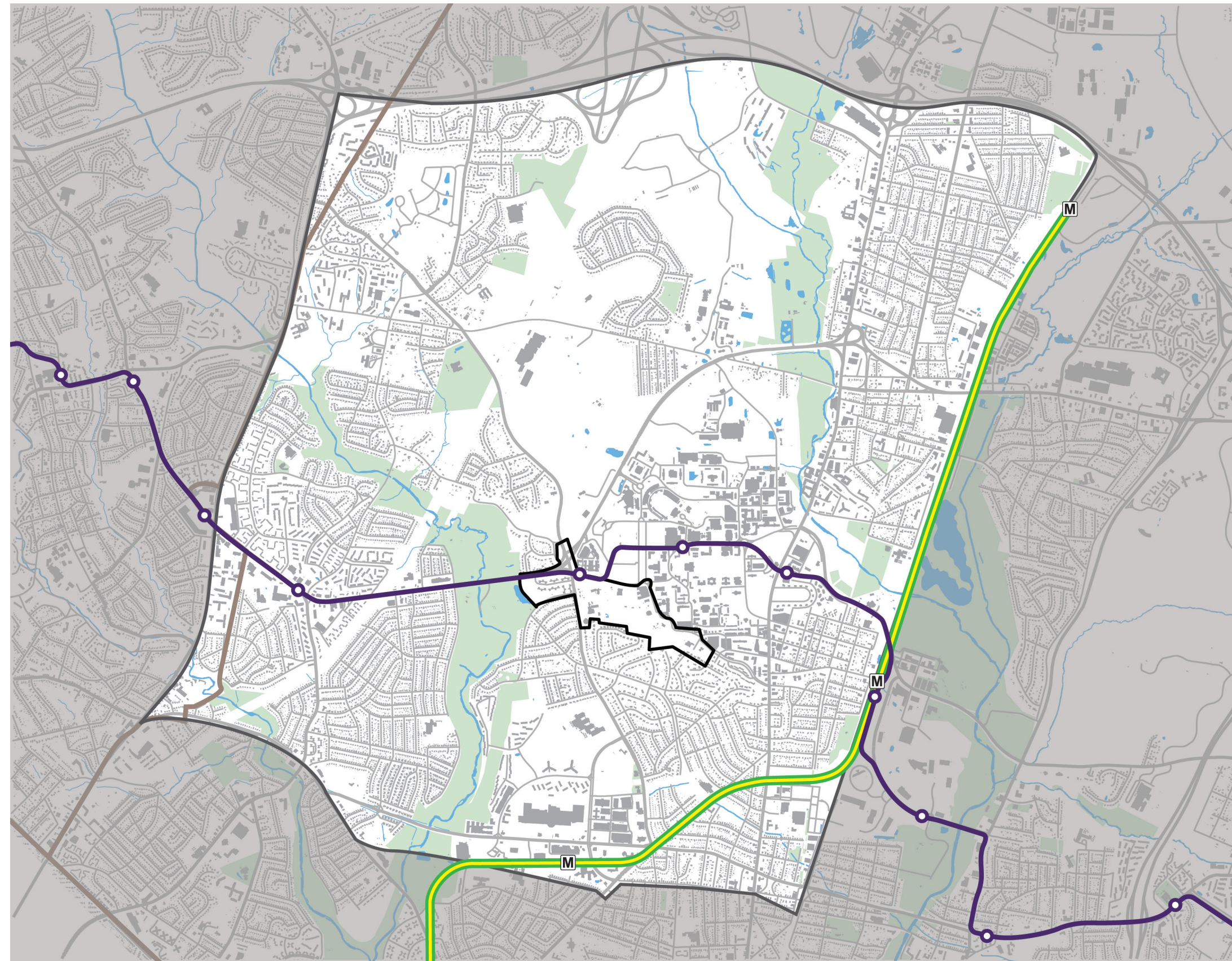


PEDESTRIAN

22% of people walk to work/school, which is significantly more than the County overall (2%).

Market Analysis

19,560
faculty and staff of UMD and UMGC in 2020



RMA: This sector plan's primary residential market area (RMA) incorporates portions of the City of College Park and many neighborhoods outside the City of College Park, including Adelphi, Calvert Hills, Riverdale Park, and University Park.

Market-Rate Residential Demand Potential, 2020-2045

	Units
Rental Residential	
Apartments	1,500
Townhouses	260
Total Rental Demand	1,760
For-Sale Residential	
Condominiums	190
Townhouses	360
Total Owner Demand	550
Senior Independent Living	
Apartments	260
Townhouses	40
Total Senior Living Demand	300
Total Residential	
Total Demand	2,610

THE STUDENT FACTOR

- Many live in group quarters—such as on-campus dormitories
- High percentage of renters and roommate situations
- Median age of 22.0 years is 40% lower than the County

40,706 undergraduate and graduate students at UMD



Rental market serves UMD students seeking off-campus options as well as university staff and younger couples.



Age-restricted developments could attract active seniors interested in downsizing from their homes.



There is a limited supply of high-end, multifamily residential offerings throughout the area for faculty and staff.

SOURCES: U.S. Census Bureau, Census 2010 Summary File, Esri, Demographic and Income Profile; University of Maryland IRIS Dashboard, accessed February, 2021; Partners for Economic Solutions, 2021, CoStar, accessed February, 2021; Prince George's County Planning Department, GIS Open Data Portal, 2021.

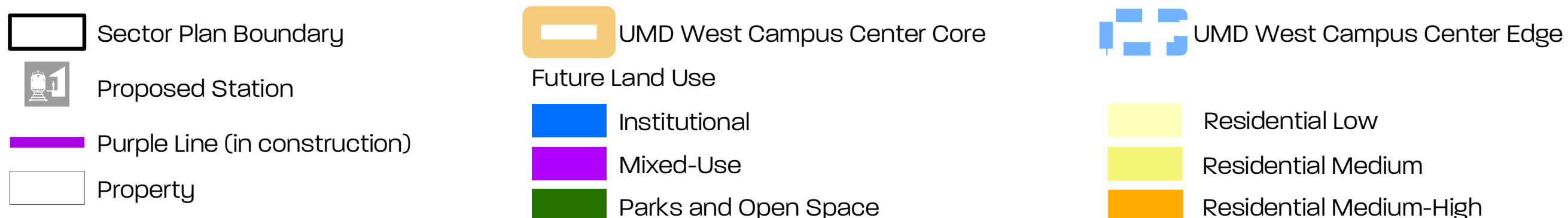
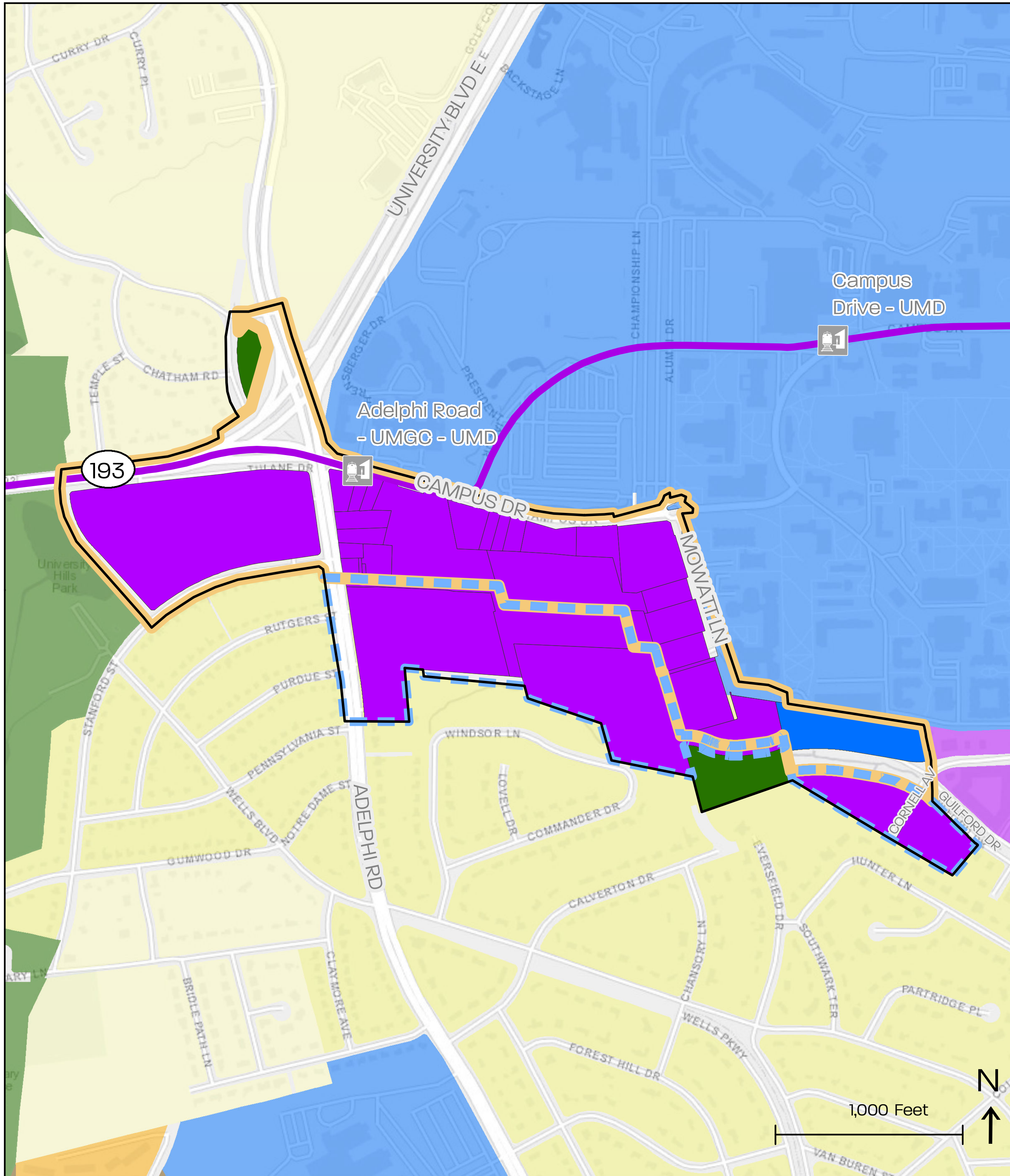
What's Next



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Land Use

Policies



LU 1

Create a high-intensity, mixed-use, pedestrian-oriented, and university- and transit-supportive neighborhood at the Adelphi Road-UMGC-UMD Purple Line Station Area (UMD West Campus Center). Discourage non-transit-supportive or automobile-oriented uses.



LU 2

Preserve key publicly owned natural areas to preserve environmental assets and create buffers between the UMD West Campus Center and adjacent neighborhoods.



LU 3

Encourage and support the consolidation of parcels to facilitate the envisioned development.



LU 4

Assist property owners with the redevelopment of their properties.

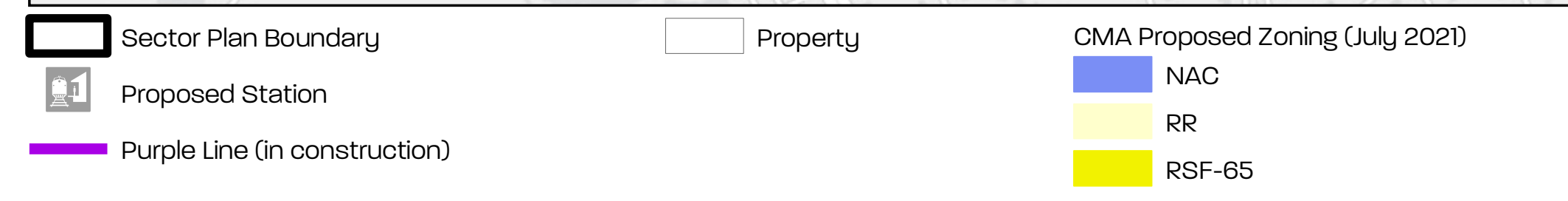
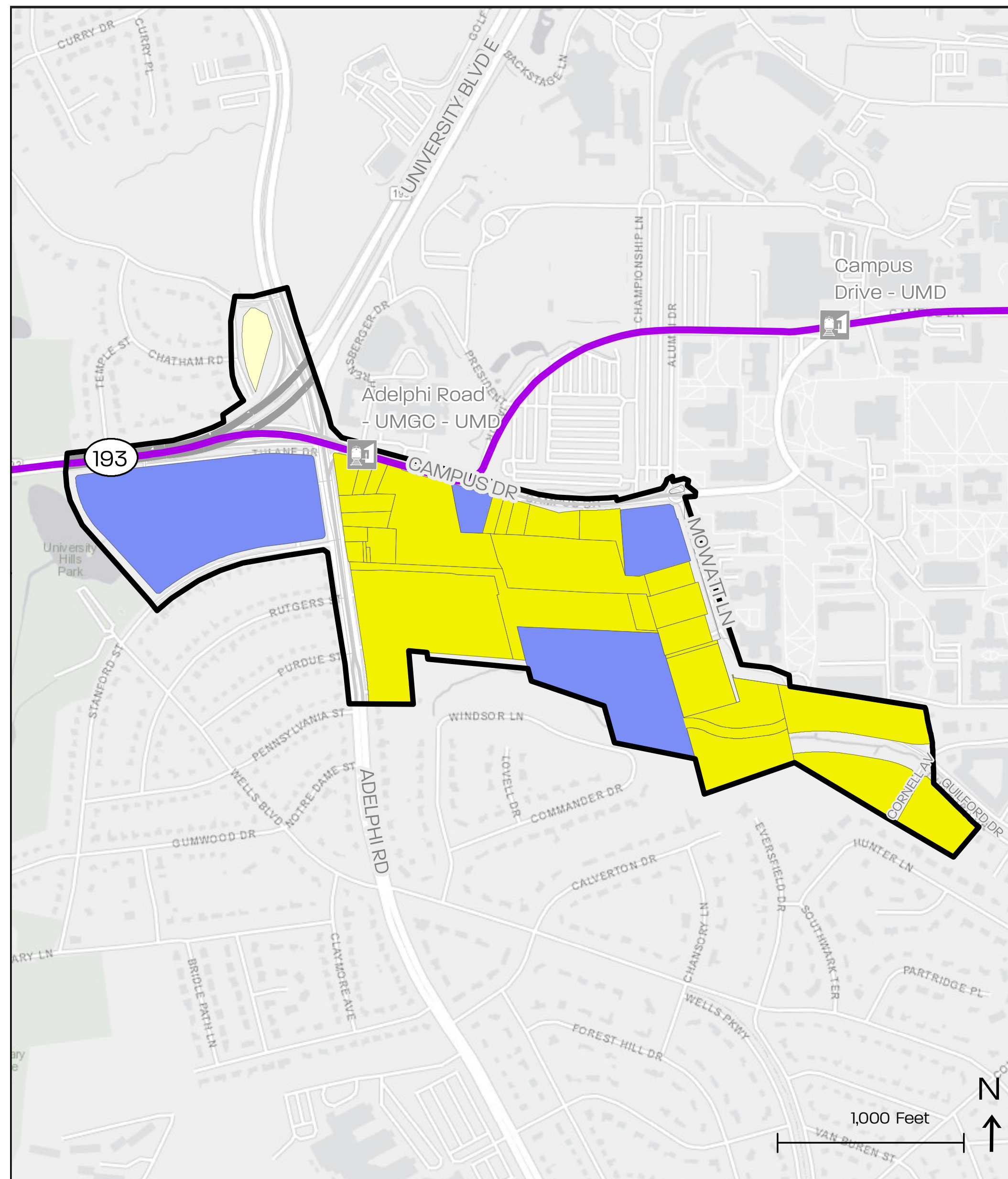
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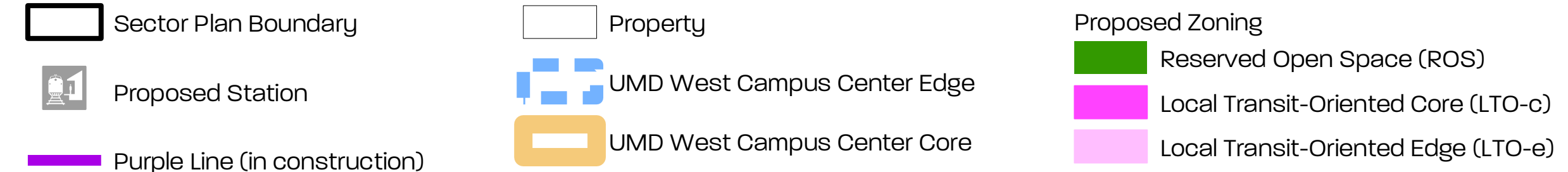
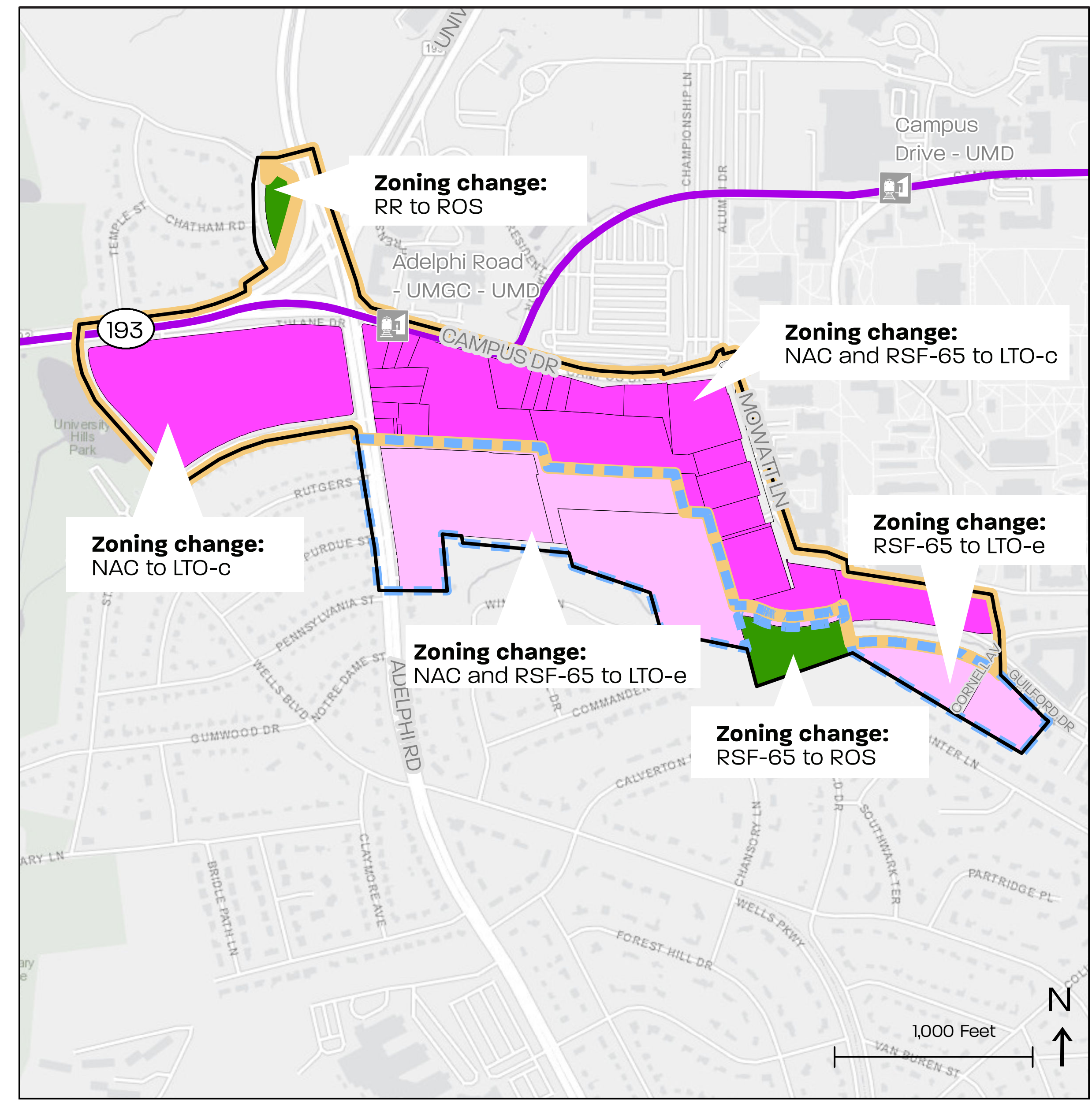
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Proposed Zoning changes

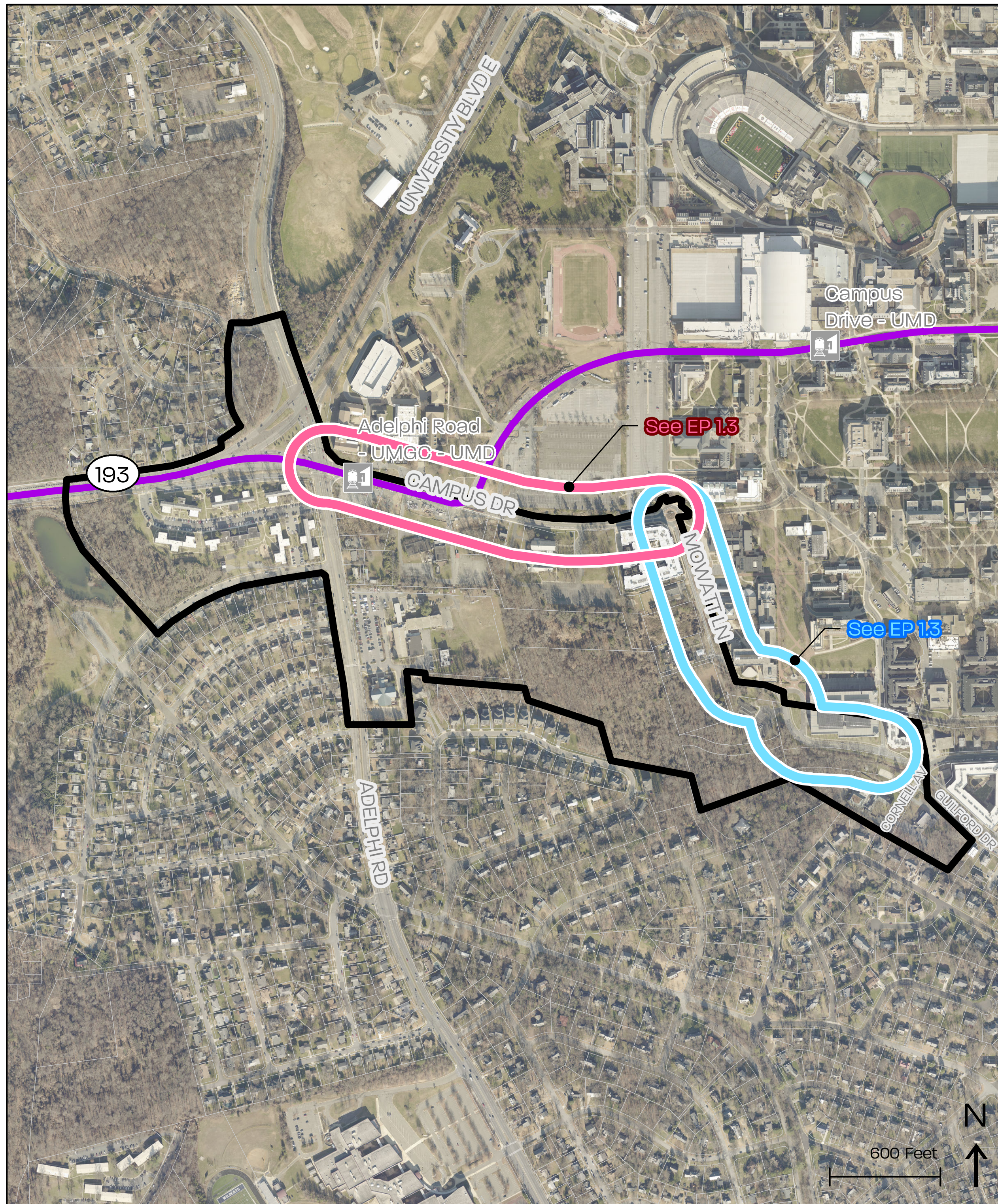
Countywide Sectional Map Amendment (CMA): Proposed Zoning (July 2021)



Proposed Zoning



Commercial Main Streets



-  Sector Plan Boundary
-  Purple Line (in construction)
-  Campus Drive Commercial Main Street
-  Mowatt Lane Commercial Main Street
-  Property
-  Proposed Station



Economic Prosperity

Policies



EP 1

Create a neighborhood destination by attracting high-quality retail, eating, and drinking establishments, and services to the Adelphi Road–UMGC–UMD Purple Line Station.



EP 2

Leverage the proximity of the County's largest employer, University of Maryland College Park (UMD), and the University of Maryland Global Campus (UMGC) for maximizing opportunities for business development.

Adelphi Road Sector Plan Area Retail Potential

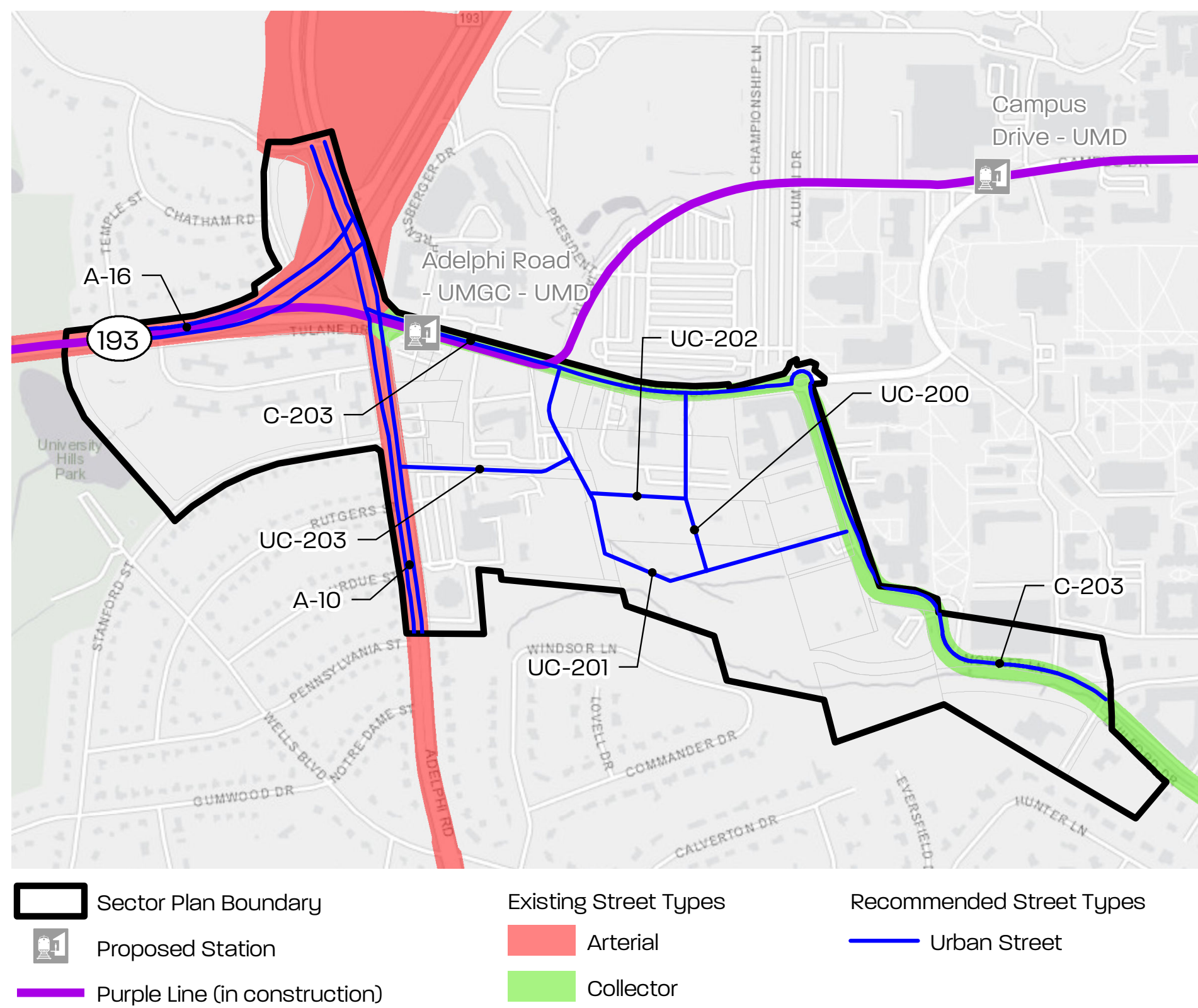
Retail Category	Square feet	
	Near term (2021-2031)	Long term (2031-2045)
Neighborhood Goods & Services	5,400	8,050
Food & Beverage	8,300	10,950
Shoppers Goods	-	-
Subtotal	13,700	19,000

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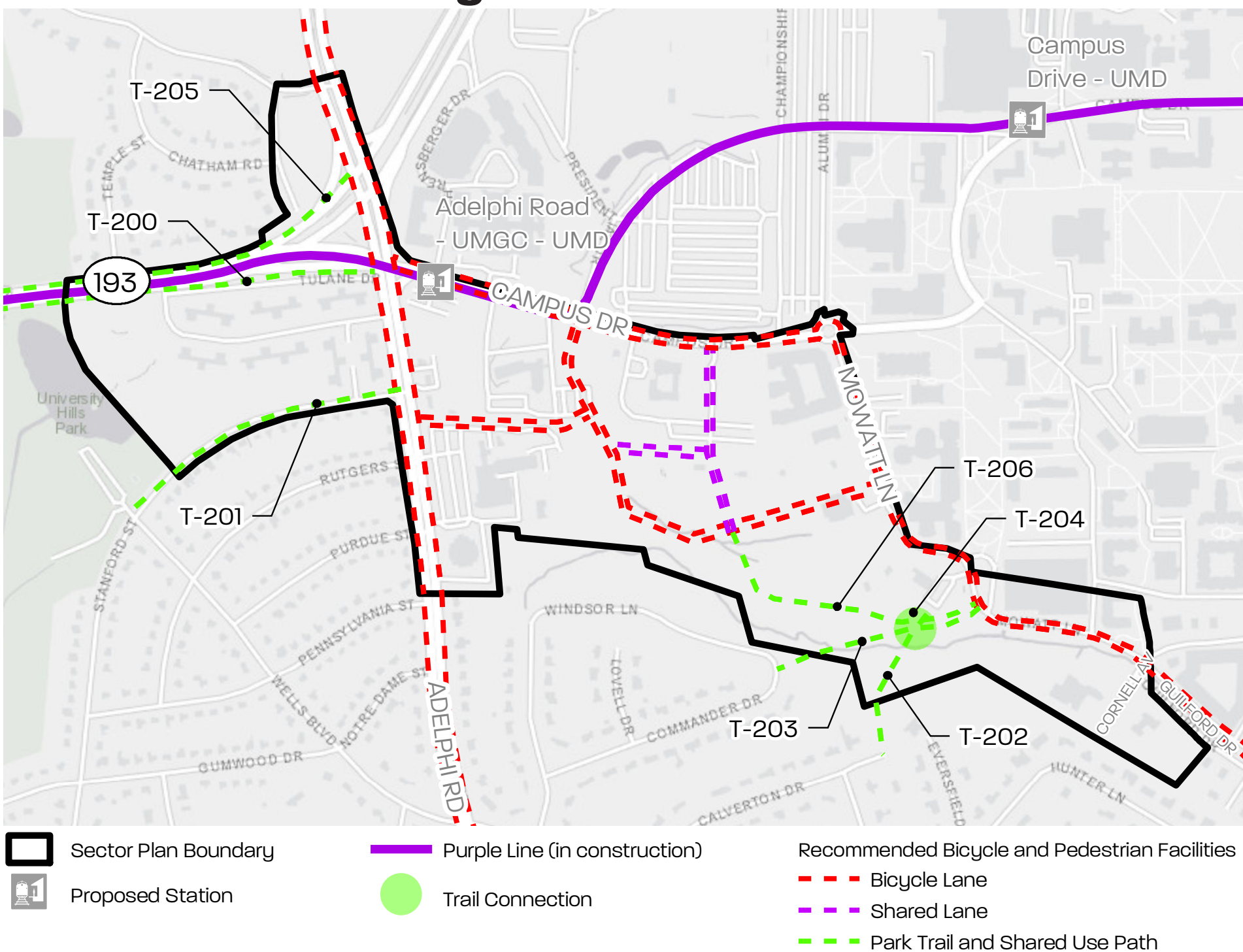


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Master Plan of Transportation Complete and Green Street Recommendations



Recommended Bicycle and Pedestrian Facilities



Transportation & Mobility

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TM 1

Incorporate active transportation safety features, attractive streetscaping, and stormwater management best practices into all streets throughout the sector plan area.



TM 2

Minimize the potential motor vehicle traffic impact generated by all future developments in the sector plan area.



TM 3

Minimize and mitigate the environmental impacts of transportation infrastructure, facility design, and construction.



TM 4

Enhance active transportation infrastructure to support healthy and sustainable travel modes and attract businesses and employees.



TM 5

Increase connectivity through development of a comprehensive shared-use path and trail network.



TM 6

Create micro-mobility opportunities at key locations.



TM 7

As development occurs in the Sector Plan area, explore the potential of increasing connectivity to destinations throughout the County by expanding transit services and amenities.



TM 8

Support the County's efforts to achieve Vision Zero Prince George's, a Countywide interdisciplinary approach to eliminate all traffic-related fatalities and serious injuries.



TM 9

Manage parking to encourage walking, bicycling, transit, and other alternative modes of transportation.



Natural Environment

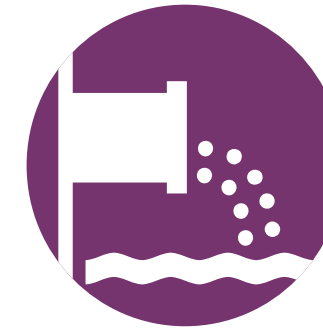


Policies



NE 1

Preserve the maximum amount of existing natural resources practicable within the context of creating urban, walkable communities. Ensure that areas of connectivity and ecological functions are maintained, restored, or established.



NE 2

Proactively address stormwater management.



NE 3

Reduce urban heat island effect, thermal heat impacts on receiving streams and public health, reduce stormwater runoff by increasing the percentage of shade and tree canopy over impervious surfaces, and use pervious surfaces.



NE 4

Preserve the tree canopy to support the conservation of the natural environment.



NE 5

Support local actions that mitigate the impact of climate change.

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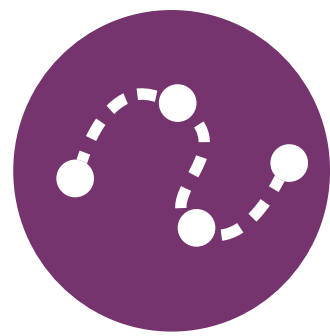
Healthy Communities

Policies



HC 1

Create opportunities for recreation and healthy food access within the Sector Plan area.



HC 2

Connect sector plan area residents to recreational and healthy food opportunities beyond the plan boundary.



Housing & Neighborhoods



Policy



HN 1

Construct a range of housing units affordable to students, employees, and seniors at transit-supportive densities proximate to the Adelphi Road-UMGC-UMD Purple Line Station.

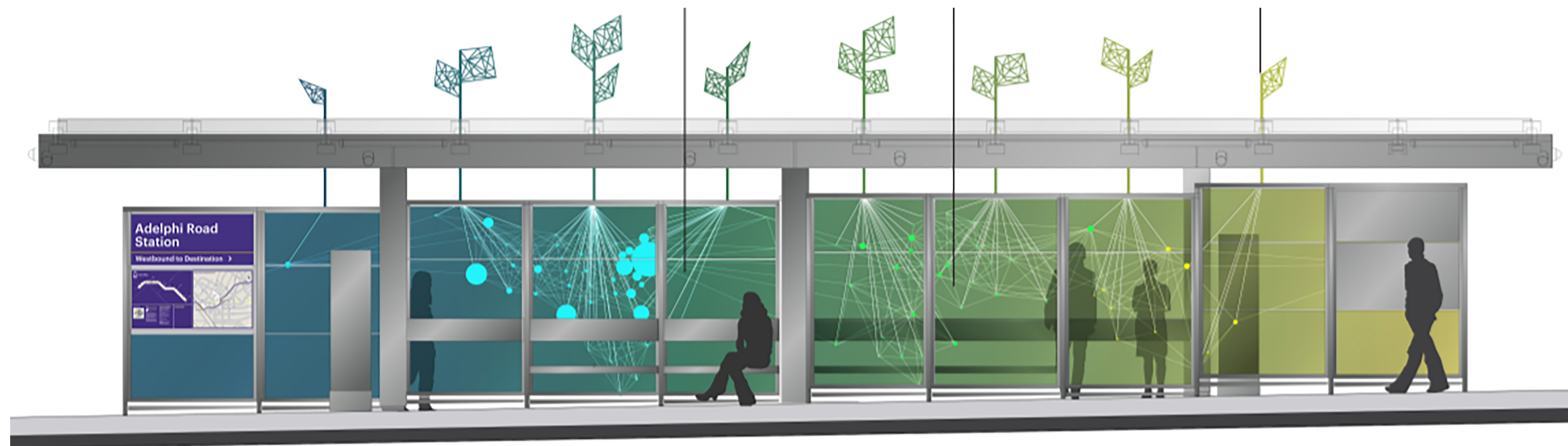
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Community Heritage, Culture & Design



Public art planned for the Adelphi Road-UMGC-UMD Purple Line Station

Source: Artwork by Norman Lee and Sharon Allbritton, Courtesy of MTA



HD 1

Transform the area closest to the Adelphi Road-UMGC-UMD Purple Line Station as a landmark gateway to the UMD campus, with a built form that presents distinctive design features that are inviting, safe, sustainable, comfortable, highly visible, accessible, and inclusive.



HD 2

Minimize and mitigate the impacts associated with new development on existing neighborhoods.



HD 3

Create an integrated and connected street-and-block layout that prioritizes pedestrians, promotes walkability, and provides safe and continued pedestrian connections within the sector plan area and to adjacent destinations.



HD 4

Highlight and celebrate the history and culture of the University of Maryland and the broader community.



HD 5

Promote crime prevention techniques and sustainable, green neighborhoods.



Public Facilities

Policies



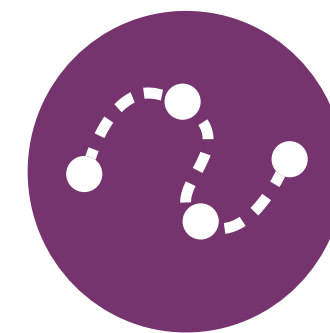
PF 1

Minimize and mitigate the impact on school capacity from any new developments



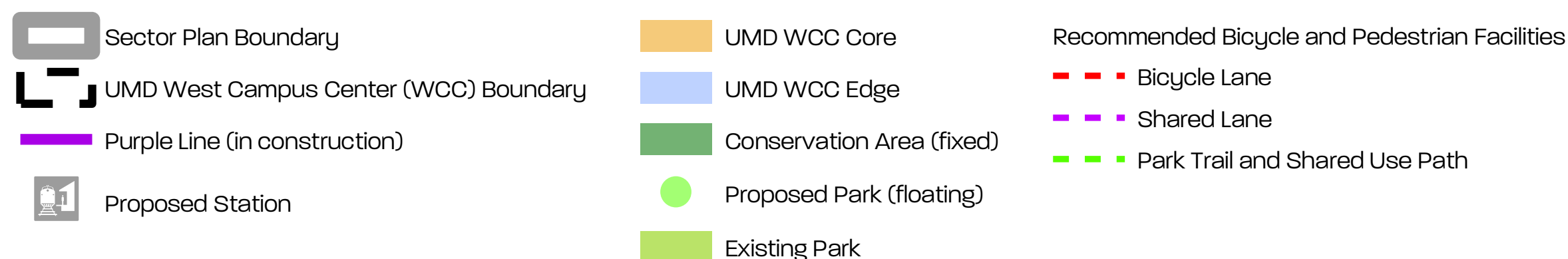
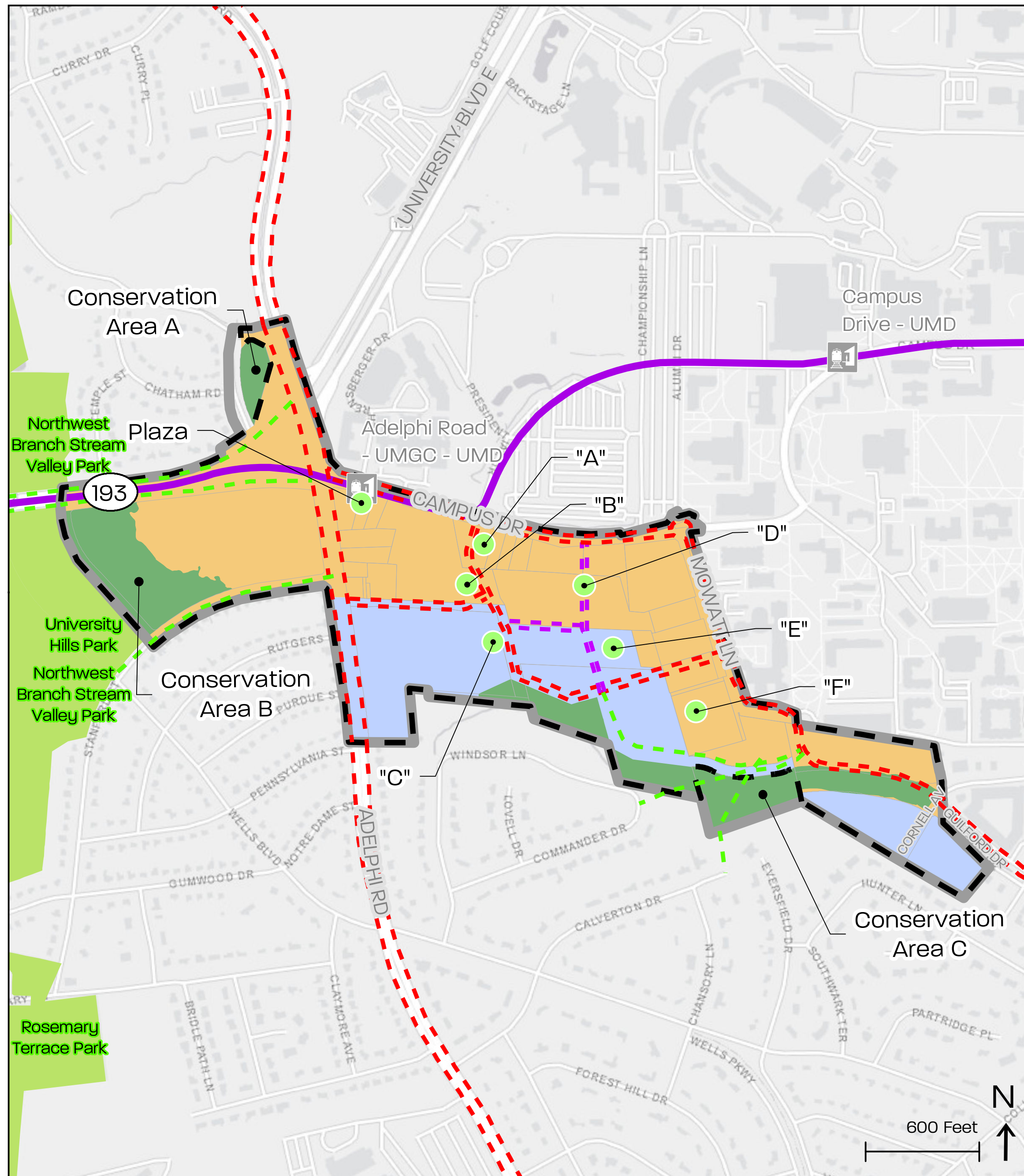
PF 2

Provide a variety of parks and recreational facilities in the Sector Area to create a vibrant transit-oriented development with public gathering spaces and areas, preserve environmental assets, and help address identified park needs. See also Policy LU 2.



PF 3

Ensure all residents are connected to parks, recreation, and open space.



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What's Next: Joint Public Hearing

January 18, 2022 at 5:00 p.m.

Provide your comments on the Preliminary Sector Plan and Proposed Sectional Map Amendment to the Prince George's County Planning Board and Prince George's County Council.



Sign up to speak

You may sign-up online at <https://pgccouncil.us/Speak> until 3:00 p.m. January 17, 2022.



Submit testimony

Use the portal at <https://pgccouncil.us/Speak> to submit written testimony or comments. The eComment portal will be activated at 5:00 p.m. on Friday, January 14, 2022 regarding this plan.

Written correspondence can also be emailed to: clerkofthecouncil@co.pg.md.us or faxed to 301-952-5178. Written comments may be submitted through the close of business on Wednesday, February 2, 2022.

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