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Approved Landover Gateway

Sector Plan and Sectional Map Amendment

May 2009



The Maryland-National Capital Park and Planning Commission
Prince George's County Planning Department
www.mncppc.org/pgco

Abstract



TITLE: Approved Landover Gateway Sector Plan and Sectional Map Amendment

AUTHOR: The Maryland-National Capital Park and Planning Commission

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ABSTRACT: This document is the Approved Sector Plan and Sectional Map Amendment (SMA) for the Landover Gateway area. The sector plan and SMA amend portions of the 1993 *Approved Landover and Vicinity Master Plan (Planning Area 72)* and the 1993 *Approved Largo-Lottsford Master Plan and Sectional Map Amendment (Planning Area 73)*. Developed with the assistance of the community, property owners, residents and elected officials, this document recommends goals, policies, strategies, and actions pertaining to development patterns, zoning, environmental infrastructure, transportation systems, public facilities, parks and recreation, economic development and urban design. The SMA proposes zoning changes to implement the recommendations of the sector plan.

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Prince George's County Planning Department
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LANDOVER GATEWAY

The Maryland-National Capital Park and Planning Commission

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The Maryland-National Capital Park and Planning Commission is a bicounty agency, created by the General Assembly of Maryland in 1927. The Commission's geographic authority extends to the great majority of Montgomery and Prince George's Counties: the Maryland-Washington Regional District (M-NCPPC planning jurisdiction) comprises 1,001 square miles, while the Metropolitan District (parks) comprises 919 square miles, in the two counties.

The Commission has three major functions:

- The preparation, adoption, and, from time to time, amendment or extension of the General Plan for the physical development of the Maryland Washington Regional District;
- The acquisition, development, operation, and maintenance of a public park system; and
- In Prince George's County only, the operation of the entire county public recreation program.

The Commission operates in each county through a Planning Board appointed by and responsible to the county government. All local plans, recommendations on zoning amendments, administration of subdivision regulations, and general administration of parks are responsibilities of the Planning Boards.

The Prince George's County Department of Planning (M-NCPPC):

- Our mission is to help preserve, protect, and manage the county's resources by providing the highest quality planning services and growth management guidance and by facilitating effective intergovernmental and citizen involvement through education and technical assistance.
- Our vision is to be a model planning department of responsive and respected staff who provide superior planning and technical services and work cooperatively with decision-makers, citizens, and other agencies to continuously improve development quality and the environment and act as a catalyst for positive change.

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The County Council has three main responsibilities in the planning process: (1) policy setting, (2) plan approval, and (3) plan implementation. Applicable policies are incorporated into area plans, functional plans, and the General Plan. The Council, after holding a hearing on the plan adopted by the Planning Board, may approve the plan as adopted, approve the plan with amendments based on the public record, or disapprove the plan and return it to the Planning Board for revision. Implementation is primarily through adoption of the annual Capital Improvement Program, the annual budget, the water and sewer plan, and adoption of zoning map amendments.

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Foreword



The Prince George's County Planning Board of The Maryland-National Capital Park and Planning Commission is pleased to make available the Approved Sector Plan and Sectional Map Amendment for the Landover Gateway area. The approved sector plan and zoning map amendment creates a new development plan for the Landover Gateway area. The approved plan also contains recommendations for future land use and development in the area.

Policy guidance for this plan came from the 2002 Prince George's County Approved General Plan. The goals and outreach strategy report, which outlined the major issues in the area and provided the structure for the plan, was presented to the Planning Board and District Council on June 17, 2008. The land use recommendations are primarily the result of an extensive pre-planning effort that engaged stakeholders through one-on-one interviews and meetings, the communitywide pre-charrette workshops (April 21, 2007 and June 16, 2007), a five-day community design charrette held from May 9, 2007, through May 15, 2007, and three communitywide meetings (May 21, 2008; July 23, 2008; and September 24, 2008), which provided valuable input and helped to define the sector plan's vision and strategies.

This plan contains recommendations for land use, environment, transportation systems, (including roadways, transit and bicycle, pedestrian, and trail facilities), public facilities, parks and recreation, historic preservation, and urban design. A vision describing future desirable conditions, policies stating the intent upon which government decisions are evaluated, and strategies providing a general course of action to achieve stated goals are provided for each plan element. The plan's driving force has always been the creation of a new development plan for the former Landover Mall site and vicinity to attract new development to the area.

Landover Gateway area is an untapped opportunity to create a livable, pedestrian-friendly, and vibrant community and represents the future of Prince George's County. During this planning process, we asked the residents of this area to envision how Landover Gateway can participate in the county's growth and propose the changes necessary to make that happen. We are continuing this effort countywide through an Envision Prince George's initiative to engage a broad cross section of stakeholders in developing a shared vision for the county's future direction and growth. We invite you to visit the Envision Prince George's web site at www.mncppc.org/Envision to learn more about how to participate in this exciting initiative.

On February 10, 2009, the District Council and Planning Board held a joint public hearing on the preliminary plan and sectional map amendment. The Planning Board adopted the plan with modifications per PGCPB Resolution No. 09-55 in April 2009. The District Council approved the plan with no additional changes per CR-20-2009.

The Planning Board appreciates the contributions of the community and stakeholders throughout the plan development phase and at the public hearing. We look forward to seeing this plan become a development catalyst for a vibrant, mixed-use, transit-oriented community in the Landover Gateway sector plan area that will improve the quality of life for Prince George's County residents of the area and citizens for years to come.

Sincerely,

Samuel J. Parker, Jr., AICP
Chairman
Prince George's County Planning Board

Plan Highlights



The Vision

Landover Gateway is a vibrant, 24-hour activity center with a dense urban form and a mix of uses. The core area is anchored by a complex of signature office towers offering a range of civic uses, ranging from governmental to cultural facilities adjacent to the Capital Beltway and including a mixed-use main street area. The downtown core transitions into outer neighborhoods with a range of high- and moderate-density residential neighborhoods and complementary mixed-use development. Landover Gateway serves as a major multimodal transportation hub with the addition of direct transit service to support the new development.

Development Pattern Recommendations

- Create a vibrant new downtown for Prince George's County in the area on and around the former Landover Mall site.
- Improve connectivity in the sector plan area by creating a compact network of pedestrian-friendly streets.
- Establish new transit connections to the area, and encourage transit-oriented development and design.
- Integrate open spaces, green connections, and public focal places into Landover Gateway's neighborhoods; develop and provide neighborhood access to a greenway in the Cattail Branch stream valley.
- Develop the civic center as a visible and identifiable icon for Landover Gateway with an imaginative mix of uses, including government, educational, cultural, hotel, commercial office and residential uses.

- Create a mixed-use, pedestrian-oriented east-west main street that serves as the commercial core of Landover Gateway and extends onto Brightseat Road.
- Create a mixed-use, pedestrian-oriented, north-south street that serves the core of Landover Gateway and extends from Evarts Streets to Brightseat Road south of MD 202.
- Develop high- and moderate-density residential areas to the north and west of the commercial core.
- Create a mixed-use, pedestrian boulevard running parallel to main street.
- Develop a signature, high-density residential neighborhood west of Brightseat Road and a new north-south road along the edge of the Cattail Branch open space and overlooking the adjacent stream valley linear park.
- Develop a neighborhood of moderate-density housing surrounding a mixed-use core at Brightseat Road.
- Develop a neighborhood composed of mixed-use and moderate-density residential development south of MD 202, as well as mixed office and residential uses, wrapped around shared, structured parking, at the southernmost end of the study area.

Housing Recommendations

- Provide a variety of housing types for a range of incomes, including workforce housing and active adult housing.
- Reduce any high concentration of distressed/desolate housing in and outside the sector plan area.
- Seek opportunities for the Department of Housing and Community Development (DHCD) to invest in new housing by providing financial incentives for the development of mixed-income housing, inclusive of workforce and starter-homeownership and rental units.

- Encourage development of preretirement and retirement housing suited to the needs of active adults, including units with low maintenance and adaptable design to accommodate future mobility limits and other disabilities.
- Provide homeownership and financial training and counseling, both before and after the purchase, for current area renters wishing to purchase homes.
- Develop and implement funding strategies for single-family rehabilitation programs that attract moderate-income homeowners.

Infrastructure Recommendations

- Protect, preserve, and enhance the identified green infrastructure network within the Landover Gateway study area, particularly the Cattail Branch stream valley; restore and enhance water quality; implement environmentally sensitive design building practices.
- Provide a transportation network that is comprehensive, multimodal, safe, efficient, accessible, and convenient, while fully accommodating transit, automobiles, pedestrians, and bicyclists. Recommended actions include:
 - Implement the recommended highway improvements.
 - Minimize traffic congestion on major thoroughfares and explore ways to reduce through-traffic along the existing and planned residential streets.
 - Plan and implement the recommended bus service enhancements and eventual extension of fixed guideway transit or light rail transit (Purple Line) to and from the Landover Gateway area.
 - Improve pedestrian and bicycle access and safety.
 - Create new trail connections within the sector plan area.
 - Encourage transit-oriented development (TOD) within the sector plan area. All new development and redevelopment applications should incorporate

and be reviewed for transit, bicycle, and pedestrian-supportive design.

- Provide public facilities that efficiently serve existing and future populations, including:
 - Construction of new urban school models and renovation of deteriorated school facilities.
 - Development of an architecturally and culturally significant central or headquarters branch of the Prince George’s County Memorial Library System.
 - New and renovated public safety facilities.
- Provide park and recreation facilities that comply with national, state, and county standards and include a variety of open space types and recreational facilities; conserve stream valleys as resource-based open space.

Community Development Recommendations

- Build a new downtown Prince George’s County with pedestrian activity and vitality that attracts consumers, residents, and visitors.
- Design for a multiplicity of uses that reinforce each other and are flexible enough to respond to changing markets.
- Plan for phased development that builds mixed uses at each stage that takes advantage of the Beltway location and preserves the potential to capitalize on future transit access.
- Develop a residential community that accommodates residents of all incomes, emphasizes homeownership for long-term stability, and provides links to jobs, retail, restaurants, services, and cultural/entertainment activities.
- Encourage amenities that support both new and existing residents, including retail, entertainment, and cultural uses as well as public open space and schools.
- Develop a community cultural center to attract youth and adults from across the county.

- Ensure high-quality design for all new construction by implementing design guidelines for building form and design character.
- Enhance Landover Gateway’s sense of place through the creation of unique neighborhoods and thoroughfares with high-quality pedestrian environments, thematic architectural elements and consistent street walls.
- Develop distinct neighborhood character areas (see Map 11: Illustrative North, Core, and South Neighborhoods and Primary Thoroughfares on page 32 and see Map 12: Illustrative Streetscapes on page 37) and associated specifications for each area and corresponding thoroughfare types.

Implementation Recommendations

- Pursue public-private partnerships, such as business improvement districts, nonprofit development corporations, and local government authorities.
- Provide public development incentives, including financing tools such as tax-increment financing, special assessment districts, tax abatement, and tax credits.
- Sequence development for portions of the sector plan area west of the Capital Beltway (I-95/I-495) to meet or exceed all applicable APF laws, regulations, and requirements, in accordance with the sector plan’s transportation-based staging analysis.
- Extend Evarts Street across the Capital Beltway (I-95/I-495) from Brightseat Road to the planned Ruby Lockhart Way as a major collector.
- Implement the recommended new bus routes and service modifications recommended by the current and subsequent DPW&T Five-year Transit Service and Operations Plan.
- Satisfy the established adequate public facilities (APF) requirements for all development and redevelopment, prior to the designation of Landover Transportation Priority Growth District by the District Council,
- Reestablish a Transportation Demand Management District (TDMD) under Subtitle 20A for portions of the sector plan area west of the Capital Beltway (I-95/I-495), when deemed appropriate, to ensure that levels of service for applicable transportation infrastructure serving this area do not exceed the acceptable levels of service (E) and satisfy all applicable APF requirements.
- Encourage all new development and redevelopment within the sector plan area west of the Capital Beltway (I-95/I-495), prior to the establishment of the recommended TDMD under Subtitle 20A, to identify and include as part of any new development or redevelopment, appropriate and applicable TDM strategies and measures that will reduce the projected vehicular traffic, particularly single-occupant vehicles. The applicable TDM strategies may include measures such as on-site parking reduction, share parking, transit use incentives, or any other appropriate trip reduction strategies.
- Recommended that the development community coordinate with the Maryland State Highway Administration (SHA) and Prince George’s County to begin initiation of a project planning, design, and construction of the most effective and efficient configuration for this intersection, in accordance with the sector plan’s vision to improve safety, mobility, and increase capacity of the MD 202 and Brightseat Road intersection. This would include a comprehensive evaluation of a wide range of alternatives including the approved grade-separated interchange concept, the recommended urban diamond interchange concept, or the provision of a new north-south roadway extending from Evarts Street to Brightseat Road south of MD 202 and east of the Brightseat Road and Sheriff Road intersection.
- Extend Evarts Street as a collector roadway from Brightseat Road in south westerly direction to intersect with MD 202 directly opposite of the MD 202 and Barlowe Road intersection.
- Construct a new four-lane divided roadway (the main street) within the core area of the sector plan area extending from Brightseat Road south of Evarts Street, east to I-95/I-495.
- Construct a new four-lane divided north-south roadway extending from Evarts Street to Brightseat Road south of MD 202.

- Designate the Landover Gateway Sector Plan area as a Transportation Priority Growth District (TPGD), when deemed appropriate and/or warranted, as recommended by the preliminary countywide MPOT. This designation would provide flexibility for managing congestion and implementing effective vehicle trip reduction measures within the Landover Gateway Sector Plan area.
- Work with appropriate agencies to plan and extend fixed-guideway transit (Purple Line) to the sector plan area to reduce vehicular traffic from the New Carrollton Metro Station south to either Morgan Boulevard, or Largo Metro Stations.
- Coordinate implementation actions in cooperation with responsible agencies.
- Assist public and private entities in implementing the sector plan's vision by applying the design guidelines.
- Propose to change existing zoning on all properties west of the Capital Beltway, (I-95, I-495) from R-18, C-O, C-A, C-S-C, R-55, C-M, I-1, I-3 to the M-X-T (Mixed-Use-Transportation Oriented) Zone to allow for compact, mixed-use development of office, retail, and residential uses.