



WELCOME

Thank you for joining.
The meeting will begin momentarily.



WEST HYATTSVILLE- QUEENS CHAPEL SECTOR PLAN

Existing Conditions Analysis Open House

January 13, 2021

Long-Range Planning Section | Community Planning Division



HOW TO PARTICIPATE – TEAMS LIVE

- This meeting will be recorded and shared on the website
 - You will be MUTED with your video OFF for the duration of the event
- If you have a comment or question, please type it in the Q&A chat box
- If you would like subtitles/closed captioning, please click the Gear icon and choose that option then a language

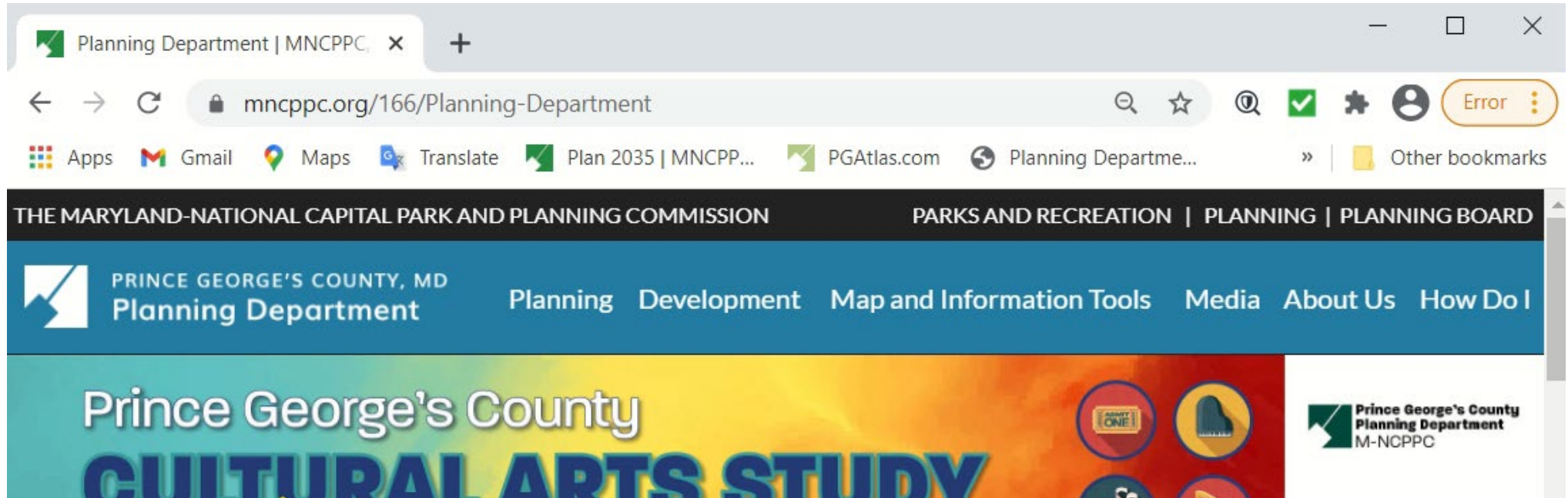
OPEN MEETING CHAT



OPEN CAPTIONS/SUBTITLES




SLIDO



1. Go to [Slido.com](https://www.slido.com) on laptop, tablet, or smartphone (or click the link <https://bit.ly/WHQC-Slido> in the Q&A chat)
2. Type in code **WHQC**
3. Survey questions will appear throughout the presentation

slido

What is one word to describe how you are feeling today?
(Please - no profanity :-)

 Start presenting to display the poll results on this slide.



AGENDA



- Team Introductions
- Opening Remarks
 - The Honorable Deni Taveras, Vice-Chair, District 2
- Project Overview/Review
- Presentation 1 + Q&A
- Presentation 2 + Q&A
- Presentation 3 + Q&A
- Next Steps and Ways to Stay Involved

M-NCPPC PROJECT TEAM

West Hyattsville-Queens Chapel Sector Plan



Scott Rowe
Project Facilitator



Kendra Hyson
Deputy Project Manager



Sarah Benton
Project Manager



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Team Member



Andrew McCray
Team Member



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Garrett Dickerson
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CONSULTANT TEAM

West Hyattsville-Queens Chapel Sector Plan

AECOM



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Housing Initiative
Partnership



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Assedo Consulting, LLC



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Assedo Consulting, LLC



Elsa Arias
Assedo Consulting, LLC





COUNTY
COUNCIL
MEMBER



The Honorable
Deni L. Taveras
Vice-Chair, District 2



WHAT IS A SECTOR PLAN?



- Defined Geographic Area
- Targeted Goals, Policies, Strategies, and Actions for Plan Elements
- Shared Vision
- Long-term: 20 to 25 years

A SECTOR PLAN...

Can...

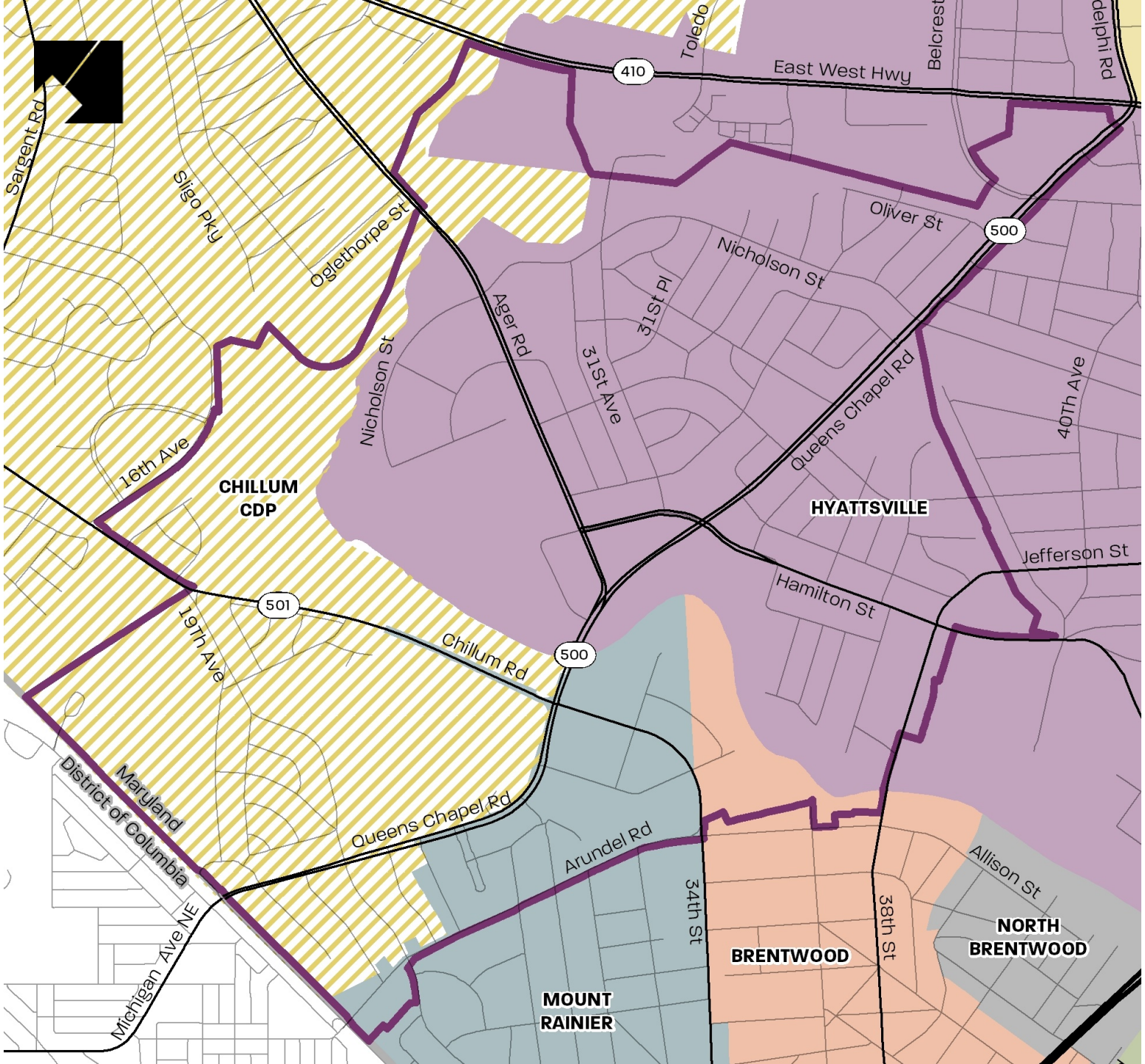
- ...contain strategies to support different types of businesses so that they will want to locate in this area
- ...contain strategies that may make the area more attractive for investment, which could impact property values
- ...recommend zoning changes

Cannot...







- ...bring a specific business to an area
- ...raise or lower your taxes
- ...change the zoning of a property (sectional map amendment)



WEST HYATTSVILLE- QUEENS CHAPEL SECTOR PLAN AREA



LEGEND

-  West Hyattsville-Queens Chapel Sector Plan Boundary
-  City of Hyattsville
-  Town of Brentwood
-  City of Mount Rainier
-  2019 Census Designated Place (CDP)
-  District of Columbia/Maryland border

SECTOR PLAN ELEMENTS



Economic Prosperity



Natural Environment



Community Heritage, Culture & Design



Public Facilities



Land Use

Transportation
&
Mobility

Housing
&
Neighborhoods

Healthy
Communities





PROJECT GOALS & OBJECTIVES



Identify and analyze existing conditions

Define new and realistic vision and goals for the area in collaboration with the community

Provide policies and strategies for implementation

Advance Plan 2035



EXISTING CONDITIONS ANALYSIS



• Captures key data for each of the eight plan elements

• Finds answers to the most pressing questions

• Identifies opportunities and challenges

• Informs the sector plan



VISIT OUR VIRTUAL TOWN HALL!



Learn more about the project

Dive into more detail on each of the topics

Watch the recording of this presentation

Stay up-to-date as the Existing Conditions Report is released



ECONOMIC PROSPERITY

Create a diverse,
innovative, and
regionally competitive
economy that generates
a range of well-paying
jobs and strategically
grows the tax base.



- Analyze local market conditions
- Identify key sectors for growth and job creation
- Determine unmet market potential

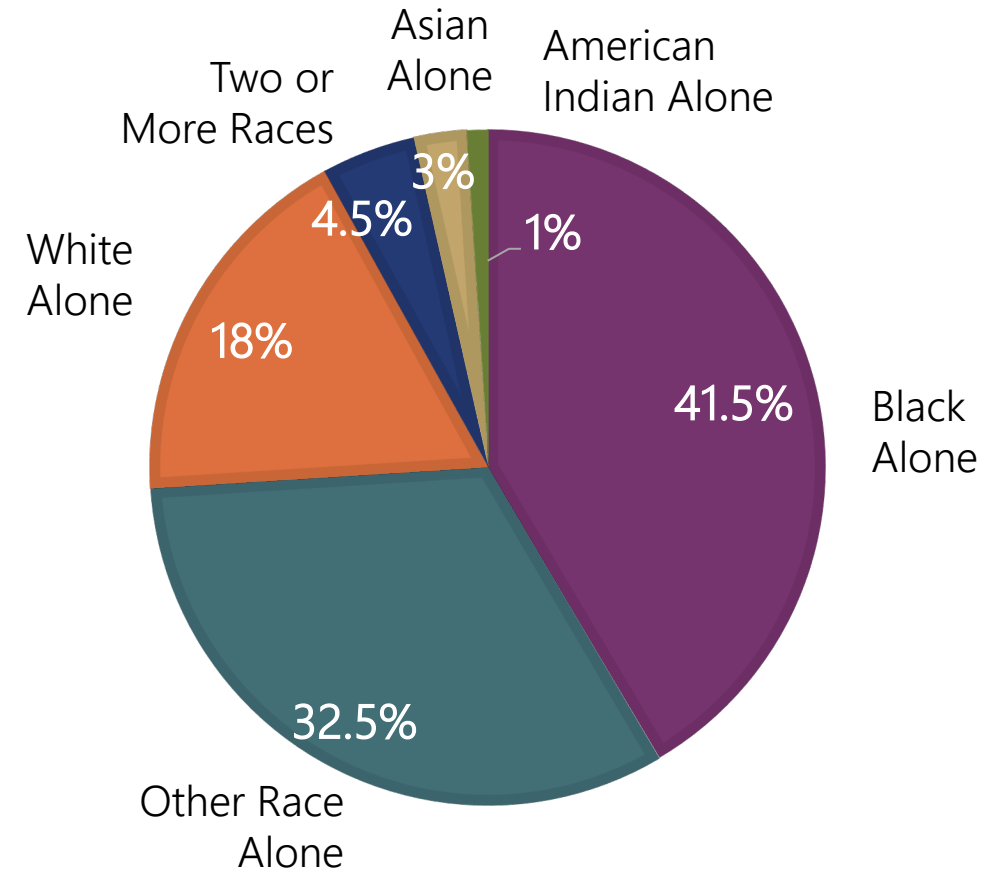


DEMOGRAPHIC & ECONOMIC PROFILE

Key Findings – Demographics:

- Diverse **majority-minority** community
- Almost half the population identify as **Hispanic origin**, and this share is growing
- Majority of WHQC population employed in **service occupations**
- **Median household income** approximately **\$59,000**

Race in WHQC
Population: 15,392





DEMOGRAPHIC & ECONOMIC PROFILE

Key Findings – Market:

- Small and aging **office market** in WHQC with **low vacancy rate**
- **Auto-oriented** retail centers in WHQC, with competing regional shopping destinations along MD 410 and along US 1
- Over half the retail is categorized as **food and beverage, restaurant, or grocery**

The Riverfront at West Hyattsville



Proposed mixed-use development in WHQC with 180 plus townhouses, multifamily residential, and approximately 10,000 square feet of additional mixed office and retail space.



ECONOMIC PROSPERITY OPPORTUNITIES AND CHALLENGES



Focus on local entrepreneurship and creating gathering spaces for residents and visitors

Diversify and enhance commercial offerings within the broader commercial context of the County

Leverage partnerships and adjacencies, such as UMD College Park, as part of economic strategy

Establish a coordinated investment strategy with developers and WMATA



HOUSING & NEIGHBORHOODS

Provide a variety of housing options—varying by type, density, ownership, and price—to attract and retain residents, strengthen neighborhoods, and promote economic prosperity.



Provide a variety of housing types and price points

Attract and retain residents

Address current and projected housing needs and preferences

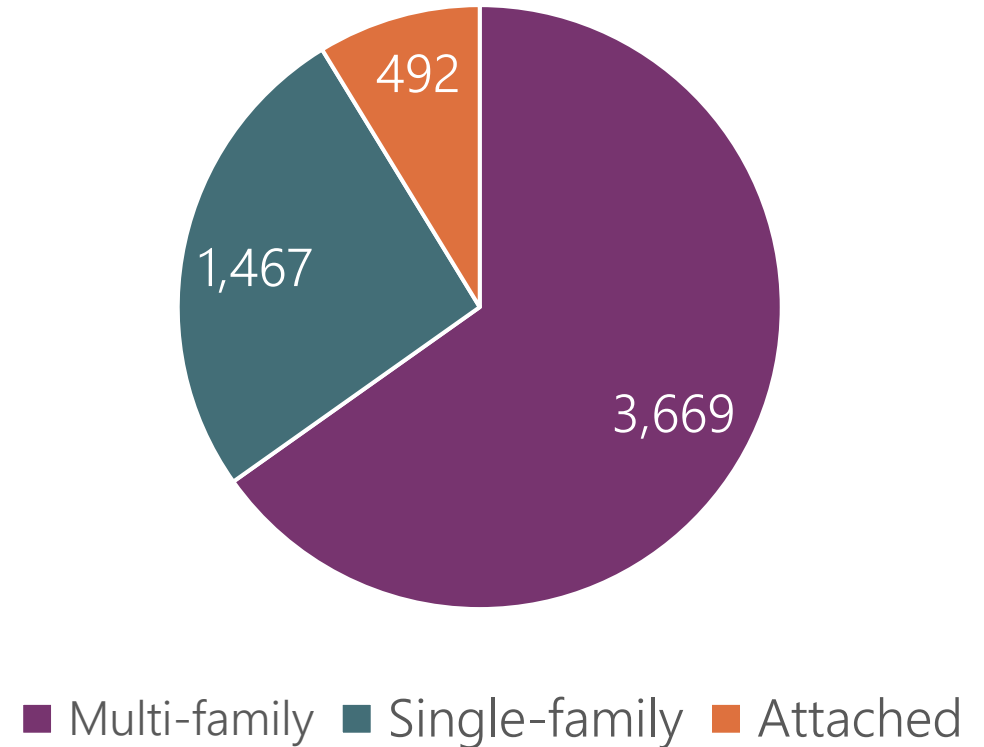
Strengthen existing neighborhoods

HOUSING & NEIGHBORHOODS

Key Findings – Housing:

- Most housing units in WHQC are **multifamily** and **renter-occupied**
- **\$276,751** = median home value
- Most homes were built in the **1950s and 1960s**
- WHQC satisfies local and regional demand for **affordable housing**

Housing Types





HOUSING AND NEIGHBORHOODS

OPPORTUNITIES AND CHALLENGES



Opportunity to introduce more housing typologies



Future housing market dependent on infrastructure investments



Maintain housing affordability and promote home ownership



LAND USE

Direct future growth toward transit-oriented, mixed-use centers to:

- expand the commercial tax base
- capitalize on existing and planned infrastructure investments
- preserve agricultural and environmental resources



Intensity of development

Neighborhood context

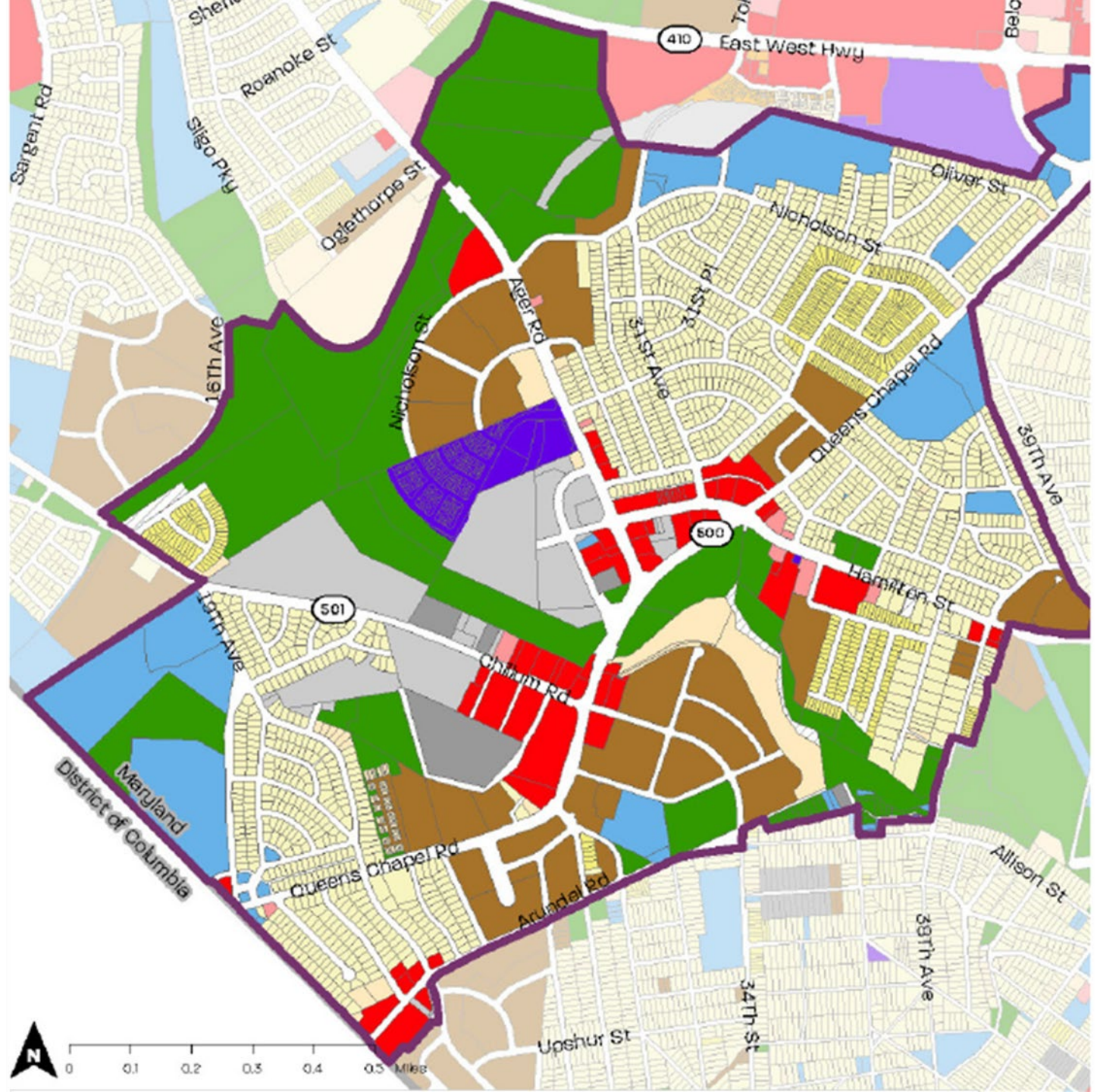
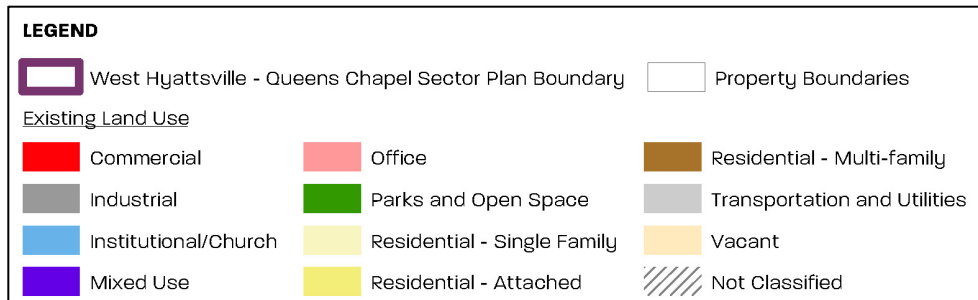
Location of land uses

LAND USE:

EXISTING LAND USE

Key Findings:

- Land use patterns follow **auto-oriented form** established in the 1930s and 1940s
- Primarily **single-family residential** with **higher density multi-family** nearest primary roads or commercial areas
- **Commercial areas** located **along major roads**, most of which have surface parking in front





LAND USE: BUILT FORM

Key Findings:

- 1930s–1960s subdivisions, such as Queens Chapel Manor, anchor today's residential neighborhoods
- Circuitous road network contributes to **low connectivity**
- Commercial development largely exists in form of **strip retail** with **surface parking** in front
- Primary roads like **Ager Road** and **Queens Chapel Road** predate existing subdivisions; these roads were primary County access points connecting farmland to D.C.

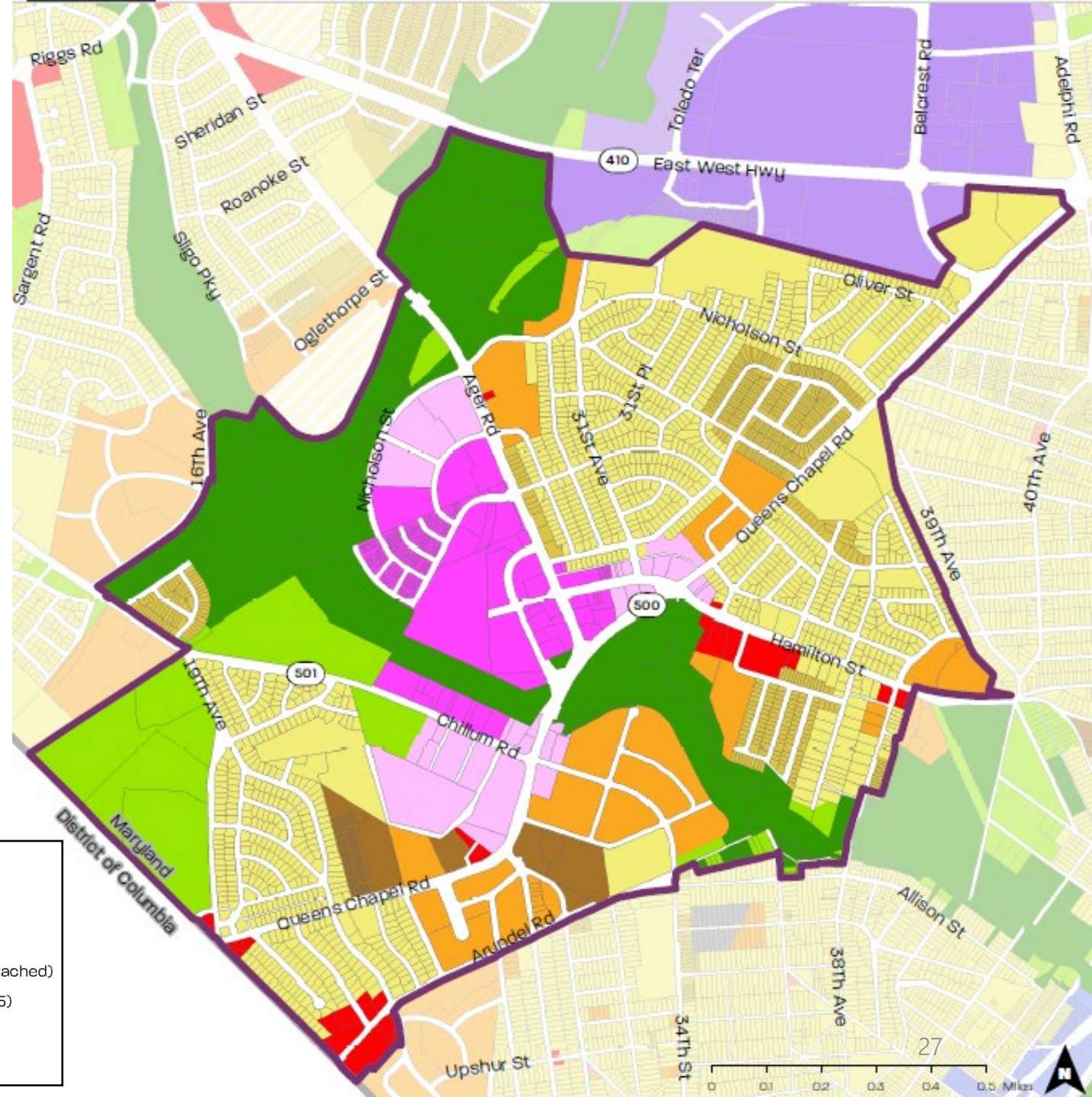




LAND USE: PROPOSED ZONING

Key Findings:

- Designated a Local Transit Center in Plan 2035, this area is centrally located in the middle of sector plan area.
- 2018 Zoning Ordinance introduces new zones that better support TOD



LEGEND

| | |
|---|---|
| West Hyattsville - Queens Chapel Sector Plan Boundary | Property Boundaries |
| 2018 Zoning Ordinance | |
| CGO (Commercial, General and Office) | RMF-20 (Residential, Multifamily-20) |
| LTO-c (Local Transit-Oriented-Center (TOC)-core) | RSF-A (Residential, Single-Family-Attached) |
| LTO-e (Local TOC-edge) | RSF-65 (Residential, Single-Family-65) |
| RMF-48 (Residential, Multifamily-48) | ROS (Reserved Open Space) |
| | AG (Agricultural and Preservation) |



LAND USE, ZONING, AND URBAN FORM OPPORTUNITIES AND CHALLENGES



New zoning offers contemporary perspective on land use regulations



Local transit-oriented center designation provides basis for more flexible mixed-use within transit shed



Potential to redevelop existing commercial into horizontal or vertical mixed use

Encourage mode shift to transit, biking, and walking


slido

Which of the 4 jurisdictions in the plan area is the largest

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slido

Which entity APPROVES changes to zoning?

 Start presenting to display the poll results on this slide.

slido

True or False | Over half of the retail spaces in West Hyattsville are food related.

 Start presenting to display the poll results on this slide.

QUESTIONS?





COMMUNITY HERITAGE, CULTURE & DESIGN

Create walkable places that enable social interaction, reflect community character, and preserve and promote our cultural, historic, and rural resources to celebrate our heritage and encourage new investment.

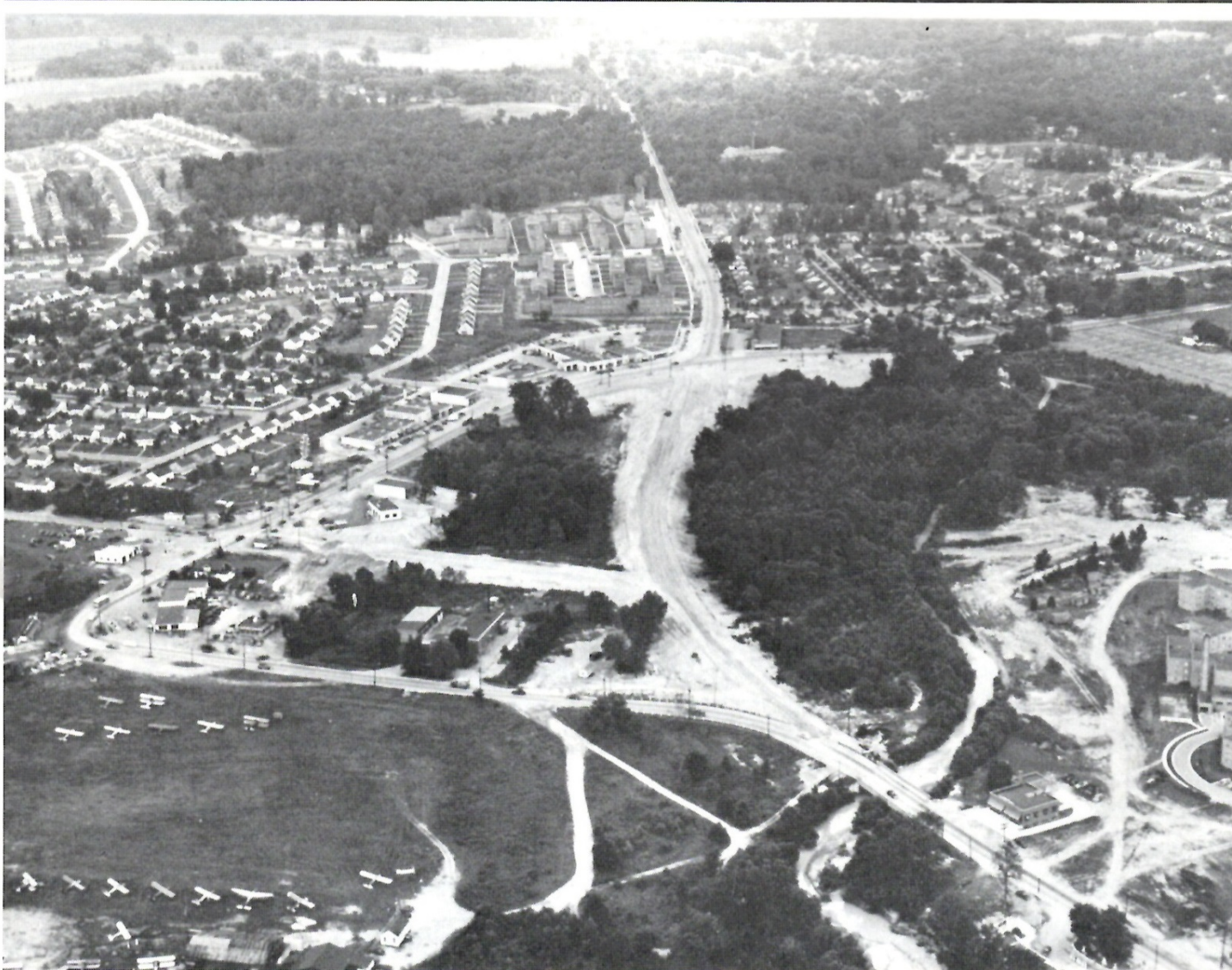


Celebrate our history and culture

Identify, evaluate, and preserve historic assets

Evaluate opportunities to incorporate urban design/architectural features that reflect the area's history and culture

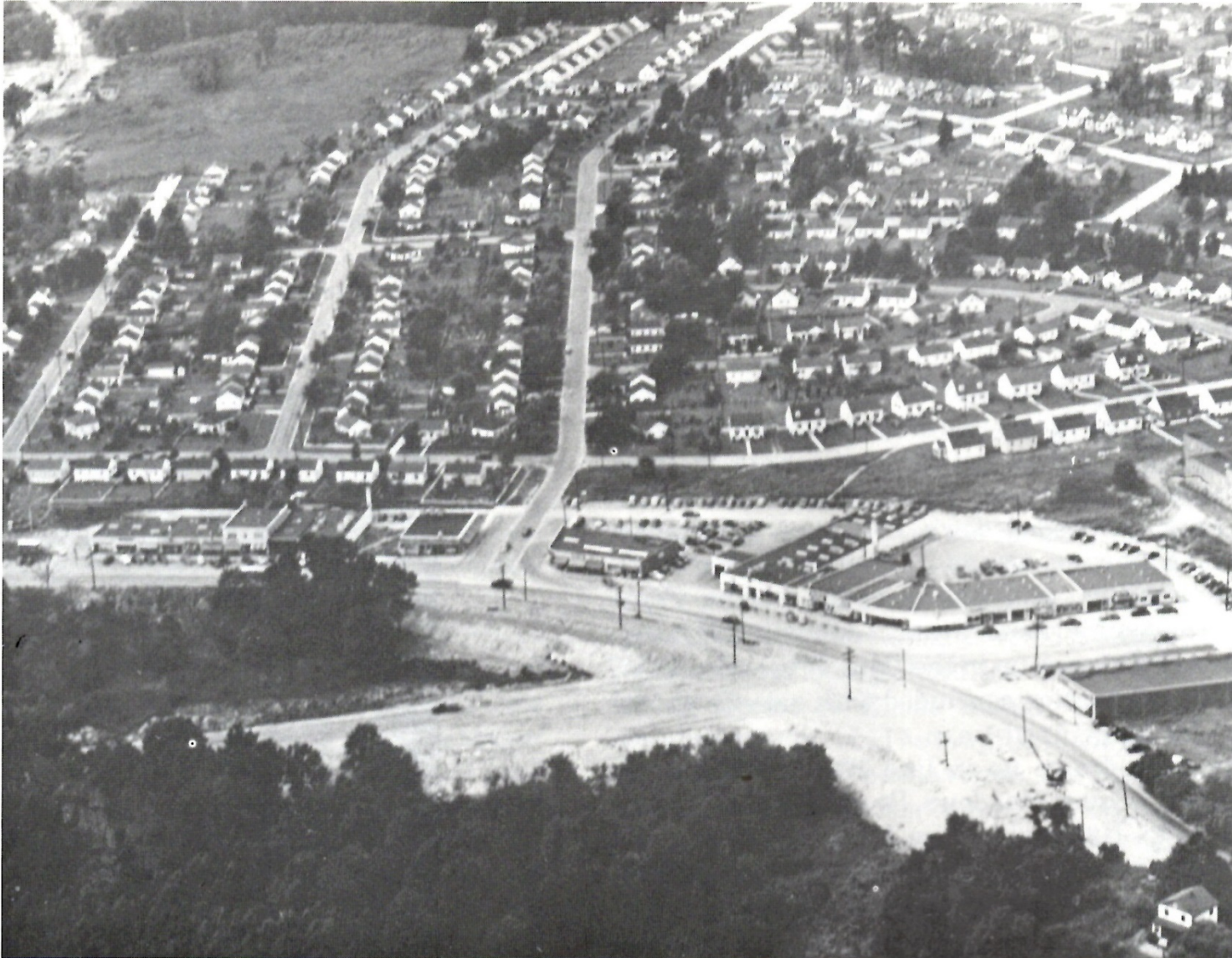
COMMUNITY HERITAGE, CULTURE & DESIGN



West Hyattsville in 1948

Queens Chapel Airport
1938–1955

COMMUNITY HERITAGE, CULTURE & DESIGN



Queens Chapel Town Center
Photo taken 1938

COMMUNITY HERITAGE, CULTURE & DESIGN



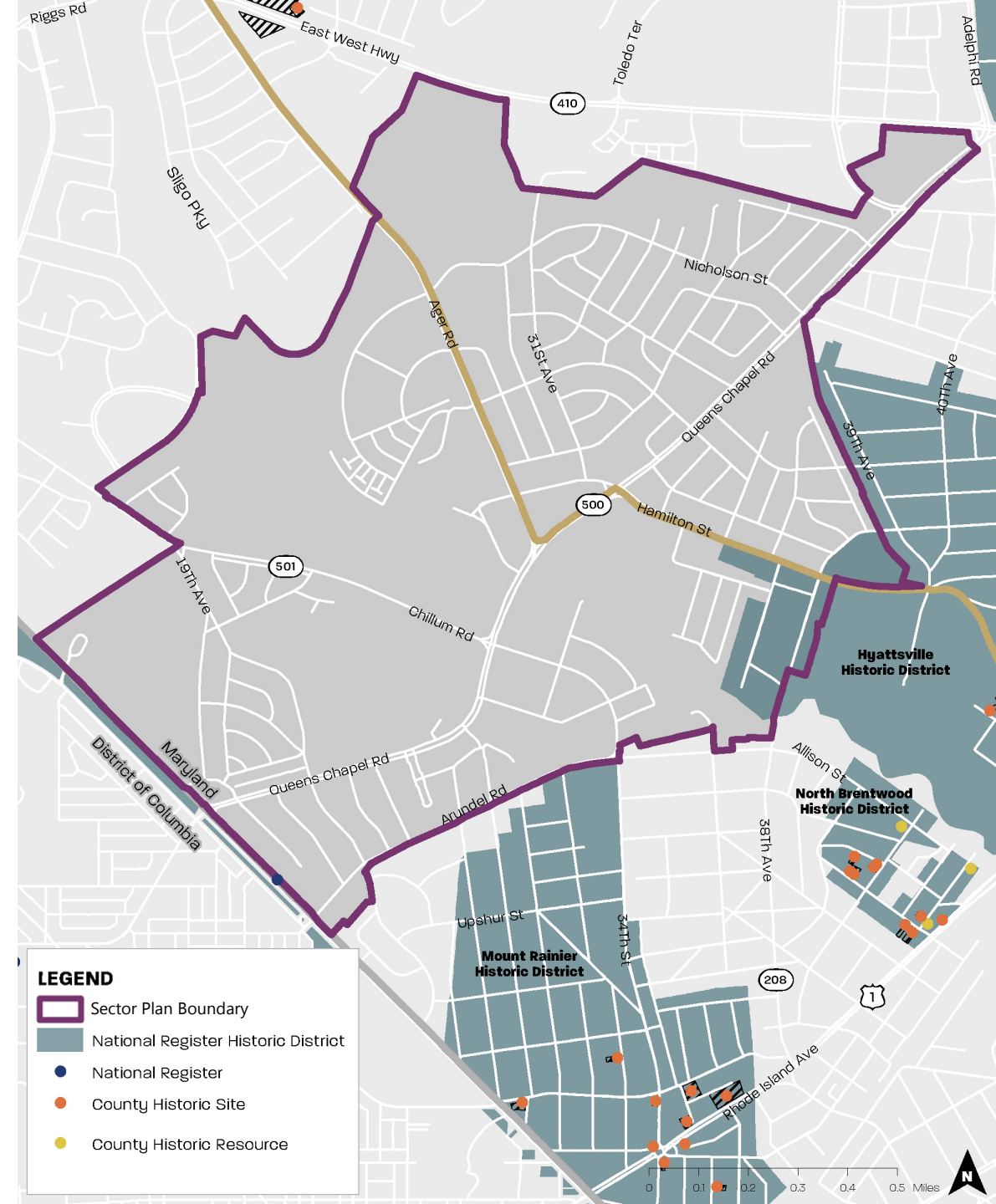
Kaywood Theater
Built 1945



COMMUNITY HERITAGE, CULTURE & DESIGN

Key Findings:

- Existing historic elements include portions of the Hyattsville Historic District and **two historic roads**
- Subdivision development during **1940s–1960s** established residential pattern that exists today
- Subdivisions were originally developed with **racially restrictive covenants**

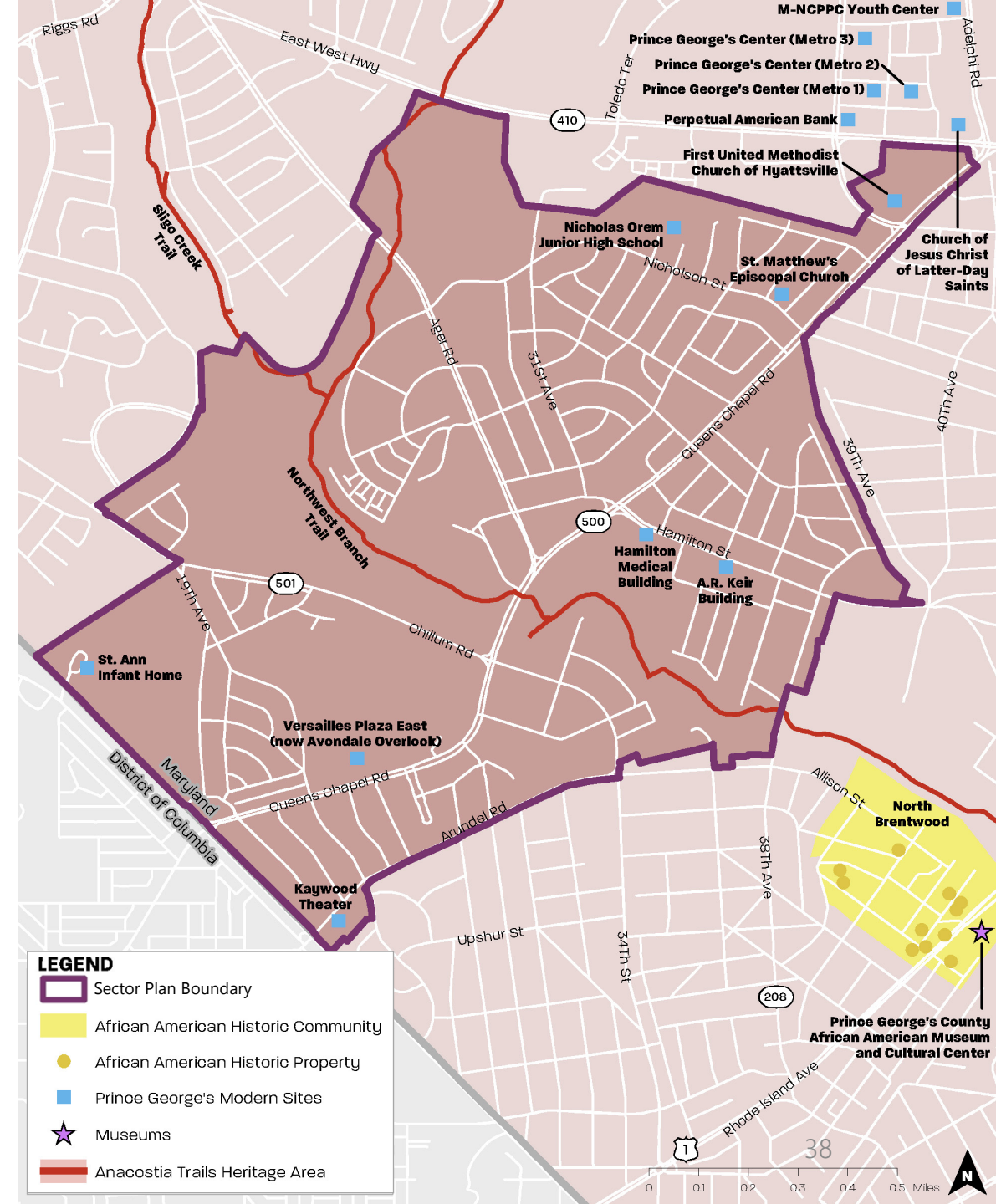




COMMUNITY HERITAGE, CULTURE & DESIGN

Key Findings

- Eight mid-century modern buildings exist within the sector plan area, including: A.R. Keir Building and First United Methodist Church of Hyattsville
- North Brentwood African American Historic Community located southeast of project area
- Anacostia Trails Heritage Area covers the sector plan area entirely, including Northwest Branch of the Anacostia River





COMMUNITY HERITAGE, CULTURE & DESIGN OPPORTUNITIES AND CHALLENGES



Small number of recognized historic features and elements within sector plan area

Lack of clear, cohesive identity, community gathering places, and multimodal access to commercial areas

Diversity that exists today is a strength of this community—explore ways to bridge cultural divides



HEALTHY COMMUNITIES

Create safe, connected communities that promote active lifestyles and provide convenient access to healthy foods.



Access to recreation facilities

Access to healthy food

Access to healthcare

HEALTHY COMMUNITIES

Key Findings – Parks and Open Space:

- Parks and Open Space comprise 21% of total land area (similar to Washington, D.C.)
- 14.7 miles of bike lanes and trails (existing and planned)

LEGEND

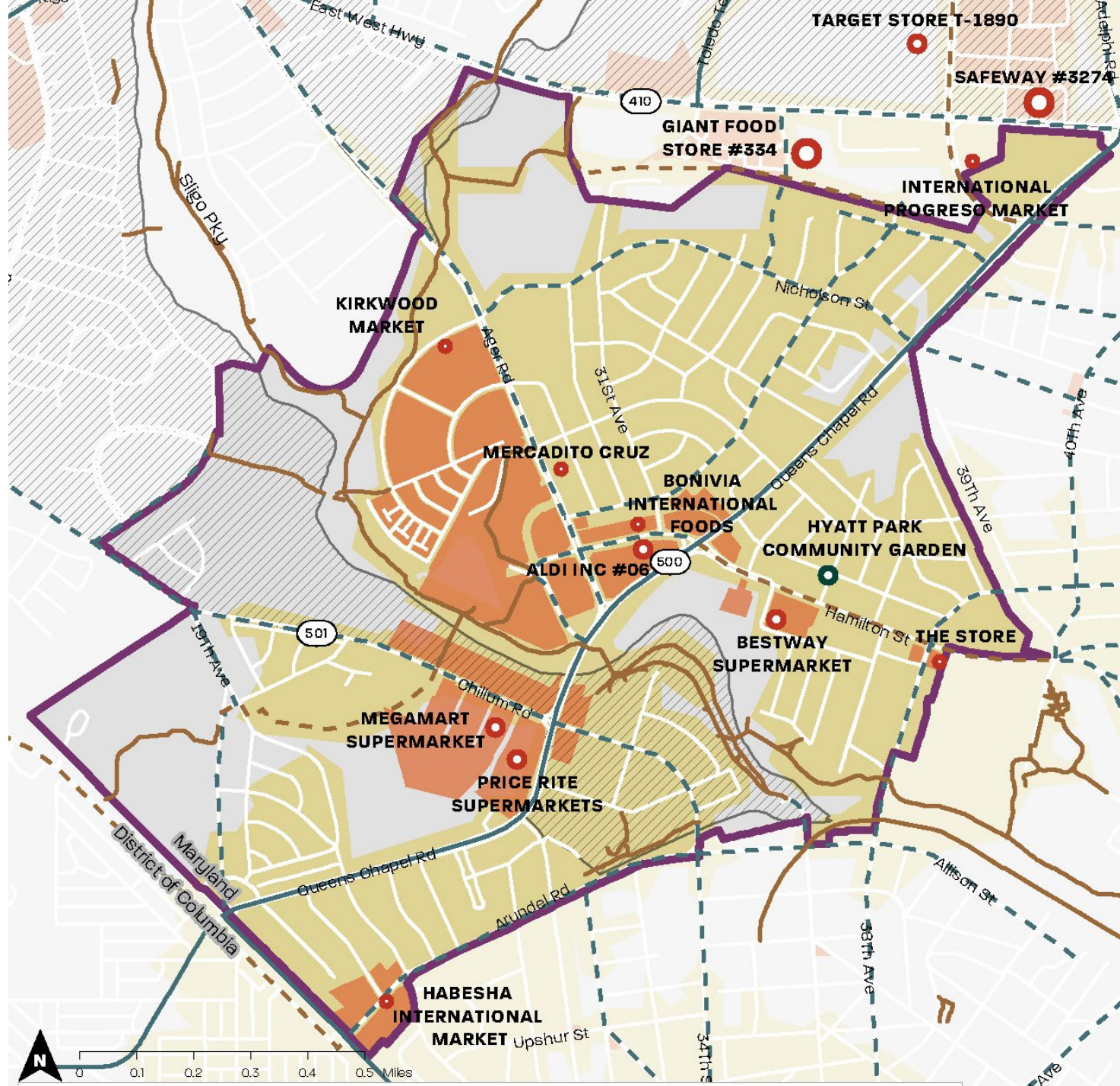
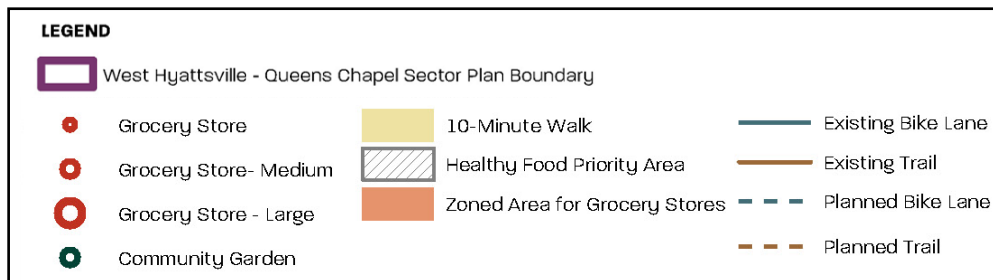
| | | | | | |
|--|---|---|--------------------|--|----------------------|
|  | West Hyattsville - Queens Chapel Sector Plan Boundary |  | Existing Bike Lane |  | Bus Stop |
|  | Walkshed (Existing and Planned) 10-Minute Walk |  | Existing Trail |  | Bus Routes |
|  | Parks |  | Planned Bike Lane |  | Metro Line & Station |
|  | Parks |  | Planned Trail |  | Playground |
| | | | |  | Picnic Area |



HEALTHY COMMUNITIES

Key Findings – Access to Fresh Food:

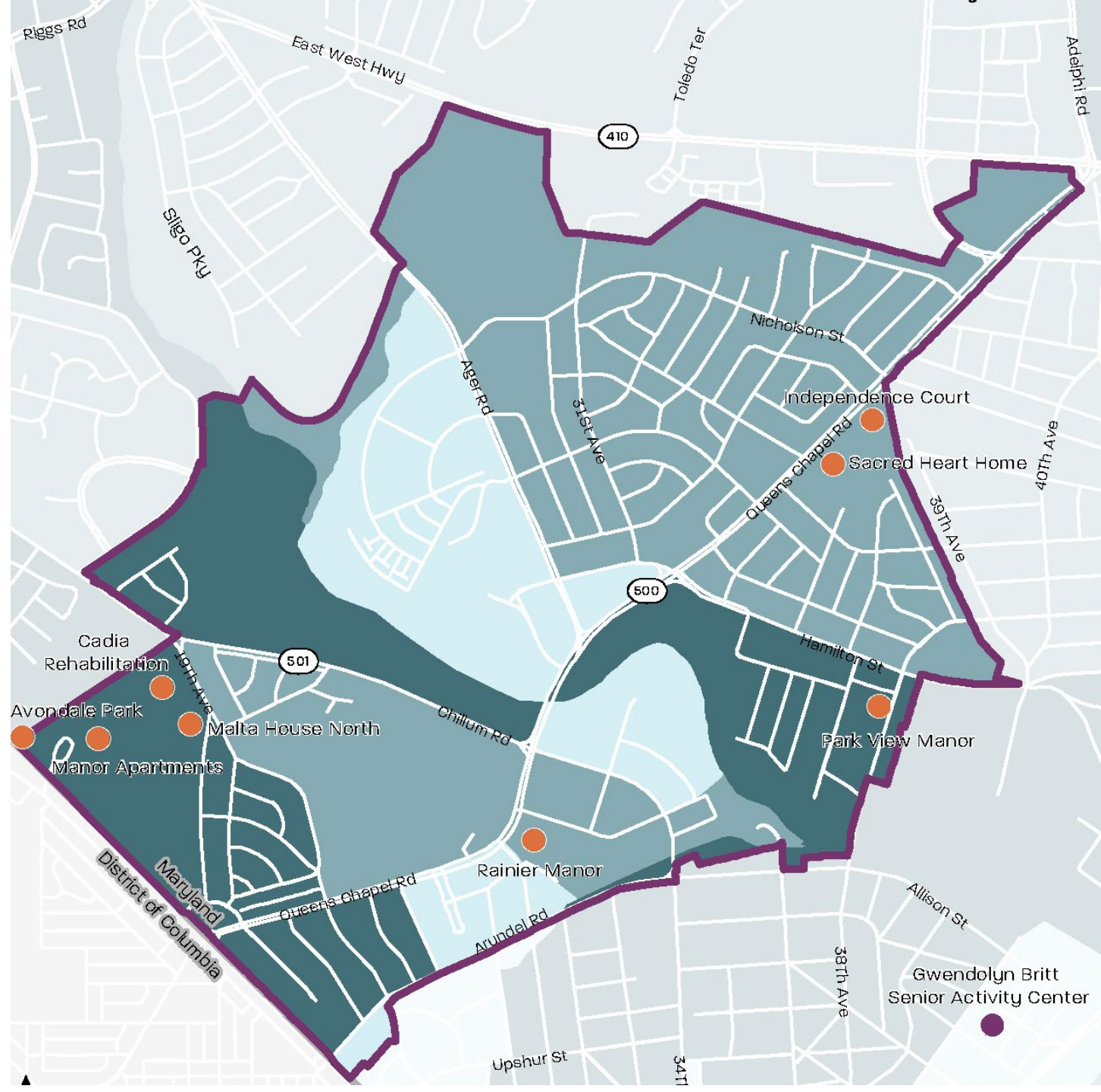
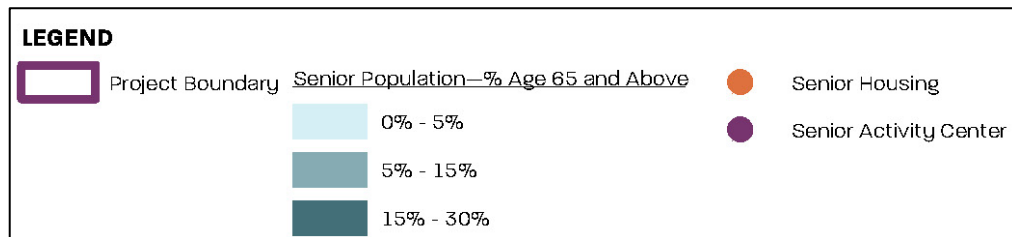
- Nine grocery stores in sector plan area
- Two Healthy Food Priority Areas found in Chillum area and Queenstown Apartments in Brentwood
- Some residential areas are not within 10-minute walkshed of a grocery store



HEALTHY COMMUNITIES

Key Findings – Aging in Place:

- Eight senior housing complexes within the sector plan area
- Gwendolyn Britt Senior Activity Center located southeast of the sector plan area
- Chillum area has the highest percentage of residents over 65 in the sector plan area





HEALTHY COMMUNITIES OPPORTUNITIES AND CHALLENGES



Focus on equitably improving walking and cycling access to open space from all neighborhoods

Maintain and enhance multimodal connections to supermarkets, schools, and healthcare

Introduce new types of gathering places, accessible to all people—regardless of age or ability

PUBLIC FACILITIES



● Schools/Libraries



● Fire/EMS/Police

● Parks/Recreation/Community Centers

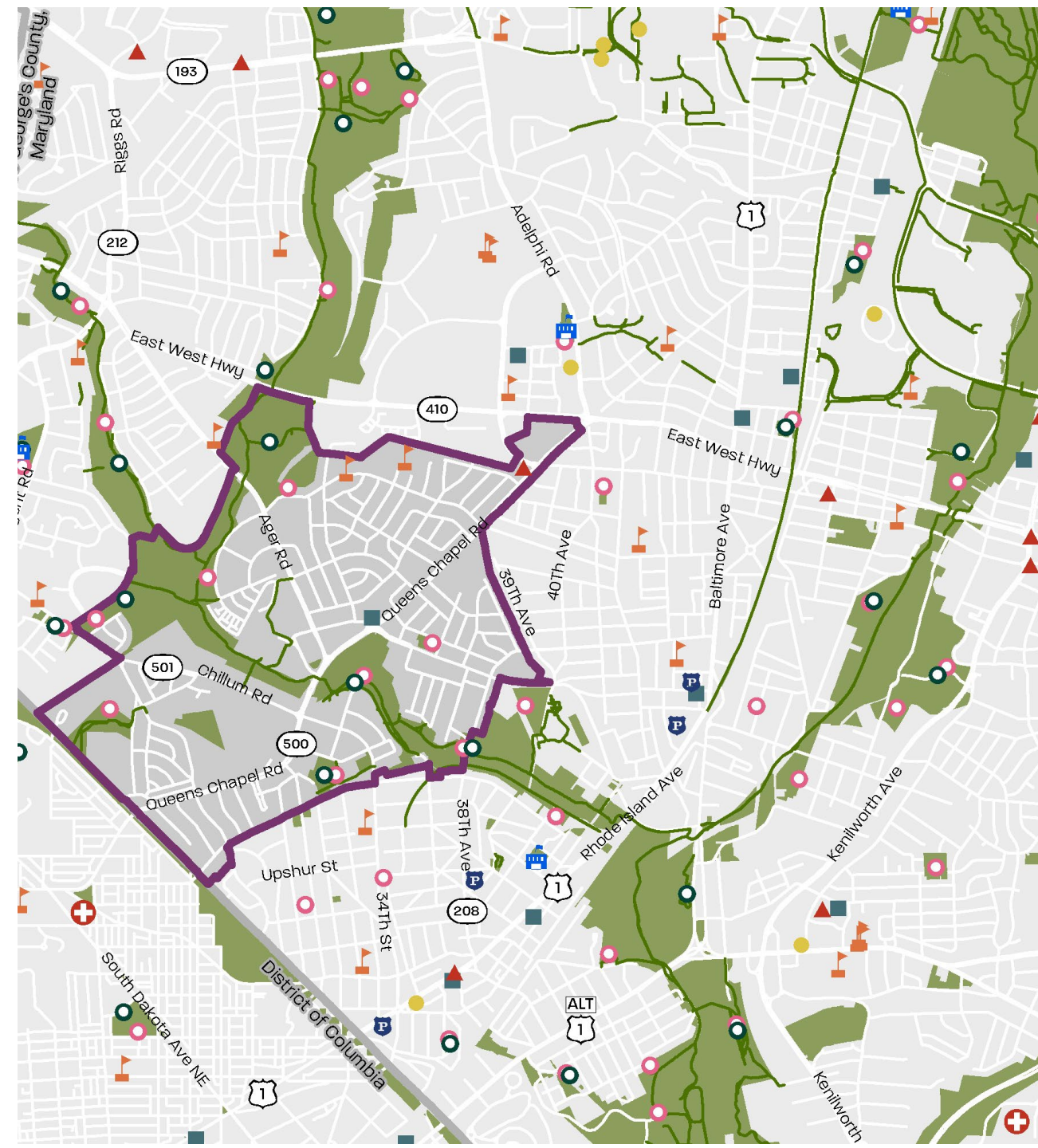
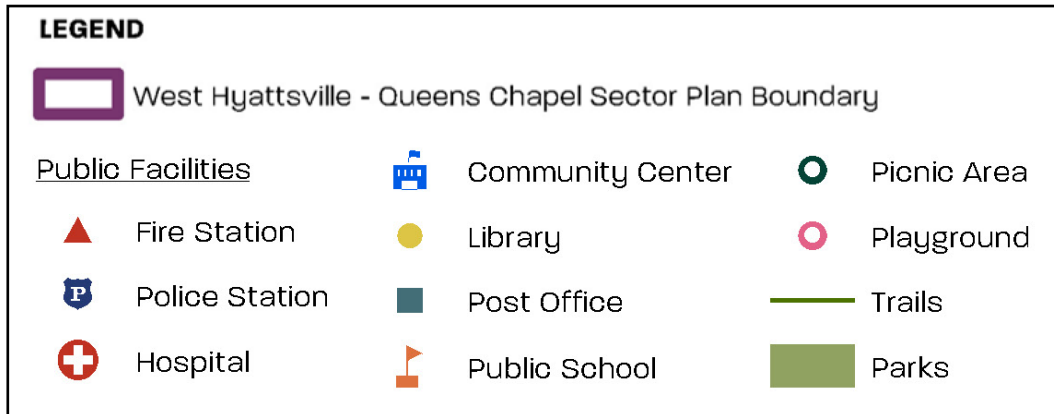


● Water and Sewer/Solid Waste/Recycling

PUBLIC FACILITIES

Key Findings:

- **Two public schools:** Edward M. Felegy Elementary and Nicholas Orem Middle School
- Within catchment for additional elementary and middle schools located near the sector plan area
- Within the catchment for Northwest High School
- Public open space, picnic areas, and playgrounds throughout sector plan area
- Additional public facilities include a **post office** and **fire station**
- Public facilities such as a police station, multiple community centers, and a hospital serve the project area from outside the study boundary





PUBLIC FACILITIES OPPORTUNITIES AND CHALLENGES



WHQC residents are served by elementary and middle schools within the sector plan area, while high school-aged residents are served by a nearby school



Explore ways to combine infrastructure with public spaces and amenities as redevelopment opportunities are refined



Explore need for additional public facilities as part of planning process—particularly in response to possible population growth

slido

Which was NEVER a use at the West Hyattsville Metro property?

 Start presenting to display the poll results on this slide.

slido

What word would you use to best describe the community of
West Hyattsville?

 Start presenting to display the poll results on this slide.

QUESTIONS?



NATURAL ENVIRONMENT

To preserve, enhance, and restore our natural and built ecosystems to improve human health, strengthen our resilience to changing climate conditions, and facilitate sustainable economic development.



- Identify strategies to mitigate impact from existing and planned development
- Focus on creating strategic measures to help preserve, restore and protect the natural environment

 Watersheds

 Forest and tree canopy

 Air

 Soil

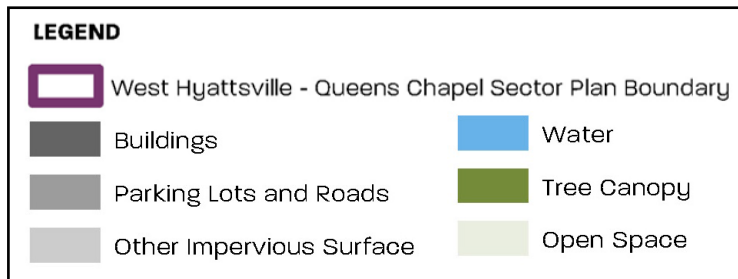




NATURAL ENVIRONMENT

Key Findings:

- The Northwest Branch within the sector plan area is designated a Use Class I stream
- The sector plan sector plan area has **40% tree canopy**, one-third of which is forest cover
- **40%** of ground surfaces in the sector plan sector plan area are impervious

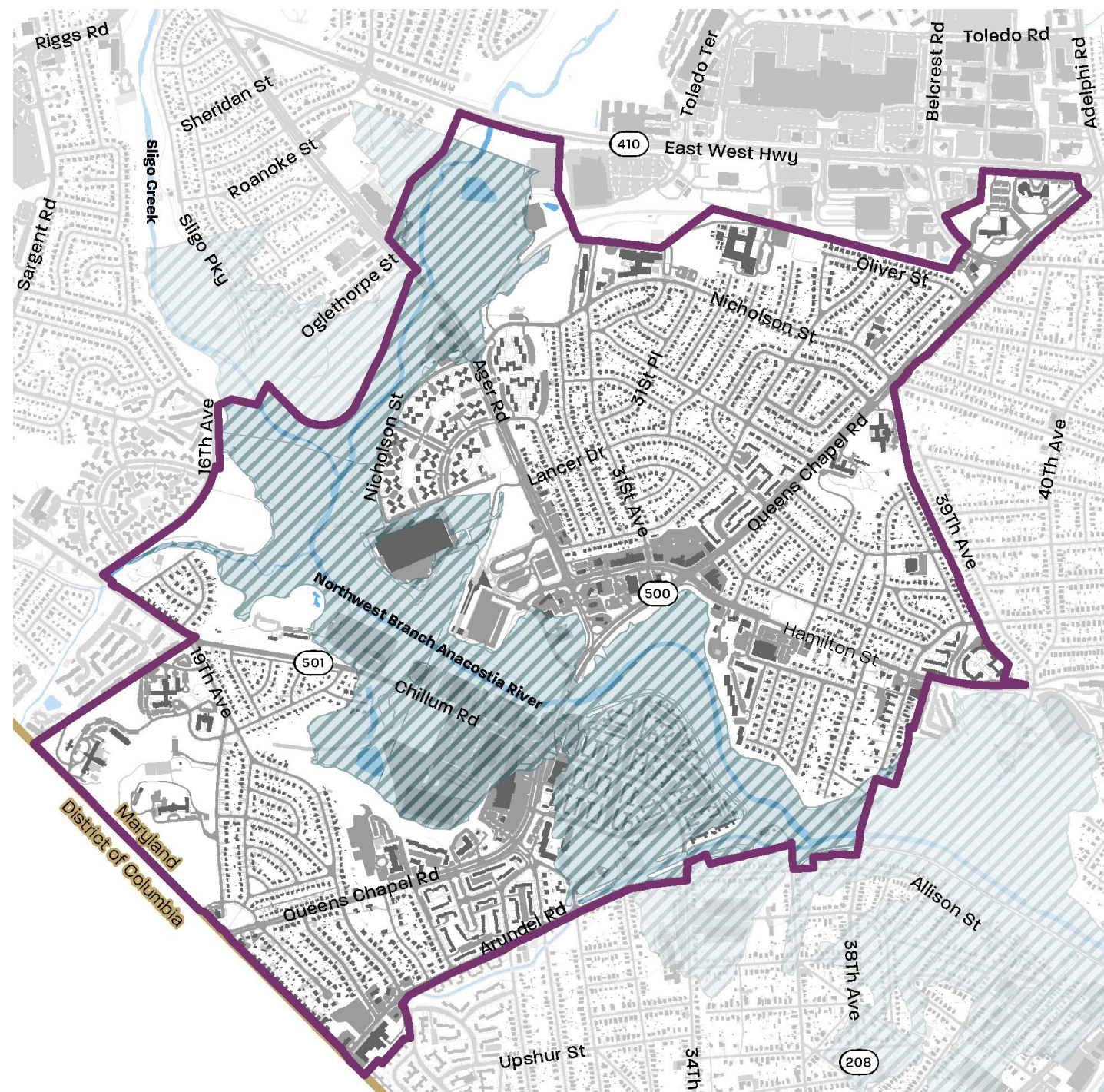
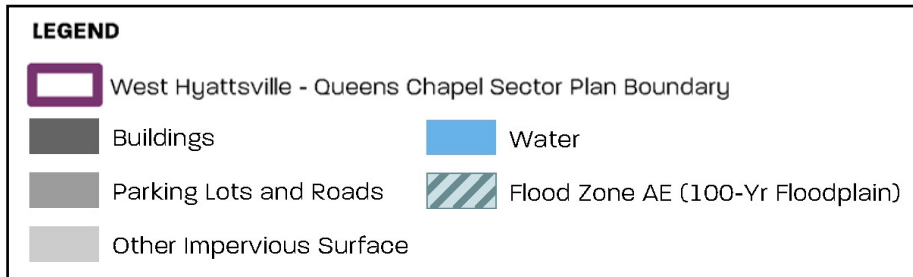




NATURAL ENVIRONMENT

Key Findings:

- Many potential redevelopment areas are located within FEMA's 100-year floodplain
- Multiple agencies, including Prince George's County, have oversight of, or regulate development in, the floodplain





NATURAL ENVIRONMENT OPPORTUNITIES AND CHALLENGES



Increasing tree canopy and green coverage in commercial areas will contribute to more vibrant gathering places

Stormwater management solutions could align and enhance Green Infrastructure Plan policies

Multiple agencies are involved with development within floodplain

Restoring the Northwest Branch of the Anacostia River



TRANSPORTATION & MOBILITY

Provide and maintain a safe, affordable, accessible, and energy-efficient multimodal transportation network that supports the County's desired land use pattern and Plan 2035 goals.

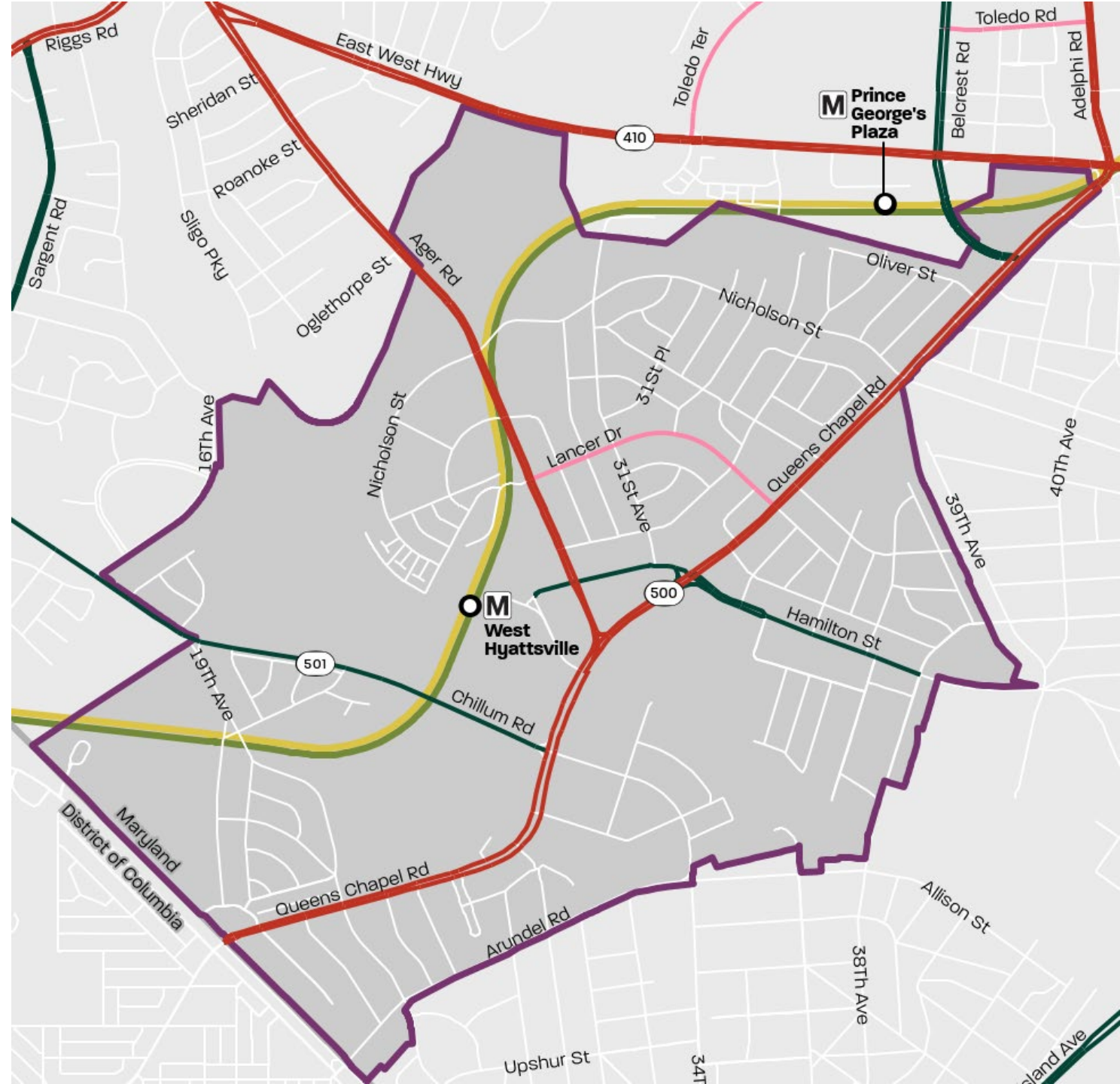
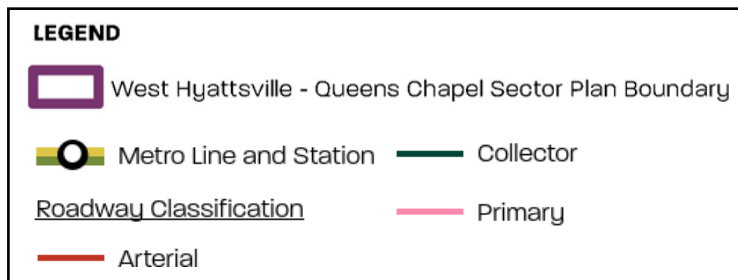


- Improve all modes of transportation
- Maximize existing assets
- Ensure the system is safe, equitable, and convenient

TRANSPORTATION & MOBILITY

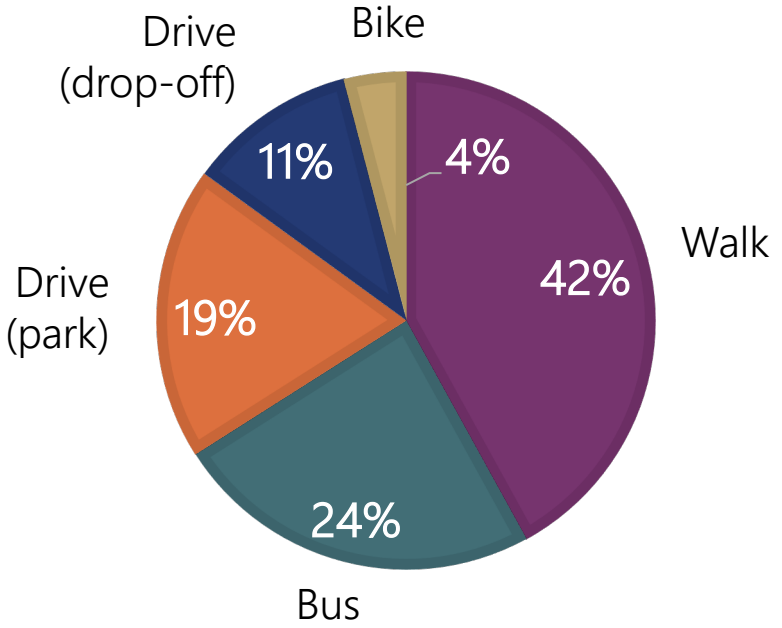
Key Findings:

- WHQC is **well-connected** as part of broader region (roads, transit, and trails)
- **Pedestrian infrastructure** lacking in quality and continuity
- **Rail ridership** low compared to neighboring stations
- **Bus service** aligned with commuter hours



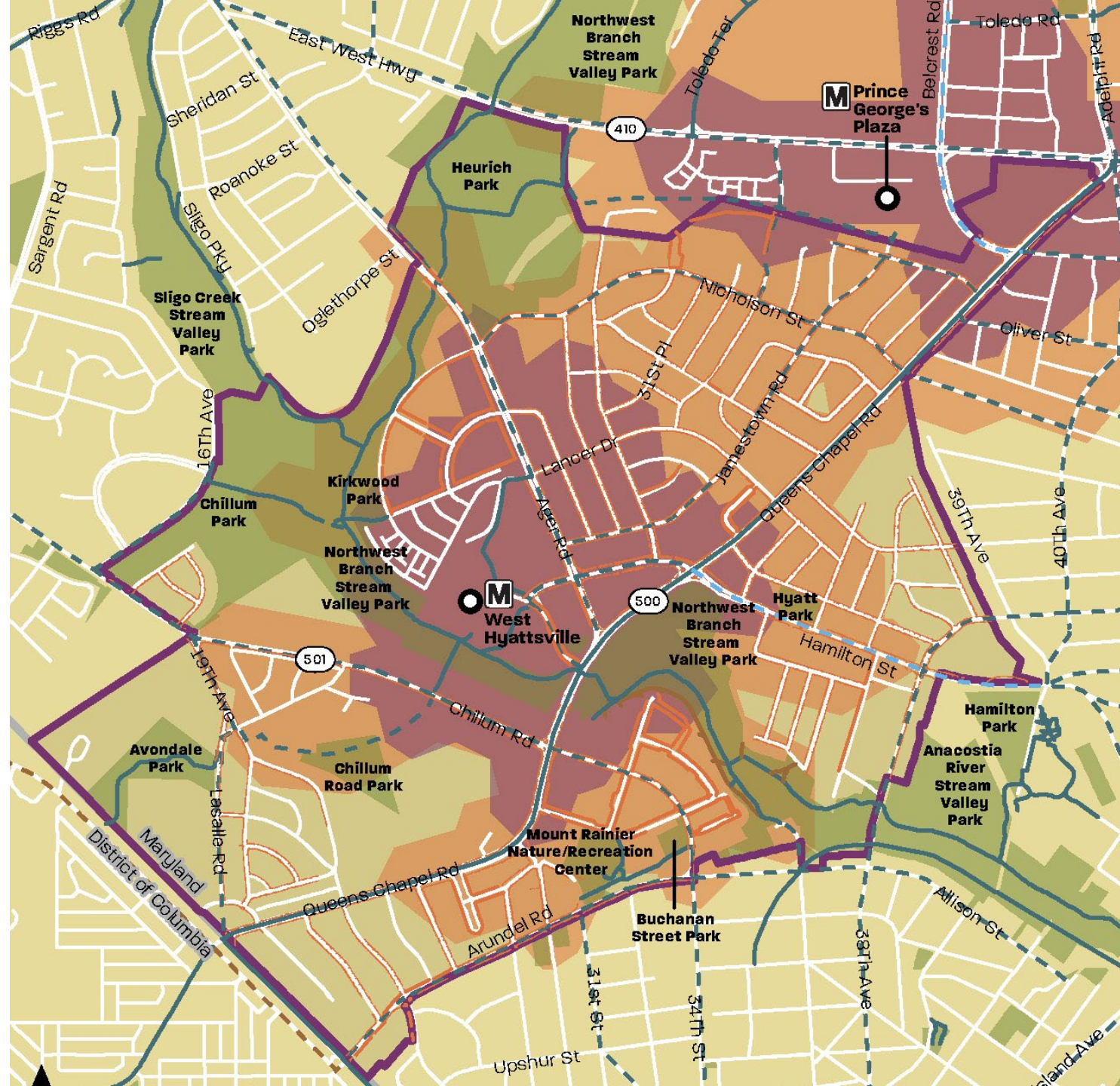
TRANSPORTATION & MOBILITY

Metrorail Mode of Access
Average Entries: 3,271



LEGEND

- West Hyattsville - Queens Chapel Sector Plan Boundary
- Metro Station
- 10-Minute Walkshed from Metro Station
- 15-Minute Walkshed from Metro Station
- 10-Minute Bikeshed from Metro Station
- Parks
- Existing Pedestrian Facility - Hard Surface Trail
- Planned Pedestrian Facility - Hard Surface Trail
- Natural Surface Trail
- Side Path
- Sidewalk





TRANSPORTATION & MOBILITY OPPORTUNITIES AND CHALLENGES



Identify traffic
calming
opportunities



Plan for fine-grained
network connections
through future
development




Enhance the
pedestrian and bike
experience to
Metrorail



Coordinate green
infrastructure with
multimodal network


slido

Which takes up more space in the plan area?

 Start presenting to display the poll results on this slide.

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Which mode of transportation do people use more frequently to get to the West Hyattsville Metro Station?

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What are some things that would help improve West Hyattsville?

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QUESTIONS?

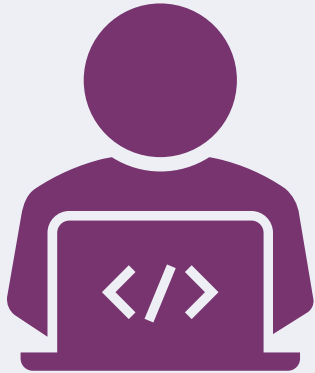




PROJECT SCHEDULE SUMMARY



UPCOMING EVENTS



Virtual 24/7
Town Hall
Ongoing



Virtual Office
Hours
Ongoing



Virtual Community
Visioning Workshop
February 27





PROJECT WEBSITE

PRINCE GEORGE'S COUNTY, MD
Planning Department

Planning Development Map and Information Tools Media About Us How Do I

WEST HYATTSVILLE-QUEENS CHAPEL SECTOR PLAN

News / Noticias Description / Descripción Timeline / Calendario Maps / Mapas **Contact Us / Contáctenos**

New Date Announced For Virtual Open House!

Join us on **Wednesday, January 13, 2021 from 7:00 p.m. – 8:30 p.m.** as we share our preliminary findings from our existing conditions analysis—focusing on the baseline conditions in eight categories: land use; economic prosperity; housing and neighborhoods; healthy communities; natural environment; public facilities; community heritage, culture, and design; and transportation and mobility—and host a virtual Q&A session where you can ask questions of your community planners. **Registration is now open!**

We look forward to you joining us! Please register for this event via [EventBrite](#) by Tuesday, January 12, 2021 at 5pm. [View/download event flyer.](#)

Virtual Office Hours

Do you have questions or ideas that you want to share with your community planners about this project? The West Hyattsville-Queens Chapel Sector Plan team is now offering **virtual office hours** twice a month through 2021. This is a chance to have a “one-on-one” chat with the project team. **Please sign up [here](#).** We are looking forward to connecting with you!

Sign up for project updates and other notifications

Regístrate para actualizaciones del proyecto y otras notificaciones.

Si tienes una pregunta o comentario déjenos saber [WHQC@ppd.mncppc.org](#).

-If you have any question or comment, let us know at WHQC@ppd.mncppc.org.

<https://www.mncppc.org/4931/WHQC>



VISIT OUR VIRTUAL TOWN HALL!



Learn more about
the project

Dive into more
detail on each of
the topics

Watch the
recording of this
presentation

Stay up-to-date as
the ECR is released

<https://aecomviz.com/WHQC360/>



THANK YOU!

Please take our exit survey

<http://bit.ly/WHQCMtg2>

and visit our website and stay involved:

<https://www.mncppc.org/4931/WHQC>

WEST HYATTSVILLE
QUEENS CHAPEL | SECTOR PLAN

Contact us at: WHQC@ppd.mncppc.org