



WELCOME

Thank you for joining.
The meeting will begin momentarily.





WEST HYATTSVILLE – QUEENS CHAPEL SECTOR PLAN COMMUNITY KICKOFF

Kendra Hyson

Deputy Project Manager

Long-Range Planning Section | Community Planning
Division

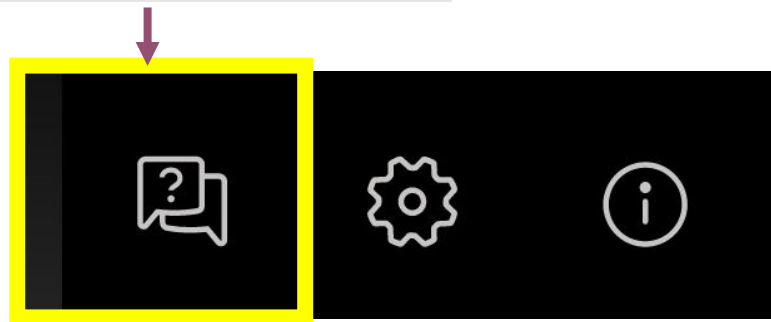
M-NCPPC



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
 - Please be polite and respectful in your comments and questions

OPEN MEETING CHAT



AGENDA

- Team Introductions
- Opening Remarks
 - The Honorable Deni Taveras, Council Member District 2
- Overview of Sector Plans
- Introduction to WHQC Sector Plan
- Q&A
- Overview of Scope and Methodology
- Project Insights Thus Far
- Q&A
- 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



Arnaldo Ruiz
Team Member



Andrew McCray
Team Member



Brian Byrd
Team Member



Garrett Dickerson
Team Member



Kenny Turscak
Team Member



CONSULTANT TEAM

West Hyattsville – Queens Chapel Sector Plan

AECOM



John Bachmann
Project Director



Alexa Heidrich
Project Manager



Stuart Eisenberg
Hyattsville Community
Development Corporation



Jocelyn Harris
Housing Initiative
Partnership



Odessa Phillip
Assedo Consulting, LLC



Malcolm Mossman
Assedo Consulting, LLC



Elsa Arias
Assedo Consulting, LLC



COUNTY
COUNCIL
MEMBER



The Honorable
Deni L. Taveras
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)

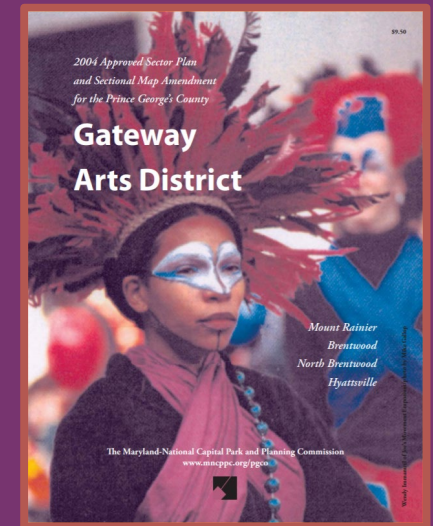
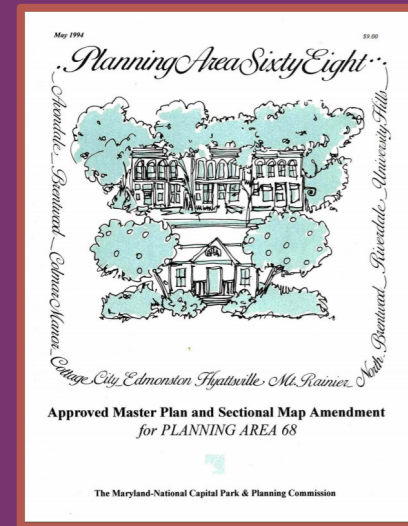
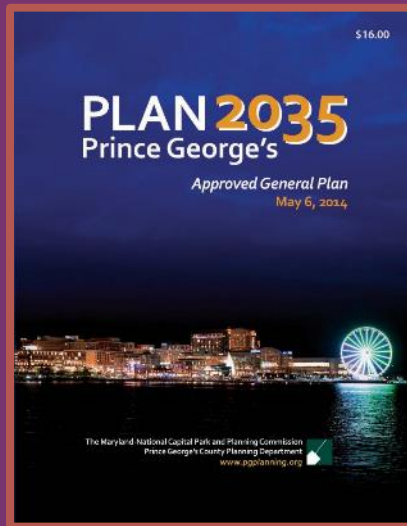




WHY THIS PLAN?

- Replace the 2006 Transit District Development Plan (TDDP)
- Times have changed
 - New zoning ordinance
 - New general plan
 - Evolving economic conditions
- Implement Plan Prince George's 2035 Approved General Plan

PLAN RELATIONSHIPS



Amends
Plan 2035
and County
Functional Plans

Replaces 2006
*Transit District
Development Plan
for West Hyattsville*

Replaces
portions of 1994
*Planning Area 68
Master Plan*

Replaces portions of
2004 *Gateway Arts
District Sector Plan*

PROJECT OBJECTIVE & GOALS



Identify and analyze existing conditions














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

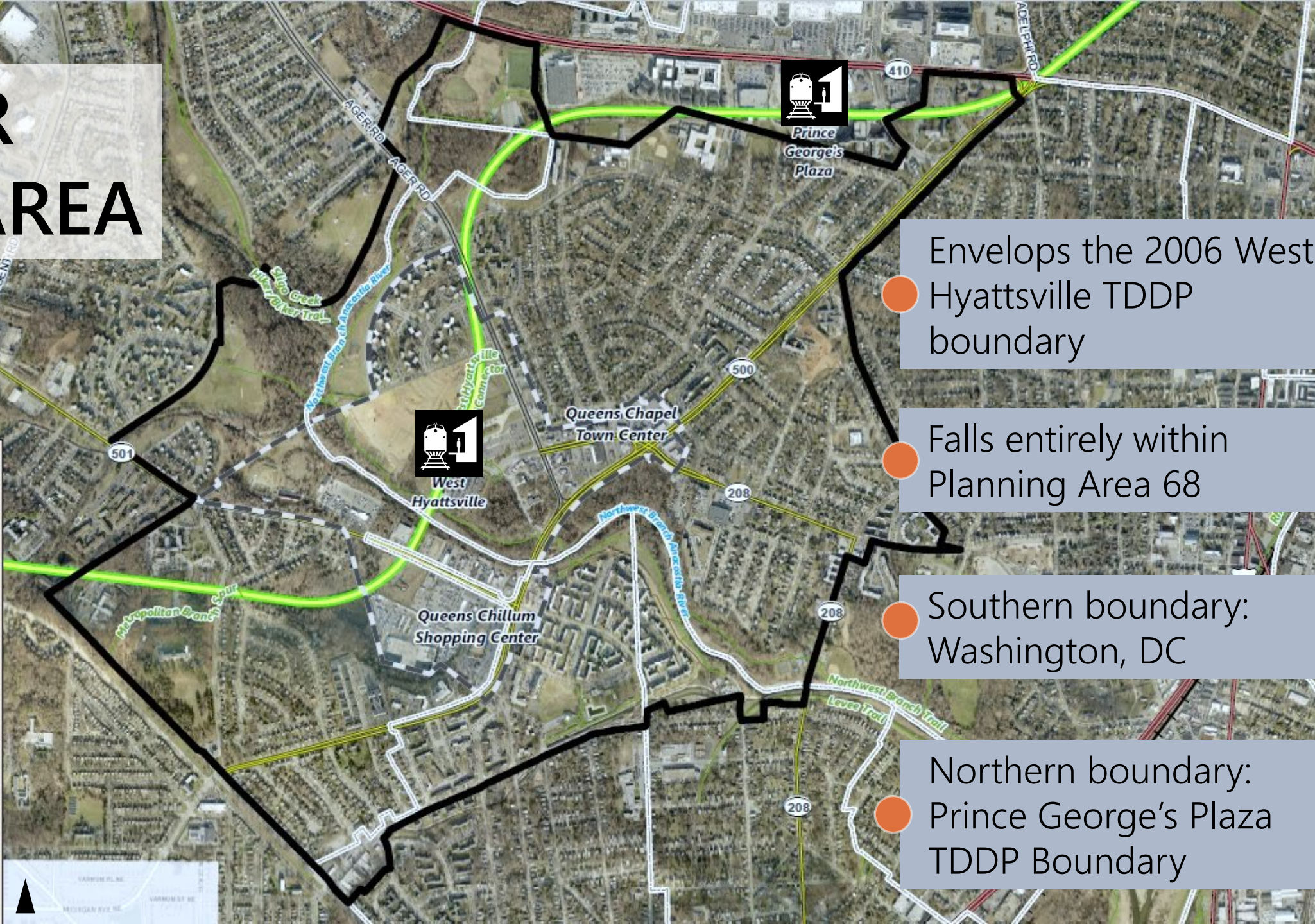
Provide policies and strategies for implementation

Advance Plan 2035



SECTOR PLAN AREA

-  Sector Plan Boundary
-  2006 Approved West Hyattsville TDOZ Boundary
-  Municipal Boundary
-  Rail Transit Station
-  WMATA/Metro Green Line
-  WMATA/Metro Yellow Line
-  MTA/MARC Camden Line
- Trails**
-  Natural Surface
-  Paved
- Primary Road**
-  Freeway
-  Highway
-  Major Road
-  Other Road



Envelops the 2006 West Hyattsville TDDP boundary

Falls entirely within Planning Area 68

Southern boundary: Washington, DC

Northern boundary: Prince George's Plaza TDDP Boundary

SECTOR PLAN ELEMENTS



Economic Prosperity



Natural Environment



Community Heritage, Culture & Design



Public Facilities



Land Use

Transportation
&
Mobility

Housing
&
Neighborhoods

Healthy
Communities



LAND USE

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

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



- Intensity of development
- Context of a neighborhood
- Location of land uses



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



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



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
- Focused on creating strategic measures to help preserve, restore and protect the natural environment



Watersheds



Forest and tree canopy



Air



Soil



HOUSING & NEIGHBORHOODS

Provide a variety of housing options—ranging in price, density, ownership, and type—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



COMMUNITY HERITAGE, CULTURE & DESIGN

Create walkable places that enable social interaction and 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

Preserve and restore historic sites, landmarks and resources

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



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



PUBLIC FACILITIES



● Schools / Libraries



● Fire / EMS / Police

● Parks / Recreation / Community Centers



● Water & Sewer / Solid Waste



QUESTIONS?



Citizen's Handbook

Planning, Zoning, and Development Review
in Prince George's County



The Maryland-National Capital Park and Planning Commission
The Prince George's County Planning Department
www.pgplanning.org | 301-952-3594 | TTY: 301-952-4366



CITIZEN HANDBOOK

http://www.mncppcapps.org/planning/Publications/PDFs/291/Citizens_Handbook_2014.pdf



DEVELOPING THE WEST HYATTSVILLE-QUEENS CHAPEL SECTOR PLAN



SECTOR PLAN METHODOLOGY

Multi-stage planning process that incorporates topic-specific analysis and community engagement

● Initial Project Planning

● Existing Conditions

Community Focus Groups, Stakeholder Interviews, Kick-Off, and Community Open House

● Visioning

Community Visioning

● Land Use Scenarios

Community Scenario Refinement

● Preferred Land Use Scenario

Community Workshop

● Sector Plan Report

Community Focus Groups and Final Community Review



SECTOR PLAN REPORT **TIMELINE**





SECTOR PLAN CHALLENGES

Outreach

How to conduct meaningful virtual engagement during COVID -19 social gathering restrictions?
What is the best way to undertake bilingual outreach in an engaging way?

Economics

What type of development is most feasible in West Hyattsville?
What role does West Hyattsville play in the County/Metro area?
How to increase housing choice while retaining the existing affordability?

Transportation





How to keep momentum with Transit-Oriented Development, building on Riverfront at Hyattsville?
How to move from car dependency to more walking, cycling, and transit use?

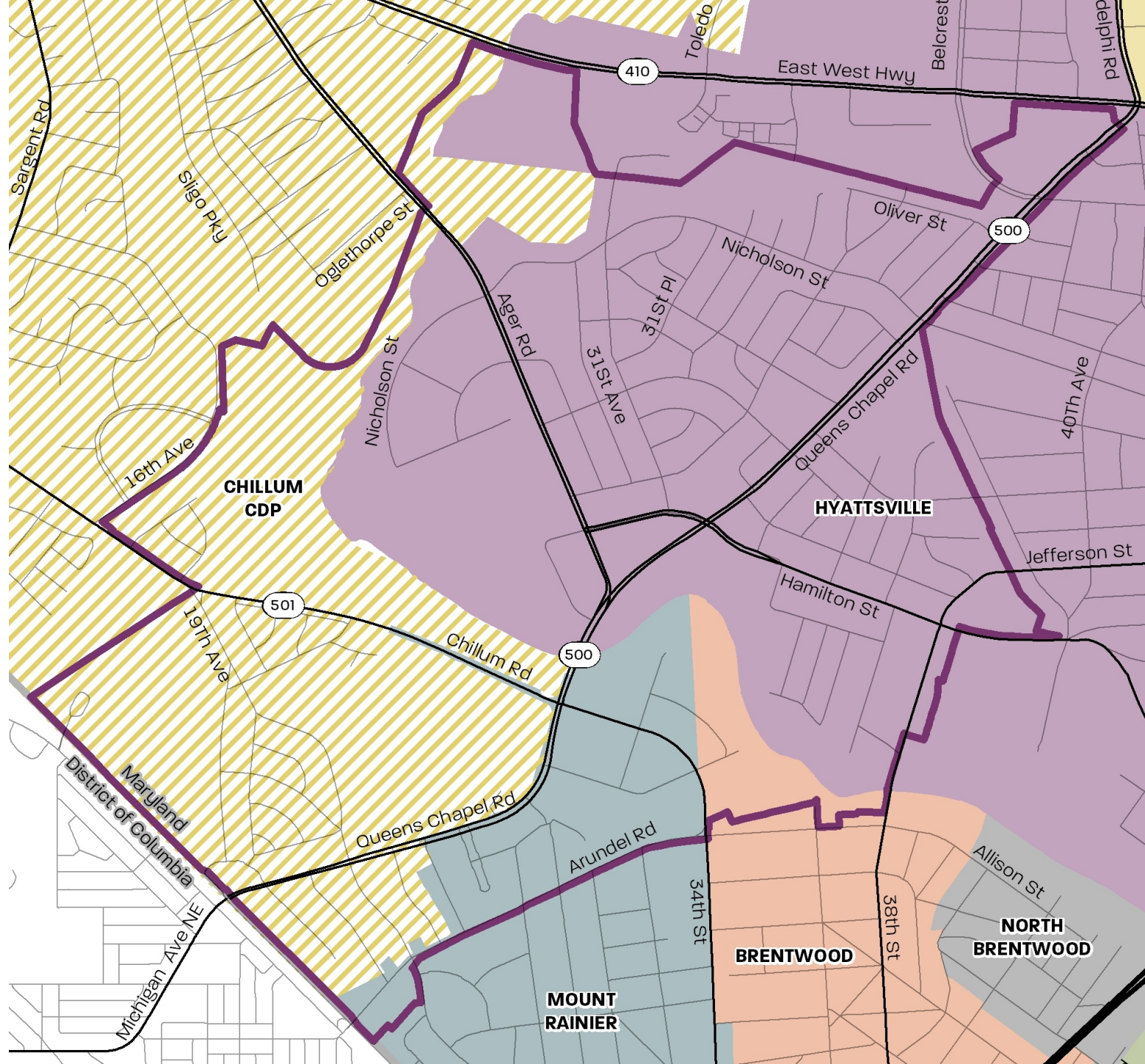
Environment

How to redevelop when significant portion of project is located within floodplain?
Where can we reduce flood risks and/or mitigate risks through provision of open space and recreation opportunities?

WEST HYATTSVILLE- QUEENS CHAPEL STUDY AREA

LEGEND

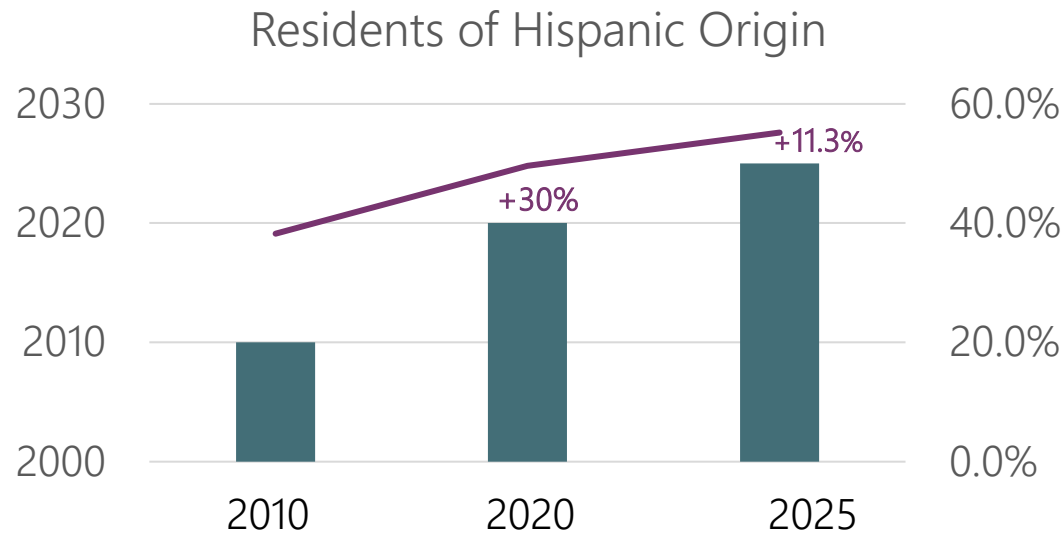
-  West Hyattsville - Queens Chapel Sector Plan Boundary
-  Municipality
-  2019 Census Designated Place (CDP)
-  District of Columbia/Maryland Border



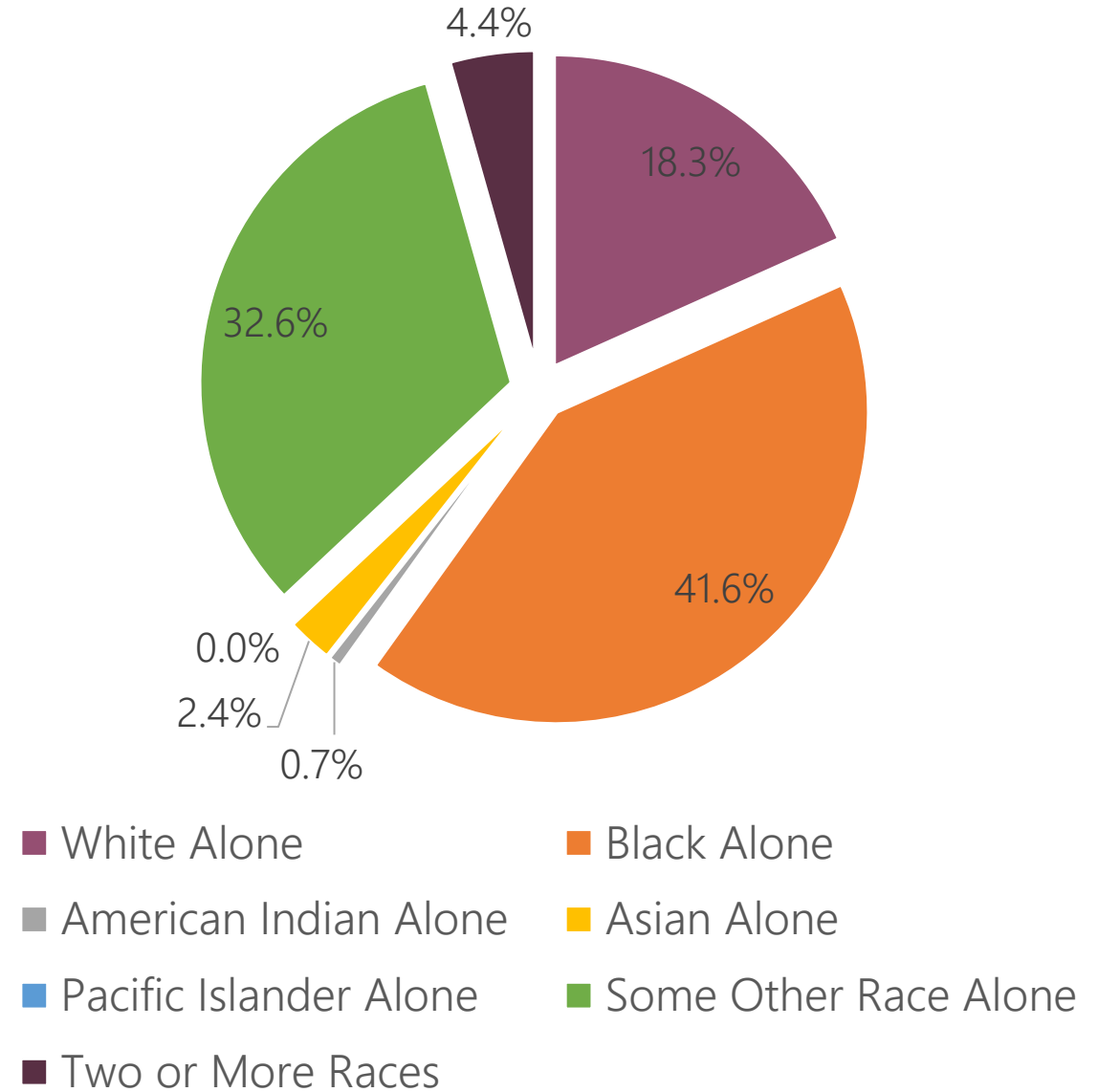
DEMOGRAPHICS

West Hyattsville is Diverse

- 15,000 people in study area
- Stable 1% population growth 2020–2025
- Minority-majority community
- Growing Latino/Hispanic community



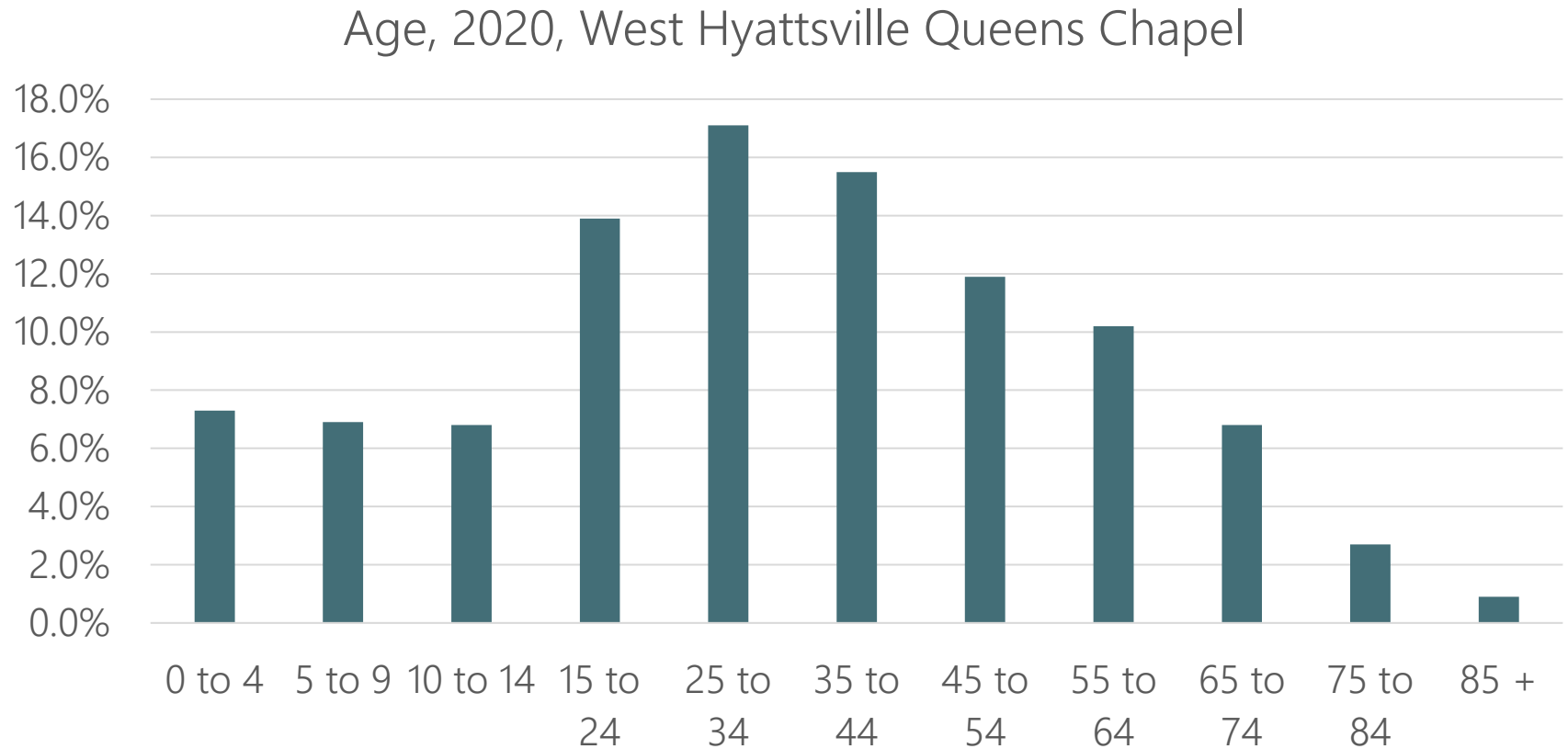
Race in West Hyattsville-Queens Chapel Area



DEMOGRAPHICS

West Hyattsville is Young

- Largest portion of population is between 25–34 years old
- Median age of 33.8 years old



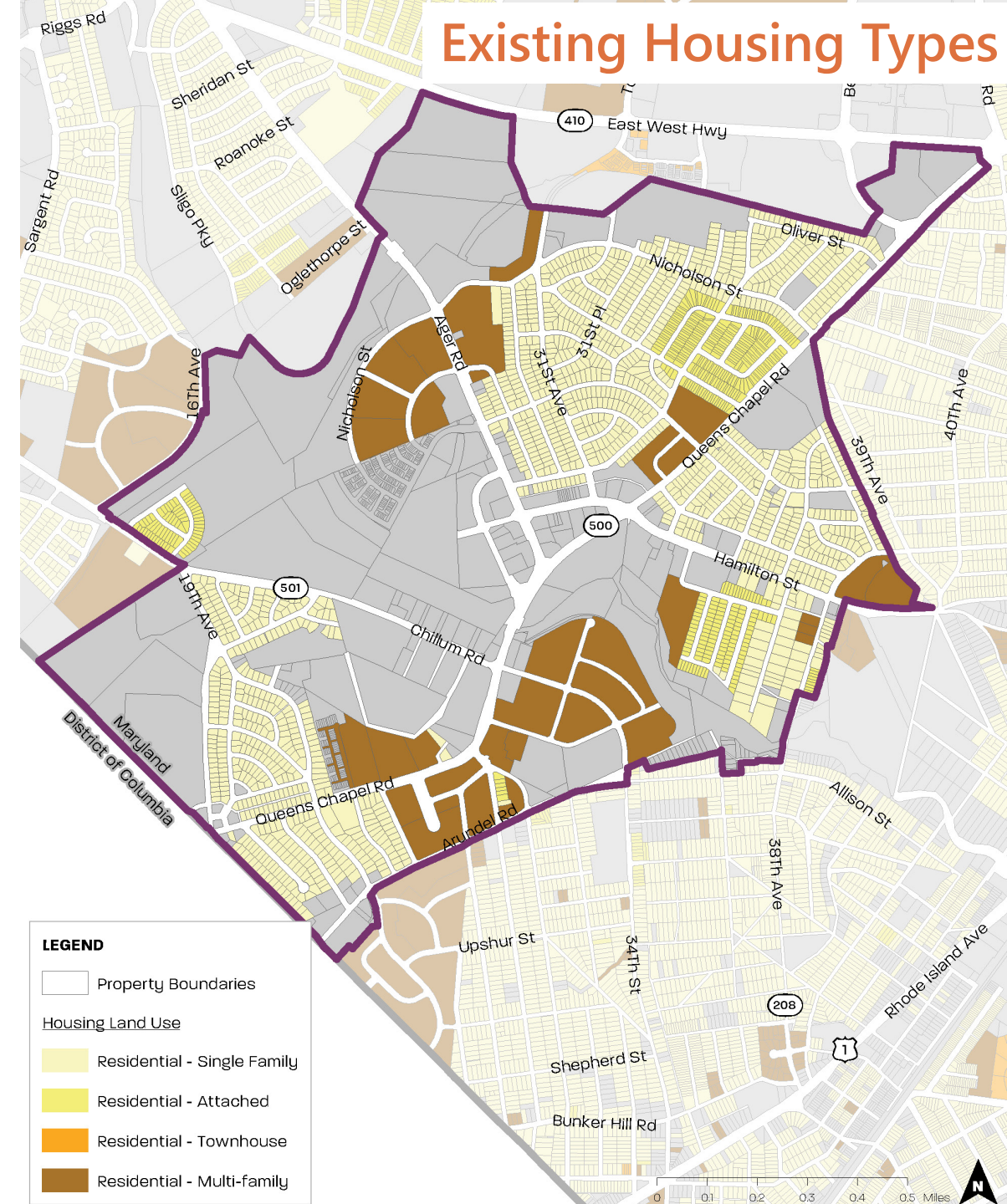
WHAT TYPES OF HOUSING DO PEOPLE LIVE IN?

Housing tenure, value, type

- 5,869 existing housing units
- 92% occupied - 26.5% owner, 65.5% renter
- \$276,751 median home value
- Approximately 3,700 apartments located in study area
 - Average asking rent of \$1,280
 - 4.4 % vacancy rate

Housing affordability

- Keep housing affordable for existing residents
- Provide affordable housing for future residents





WHAT TYPE OF OFFICE AND RETAIL ARE IN WEST HYATTSVILLE?

Office

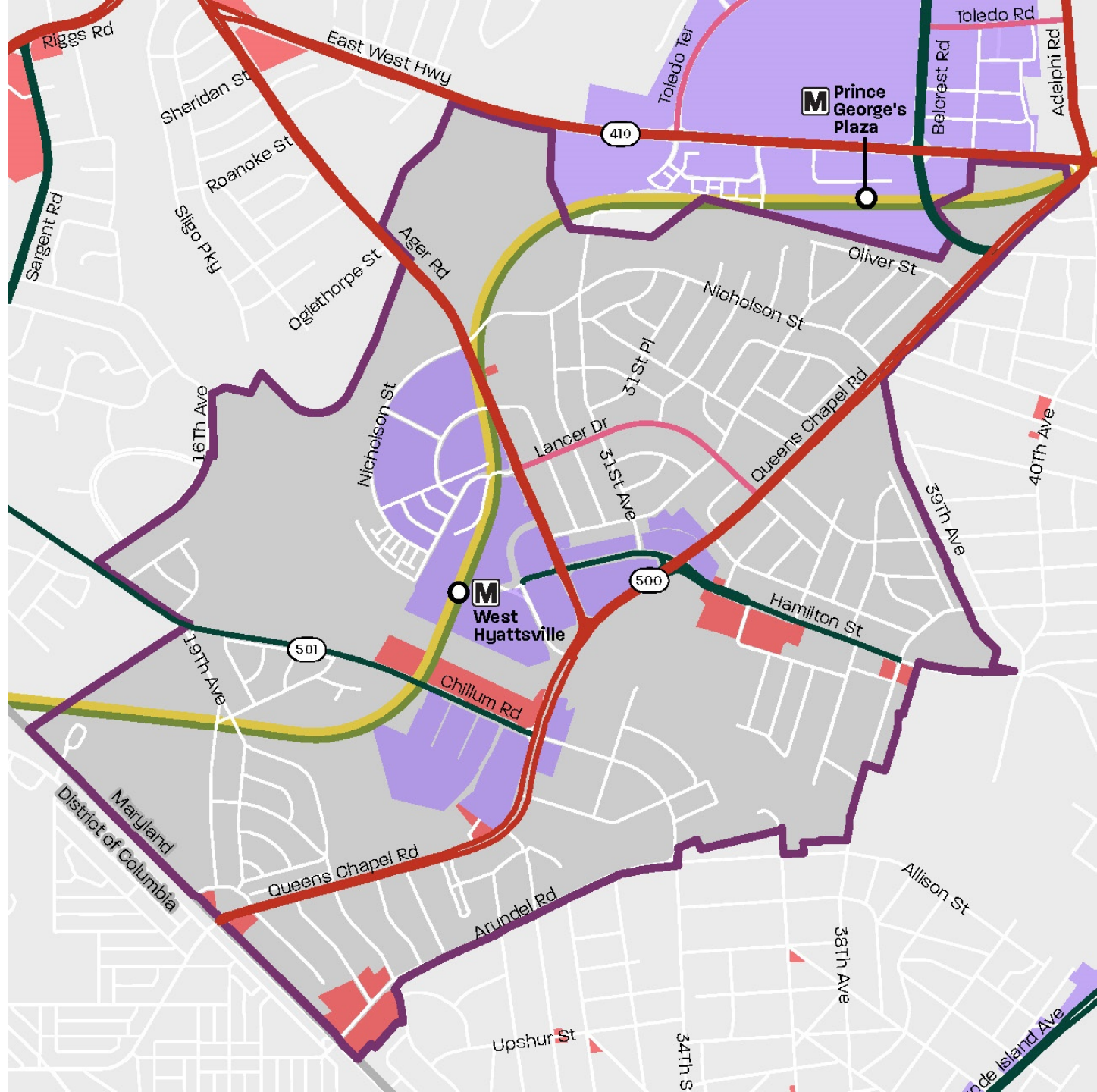
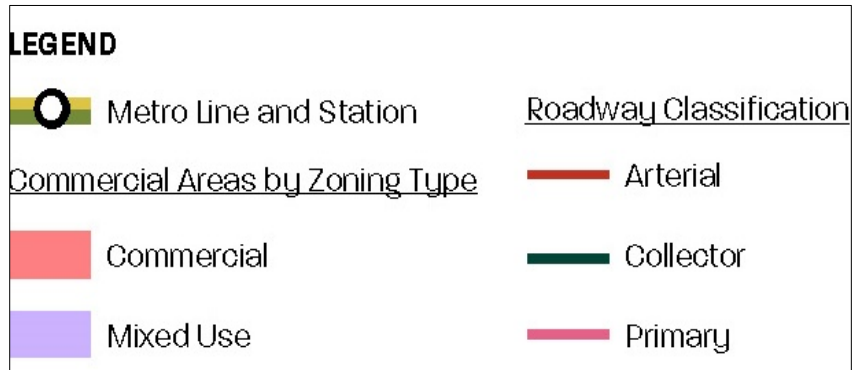
- Approximately **82,000** square feet of office space across **11** properties
 - Primarily **Class C**
 - Little to no change in total space in recent decade.
- Current low vacancy rate of **1.4%** (versus 7.0% in 2010).
- **5-year** average of approximately **\$18.00** per square foot gross asking rent.
- No commercial properties currently under construction.

Retail

- Approximately **530,000** square feet retail space
 - Little to no change over last **10** years.
- **50%** of the total retail square footage is located across **4** shopping centers:
 - The Shops at Queen's Chillum
 - Queen's Chapel Town Center
 - Chillum Shopping Center
 - Kaywood Shopping Center
- No properties currently under construction for retail purposes.









HOW DO PEOPLE GET AROUND WEST HYATTSVILLE?

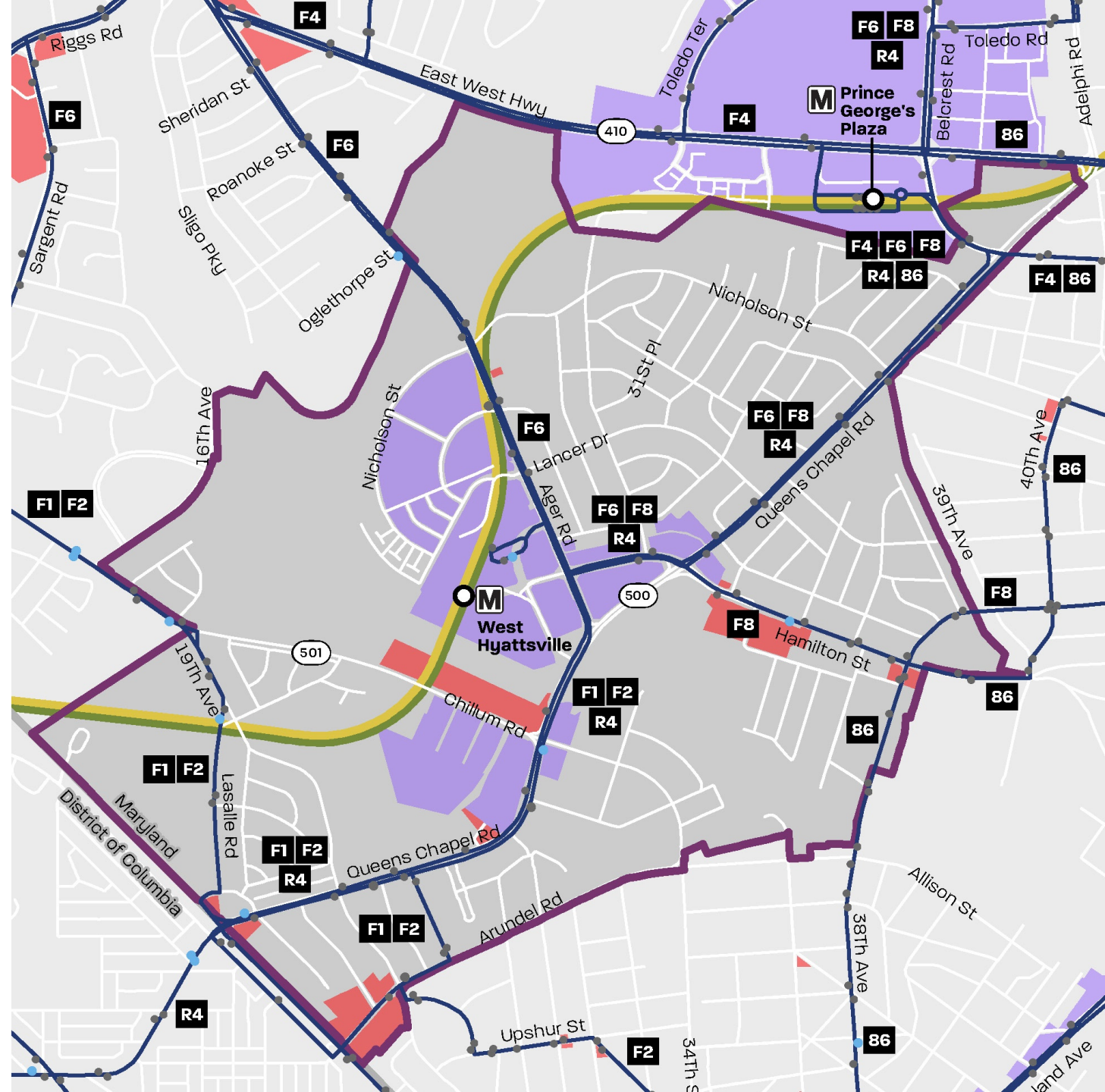




HOW DO PEOPLE GET AROUND WEST HYATTSVILLE?

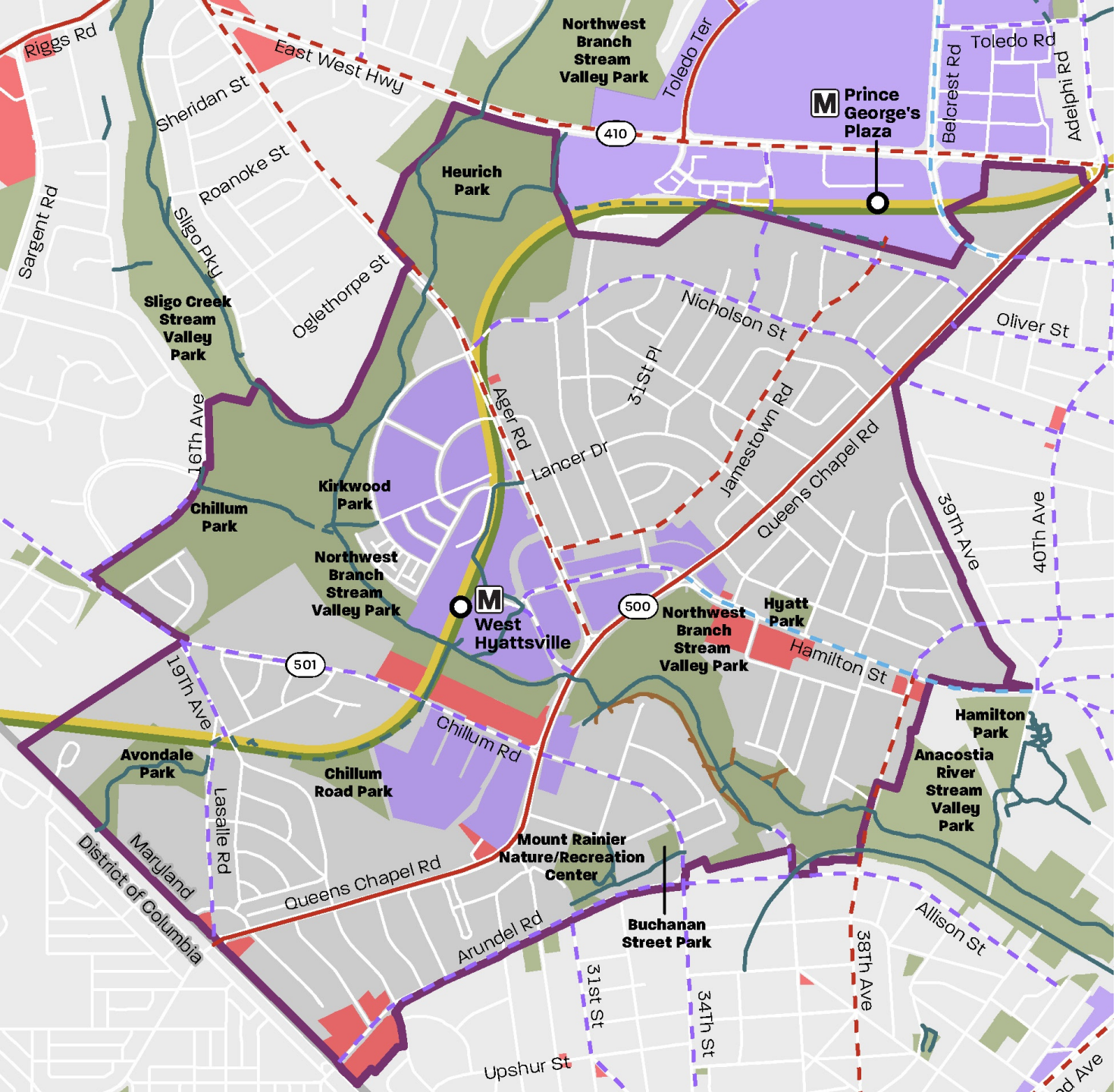
LEGEND

 Metro Line and Station	<u>Commercial Areas by Zoning Type</u>
 Metro Bus Stop (Shelter)	 Commercial
 Metro Bus Stop (No Shelter)	 Mixed Use
 Metro Bus Route	



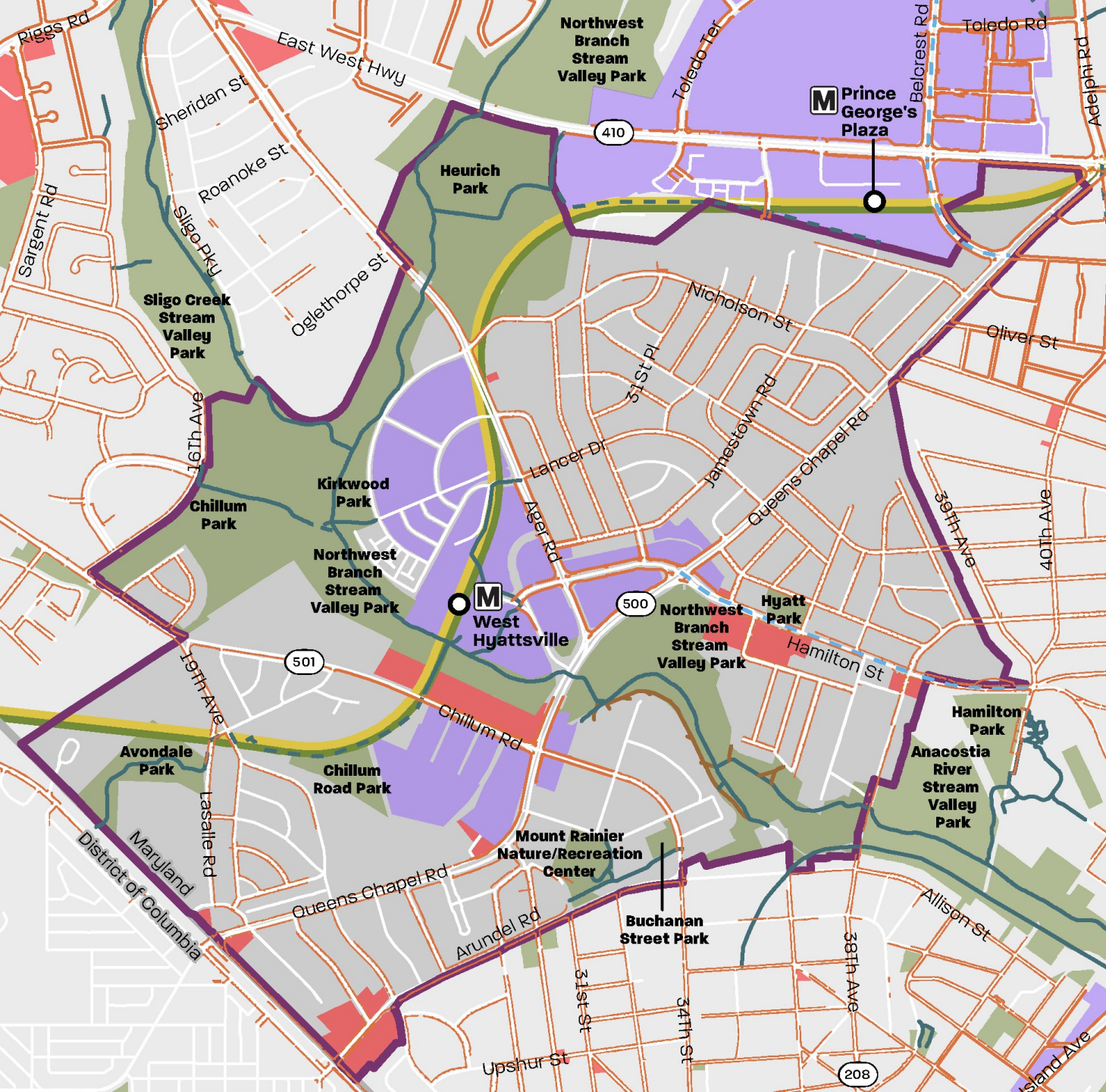


HOW DO PEOPLE GET AROUND WEST HYATTSVILLE?



LEGEND

Metro Line and Station	Existing Bike Facility	Planned Bike Facility
Parks	Bike Lane	Bike Lane
Commercial Areas by Zoning Type	Hard Surface Trail	Shared Roadway
Commercial	Natural Surface Trail	Hard Surface Trail
Mixed Use		Side Path



HOW DO PEOPLE GET AROUND WEST HYATTSVILLE?

LEGEND

Metro Line and Station	Existing Pedestrian Facility	Planned Pedestrian Facility
Parks	Sidewalk	Hard Surface Trail
Commercial Areas by Zoning Type	Hard Surface Trail	Side Path
Commercial	Natural Surface Trail	
Mixed Use		

0 0.1 0.2 0.3 0.4 0.5 Miles

N











WEST HYATTSVILLE OPEN SPACE

LEGEND

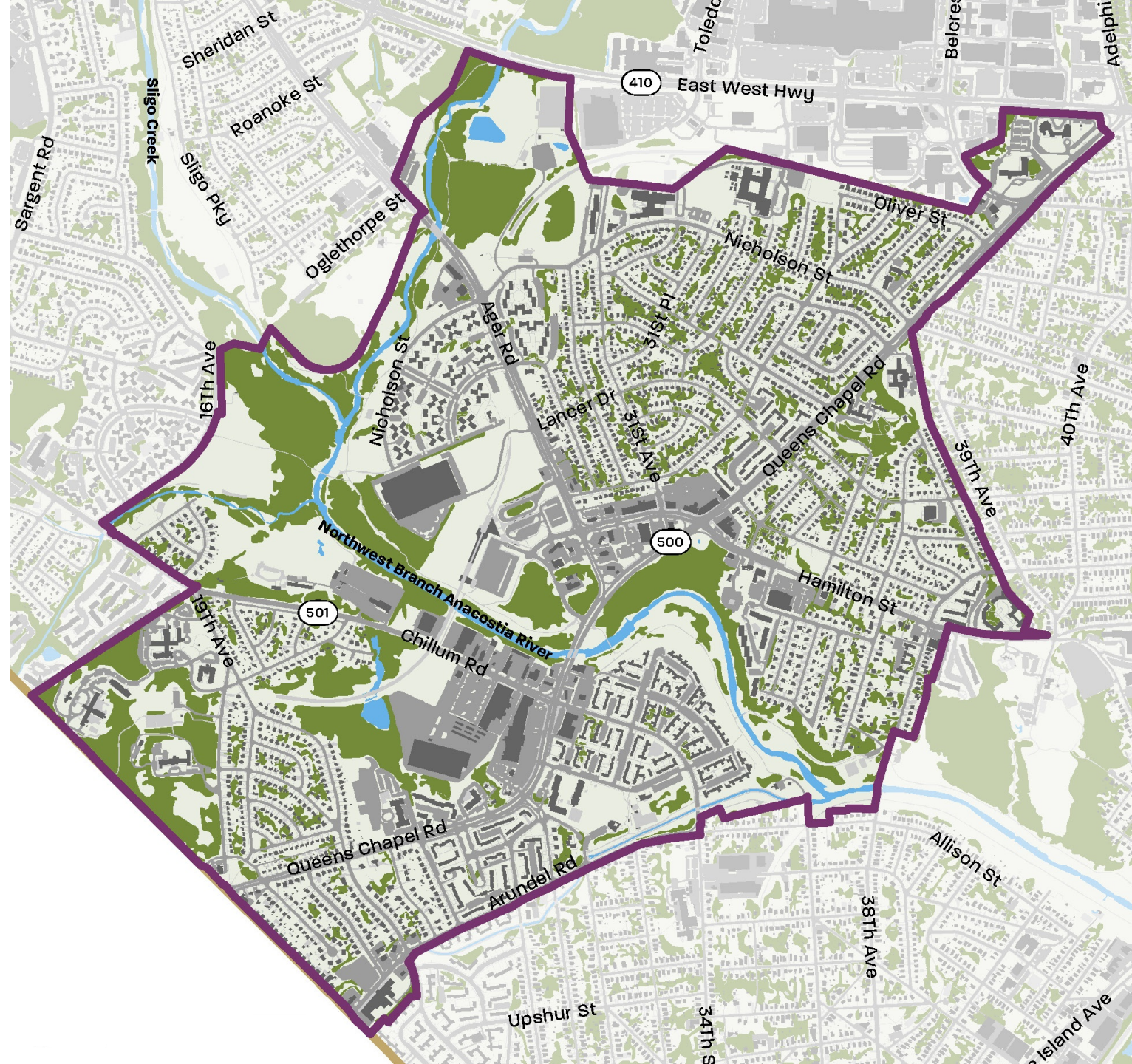
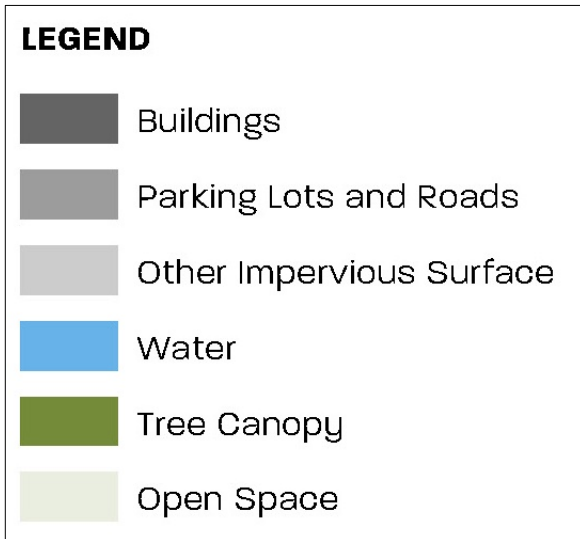
Public Facilities

-  Community Center
-  Fire Station
-  Library
-  Public School
-  Trails
-  Parks



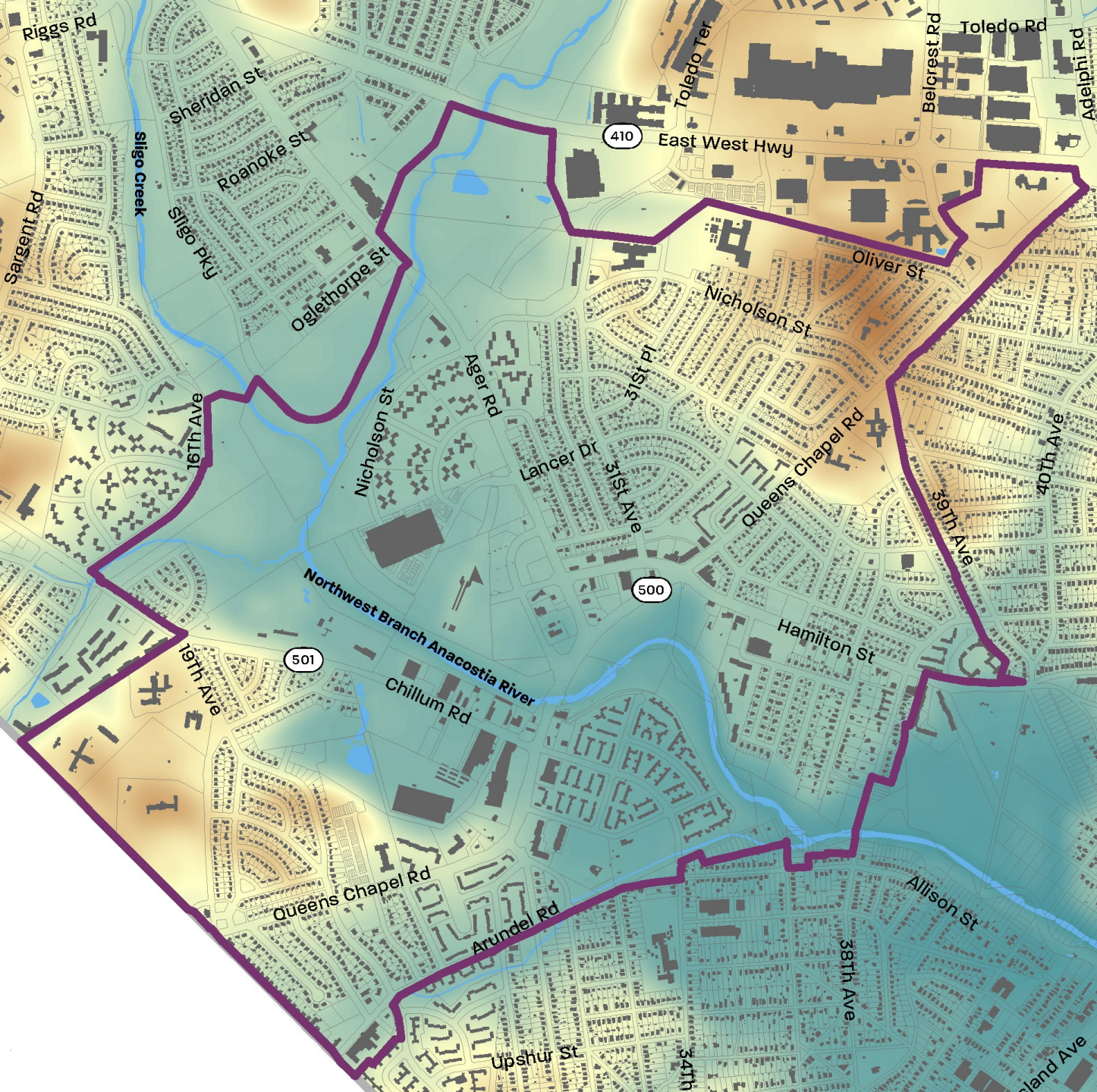


WEST HYATTSVILLE TREE CANOPY











WEST HYATTSVILLE ELEVATION



LEGEND

-  Buildings
-  Property Boundaries
-  Water

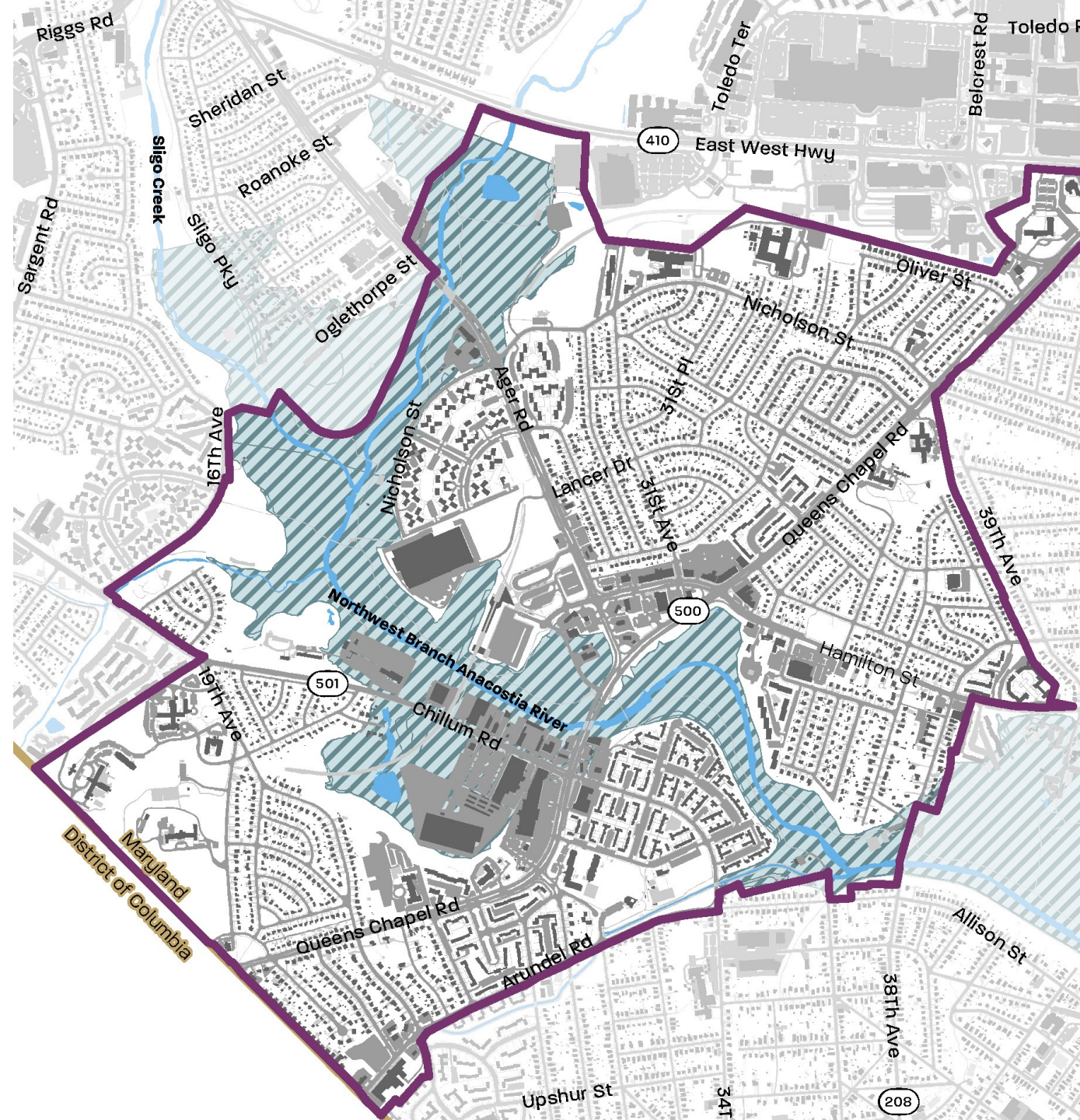
Elevation

-  High (80-180 feet)
-  Middle (40-80 feet)
-  Low (0-40 feet)

WEST HYATTSVILLE FLOODPLAIN

LEGEND

- Buildings
- Parking Lots and Roads
- Other Impervious Surface
- Water
- Flood Zone AE (100-Yr Floodplain)



STAKEHOLDER INTERVIEWS

Interviewees

Town of Brentwood, City of Mount Rainier, City of Hyattsville

Prince George's County Council

Property owners and developers, including Gilbane, Hogan, MidCity, UIP, Kaiser Permanente, Maisel Development, and WMATA



- **Development Potential**
 - Metro
 - Current activity and interest
- **Development Challenges**
 - Determining what feasible development is in WHQC
 - Multiple review agencies
 - Developing in the floodplain is opaque and costly.
- **Feel and Vibe**
 - Affordable, diverse, and community-oriented,
 - No sense of place
 - Has multiple identities

COMMUNITY FOCUS GROUPS

Groups by theme

Housing and real estate

Neighborhoods, connectivity, and
commercial areas



Housing and real estate

- Affordable range of housing types
- Very diverse population
- More renters than owners
- Recent development outside of project area offers places for people

Neighborhoods, connectivity, and commercial areas

- Differences among neighborhoods – east/west of Queens Chapel, and south of Chillum
- Walking and cycling is unsafe and not connected, especially to Metro
- Need more local businesses in retail mix



COMMUNITY FOCUS GROUPS

Groups by theme

History, Culture, and Diversity



History, Culture, and Diversity

- Unique charm
- Legacy businesses
- It's young and diverse – need to bridge cultural divides
- Needs branding, murals, multicultural events, and more “third spaces”



COMMUNITY FOCUS GROUPS

Groups by theme

Open space, recreation and
environment



Open space, recreation and environment

- Issues of metro and trail safety
- Parks are great!
 - Improve connectivity and facilities
 - Expand programming
 - Enhance waste management
- Challenges with flooding
- Environmental injustice in lower income/more diverse neighborhoods
 - Access is limited for these groups





Q&A

Guided Questions

1. What do you like most about living or working in West Hyattsville?
2. What would you most like to change about West Hyattsville?
3. What do you think are the most pressing challenges for this area?
4. What are you most excited about to include in this plan?
5. What can we do to keep you engaged in the planning process?

Chat Panel

What questions do you have for us? Ask us in the Q&A Chat Panel.



PROJECT SCHEDULE SUMMARY





PROJECT WEBSITE

- (Application)
- Active Community Plans (Links)
- Adelphi Road-UMGC/UMD Purple Line Station Area Sector Plan
- Bowie-Mitchellville and Vicinity Master Plan
- Master Plan Evaluation Program
- Minor Amendment to the 2014 Southern Green Line Station Area Development District Overlay Zone
- Sand and Gravel Mining in Prince George's

WEST HYATTSVILLE-QUEENS CHAPEL SECTOR PLAN

- News & Updates**
- Project Description
- Maps
- Contact Us**

Planning Board Project Initiation: On Thursday, September 17, 2020, the Prince George's County Planning Board approved the initiation of the West Hyattsville-Queens Chapel Sector Plan.


Sign up for project updates and other notifications.

SAVE THE DATE!

We are excited to officially begin engaging with community members!

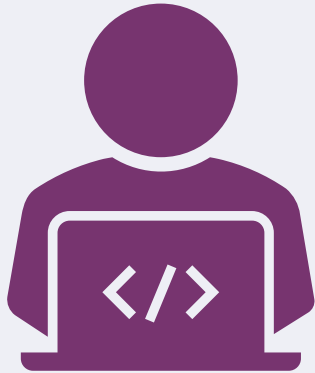
Join the Prince George's County Planning Department on **Saturday, October 17, 2020 at 10:30 a.m.** for a community kickoff meeting to learn about the upcoming sector plan for the areas surrounding the West Hyattsville Metro station including portions of Hyattsville, Mt. Rainier, and Brentwood. During this virtual community kickoff meeting we will introduce the project and discuss how you can get involved. We want to hear from you!

To stay up to date on the progress of this project please follow us via our social media accounts. Should you have any questions about this project or this meeting, please contact us at WHQC@ppd.mncppc.org.

 Enable Google Translate

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

UPCOMING EVENTS



Online Surveys
Ongoing



Virtual Office
Hours
November



Virtual Open House
December





THANK YOU!

Please take our exit survey

<http://bit.ly/WHQCKickoffExitSurvey>

and visit our website and stay involved:

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

Contact us at: WHQC@ppd.mncppc.org