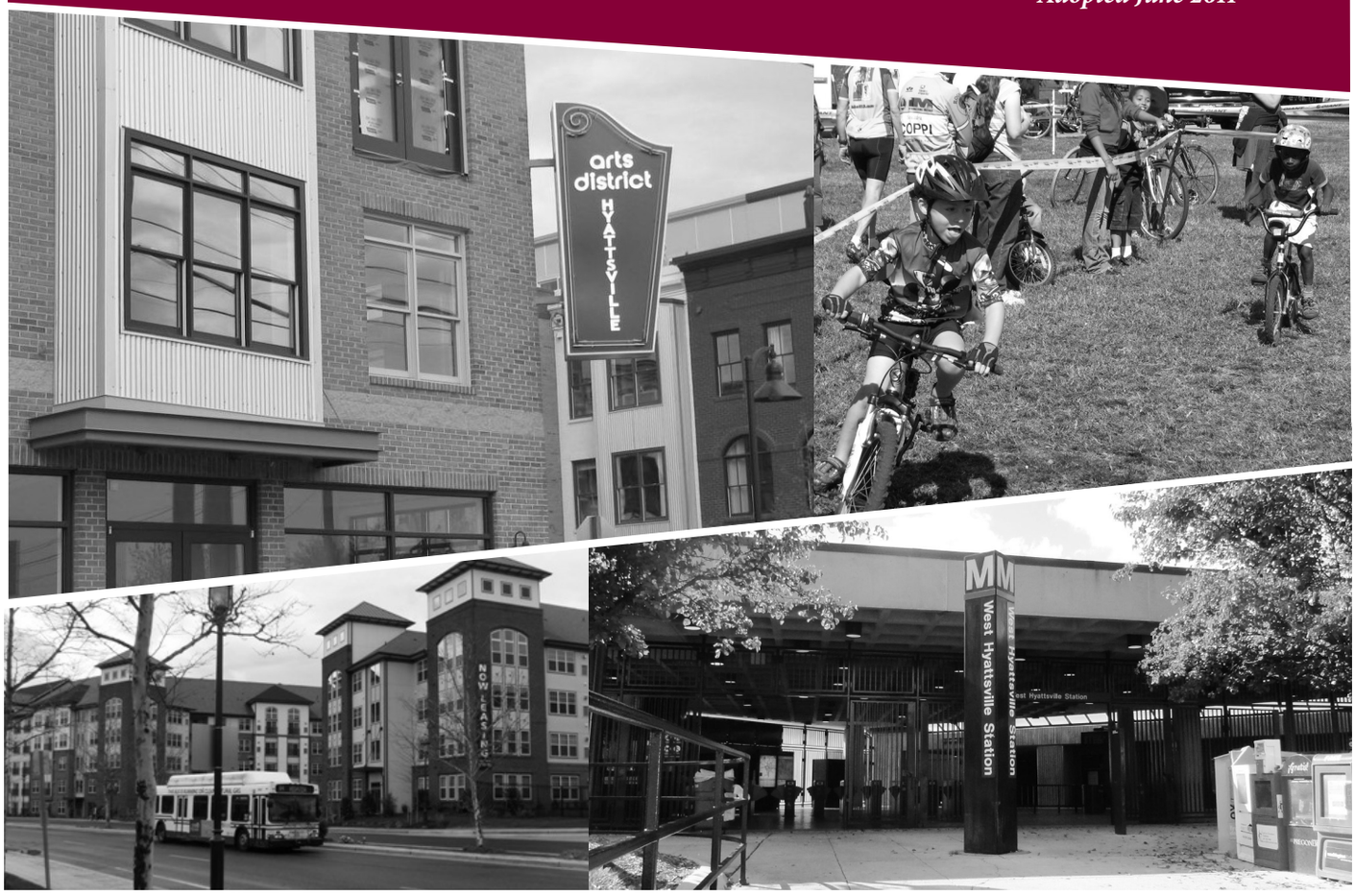
2011-2015
City of Hyattsville Community Sustainability Plan

Adopted June 2011



City of Hyattsville
2011-2015 Community Sustainability Plan

Adopted June 2011

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Acknowledgments

The Community Sustainability Plan was made possible through the collaborative efforts of many individuals, organizations and agencies.

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Hyattsville Branch of the Prince George's County Public Library

Prince George's Plaza Community Center

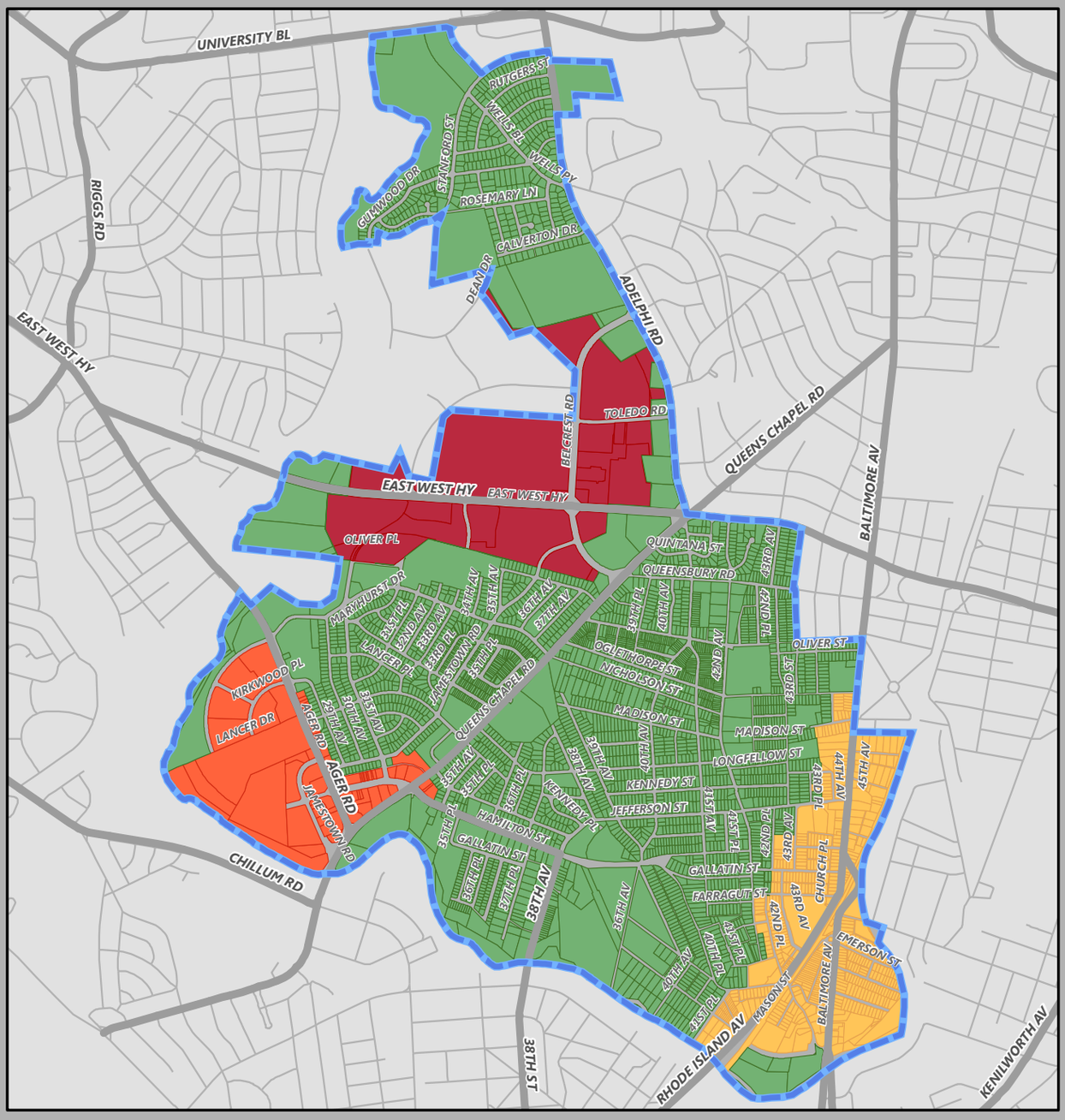
Saint Mark's the Evangelist Catholic Church

Saint Matthew's Episcopal Church

This Plan was Funded Through a Grant From the Maryland Department of Housing and Community Development, Community Legacy Program and the City of Hyattsville.

City of Hyattsville

Sustainable Community Designated Area



Area Name	Acreage
Neighborhoods and Parks	1221
Prince Georges Plaza Transit District	204
West Hyattsville	176
US Route 1 Corridor	127

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N W E S

Map Created by Elena van Roggen
8/15/2011
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Coordinate System: NAD 1983 StatePlane Maryland FIPS 1900 Feet
Projection: Lambert Conformal Conic

A WORLD WITHIN WALKING DISTANCE · CITY OF HYATTSVILLE

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1. Executive Summary

A. INTRODUCTION

In March 2010, the City of Hyattsville retained the services of ACP Visioning + Planning, along with McBride Dale Clarion, Community Planning Solutions, and Kimley-Horn and Associates (referred to as the Team) to prepare the *2011-2015 Community Sustainability Plan*. The Plan is an update and expansion of the City's 2004 Community Legacy Plan and fulfils the requirements of the Community Legacy Program, and its successor, the newly established Sustainable Communities, that designees update their Plans every five years in order to stay eligible for funding.

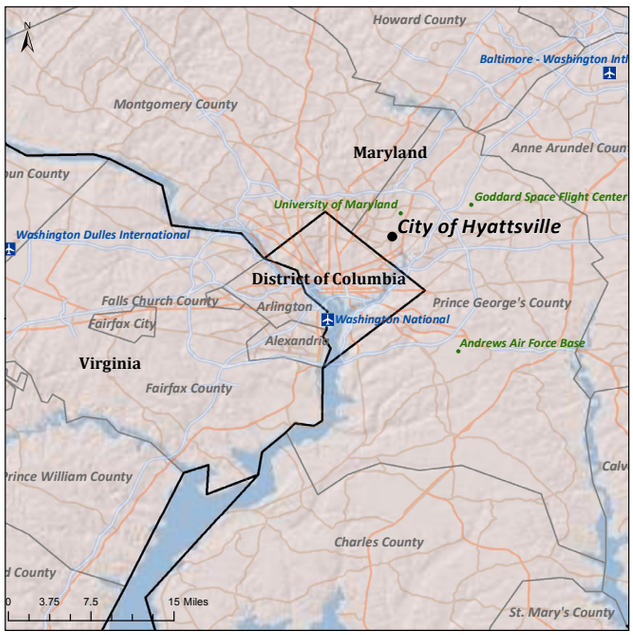
The Sustainable Communities Act of 2010 creates an expanded program focus on transit, walkability, and conservation in order to provide assistance, tax credits, funding, and support to at-risk, older, urban communities. Funds are provided to support a wide range of programs: from capital improvement projects to community investment strategies. The Governor's Smart Growth Subcabinet determines plan and funding eligibility annually. The City of Hyattsville had been a Community Legacy Area for six years.

The *2011-2015 Community Sustainability Plan* takes stock of what was accomplished under the 2004 Community Legacy Plan; identifies what remains to be done; and addresses changes in the community's vision.

This Plan was adopted through passage of Hyattsville Resolution 2011-02 on June 6, 2011 to encompass the entire incorporated limits of the City.

Sustainable Communities are defined as places where public and private investments and partnerships achieve: development of a healthy local economy; protection of historic and cultural resources; a mix of land uses; affordable and sustainable housing and employment options; and growth and development practices that protect the environment and conserve air, water and energy resources, encourage recreational opportunities, and where available, create access to transit.

The City of Hyattsville is an incorporated town within Prince George's County, Maryland. It has an area of 2.7 square miles and a population estimated at over 15,000 residents in 2008. Located inside the Capital Beltway, Hyattsville enjoys easy access to Washington and Baltimore by the West Hyattsville and Prince George's Plaza stops on the Metro subway system's Green Line or by MARC commuter rail trains on the Camden Line in the neighboring town of Riverdale Park. It is also situated one mile south of the University of Maryland's main campus, and benefits from the proximity to a network of regional parks, greenways, and open space.



B. THE LEGACY PLAN PROCESS

The *2011-2015 Community Sustainability Plan* was developed upon a foundation of information gathered through an inclusive public and stakeholder involvement process. It was also based on thorough review of available data and an extensive list of documents and studies developed since the conclusion of the previous Legacy Plan.

The planning process began in April of 2010 with a day-long session with City and Hyattsville Community Development Corporation (CDC) staff. The event included a walking tour of the City. Through discussion with staff and the tour, an initial snapshot of the community emerged. Following the kick-off, the process of developing the Sustainability Plan continued with a sequence of linked public meetings designed to lead participants from brainstorming about the future of the community to making increasingly specific recommendations. The public process phase began in May 2010 and continued through July.

The combination of input from the public, the review of relevant documents, and a new examination of existing conditions data became the foundation of the recommendations presented in the *2011-2015 Community Sustainability Plan*. Recommendations were then broken down into implementation steps and prioritized to give the City a strategic action plan for the next five years.

Participants at the Idea Gathering Meetings, the community-wide brainstorm that started the public engagement process, presented unconstrained ideas about the future of Hyattsville.

C. THE VISION

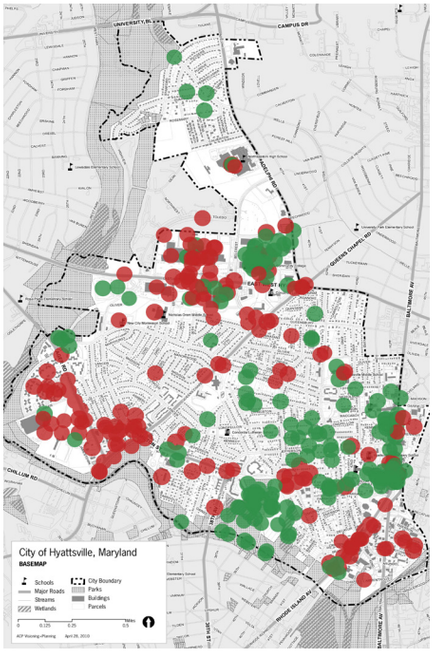
The vision developed by Hyattsville's residents has two components: principles that reflect what the participants wanted and a focus on four specific physical areas of the community that became the organizing elements of the Sustainability Plan.

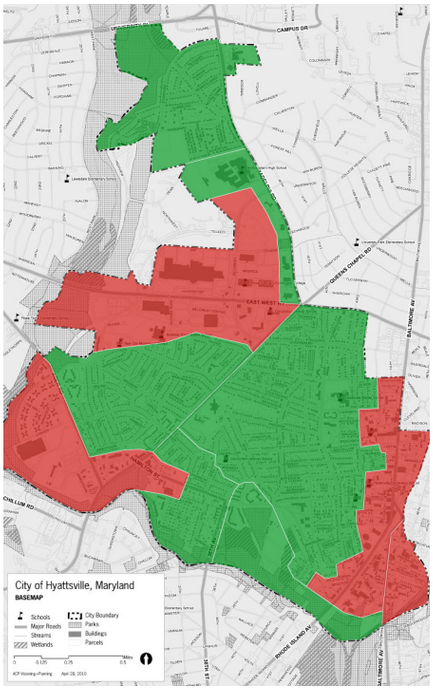
The public's ideas fell into seven major thematic areas: Neighborhoods, Parks and Open Space, Transportation, City Services, Education, and Leadership. The analysis of ideas in each thematic area led to the formulation of planning principles for the community. These principles were validated and prioritized in the course of the second public activity, the Community Choices Workshop.

The principles envision a community where greater connectivity and access for bikes and pedestrians has been established, barriers to bikes and pedestrians—particularly along Queens Chapel and East West Highway—have been eliminated, and pedestrian and bike safety have been successfully addressed. They seek the continuation of the successful redevelopment along U.S.-1. They link the community's continued prosperity to attracting and incubating small local businesses. They place enhancing public safety and police presence and lowering crime rates as a key to improve quality of life. They express the need to develop activities and programs for youth. They focus on managing traffic while expanding parks and open space and concentrating on small spaces such as community gardens and playgrounds. They see the need of improving communication and transparency between City Hall and residents. They see the long-term opportunities of redeveloping the West Hyattsville Metro area and of creating successful and walkable town centers. They see the need to improve code enforcement and to apply it equitably, to expand services to seniors and to provide housing options in the community.

The four planning areas were first identified through the Strong Places Weak Places exercise. The images on the right—a composite map of the results of the exercise and an interpretive version of the same—provide a clear snapshot of the public's perceptions and understanding about what works and what does not in the City. The public's discussion about what contributes to the strength of the places identified as strong and about what contributes to the weaknesses of the places identified as weak helped clarify the public's intent on how to address them. The discussion indicated the desire to preserve and enhance the character of core residential neighborhoods and of the City's open space. It expressed the value to continue to manage the transition of the Prince George's Plaza Transit District to a walkable, mixed-use urban neighborhood. It indicated a sense of urgency in addressing the West Hyattsville and Hamilton Street area. And it expressed the desire to extend the Arts District redevelopment to the southern portion of the Route 1 Corridor. These four planning areas are described in great detail in Chapter 3.

The vision set by residents is a bold and specific vision for the future of Hyattsville. It expresses community aspirations that might take a whole generation to achieve. It also provides a clear framework for the more specific recommendations of the *2011-2015 Community Sustainability Plan*.





D. THE PLAN AT A GLANCE

Chapter 3 of the *2011-2015 Community Sustainability Plan* connects success of the City's past, ongoing planning efforts, and an updated vision established for the City with implementation strategies. This Chapter provides an overview of the planning framework for the physical recommendations of the plan, and provides an assessment of trends and issues influencing each of the four planning areas. Following the trends and issues, a future vision for each area is included and supported by thematic recommendations for action. The actions are further developed in Chapter 4: The Strategic Plan, where specific strategies for the implementation of these actions are presented.

The update to the City's Legacy Plan involved many players and stakeholders tasked with identifying a physical and strategic approach to establishing a future vision for the City and achieving that vision. The Sustainability Plan Chapter summarizes the key trends and issues identified through various sources to support the input gathered from the public and other stakeholders. The trends and issues are derived from relevant planning activities and documents; a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis; public input through the visioning process; related City goals and adopted policies, and general data or information developed and gathered over the past four years to support the City's planning activities.

There are two overarching themes for the planning areas. The first is to "preserve and protect," which applies to the Neighborhoods and Parks and to sections of the U.S. Route 1 Corridor. The second is "managed change" which applies to Prince George's Plaza Transit District, West Hyattsville, and the U.S. Route 1 Corridor. The areas targeted for preservation and protection efforts were identified by community participants as strong examples of architecture, development, or resources that were viewed as positive attributes to the City (both physically and socially). The areas identified for management and change were areas that would require significant redevelopment and reinvestment to change the built character and function of the districts. The following are descriptions of the planning areas and the general vision established for these areas in the Sustainability Plan (Chapter 3). Each of these visions is backed by a series of more specific recommendations.

Neighborhoods and Parks.

The core of the City's residential areas and the green network which are the principal areas to preserve and protect. The vision for this planning area is that the City of Hyattsville will have well connected neighborhoods and parks that contribute to a high quality of life for residents. These neighborhoods will exhibit unique architectural character relative to the period in which they were established, and exude pride in the community through well maintained homes and yards. The parks will be a place for residents to gather as a community and recreate, promoting a social and healthy City.

Prince George's Plaza Transit District.
An existing regional commercial district that remains economically viable, but could benefit from additional investment, connectivity, and intensification to become more pedestrian friendly, and to capitalize on the Metro Station transit opportunities. The vision for this area states that the Prince George's Plaza Transit District will be an urban density mixed-use transit-oriented development, with integrated transit options and innovative urban design that capitalizes on the advantages of the site to support business development and residential populations. The district will remain a high-profile regional destination and accommodate daytime and nighttime populations in an energized, safe, and exciting context offering a complete living experience within close proximity to Washington D.C.

West Hyattsville.
The westernmost district of the City including the Kirkwood Neighborhood, a Green Line Metro Station, and a neighborhood business district. This disconnected series[1] of land uses is the subject of a Transit District Development Plan, and will require extensive management and investment to transition this area to a more pedestrian friendly, transit-oriented development. The vision for this area states that the West Hyattsville area will attract new jobs and residents to underutilized land around an existing Metro Green Line Station. The redevelopment of this area will incorporate an extensive system of civic, park and open spaces, and a finely balanced street and circulation network that maximizes accessibility while promoting streets as places of shared use.

U.S. Route 1 Corridor.
The City's traditional "main street" (U.S. Route 1) has been a primary commercial corridor for as long as people can remember but has vacant and underutilized properties as well as a mixed urban form that ranges through traditional, mid-century highway, and suburban. This area is part of the Prince George's County Gateway Arts District. The actions for this area include elements of both the "preserve and protect" approach as well as the "managed change" approach. The vision for this area states that the U.S. Route 1 Corridor will serve as the center of arts and culture in the City of Hyattsville and the economic engine of the Prince George's County Gateway Arts District. It will contribute identity to the City through revitalization of the traditional urban form, architecture, history, culture, art, and civic organizations. The corridor will serve as a local and regional destination, well-integrated into the City's context with connectivity to other local hubs of activity, transit, and recreation.

1. The land uses are primarily disconnected along the western side of Ager Road, the eastern portions along Hamilton Avenue are actually well connected to the surrounding neighborhoods. Blending the two sections together is the challenge for the future.

E. STRATEGIC STEPS

The Strategic Plan Chapter is a guide for the systematic implementation of the goals and recommendations of this *2011-2015 Community Sustainability Plan*. The Strategic Plan identifies over 190 separate action items designed to implement the 60 recommendations proposed in the Sustainability Plan for each of the four focus areas. More importantly, the Strategic Plan identifies and recommends a critical path for implementation that focuses on implementation of action items within a six year period, the standard public capital improvements schedule. The first phase of the critical path includes the 12 recommendations described in detail in the Strategic Plan Chapter of this plan and further highlighted in Tables 1 and 2 of the Appendices Section. Some of the proposed action items will require policy decisions to be made by the City at appropriate times, as implementation moves forward.

The Strategic Plan is a systematic program that encourages the City to identify and allocate budget resources in a linear manner towards the accomplishment of the Community's goals and recommendations as contained in this *Community Sustainability Plan*. The identification of a critical path enables the City to establish workable priorities for assigning resources, identifying other agency partners and seeking their active participation to facilitate implementation. The critical path is a valuable tool for identifying resource needs, including both City funding sources and outside funding from a variety of sources, and for assigning City staff.

As work commences on implementing the critical path items, the City will need to perform a more comprehensive analysis of funding sources, staffing needs and project costs. Table 1, in the Appendices Section, provides a generalized projection of resource needs, project costs and possible partners for aiding the City. However, a more detailed assessment should occur as part of the City's annual budgeting process. The critical path is a useful performance budgeting tool and will assist to establish performance measures or criteria to assess program success and costs.

Inherent in the Strategic Plan process is the importance of regular evaluation of the program to ensure that work is progressing on schedule and to identify possible problems requiring additional attention or to identify additional recommendations and action items for inclusion into the critical path. The success of the Strategic Plan is dependent on regularly scheduled reviews by City staff and the Mayor and City Council on at least an annual basis, and more often, if determined to be necessary or appropriate. As in any strategic plan, if an approach chosen proves ineffective or conditions change, the critical path may require modification to keep the overall goal on target. This may include identifying and adopting different action implementation steps than that originally articulated in the original strategic plan.

F. STRUCTURE OF THE REPORT

In addition to this executive summary, the *2011-2015 Community Sustainability Plan* includes the following chapters:

» ***The Vision*** – identifies the desires and needs of the community and lays the foundation for the Legacy Plan.

» ***The Sustainability Plan*** – describes how the City can realize its vision and continue the redevelopment efforts recommended in the previous Plan.

» ***The Strategic Plan*** – provides the City with a prioritized five-year action plan, identifying critical path resources and key players to facilitate the achievement of the community's vision and the recommendations of the *2011-2015 Community Sustainability Plan*, as consistent with the City's Adopted Strategic Goals and Actions.

The combination of these three components enables the *2011-2015 Community Sustainability Plan* to reflect a bold vision for the future of Hyattsville as articulated by the community, and provides an extensive list of initiatives addressing the four planning areas and strategically selected steps to be implemented over the next five years.

2. Vision

INTRODUCTION

Strong public involvement was central to the development of the *2011-2015 Community Sustainability Plan*. The ideas, aspirations, and insights offered by the public contributed greatly to the creation of a vision for the City of Hyattsville. This vision paints a vivid picture of the community's potential and represents the fundamental elements of the *2011-2015 Community Sustainability Plan*.

This chapter describes the vision and summarizes the variety of public meetings and activities that engaged staff, consultants, stakeholders, and citizens in its development.

Vision Process Overview

The first two public meetings in the process of developing the vision, the Idea Gathering Meetings, were held in May 2010. They were designed to collect ideas through a modified brainstorming process and Strong Places, Weak Places, a mapping exercise.

The data collected in these preliminary meetings was databased, analyzed, and used to create the framework for the Community Choices workshop held in June. At that workshop, participants first prioritized planning principles developed in the previous brainstorming sessions and then focused on four areas of the community identified as needing intervention and as the specific focus of the plan update.

Finally, the public was invited again in July to hear a presentation of the emerging vision and to comment.

Outreach

The City engaged in extensive outreach and publicity efforts in order to draw attention to the process and encourage participation at public meetings. Methods of outreach included announcements at neighborhood meetings, mailings, flyer distribution, and regular updates to the project website. These efforts returned very positive results, as participation at each public meeting ranged from about 50 to 75 people.

Exit questionnaires distributed at each meeting tracked demographic representation and helped the City to tailor its outreach strategies accordingly. For example, the questionnaires helped determine that greater input was needed from the Latino community. An interview with representatives of the Latino community was conducted in September 2010.

Following the kick-off, the consultant team worked closely with staff to develop a project identity to inform residents about the upcoming meeting opportunities.

Chapter Structure

This chapter is organized in the following sections:

- Introduction
- Idea Gathering Meetings
- Community Perceptions
- Community Choices Workshop
- Review of the Draft Vision

IDEA GATHERING MEETINGS

The purpose of the Idea Gathering Meetings was to start a community dialogue about the future of Hyattsville. The meetings consisted of small group sessions led by a facilitator. The groups engaged in structured brainstorming, where participants were prompted to imagine a desirable future for the City and complete mapping exercises designed to connect perceptions, concerns, and opportunities to specific places within the community.

The two meetings were attended by over 100 residents. Following the meetings, the data collected was databased and posted on the City's web site. What follows is an analysis of the results.

Structured Brainstorming

The ideas collected through the structured brainstorming helped identify preliminary themes for the development of the *2011-2015 Community Sustainability Plan*. Major themes included:

» ***Neighborhoods*** – to maintain and enhance the quality of existing neighborhoods

» ***Parks and Open Space*** – to better capitalize on the rich regional green infrastructure and enhance green opportunities in neighborhoods

» ***Transportation*** – to remove barriers and improve pedestrian connectivity throughout the City

» ***City Services*** – to improve the quality of services

» ***Education*** – to better integrate schools into neighborhoods

» ***Leadership*** – to expand on the improved communication between City and neighborhoods

These themes were subsequently expanded to create planning principles that were evaluated and ranked in the Community Choices Workshop.

Major Themes

Neighborhoods and Planning
- Create a walkable town center/square
- Expand housing options in the community
- Maintain the focus on U.S. Route 1
- Redevelop West Hyattsville Metro area
- Improve code enforcement and apply it equitably

Parks and Open Space
- Expand parks and open space concentrating on small spaces such as community gardens and playgrounds
- Link development of the West Hyattsville Metro toward adjacent parks and trails

Transportation
- Create greater connectivity and access for bikes and pedestrians
- Address pedestrian/bike safety
- Eliminate barriers to bikes and pedestrians e.g. Queens Chapel and East West Highway
- Manage traffic

Economic Development
- Attract and incubate small businesses
- Continue U.S. Route 1 development

City Services
- Enhance public safety and police presence and lower crime rates
- Expand senior services

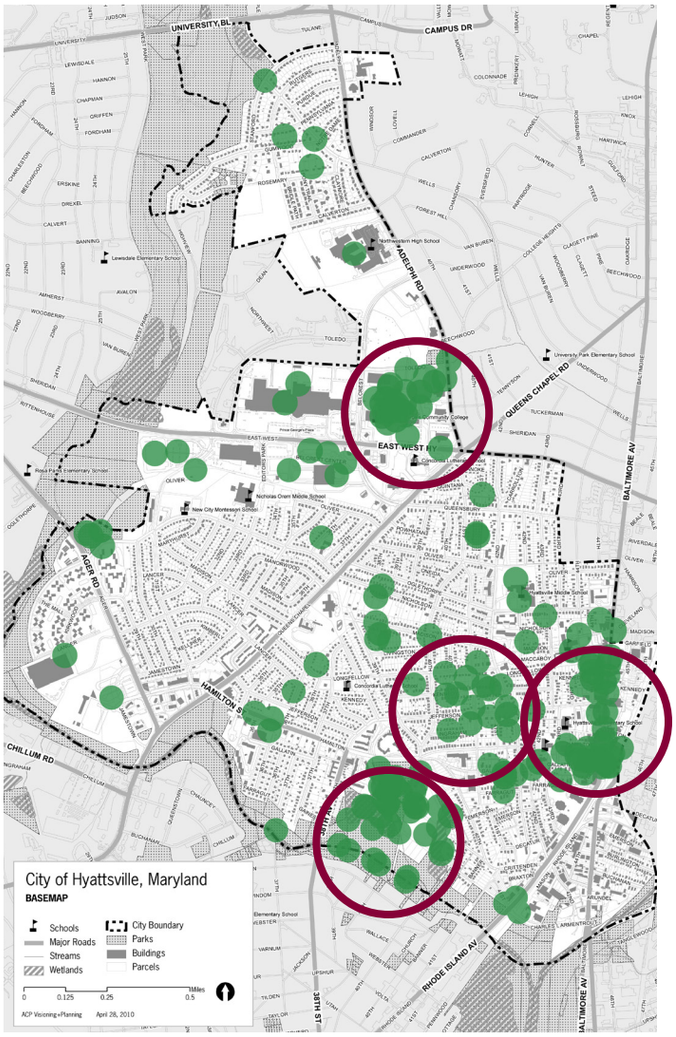
Education
- Develop activities and programs for youth
- Integrate school building within neighborhoods (walk to school)

Leadership
- Improve communication between City Hall and neighborhoods

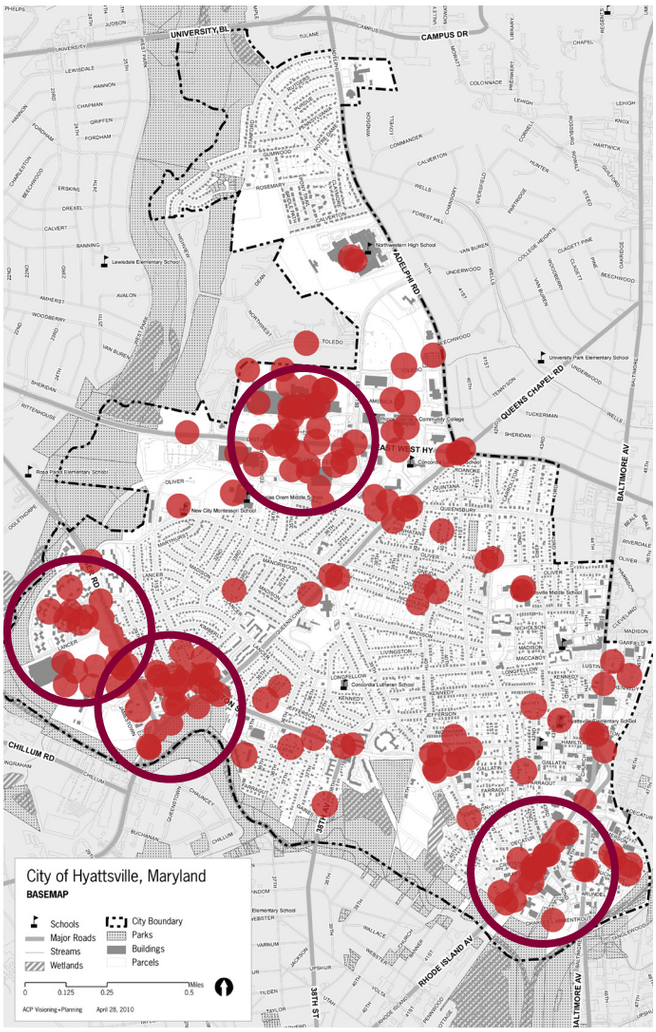
Strong Places, Weak Places

In this exercise, participants used a map of the City to identify specific areas that represent strong and weak places. The identification of those particular areas led to a discussion of the reasons why they were perceived to be strong or weak.

The compound results of each of the small groups are shown below. The analysis of those results clearly indicated a geographic focus for the Sustainability Plan and led to the identification of four planning areas: Neighborhoods and Parks, Prince George's Plaza Transit District, West Hyattsville, and the U.S. Route 1 Corridor. During the Community Choices Workshop, the public further analyzed these areas.



Larger concentration of green dots, representing the strengths of Hyattsville, focused around the parks and open spaces, the older neighborhoods, the EYA development along U.S.-1, and new development in the University Town Center.



Red dots signifying what the residents and stakeholders indicated as the weaknesses in Hyattsville centered around the Prince George's Plaza Transit District, the West Hyattsville Station, Hamilton Street, and the southern portion of U.S.-1.

COMMUNITY PERCEPTIONS

Stakeholder Interviews

Two sets of stakeholder interviews were conducted. The first set included City officials, administrators, and Prince George's County officials. This set of interviews focused on how to best implement the vision and plan. The second set of interviews included business leaders, entrepreneurs, and developers. These focused on learning about potential pipeline projects, understanding the investment climate in the City, and understanding the impact of the previous plan.

The interviews strongly identified the need to:

- Address and accelerate the unfinished business of the 2004 Plan;
- Focus on continuing the physical redevelopment of the community;
- Expand development opportunities (and the promise of better shopping, stronger employment opportunities, and greater vibrancy);
- Create pleasant parking and walkable environments conducive to business;
- Eliminate physical barriers that limit connectivity, specifically the East-West Highway at Prince George's Plaza.

The interviews also revealed that:

- The redevelopment of the Prince George's Plaza Transit District is viewed as very important;
- The West Hyattsville Metro Station area is viewed as underutilized;
- Redevelopment of the Metro Station and its adjacent properties is viewed as vital for stabilizing the Hamilton Street Corridor;
- The desire for positive change is tempered by the concern that development might negatively impact quality of life;
- Existing small business are unappreciated and not enough is done to support them.

Finally, the special interview conducted with representatives of the Latino community revealed that:

- Security remains a vital issue in predominantly Latino neighborhoods with lack of appropriate street lights seen as a contributing factor;
- Code enforcement in these neighborhoods is sporadic and inconsistent;
- The community needs a gathering place, such as a community center;
- Schools are located outside the neighborhood and difficult to access.

SWOT Analysis

Prior to the start of the public process for the *2011-2015 Community Sustainability Plan*, the Hyattsville CDC, in conjunction with the City's Office of Community Development, engaged the community in a classic Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis.

The process included six publicly held Community Assessment workshops and seven SWOT Analysis workshops conducted over the course of one month. Additionally, more than 20 similarly structured stakeholder interviews were conducted within the municipal government, business, and development communities.

Highlights include:

- The foundation ***strengths*** of the community remain—geographic convenience and strategic proximity to regional resources; strong identity; good quality of life; and good delivery of services.
- ***Weaknesses*** left unchecked may undermine the strengths—planning and development do not always bring promised results; the community's best features are not sufficiently promoted within the region; there is a prevalent local perception of a strong gang presence in the City not supported by reality; the Prince George's County public schools are divorced from the concerns of the community, and these schools are delivering substandard or inadequate education.
- ***Opportunities*** are many and include—being regionally recognized as a community that seeks redevelopment investment; emphasizing the strengths of Metro Stations and the Arts District that have proven strong magnets for investment; better defining what the community seeks from new development; capitalizing on the growth of immigrant communities to bring about cross-cultural understanding, and promoting greater understanding and tolerance.
- ***Threats*** include—the economic downturn (in the short-term); looming overdevelopment or development that does not achieve the community's strategic goals; the misrecognition of the Hyattsville community due to the widespread institutional use of the Hyattsville name by multiple Zip Codes; local threats to an aging populace due to rising property assessments; accessibility limitations; limited sidewalk connectivity; a lack of support programs; poor public lighting, and limited affordable housing options.

COMMUNITY CHOICES WORKSHOP

The Community Choices Workshop was a pivotal meeting in the plan's public process.

The purpose of the meeting was to validate the results of the Idea Gathering Meetings and dig deeper into developing recommendations for the four planning areas identified in the Strong Places, Weak Places exercise to be the focus of the *2011-2015 Community Sustainability Plan*.

The meeting included a presentation of the analysis of the Idea Gathering Meeting, the ranking of its major themes, and the addressing of critical questions for each of the four planning areas.

The meeting was attended by over 50 residents who worked at four separate tables using area maps.

Ranking Principles

Participants were asked to rank 18 statements organized around the major themes listed on page 8. The statements reflected the ideas generated in the Idea Gathering Meetings and constitute important planning principles that should be addressed in the plan. Participants rated each principle on a scale from 1 to 5, wherein 1 indicates a principle that is not important and 5 indicates a principle that is very important.

A list of the top ten ranked principles is provided in the box to the right.

Critical Questions

Following the ranking of the principles, participants working at facilitated tables addressed two critical questions related to each specific planning area. For example, at the table that focused on Prince George's Plaza Transit District the two questions were:

» ***Critical Question #1:*** What steps would you take to improve the conditions at the Prince George's Plaza Transit District?

» ***Critical Question #2:*** What are the pros and cons of further intensifying and mixing uses at the Prince George's Plaza Transit District as we continue the area's transition to a walkable and mixed-use urban center and neighborhood?

The responses to these questions translated into a multitude of recommendations that became the list of Actions and Themes for each of the four planning areas in Chapter 3: The Sustainability Plan.

Participants used maps of the four planning areas to annotate their comments.

Planning Principles Ranked

1. Create greater connectivity and access for bikes and pedestrians – 4.59.
2. Continue Route 1 development – 4.52.
3. Attract and incubate small businesses – 4.50.
4. Enhance public safety and police presence and lower crime rates – 4.50.
5. Develop activities and programs to keep young people off the street – 4.47.
6. Integrate school buildings within neighborhoods (walk to school) – 4.44.
7. Address pedestrian/ bike safety – 4.42.
8. Manage traffic – 4.35.
9. Improve communication between City Hall and neighborhoods – 4.25.
10. Create a walkable town center/ square – 4.19.

REVIEW OF THE DRAFT VISION

The vision in its entirety was presented to the community on July 2010. The discussion that followed the presentation of the vision provided an overview of the community reactions.

The most dominant theme in the discussion was the duality and tension between those participants who want the community to be vibrant and developed with attractive shopping choices and amenities and those who want a quieter, lower profile community.

On the one hand, participants expressed concerns that the plan's emphasis on the redevelopment of the four planning areas may lead to a loss of character for the community. They suggested that new development and redevelopment should emphasize maintaining the small town character of the community including attention to signage and to the quality of street lighting often too bright in new development. In the words of one participant: "When I closed my eyes and visualized what the future could look like, it looked like Kensington and Ellicott City and not like Atlantic City."

On the other hand, participants saw the opportunities that new development could bring in terms of a more diverse shopping experience, the potential to support small local businesses, and the possibility of attracting more students and younger people to the community. They suggested that the plan recommend how to ensure the quality of what gets built and how to ensure desirable returns from development not just in terms of revenues but also in the form of positive impact on the community and its attractiveness and character.

Finally there was a recognition that Hyattsville is, in the word of another participant, a city "of many facets" with areas that have small town character and areas that can be redeveloped for the benefit of the community and that all of them must be addressed as appropriate.

These images from current developments in Hyattsville along the U.S. 1 Corridor (above and below, left) and near the Prince George's Plaza Metro Station show how new buildings can be successfully integrated with older ones and how a distinct character can be achieved by the way buildings are designed and by the treatment of sidewalks.

Source: Farrell McGlynn Architects

3. The Sustainability Plan

THE SUSTAINABILITY PLAN FRAMEWORK

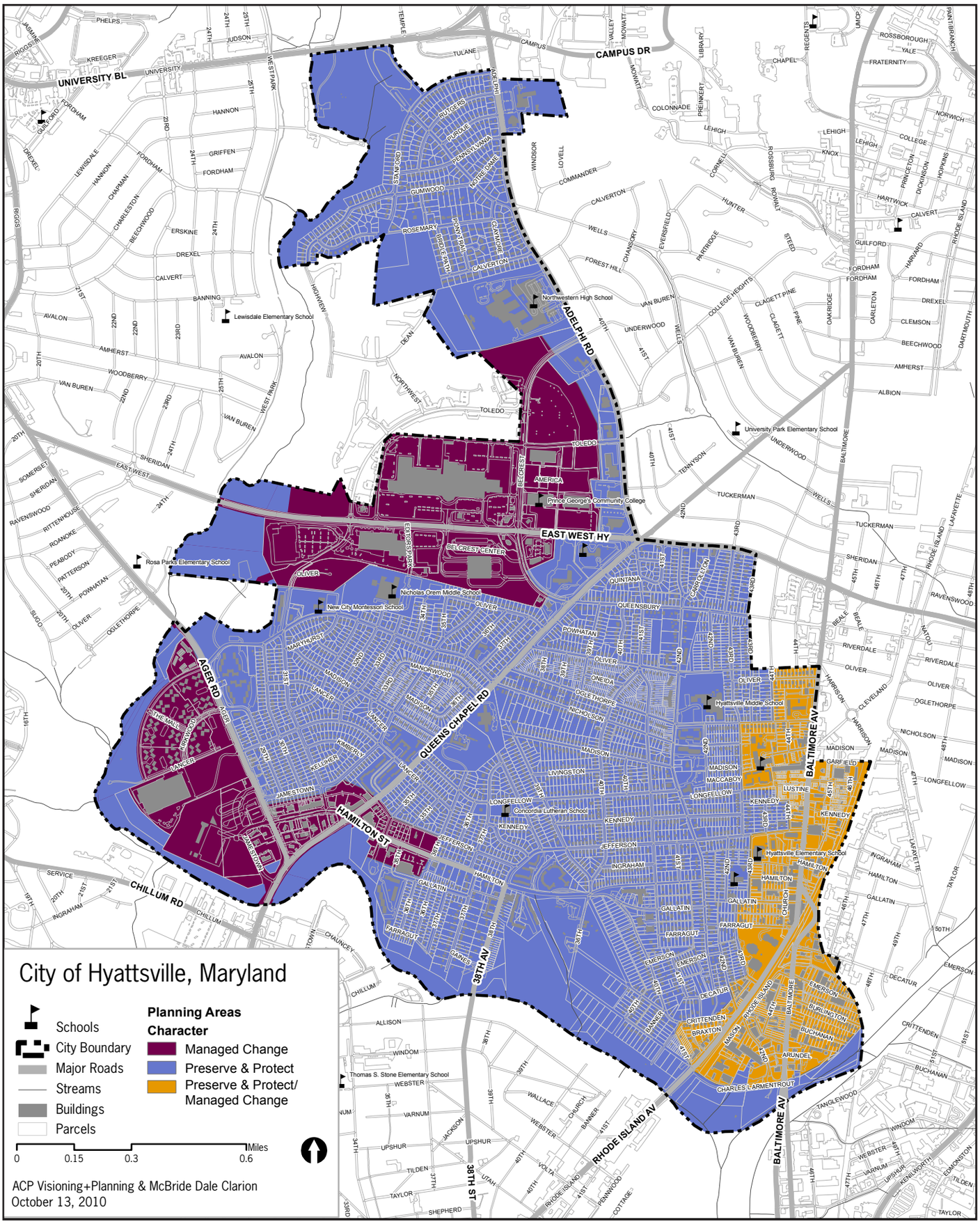
The Approach

The vision for Hyattsville that is described in Chapter 2 is organized around a framework of four geographic planning areas. These planning areas, in turn, are the organizing structure of the *2011-2015 Community Sustainability Plan*. The four planning areas are Neighborhoods and Parks, Prince George's Plaza, West Hyattsville, and the U.S. Route 1 Corridor.

There are two overarching themes for the planning areas. The first is to "preserve and protect," which applies to the Neighborhoods and Parks and to sections of the U.S. Route 1 Corridor. The second is "managed change" which applies to Prince George's Plaza Transit District, West Hyattsville, and the U.S. Route 1 Corridor.

The areas targeted for preservation and protection efforts were identified by community participants as strong examples of architecture, development, or resources that were viewed as positive attributes to the City (both physically and socially). The areas identified for management and change were areas that would require significant redevelopment and reinvestment to change the built character and function of the districts.

NORTH BOUND BALTIMORE AVENUE *Source: Google. 2010.*



CHARACTER AREA MAP

The Planning Areas

The Sustainability Plan is divided into the following four planning areas:

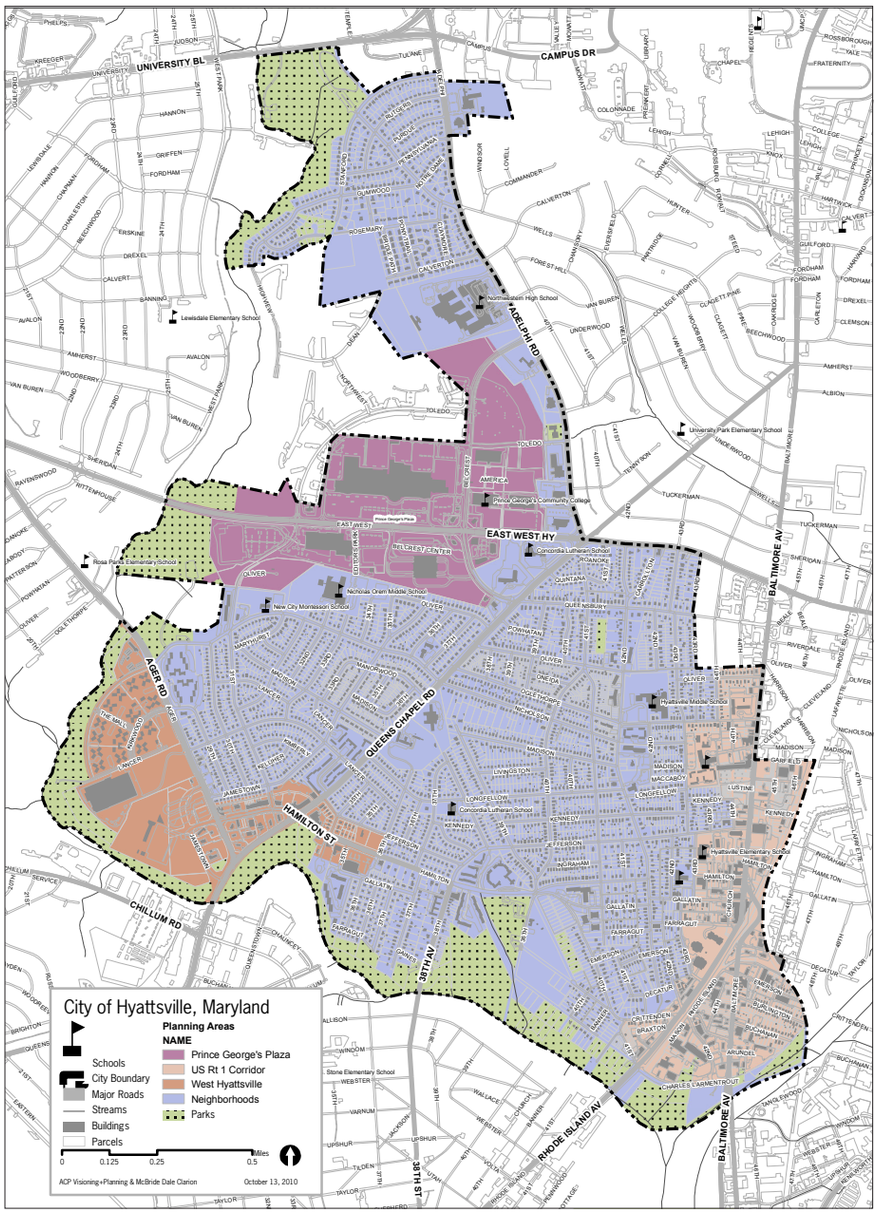
» ***Neighborhoods and Parks:*** The core of the City's residential areas and the green network which are the principal areas to preserve and protect.

» ***Prince George's Plaza Transit District:*** An existing regional commercial district that remains economically viable, but could benefit from additional investment, connectivity, and intensification to become truly pedestrian friendly, and to capitalize on the Metro Station opportunities.

» ***West Hyattsville:*** The westernmost district of the City including the Kirkwood Apartments, the Green Line Metro Station, and a neighborhood business district. This disconnected series of land uses is the subject of a Transit District Development Plan, and will require extensive management and investment to transition to a pedestrian friendly, transit-oriented neighborhood.

» ***U.S. Route 1 Corridor:*** The City's traditional "main street" (U.S. Route 1) has been a primary commercial corridor for many decades, but has vacant and underutilized properties as well as a mixed urban form that ranges through traditional, mid-century highway, and suburban. This area is part of the Prince George's County Gateway Arts District. The actions for this area include elements of the "preserve and protect" approach as well as the "managed change" approach.

The four planning areas are shown on the map below. The following section contains a description, summary of key issues and trends, and recommended actions for each planning area. These recommendations are further developed in Chapter 4: The Strategic Plan.



PLANNING AREAS MAP

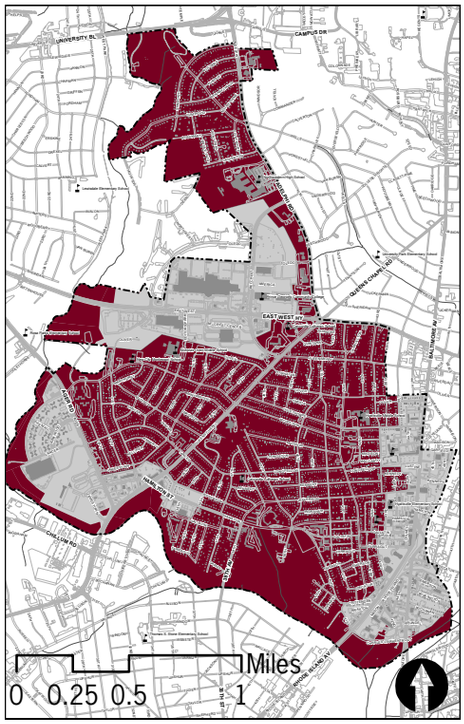
NEIGHBORHOODS & PARKS

Framework Goal: Preserve core residential neighborhoods, maintain, and strengthen parks and their relationship to residential areas.

DESCRIPTION

Residential neighborhoods and parks make up approximately 65 percent of the land area of Hyattsville. The neighborhood areas are primarily concentrated in the central portion of the City and comprise the dominant residential areas. The land dedicated to park, recreation, and open spaces is interspersed throughout the neighborhoods, with a belt of green bordering the southern and western edges of the City. The neighborhoods were developed over many years and display neighborhood and architectural styles dating from as early as 1873 through contemporary development. Significant concentrations of homes built during the late 1800's, early 1900's, 1940's, and 50's represent some of the City's most notable neighborhoods.

Hyattsville is located within the Anacostia Tributary Trail System and boasts access to miles of recreational and cultural trails at multiple points throughout the City. Additionally, the City has 327 acres of parkland with close access to more regional and federal parks. A separate parks master plan is currently underway.



NEIGHBORHOODS AND PARKS KEY MAP

The images to the right represent homes in the City's various neighborhoods. Top Left: Homes in the University Park Neighborhoods to the north. Top Right: Homes in the western neighborhoods. Bottom: A birds eye image of a portion of the neighborhoods in the eastern part of the City.

Image Sources: Microsoft Corporation, NAVATEQ, Pictometry Birds Eye. 2010. Google. 2010.

NEIGHBORHOODS & PARKS

TRENDS AND ISSUES

Hyattsville is a community of established neighborhoods.

The general urban form and development pattern is well-established in Hyattsville's neighborhoods. Most new residential development in the City is occurring as infill or redevelopment of existing sites. Additionally, there are many areas where the existing architectural character and neighborhood form provide identity for the City and are very much worth preserving. Challenges in these established neighborhoods relate to property maintenance and architecturally compatible infill.

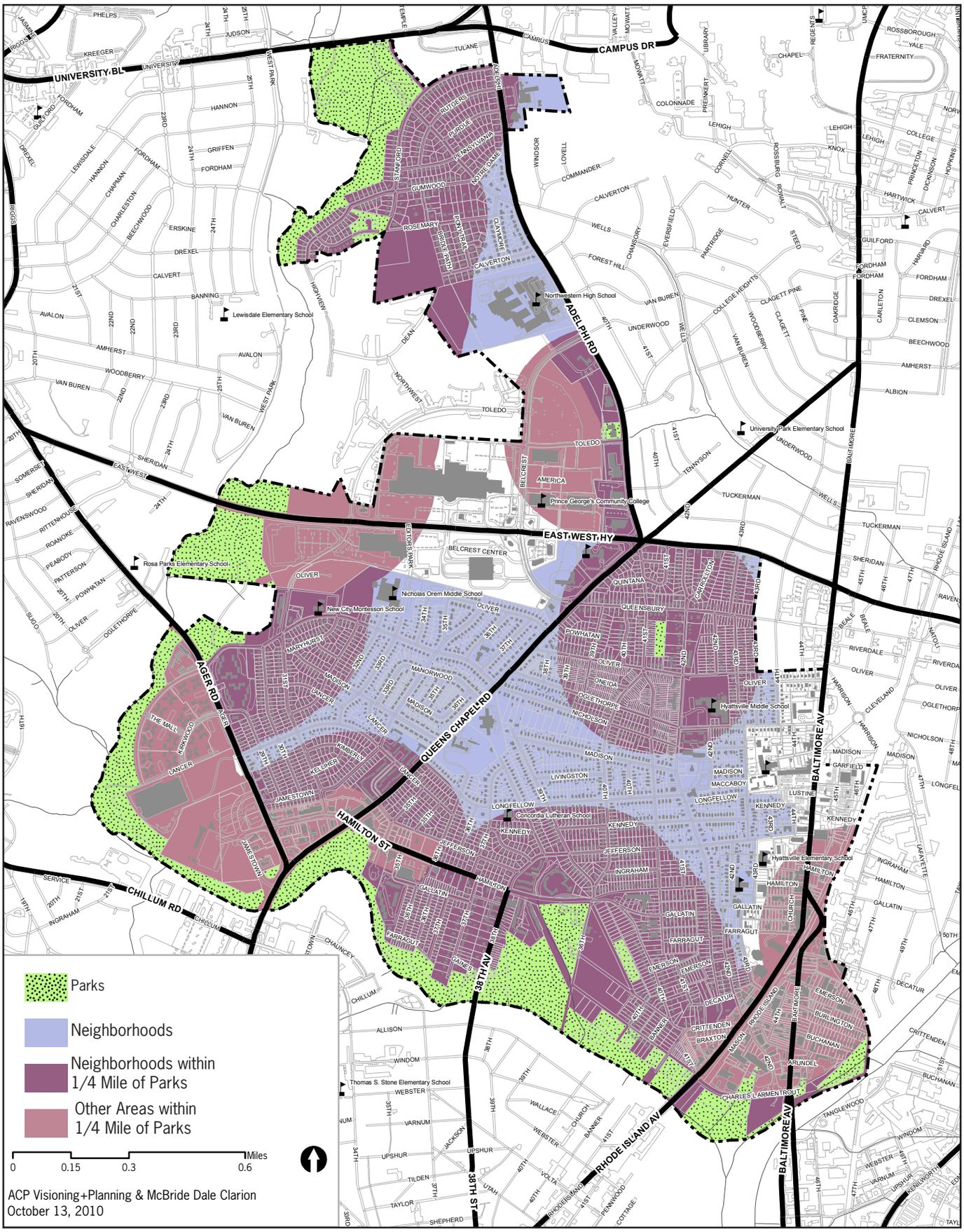
The relationship of neighborhoods to parks is important in the quality of life enjoyed by City residents.

StrategiREC Inc. is assisting the City in the creation of a parks and recreation comprehensive plan. As part of that effort, an inventory of existing park and recreation facilities reveal that the City has approximately 327 acres of land dedicated to park space or public land that can potentially be used for recreation. This equates to approximately 19 percent of the City's total land area. The parks in the City are owned and managed by the City, and Maryland National Capital Park and Planning Commission (MNCPPC). In addition, the schools provide some facilities which are open for public recreation.

The City's inventory includes 103 acres in three community parks, 16.5 acres in five neighborhood parks, and 1.67 acres in six mini parks. Based on the National Recreation and Park Association's (NRPA) established guidelines for parkland to population ratios, the City currently has adequate park space to meet the needs of the current population (estimated to be 15,600 in 2009). This assessment was made based on NRPA park acreage ranges per 1,000 people for "community" and "neighborhood" parks. Hyattsville falls within the acceptable range in both categories.

While the quantity and quality of existing parks appears to meet community needs, the location and accessibility of parks has been cited by residents as

Unique park amenities including the dog park and mobility playground at Heurich Park and the duck pond at University Hills Neighborhood Park add recreational opportunities for Hyattsville residents. The community also has access to the regional Anacostia Tributary Trail network, which provides open space in an urban setting.



NEIGHBORHOODS AND PARKS ANNOTATED MAP

NEIGHBORHOODS & PARKS

a concern. The current geographic location of the bulk of the parkland is located at the western and southern perimeter of the City following the Anacostia Tributary Trail system. (See the Neighborhood and Parks Map on the facing page.) For instance, the University Hills Neighborhood Park (recently annexed) is conveniently located, and well utilized by adjoining neighborhoods, but is not within walking distance for the majority of Hyattsville due to the park's location within the panhandle geography of the annexed area. Although the City has an adequate supply of parkland, the accessibility to the resources is a major challenge to overcome. An internal network of sidewalks, signage, and trails through the existing neighborhoods connecting them to the parks would provide a significant boost to the accessibility of parks by neighborhood residents.

Historic properties and districts play a key role in the identity of Hyattsville neighborhoods, and contribute to the quality of life in the community.

The City has over 600 contributing structures from the late 19th and early 20th centuries in the Hyattsville Historic District and three landmark buildings on the National Register of Historic Places: the U.S Post Office on Gallatin, the Hyattsville Armory on Baltimore Avenue, and Ash Hill on Rosemary Lane. There are several more sites and neighborhoods from different periods in the City's development that may be historically significant and eligible for inclusion on the National Register. Their contributions of cultural significance, as well as their contribution to the architectural character and identity of Hyattsville, are important attributes to preserve.

In addition to providing data and education to local governments and property owners, the Maryland Historic Trust administers several financial programs that assist in a wide variety of historic preservation-related activities. The City/County provides some protection through the adopted Sector Plans and overlay districts, but additional protection can also be provided through a historic overlay district in the local zoning. Input from public participation indicated that the continued preservation of these sites is important. Additional designations could strengthen the community and assist in preservation efforts in other parts of the City.

Financial Assistance Programs for Historic Preservation

Tax Credits

Rehabilitation tax credits are available to residential and commercial property owners and some non-profit organizations to rehabilitate eligible historic properties. The cost of new construction, such as additions, is not eligible.

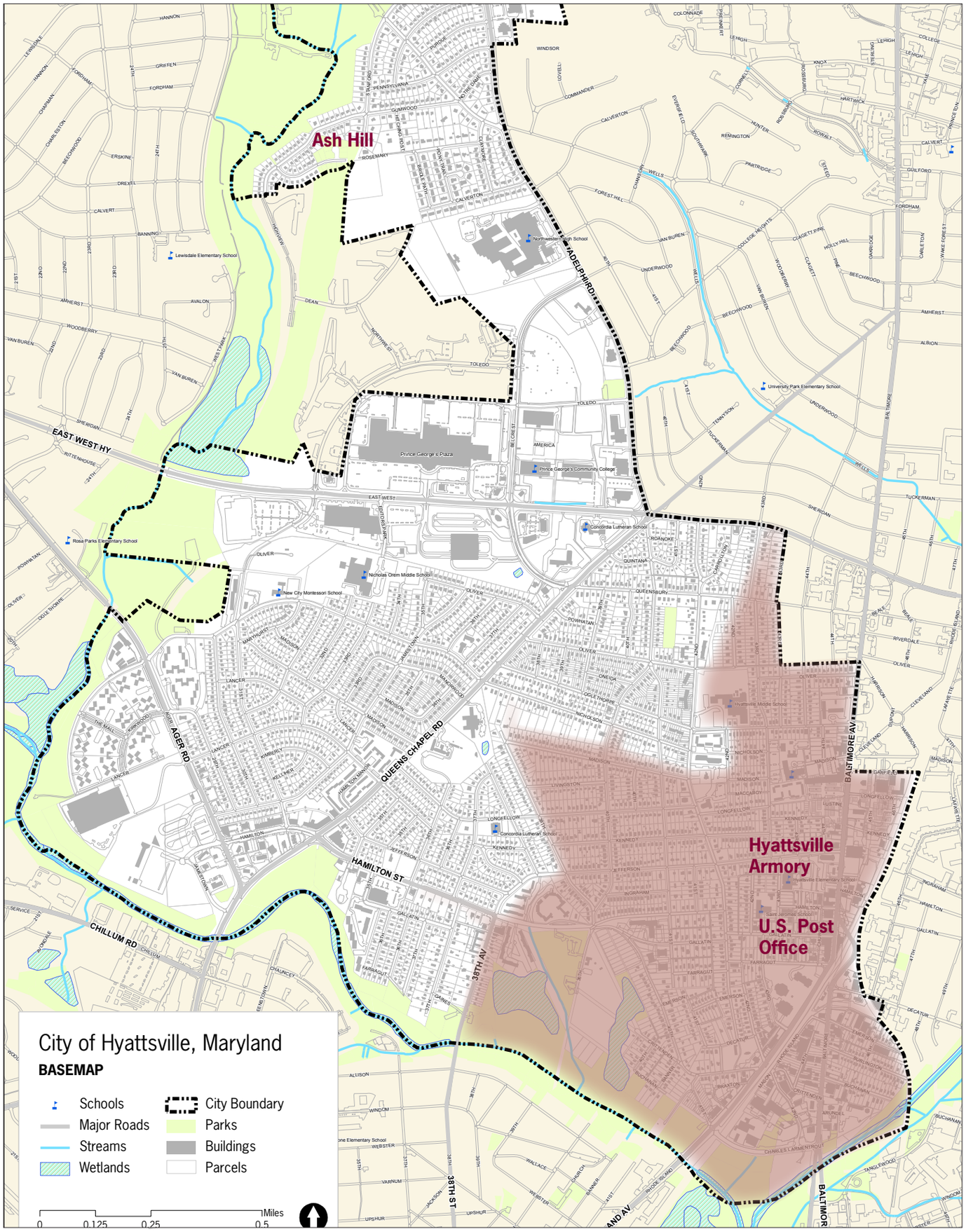
Grants

Maryland Historic Trust and the Maryland-Capital Park Planning Commission administer several grant programs that assist nonprofit organizations and local governments in preserving and interpreting the tangible remains of Maryland's past through rehabilitation, research, documentation and educational activities.

Loans

Historic property owners, nonprofit organizations and local governments may apply for loans to acquire and/or rehabilitate historic properties. Loans are also available to assist in the enhancement of heritage attractions and visitor services.

Image Sources: National Historic Trust File, and Michael F. Dwyer. March 1973.
Financial Assistance Programs Source: Maryland Historic Trust. 2010.



NATIONAL REGISTER HISTORIC SITES AND DISTRICTS

NEIGHBORHOODS & PARKS

Property maintenance and community pride are important in the future quality of Hyattsville neighborhoods.

In 2003, when the City first prepared the Legacy Plan, issues of property maintenance were identified as a negative influence on the City's neighborhoods. Perceptions of absentee landlords and renters unable to or unwilling to maintain existing structures and properties, as well as older homeowners or others without resources to maintain properties, contributed to a negative perception. In the last several years, the City has committed personnel and financial resources to improving property maintenance. The City supports programs that take place throughout the year that focus on assisting in property clean up and improvements. Additionally, the City actively monitors rental properties and issues citations for violations of the local maintenance ordinance.

Many participants in the planning process suggested that an improved sense of community could result from higher-level property maintenance and neighbors helping neighbors to build a stronger community. Currently, the City sponsors several annual events to help build communities; however, additional efforts could be explored. The purpose is to build community pride through both the built and social environment in the City.

Homeownership is important.

In 2000, the City's housing stock was 51 percent owner occupied. That was 10 percent less than Prince George's County. More recent numbers were not available; however, citizen perception indicates that home ownership and property maintenance are connected with a strong opinion that higher homeownership rates would result in higher levels of property maintenance and community pride. As 2010 Census figures become available, the City should track the changes in ownership data.

Since the previous Legacy Plan was adopted the City has promoted homeownership through supportive efforts and education. However, local perception seems to indicate that the population in Hyattsville may be more transient than the County's average. While some local records indicate that homeownership and residential investment in the City is lower than the national and regional benchmarks, it is difficult to fully assess the status at present without more current data. Unfortunately, the housing market is still struggling after the housing bust which followed the early/mid-decade boom. Rental trends for single-family homes in many communities are on the upswing as property values are declining, which forces property owners with mortgages to rent instead of selling when they must move and are unable to sell properties at an amount to recoup on mortgage debt. Continued efforts to increase ownership rates in the City may be challenging over the next several years. While, efforts should not be abandoned, other tools should be investigated to increase community pride, and property maintenance improvements.

The residential buildings below represent the diversity of housing types in Hyattsville's neighborhoods. The Victorian Era home and the apartment complex are both located on Gallatin Street but meet very different housing needs and display different architectural character.

Source: Google. 2010.

Source: Google. 2010.

NEIGHBORHOODS & PARKS

The City can catalyze community improvements through physical improvements to public utilities and spaces.
There is a correlation in communities between deteriorating public infrastructure and low levels of private property maintenance. Conversely, communities that have level, clean sidewalks with well maintained curbs and pavement, pedestrian lighting, and street trees have higher levels of private property maintenance and curb appeal. Some communities have tapped into this and have begun targeting areas with deteriorating infrastructure for improvements to act as a catalyst for private property improvements. Often the public investment in these areas makes the property owners feel like valued members of the community and provides incentive to improve community pride and make improvements to homes, yards, and out buildings.

For over a decade the City has embraced this philosophy by investing in infrastructure. The City initiated a process which led to renewal and improvements to water and sewer mains. Currently the gas utility is upgrading the supply pipelines. These are important to the functionality but do not contribute extensively to the aesthetics. However, over the last eleven years, the City has dedicated significant portions of the annual budget to making improvements to roads and sidewalks. Replacing facilities where needed and installing new and improved facilities in targeted locations. The result is improved curb appeal and accessibility.

Significant public investment in streetscaping and infrastructure in areas such as the Hamilton Street Artway shows the City's Commitment to providing quality public spaces and leading by example for property maintenance.

Well-lighted streets and sidewalks with connectivity to parks, schools, and commercial areas will enhance safety and opportunities for Hyattsville residents.
A well designed and connected pedestrian network throughout the neighborhoods is important to a walkable, pedestrian-friendly environment. Safety and accessibility via public sidewalks and trails expands mobility for residents and provides viable and safe alternatives to local automotive travel. Participating citizens identified safety of pedestrian networks as an important element of a livable community. In January 2010, the City conducted a lighting survey which identified locations and conditions of right-of-way lighting. The study identified a lighting management strategy to ensure City fixtures are operational and provide adequate lighting in areas. Additional efforts will be needed to ensure adequate lighting is installed and maintained with any redevelopment or retrofitting of pathways.

Community and social integration are important steps in community building to strengthen the City's neighborhoods.
Hyattsville is both racially and culturally diverse with significant populations of non-English speaking individuals. Supporting outlets for social connection and integration are important in the community building aspects of the neighborhoods. Creating a community where neighbors support one another will strengthen the image of the City and the sense of community pride.

HAMILTON STREET ARTWAY

NEIGHBORHOODS & PARKS

NEIGHBORHOODS & PARKS RECOMMENDATIONS

The City of Hyattsville will have well connected neighborhoods and parks that contribute to a high quality of life for residents. These neighborhoods will exhibit unique architectural character relative to the period in which they were established, and exude pride in the community through well maintained homes and yards. The parks will be a place for residents to gather as a community and recreate, promoting a social and healthy City.

Neighborhoods & Parks Actions

In order to achieve the vision for the Neighborhoods and Parks, the City should partner with the appropriate agencies and groups in the following actions organized by themes. A general set of considerations represent the spirit and intent of these actions and it is important that the City, community, and interested parties in the City's future keep these considerations in mind. The stakeholders in the pursuit of the vision will:

1. Recognize that changes and reinvestment will take time, in some cases fifteen to twenty years, to achieve. Regular incremental improvements can result in a better future for the community.
2. Recognize that success will be the result of public and private partnerships.
3. Recognize the importance of land use development strategies and regulations that focus on redevelopment, reinvestment, and retrofitting the existing neighborhoods in a manner compatible with existing character and function.
4. Recognize historic and established areas with positive qualities worth protecting and emulating, including the preservation and restoration of historic buildings.
5. Recognize the importance of safety and livability of existing neighborhoods.
6. Recognize that the relationship between the location, design, and function of the City's parks has a significant impact on the character and quality of life enjoyed in the City's neighborhoods.

Land Use & Community Character

Theme: Land Use & Community Character

In the Neighborhoods and Parks, land use mix and community character go hand in hand. Protection of existing neighborhood fabric is a combined effort of appropriate land use mixes and community design elements including areas in both the public and private realm.

1. Conduct or maintain a survey of urban form, and architectural styles of the City's neighborhoods, and use this information to review existing zoning regulations or design standards to promote redevelopment and infill within the neighborhoods that are compatible with existing character.
2. Maintain and expand historic district designations and preservation incentives to further efforts to protect historic buildings and districts and strengthen the historic character of the neighborhoods.
3. Coordinate land use planning with the bike, pedestrian, transportation planning efforts to create improved connections between neighborhoods and parks.

NEIGHBORHOODS & PARKS

4. Initiate improvements to the public areas (sidewalks, streetscapes, lighting, and roadways) to serve as a catalyst for private property maintenance and visual improvements.
5. Promote urban forestry and encourage maintenance of the tree canopy on private property particularly in residential areas.

Parks

Theme: Parks

Parks are an integral part of the land use mix in the Hyattsville neighborhoods as well as a public facility and amenity that contributes to the overall form of Hyattsville, and plays a significant role in the quality of life for residents. The continued planning and integration of parkland into the neighborhoods is an important endeavor.

1. Integrate neighborhood accessibility and urban design into the Parks Master Plan.
2. Establish targeted park facility Levels of Service (LOS) to guide park development and expansion, and use the PMP to create an on-going capital improvement strategy for funding to reach its targets.
3. Include different park functions throughout the neighborhoods to enhance opportunities for a variety of recreational options.
4. Improve signage, connectivity, and accessibility of existing parks within neighborhoods.
5. Ensure adequate funding for expansion, acquisitions, and maintenance of existing and future parks.
6. Enhance amenities to make parks user friendly, fun, safe, and well lit.
7. Extend trails along the railroad and river, and increase access points.
8. Create community gardens.

Historic Properties

Theme: Historic Properties

The recognition, preservation, and restoration of historic properties are important to the community identity and character. These areas are unique assets in the City worth protecting. The preservation and restoration of historic properties present an opportunity to promote improved quality of development while maintaining keystones of the City's identity and history.

1. Promote the benefits of historic renovation and increase public education and appreciation of historic properties.
2. Continue promotion and support for the historic district walking tours, annual tour of homes, and events associated with the recognition and appreciation of historic properties.
3. Maintain a local inventory of designated and potentially eligible historic properties.
4. Expand historic districts to be more inclusive of all the historically eligible areas of the City recognizing different phases of the City's history, and various architectural and neighborhood phases that shaped the City.
5. Improve signage for historic districts.

NEIGHBORHOODS & PARKS

Property Maintenance & Community Pride

Theme: Property Maintenance & Community Pride

The physical maintenance and appearance of existing properties is a physical manifestation of community pride. A strong social connection and pride of neighborhood is often manifested through the physical condition and maintenance of property. Efforts to create community (see Community Building, below) and improve the maintenance of properties are conducive to an internal and external expression of community pride, making Hyattsville an attractive place to live and work.

1. Revise the mission of Code Enforcement to preserve and enhance conditions in the neighborhoods.
2. Beautify neighborhoods through a combination of City sponsored and community supported efforts to remove litter through volunteer clean-up days.
3. Promote programs and services for enabling improvements to residential properties.
4. Relocate utilities underground where physically and financially feasible to reduce power outages, and improve sightlines, sidewalk accessibility, and aesthetics.
5. Continue efforts to complete street paving with emphasis on adding and improving sidewalks and bike paths.
6. Improve quality and location of street lighting to increase the sense of safety while reducing light scatter into the sky.
7. Maintain and add traffic calming devices/features where possible.
8. Maintain programs that support homeownership.
9. Increase enforcement efforts for property maintenance on rental properties and hold absentee landlords accountable for conditions in rental properties.

Community Building

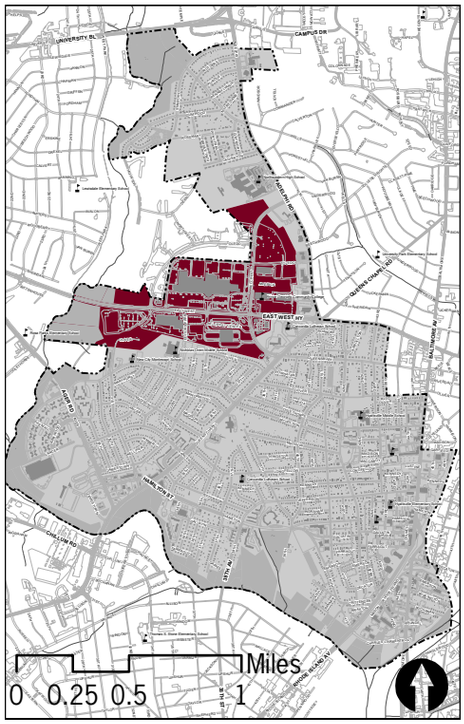
Theme: Community Building

Quality of life in Hyattsville neighborhoods is a function of not only physical conditions but social interactions and a strong sense of community among residents. Individuals and the City should use the following actions as community building efforts to better integrate new residents into the community and to promote higher levels of commitment to the community.

1. Engage residents, specifically new ethnic groups and presently disengaged residents, in the community, including a welcome wagon and events for new residents.
2. Promote public involvement in the implementation of the strategies of this plan.
3. Engage local non-profit partners to implement the strategies of this plan.

PRINCE GEORGE'S PLAZA TRANSIT DISTRICT

Framework Goal: Manage the transition of Prince George's Plaza Transit District to a walkable, mixed-use urban neighborhood.



PRINCE GEORGE'S PLAZA TRANSIT DISTRICT KEY MAP

DESCRIPTION

The Prince George's Plaza Transit District includes approximately 300 acres of land in the north central part of the City along East West Highway. This area is the City's major regional commercial corridor and the location of one of the City's two Metro Stations. In 1998, the area was designated as a Transit District and was the subject of the *Prince George's Plaza Transit District Development Plan*. The plan was to be implemented through the "Transit District Overlay Zone," the regulating policy for the redevelopment and reinvestment in this area.

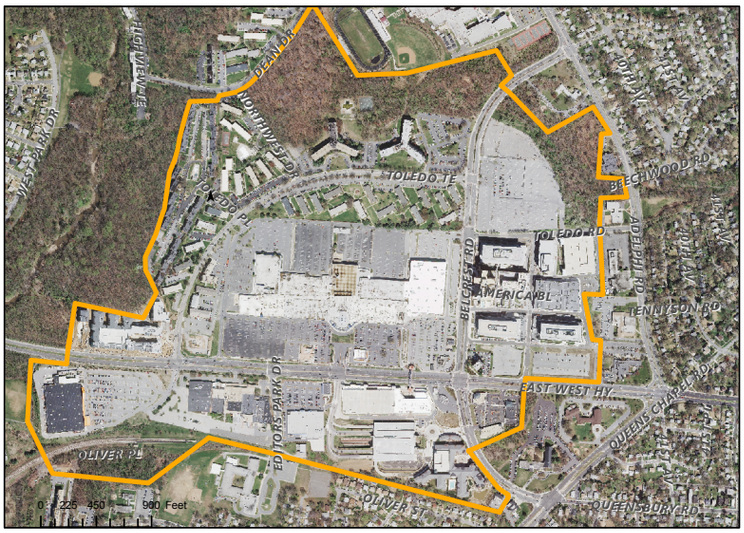
The Prince George's Plaza Transit District is in the transition between a suburban style automobile dependant commercial area and a mixed-use, transit-oriented development. In the years since the completion and adoption of the plan and regulations, the University Town Center mixed-use development and the residential development near the Metro Station have been completed. Although the mall underwent extensive improvements in recent years, the changes were not specifically targeted toward transit-oriented redevelopment.

TRENDS AND ISSUES

The critical mass of retail and business development and location of the Metro Station make the Prince George's Plaza Transit District a prime candidate for mixed-use urban neighborhood redevelopment to function as a Transit Oriented Development.

The Prince George's Plaza Transit District has abundant square footage for retail and office uses. The commerce that occurs in this area contributes significantly to the County's revenue. The Prince George's Plaza Mall has about 95 percent occupancy rates and has managed to remain vibrant in the last several years of economic downturn. The University Town Center development which opened in the last several years has an occupancy rate of about 60 percent and is pursuing economic development efforts to increase tenancy in the available space.

In addition to the strong inventory of business space, the area has a Metro Station that boasts ridership statistics that support a transit-oriented development in this location. A study completed by The Washington Area Metro Transit Authority (WAMTA) in 2009 reveals that



PRINCE GEORGE'S PLAZA TRANSIT DISTRICT OVERLAY ZONE

PRINCE GEORGE'S PLAZA TRANSIT DISTRICT

nearly half of the riders at this location arrive by foot and of the 20 percent arriving by car, the majority of trips are less than three miles and a third of the trips are less than one mile, a distance easily covered by other means if available.

The scale and configuration of the existing vehicular transportation network creates major challenges to the creation of a walkable transit-oriented center.

Two major roadways divide the Prince George's Plaza Transit District into four quadrants. East West Highway and Belcrest Road carry significant volumes of traffic, experience considerable congestion during peak travel periods and have cross sections that discourage pedestrian and bicycle use in the area. Among the two roadway corridors, East West Highway is a more notable challenge for non-vehicular mobility. East West Highway is a major barrier and separates the retail and mixed use quadrants of the area from the Metro Station. A pedestrian bridge is provided at one location crossing East West Highway to enhance connectivity. Though provided, the relative inconvenience of climbing stairs or using an elevator to cross an arterial roadway makes it unattractive to many pedestrians. The image to the right shows this crossing.

The existing large-format development in the Prince George's Plaza Transit District does not currently benefit from a fine-grained network of local streets. Over time, the development of a fine-grained interconnected network of local streets will be important in promoting non-vehicular travel and connectivity within and between the district's developments.

The City of Hyattsville Transportation Study (Sabra Wang & Associates, Inc., 2010) identified a number of transportation improvements primarily focused on improving vehicular circulation. These included extensions and major and minor realignments of existing streets, the construction of additional turn lanes at intersections, and traffic signal adjustments. To address non-vehicular circulation and accommodation at the East West Highway/Belcrest Road intersection, *Prince George's Plaza Metro Area Pedestrian Plan* (Toole Design Group, 2008) identifies recommended intersection modifications including sidewalk widening, the placement of median bollards, upgraded pedestrian (signal) heads, bike lanes, accessibility improvements, signal timing and phasing changes, and signage alterations. The East West Highway/Belcrest Road intersection concept is shown on the following page.

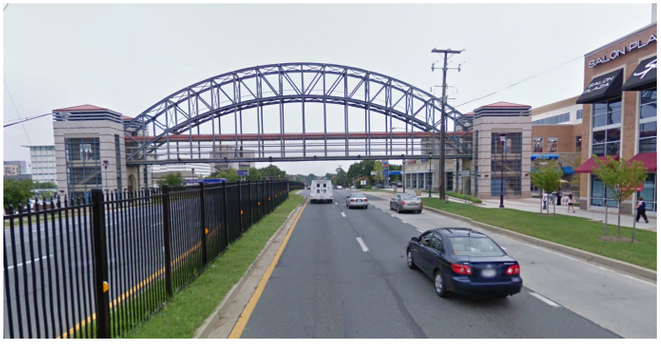
A carefully conceived and implemented multi-modal transportation system will be essential to the successful redevelopment of the area.

With strategic and focused redevelopment and a sound transportation strategy, the Prince George's Plaza Transit District could become a more significant and attractive local and regional destination. Many key developments within the area remain in a generally suburban form, offering the opportunity to comprehensively plan and develop over time, a compact mixed use center that encourages travel on foot, by bicycle, using transit, and driving.

As redevelopment activity proceeds in this area, understanding that East West Highway and Belcrest Road are unlikely to become any less important local and regional vehicular corridors will be important to recognize. The roadways have little to no spare vehicular capacity so redevelopment will need to be intentionally planned to promote walking, bicycling, and transit use, in lieu of driving alone. This can be accomplished through a combination of infrastructure improvements as well as programs and services creating a system of incentives to multi modal travel.

Fundamentally, the character and function of East West Highway and other major streets in the area will need to be altered to dramatically enhance the accommodation and safety of pedestrians, bicycle, and transit users while improving vehicular levels of service. Strategically designed streetscapes and carefully conceived urban designs for new developments should humanize major street corridors. This can dramatically alter people's perception of the walkability of a place and in turn, increase the number of people who choose to walk and bicycle, rather than drive.

East West Highway Pedestrian Bridge.



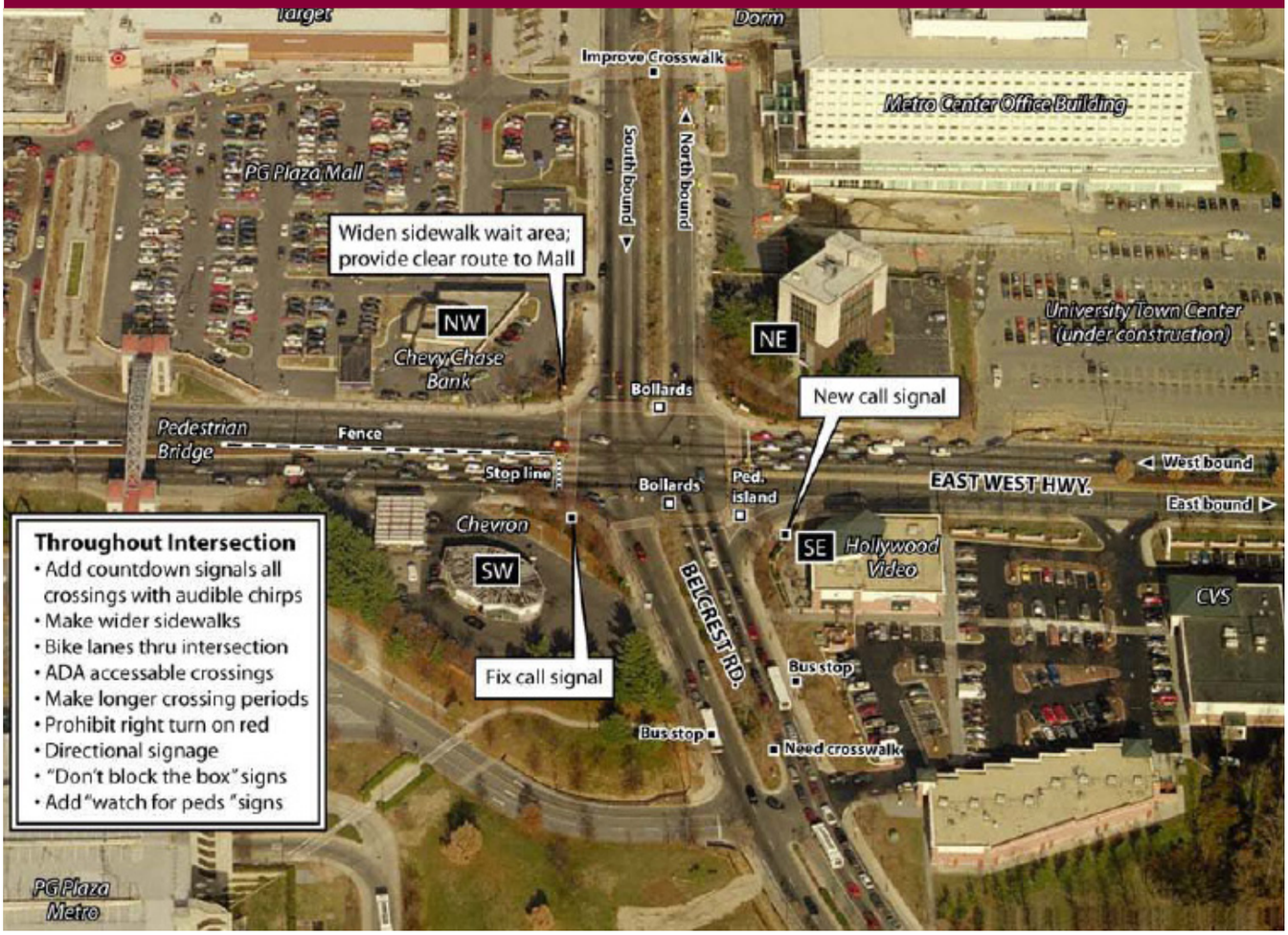
Source: Google. 2010.

Source: Prince George's Plaza Metro Area Pedestrian Plan (Toole Design Group, 2008)

Pedestrian and Bicycle Accessibility Obstacles

The Bike and Pedestrian Plan completed in 2005 set the stage for improvements to the rights of way which allow for safer pedestrian and bike access. The City and private partners have invested in improvements to the sidewalks, crosswalks and other elements along East West Highway.

The improvements recommended in the 2005 Plan however, are based on the current development pattern. As stated in this chapter, additional considerations will need to be made to incorporate multi modal travel options into a comprehensive redevelopment of the Prince George's Plaza.



BIKE AND PEDESTRIAN PLAN (DETAIL)

Source: Bicycle and Pedestrian Master Plan (Hyattsville Bike and Pedestrian Safety Committee, 2008)

PRINCE GEORGE'S PLAZA TRANSIT DISTRICT

Internal phases of redevelopment within Prince George's Plaza Transit District will need to include compatible character and appropriate transitions.

The Prince George's Plaza Transit District is currently a mix of older large-format suburban style development and sites that have been recently redeveloped in a more urban form. The district is well defined at its perimeter by major roadways, green space and separate local street networks. Much of the planned and recently completed development in the Prince George's Plaza Transit District has a decidedly more urban character than older development in the area. Despite recent development activity in the district, there continue to be suburban format retailers that remain and are successful. These include the Mall at Prince George's Plaza and Home Depot and their expansive surface parking lots. If the vision for the district of a walkable, compact mixed use urban center redevelopment is to become a reality, patience for the right opportunities to materialize and consistency in approach to development planning and approvals will be essential.

To promote internal connectivity of built form from one phase to another, as well as an interconnected transportation system throughout the transit district as redevelopment occurs and change is ongoing, a plan for an interconnected network of rights-of-way should be developed. The development of a fine-grained interconnected street network overlaid with street hierarchy and function will help to define the future locations of driveways, parking facilities, service and loading functions, curbside functions, and front doors. The street network has the potential to serve as the connection between adjacent redevelopment within the district that will inevitably occur over time and be accomplished by many individual investors.

In August 2009, the Belcrest Plaza Mixed Use Development Plan was presented. This plan proposes a dense mixed-use development along the Mall at Prince George's Plaza north and west sides. The City believes it is important to create a series of human scale blocks framed by new public streets. This project proposes replacement of more than 25 acres of existing multi-family units with considerably higher residential and commercial uses. The density proposed for the development plan is similar to portions of existing University Town Center. In the future if the Mall at Prince George's Plaza redevelops, its future network of streets should connect to University Town Center and the Belcrest Plaza Mixed Use Development. Additionally, the scale and character of development throughout the area should be related and complementary.

BELCREST PLAZA MIXED USE PLAN

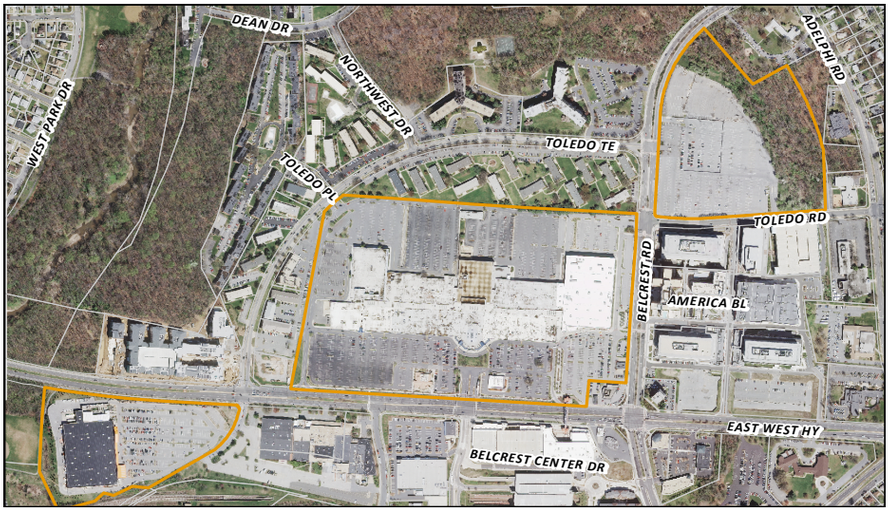
Source: Lessard Group. 2009.

PRINCE GEORGE'S PLAZA TRANSIT DISTRICT

Redevelopment needs to be economically feasible for property owners in order for redevelopment to begin.
Many of the sites within the district are already urban in character or are planned for redevelopment consistent with this character. However, within the district there are three major properties that will need significant redevelopment if they are to conform to the urban mixed-use style which is emerging in this area. Those properties are indicated on the inset below.

Two of these locations are successful retail locations. The Mall, built in 1959, was updated in 2004 and boasts healthy activity with minimal vacancies. The other retail location is currently a Home Depot which is in operation. While the investment in these properties remains profitable as they are currently developed, the benefits of whole site redevelopment will be difficult to realize. The timeframe for redevelopment of these sites and the parking facility will be dependent on the economic feasibility and may take many years.

A mix of national and local retailers is important to the success of this district.
Intensification of the development is important to the success of the redevelopment of this area as a significant urban mixed-use center. However, pedestrian-oriented development may be viewed as restrictive to large-format national retailers. The desire for compact, pedestrian-friendly design and accommodation of automobiles must be balanced to accommodate both national and local retailers. A plan that focuses on neighborhood-scale and local retailers alone would be inappropriate for this location, as a major part of this area's success is the presence of many major national retailers. The urban design objectives and economic development initiatives need to recognize the importance of the balance of these retailers.



PRINCE GEORGE'S PLAZA POTENTIAL REDEVELOPMENT SITES

The identified parcels are the most suburban in context and lack urban street grids and have low floor area ratios and high levels of land area dedicated to surface parking. Efforts to coordinate the redevelopment of these areas will take time and depend on economic feasibility of redevelopment.

PRINCE GEORGE'S PLAZA TRANSIT DISTRICT

PRINCE GEORGE'S PLAZA TRANSIT DISTRICT RECOMMENDATIONS

The Prince George's Plaza Transit District will be an urban density mixed-use transit-oriented development, with integrated transit options and innovative urban design that capitalizes on the advantages of the site to support business development and residential populations. The district will remain a high-profile regional destination and accommodate daytime and nighttime populations in an energized, safe, and exciting context offering a complete living experience within close proximity to the district.

Prince George's Plaza Transit District Actions

In order to achieve the vision for the Prince George's Plaza, the City should partner with the appropriate agencies and groups in the following actions organized by themes. A general set of considerations represent the spirit and intent of these actions and it is important that the City, community, and invested stakeholders in the City's future keep these considerations in mind in the implementation of the actions. In pursuit of the vision, stakeholders will:

1. Recognize the need to update the Transit District Development Plan for the area with accompanying design regulations that aesthetically and functionally integrate redevelopment with the adjacent areas.
2. Recognize that change will be the result of public and private partnerships.
3. Recognize that successful redevelopment is influenced by the government, private market, and a regulating plan.
4. Recognize that redevelopment is a long-term effort that may take decades to fully achieve.
5. Recognize the importance of improved connectivity and safe accessibility of public rights-of-way for multi-modal transit and pedestrians.
6. Recognize the desire to move this area away from a suburban density and form toward a more walkable, pedestrian-friendly urban environment.

Land Use & Community Character

Theme: Land Use & Community Character

The existing Metro Station and the concentration of regional retail and newer commercial development make Prince George's Plaza Transit District an area of significant opportunity to intensify development density toward a more urban development form. The following actions should be considered towards those ends.

1. Identify the appropriate mix of uses from a market perspective to create a more functional and urban redevelopment of the site.
2. Engage Prince George's County and Board of Education to proactively ensure the new elementary school is developed in order to protect and enhance the community character.
3. Develop a cohesive multi-modal transportation strategy and plan for the entire Prince George's Plaza Transit District. Focus the strategy and plan on the development of a fine-grained interconnected street, sidewalk, and bikeway network that becomes the framework for redevelopment and connects people with destinations and transportation services throughout the area. Develop an implementation plan and identify capital improvement projects to support the strategy.

PRINCE GEORGE'S PLAZA TRANSIT DISTRICT

4. Implement measures and strategies to enhance pedestrian safety and accommodation through the management of vehicular traffic volumes and speeds along major roadways and at key intersections.

Infrastructure & Circulation

Theme: Infrastructure & Circulation

Infrastructure and circulation are elements of the Prince George's Plaza Transit District development transition that the City has the potential to exercise influence over through cooperation with private land owners and the State Highway Administration. Investments in infrastructure have the potential to catalyze development and redevelopment activity as well as guide that activity when it occurs. The following infrastructure and circulation actions should be considered:

1. Develop a comprehensive multi-modal transportation improvement strategy and plan for the entire Prince George's Plaza Transit District. Focus the strategy and plan on the development of a fine-grained interconnected street, sidewalk, and bikeway network that becomes the framework for redevelopment and connects people with destinations and transportation services throughout the area.
2. Develop an accompanying action plan that identifies key projects and responsibilities within the transportation improvement strategy and plan.
3. Develop a prioritized list of transportation improvement projects for the area and pursue their inclusion in state, regional, and local transportation improvement programs.
4. Manage existing vehicular traffic speeds along major roadways and at intersections to improve pedestrian safety and accommodation.
5. Protect neighborhood streets from negative impacts of traffic from area development through the strategic use of traffic calming measures.
6. Ensure future development review policies prioritize access to transit (Metro specifically) as well as improved accommodation for pedestrians and bicycles
7. Improve direct bus transit connectivity to key area destinations
8. Consider implementing bike sharing throughout the area to increase the practical reach of Metro and offer people an additional travel opportunity within the district.

Economic Development

Theme: Economic Development

Redevelopment efforts involve a significant economic component both for the public and private players. This area is economically thriving, and redevelopment efforts will have to be economically feasible to occur. The following actions should be considered towards those ends.

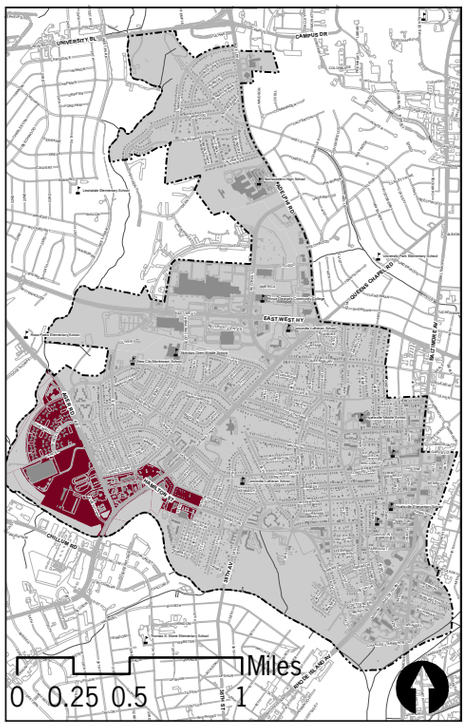
1. Identify all infrastructure improvement projects and costs for both public and private partners for the redevelopment of the area as part of the *Prince George's Plaza Transit District Development Plan.*
2. Initiate significant business development efforts to improve occupancy at University Town Center and other affected sites.
3. Promote Prince George's Plaza Transit District as an employment center for large-scale businesses and agencies.
4. Engage the owners of the Prince George's Mall to redevelop the site as an urban center consistent with the *Prince George's Plaza Transit District Development Plan.*

WEST HYATTSVILLE

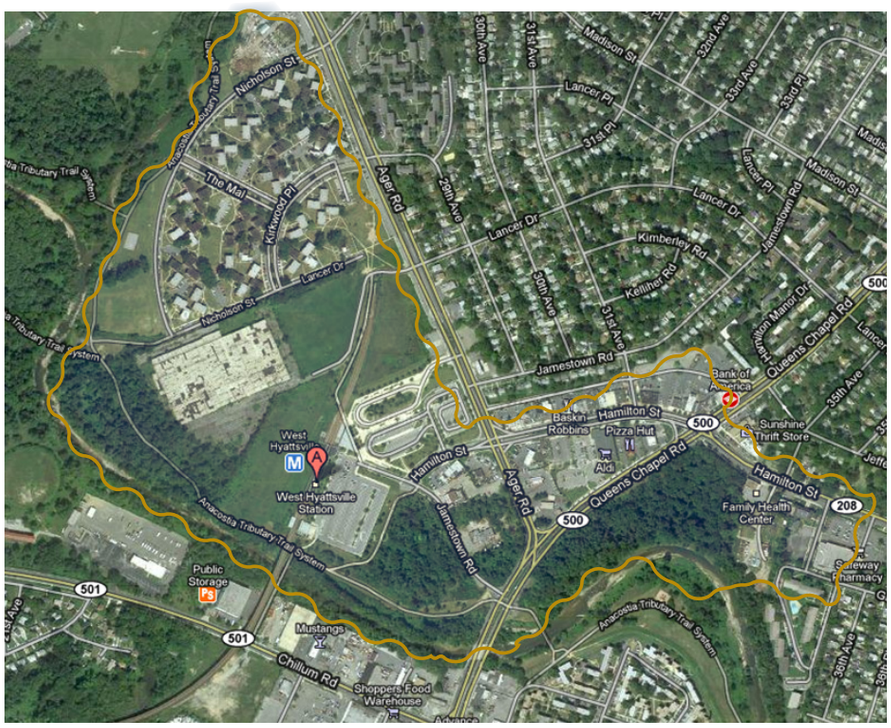
Framework Goal: Initiate the transition of the West Hyattsville area to a walkable, mixed-use urban neighborhood.

BACKGROUND

West Hyattsville is a 180 acre area in the southwestern portion of the City that includes a variety of uses that are separated from one another by open areas or auto-oriented high traffic corridors. This pattern of development represents a significant opportunity for intensification and a more efficient layout for redevelopment in close proximity to the City's second Metro Station. The area is bounded to the east by 36th Street and includes the neighborhood retail along Hamilton Street. It is bound by Ager Road and the Anacostia Tributary Parks on the south and west. The area includes the Kirkwood Neighborhood. This planning area is currently regulated by the "West Hyattsville Transit Overlay Zone" and is the subject of the *West Hyattsville Transit District Development Plan.*



KEY MAP



WEST HYATTSVILLE PLANNING AREA

Source: City of Hyattsville. Base Map. 2010

WEST HYATTSVILLE

TRENDS AND ISSUES

The existing development in this area is disjunctive and inefficient.

The current development pattern lacks cohesion and is prohibitive to local transit options and pedestrian safety and access. Large format buildings on large lots with little street level activity are dominant in the majority of the area. Some homes and business are located along Ager Road on the eastern frontage, but the frontage of Ager Road is generally void of a building or pedestrian presence. Although pedestrian paths are available connecting the various uses, the perception of safety is hindered by lack of activity, or "eyes on the street" in the words of Jane Jacobs.

The neighborhood business district established on Hamilton Street exhibits many of the traditional walkable traits sought after through redevelopment. However, the development pattern west of Ager Road creates a lack of cohesion with development on the western side of Ager Road and truncates the walkable portion of the district rather than offering a source of patrons.

The 2005 *West Hyattsville Transit District Development Plan* tackled this connectivity issue head on through a comprehensive redevelopment of the area based on a thoughtful and well-connected network of local streets. The street network is designed to connect three distinct neighborhoods within the district and create cohesion between the phases of redevelopment.

Hamilton Street Business District

Kirkwood Apartments

West Hyattsville Metro Station

Source: Google. 2010.

Washington Gas Property

Source: Pictometry Images Inc. 2010.

The circulation hierarchy established for the redevelopment of West Hyattsville in the West Hyattsville Transit District Development Plan provides a specific framework around which the redevelopment can be completed in phases. This street network and function hierarchy is essential in a cohesive, connected, and comprehensive redevelopment

CIRCULATION HIERARCHY

Source: West Hyattsville Transit District Development Plan. Parsons Brinkerhoff. 2005.

WEST HYATTSVILLE

The area offers significant opportunities for the City to expand the tax base.

The underutilization of the land in the West Hyattsville area presents a unique opportunity for the City of Hyattsville to expand the tax base within the current City limits. *The West Hyattsville Transit District Development Plan* identifies approximate capacity to accommodate 3,100 housing units of diverse building types, and one-million square feet of office and commercial space which could accommodate 3,300 new jobs. The redevelopment would also improve accessibility to and the supply of civic uses, parks and open spaces. While significant public and private investment in the redevelopment will be necessary, the long-term impact of a revitalized and intensified development pattern will help contribute to the economic base for the City—all without the acquisition of additional land area.

There is a need for improvement to the public rights-of-way to improve aesthetics and multi-modal functionality.

Although the City and businesses have invested considerably in the streetscapes in portions of the district, including along Hamilton Street, the public has expressed a desire to see additional improvements made to connect the area and create a cohesive urban environment safe for multi-modal transportation. Opportunities to explore the inclusion of "complete streets" into the reinvestment in this area would go a long way to improve the functionality and aesthetics of the public areas, creating streets that become places.

The Metro Station provides a key opportunity for Transit Oriented Development in the Area.

The West Hyattsville Green Line Metro Station is the first station along the Green Line outside of the District of Columbia. A study of Metro ridership conducted in 2009 indicated that nearly half of the patrons at the West Hyattsville Station arrive on-foot or by bicycle, about one third arrive by car, and the remainder arrive at the station by bus. The study also found that the West Hyattsville Station had the highest bike to metro ridership in the entire system. In comparing the West Hyattsville Metro Station with Metro Stations in first ring (from the District of Columbia) urban communities such as Bethesda and Silver Spring, the percentage of riders who walk to the Red Line in both of the aforementioned communities is much higher than in West Hyattsville, 55 percent and 70 percent respectively. The combination of abundant parking and low density in the station area appears to make the station attractive for people to drive and park for transit access. It is likely with improvements to the environment, biking and walking to the Metro Station could be increased.

There is a public perception that there are social and law enforcement issues that need to be addressed.

Physical development issues like the larger undeveloped parcels and the lack of street wall along Ager Road have likely contributed to public perception of isolation and danger for pedestrians or bicyclists traveling between the Metro Station and Kirkwood and the adjacent neighborhoods. Crime statistics for this area show that between April and October of 2010, most of the criminal activity in the West Hyattsville area has actually been property crimes including breaking and entering, theft from cars, and robbery. There have also been a series of assaults in the vicinity of Queens' Chapel Road and Hamilton Road and in the Kirkwood Apartments. However, West Hyattsville does not seem to have a concentration of criminal activity different from other areas of the City. The locations of criminal reports made over the last seven months are displayed on the following page.

Queens Chapel Road. An image looking toward the intersection of Hamilton Street showing the current conditions of the right-of-way.

Source: Google. 2010.

Ager Road. An image looking toward the intersection of Hamilton Street showing the current conditions of the right-of-way.

Source: Google. 2010.

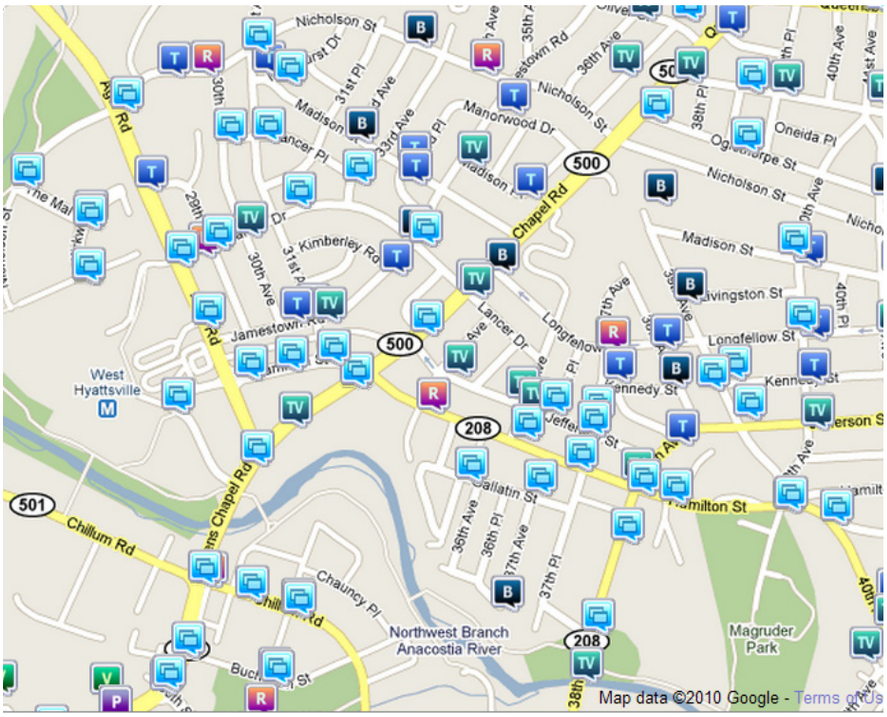
WEST HYATTSVILLE

This map shows more than just the West Hyattsville area indicating that property crimes are not isolated to West Hyattsville. Most of the recently reported crimes in West Hyattsville area are along Hamilton and Jefferson Streets. Additionally, a number of reports have occurred in the Kirkwood Apartments.

Source: Map and data are from CrimeReports.com based on locally reported data from Police Departments. April 5, 2010 through October 10, 2010.

MAP LEGEND

- *Multiple Reports*
- *Breaking and Entering*
- *Robbery*
- *Theft*
- *Theft from Vehicle*
- *Theft of Vehicle*



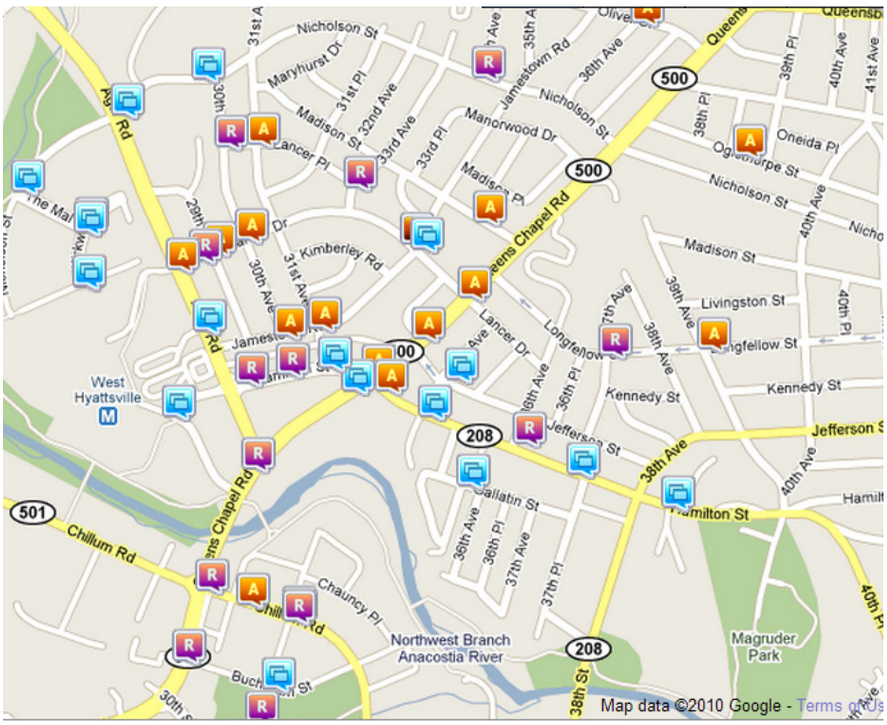
PROPERTY CRIME REPORTS 4/10-10/10

Assaults and robberies generally follow the same pattern as property crimes but are less numerous.

Source: Map and data are from CrimeReports.com based on locally reported data from Police Departments. April 5, 2010 through October 10, 2010.

MAP LEGEND

- *Multiple Reports*
- *Assault*
- *Robbery*



PERSONAL CRIME REPORTS 4/10-10/10

WEST HYATTSVILLE

Redevelopment will likely have a significant impact on residents of Kirkwood. Kirkwood is the only major residential component in West Hyattsville, and contains over 660 apartment units (estimated). In 2000, the census reported that the average year householders had moved in was 1997 with over 30 percent of occupants having lived there less than one year, and 65 percent lived there less than five years. Although these statistics do not specifically indicate long-term residency, the complex does provide affordable housing in proximity to the Metro Station. According to pricing information collected by apartmentratings.com the average rental price for a one bedroom unit ($780) is considerably under the Hyattsville average ($978). Redevelopment of this area as shown in the TDDP will likely have relocation implications for many residents.

The West Hyattsville Transit District Development Plan (TDDP) calls for a comprehensive redevelopment of the entire area west of Queen's Chapel Road to the Anacostia River Park System. This comprehensive redevelopment includes the Kirkwood Apartments.

WEST HYATTSVILLE ILLUSTRATIVE PLAN *Source: West Hyattsville Transit District Development Plan, Update 2006.*

Complete Streets

Many newer streets in American towns and cities were designed to accommodate vehicular traffic efficiently and conveniently, with little regard to pedestrians, bicyclists, and transit. Many of these auto-oriented streets are tenuous places to walk and bicycle and are untenable for real transit use.

The complete streets concept is not new to transportation planning and design, but was largely forgotten during the automobile boom that encompassed the period extending from the early 1950s through the early 2000s. Fundamentally, the complete streets movement aims to create balanced transportation corridors that appropriately accommodate people whether they choose to travel on foot, by bicycle, on transit, or driving. Many towns, cities, regions, and states have already enacted complete streets legislation and requirements to ensure that transportation corridors are designed and constructed in a manner that benefits all modes of transportation. Efforts were underway in 2009 to adopt the Federal Complete Streets Act which would encourage inclusive design of America's streets.

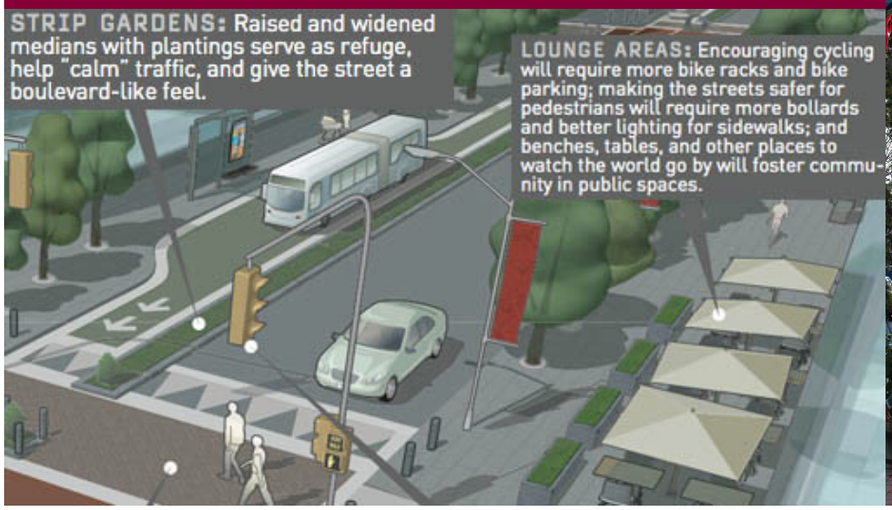


Image Source: Kimley Horn and Associates.

WEST HYATTSVILLE

WEST HYATTSVILLE RECOMMENDATIONS

The West Hyattsville Transit District will attract new jobs and residents to underutilized land around an existing Metro Green Line Station. The redevelopment of this area will incorporate an extensive system of civic, park and open spaces, and a finely balanced street and circulation network that maximizes accessibility while promoting streets as places of shared use. [1]

West Hyattsville Actions

In order to achieve the vision for West Hyattsville, the City should partner with the appropriate agencies and groups in the following actions organized by themes. A general set of considerations representing the spirit and intent of these actions are important for the City, community, and invested stakeholders to keep in mind during the implementation of the actions. In pursuit of the vision, stakeholders will:

1. Recognize that success will depend on a partnership between the City, private property owners, and the Metro Transit Authority.
2. Recognize the importance of allocating incremental resources to achieve long-term goals.
3. Recognize the need to improve safety, and accessibility of the public rights-of-way for multi-modal transit.
4. Recognize the importance of integrating the subareas in West Hyattsville.
5. Recognize the long-term nature of this initiative and the influence of the economic and market conditions on its success.
6. Recognize that there is an approved Transit District Development Plan agreed to by the community, but that fiscal feasibility for redevelopment is longer-term.

Theme: Land Use & Community Character

Land Use & Community Character

The *West Hyattsville Transit District Development Plan* was updated in 2005, and is recognized and embraced by the community for its qualities to create a connected neighborhood environment that integrates transit, residential components, and commercial uses into a walkable environment. The following actions are recommended to achieve the desired land use pattern and character.

1. Improve West Hyattsville Metro Station connectivity by enhancing pedestrian access and circulation along west side of Ager Road and improve access from the neighborhoods on the east and west side of Ager Road.
2. Improve West Hyattsville Metro Station access and safety to and from adjoining neighborhoods to encourage greater bicycle and pedestrian utilization.
3. Use the 2005 *West Hyattsville Transit District Development Plan* to guide the future redevelopment and infill of the Metro Station, parking facilities, Washington Gas property, and Kirkwood, to better integrate the three components into a mixed-use walkable environment. Confirm key elements including: lot and building configurations, pedestrian and vehicular circulation, landscaping, open spaces, and parking.
4. Facilitate a phased and comprehensive redevelopment of the Metro Station area with offices, hotel, shops, and residences that appeal to a diverse population.

1 *This vision text is taken in part from the Vision statement in the West Hyattsville Transit District Development Plan.*

WEST HYATTSVILLE

5. Work with existing property owners to facilitate a comprehensive redevelopment of the entire Transit District Overlay Zone for a more intense mixed-use pedestrian oriented area.

Infrastructure & Circulation

Theme: Infrastructure & Circulation

Improvements and adaptation of the area's infrastructure and circulation patterns are central to the overall improvement and connectivity in this area. The following actions are recommended to help achieve an integrated pedestrian friendly, transit-oriented development in this area.

1. Implement specific infrastructure improvement recommendations from existing transportation and bike and pedestrian studies to provide for greater pedestrian and bicycle accessibility to and from West Hyattsville.
2. Plan and implement a fine-grained interconnected multi-modal transportation network that includes a clearly defined street hierarchy defining street functions and use.
3. Implement capital improvements to public rights of way to improve streetscapes and encourage redevelopment.
4. Implement strategic traffic calming measures as needed on adjacent neighborhood streets to minimize negative traffic impacts associated with redevelopment.
5. Create a transportation network action plan and set of priorities to help with the allocation of capital resources as redevelopment occurs.
6. Consider implementing bike sharing throughout the area to increase the practical reach of Metro and offer people an additional travel opportunity within the area.

Public Safety

Theme: Public Safety

Public safety is an issue of public perception. However, the current lack of safety consideration in design in this area contributes to the perception of an unsafe environment. University of Maryland students conducted a Crime Prevention Through Environmental Design (CPTED) evaluation of the area. The following actions are recommended to increase the safety of the area prior to and as part of the overall redevelopment and improvements to the West Hyattsville Area.

1. Improve the general safety of the area through increased police presence on foot and bike.
2. Incorporate specific public safety measures including lighting, call boxes, and good visibility in and around the West Hyattsville Metro Station.

Economic Development

Theme: Economic Development

Redevelopment of the West Hyattsville area will depend on economic development factors including market conditions, available funding, and demand for housing and employment growth. The following actions are recommended to assist in economic development efforts for this area.

1. Complete an update to 2003 West Hyattsville feasibility study of pre-development constraints, and upon completion create a Capital Improvements Plan through the assignment of both public and private infrastructure improvements.
2. Work with property owners to create a phased plan to implement redevelopment of the area without disrupting business operations.

U.S. ROUTE 1 CORRIDOR

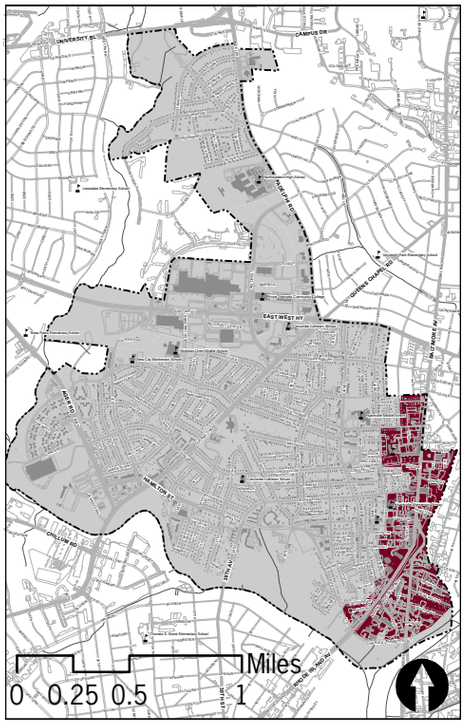
Framework Goal: Promote redevelopment within the Arts District, and address Route 1 south commercial properties.

DESCRIPTION

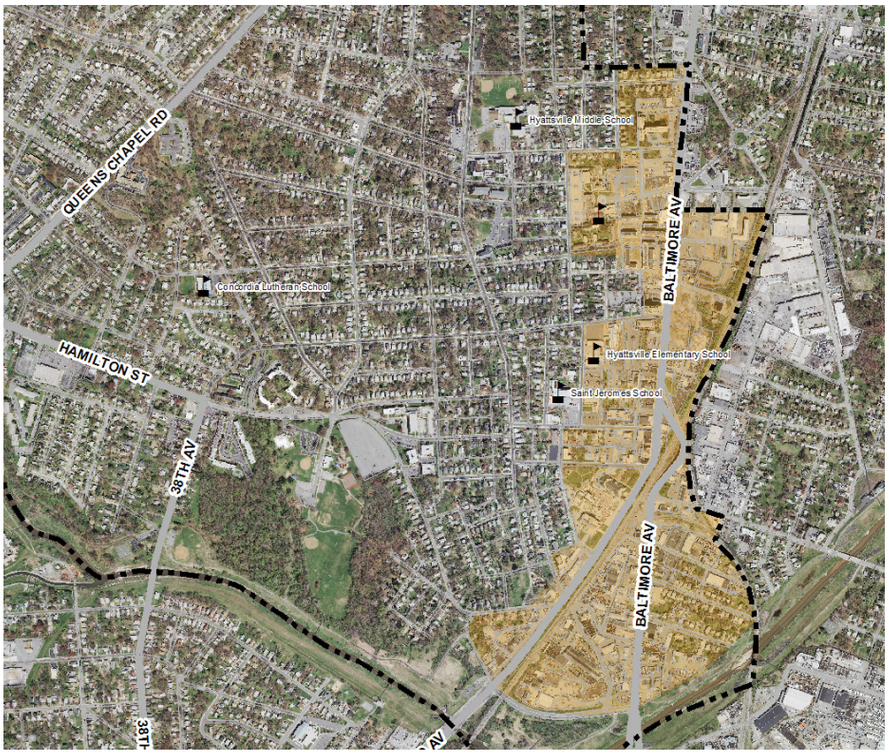
U.S. Route 1 has historically been the traditional "main street" for Hyattsville. In the past, it has served as both a retail district and as the symbolic heart of the City. Its economic health remains vital to the identity of Hyattsville. However, over many decades the corridor has transitioned from its historic roots to accommodate more auto-oriented businesses and currently has many vacant and underutilized properties. The existing form is a mix that ranges from traditional main street, mid-century highway, suburban retail, and contemporary urban mixed-use.

This area is approximately 168 acres and is part of the Prince George's County Gateway Arts District and encompasses the eastern portion of the Hyattsville Historic District. Of the three planning areas in the "managed changed" category (see also Prince George's Plaza Transit District and West Hyattsville), the U.S. Route 1 Corridor has the most historic urban form still intact. In this area, infill and reuse of existing buildings is much more germane to reinvestment than reestablishment of urban form.

In the 2006 *Gateway Arts District Sector Plan*, the Hyattsville portion of the corridor was designated as the economic center for the larger district that includes several Prince George's County communities. Findings in that study indicated that the proximity to the University of Maryland and the presence of the County Courthouse and other institutional uses and the assemblages of vacant land all contributed to the area's ability to function as an economic driver through redevelopment and reinvestment.



KEY MAP



U.S. ROUTE 1 CORRIDOR

U.S. ROUTE 1 CORRIDOR

TRENDS AND ISSUES

This corridor serves as the City's "main street" area.

The Corridor has a historic role as the City's central business district and still exhibits the built character of a traditional "main street" environment. As a significant part of the Hyattsville Historic District, the Corridor boasts some of the City's most notable landmarks and functions as a civic center with the County Services Building and Hyattsville Justice Center. The residual "main street" buildings and urban form offer a unique opportunity in the City to reuse a business district that already exhibits the desirable walkable urban form.

The Gateway Arts District Sector Plan suggests that infill and redevelopment will catalyze reinvestment and reuse of the existing contributing structures in a way that will enrich the whole corridor as part of the Prince George's County Gateway Arts District. The "main street" function of the corridor is important to preserve through future development efforts. The following trends delve deeper into the specific implications of the function of this corridor.

The Corridor provides opportunity for central community identity and locally-owned business development.

The residual "main street" character is not only a good fit for use as an arts district as described in the Sector Plan, but also serves as a local example of the desired walkable urban form sought after as a key component of the Hyattsville community identity. Business districts, like the U.S. Route 1 Corridor, contribute architectural, cultural, and business identity to the City. As a major gateway to the region and the City, this corridor acts as the "face" of Hyattsville to outsiders, a district that locals and visitors can identify with Hyattsville. The presence of civic and historic resources adds to an identity for the City. Furthermore, locally-owned businesses may find reasonable rents and building sizes compatible with their needs and again add to the local feeling and identity. The corridor's status as both a locally significant district in close proximity to neighborhoods and as a regional gateway provides unique advantages for business development.

FRANKLIN'S RESTAURANT & BREWERY

TESST BUILDING

Local businesses like Franklin's Restaurant and Brewery (top) and historic buildings like the Tesst Building (bottom) represent the main street character. This areas compatibility with local businesses illustrates how the corridor contributes to identity and presents opportunities for local business and arts development. Franklin's represents appropriate reuse of a historic structure, while the Tesst Building represents a redevelopment opportunity.

Image Sources: David Whyte. 2010.

U.S. ROUTE 1 CORRIDOR

Preservation of historic buildings while retrofitting rights-of-ways to accommodate an improved pedestrian environment may present challenges. Creative urban design and redevelopment will be needed for improvements to the built environment.

Traditional settlement patterns often resulted in the central business district of towns and cities being oriented along major travel corridors, leading to the creation of main streets. In Hyattsville, this pattern played out by locating the business and cultural hub around what would become U.S. Route 1. The advantage regional travelers provided to the district was clientele for businesses, and the transportation routes provided local and regional accessibility to the essential business and civic functions of the City. The contemporary challenges are that this traditional travel route has continued to carry increasing volumes of traffic in modern times. To keep pace with the demand on the transportation network, the right-of-way dedicated to automobiles has been widened. This has resulted in areas where traditional building alignments remain, but sidewalks and pedestrian areas have lost ground to the automobile. The streetscaping and urban design will need to be responsive to the balance needed to accommodate the pedestrian and the automobile.

The existing cross section of the Corridor between Farragut and Gallatin Streets demonstrates the wide road, narrow sidewalks and historic building placement which must be integrated into redevelopment of this area.

CROSS SECTION OF U.S. ROUTE 1 BETWEEN FARRAGUT AND GALLATIN STREETS

Image Source: David Whyte. 2010.

U.S. ROUTE 1 CORRIDOR

Design and functionality of public spaces will play a role in the success of the district.

In addition to the access to natural or recreational open spaces available in the City, urban public spaces also strongly contribute to the functionality and livability of a community. The Sector Plan recognizes the importance of public open spaces in the urban environment as part of supporting the arts. Open spaces should be well-integrated with the business and pedestrian environments to function as outdoor extensions of the indoor uses throughout the corridor. The Sector Plan recommends enhancements or upgrades to the County Justice Center Plaza, the parking lot southeast of the intersection of Jefferson Street and U.S. Route 1, and the interface between the City and the stream valley park. The relationship of these public open spaces with the sidewalks and streets will play a vital role in the "street life" and the use of the corridor as an arts and culture events destination. Opportunities for street fairs, markets, festivals, galleries, and exhibits are all made possible by well designed public spaces integrated into the urban form.

The images of the open spaces and plazas associated with the County Justice Center provide good examples of urban open spaces where events and gatherings could be held. Efforts of reinvestment in the corridor should include attempts to include additional open spaces and provide pedestrian integration into the overall district.

Source: David Whyte. 2010.

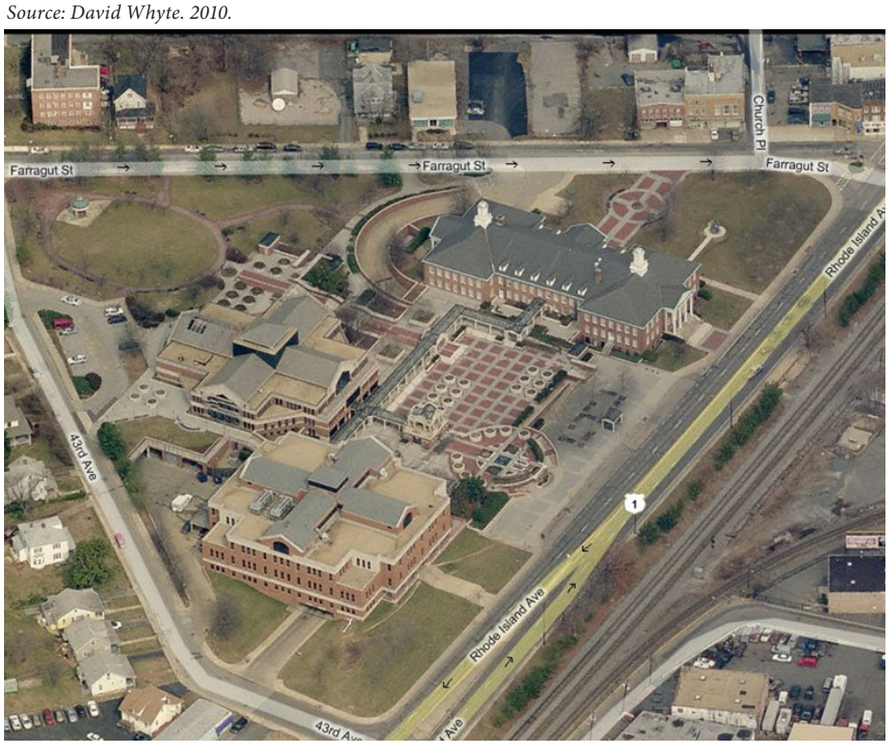


Image Sources: Microsoft Corporation, NAVATEQ, Pictometry Birds Eye. 2010.

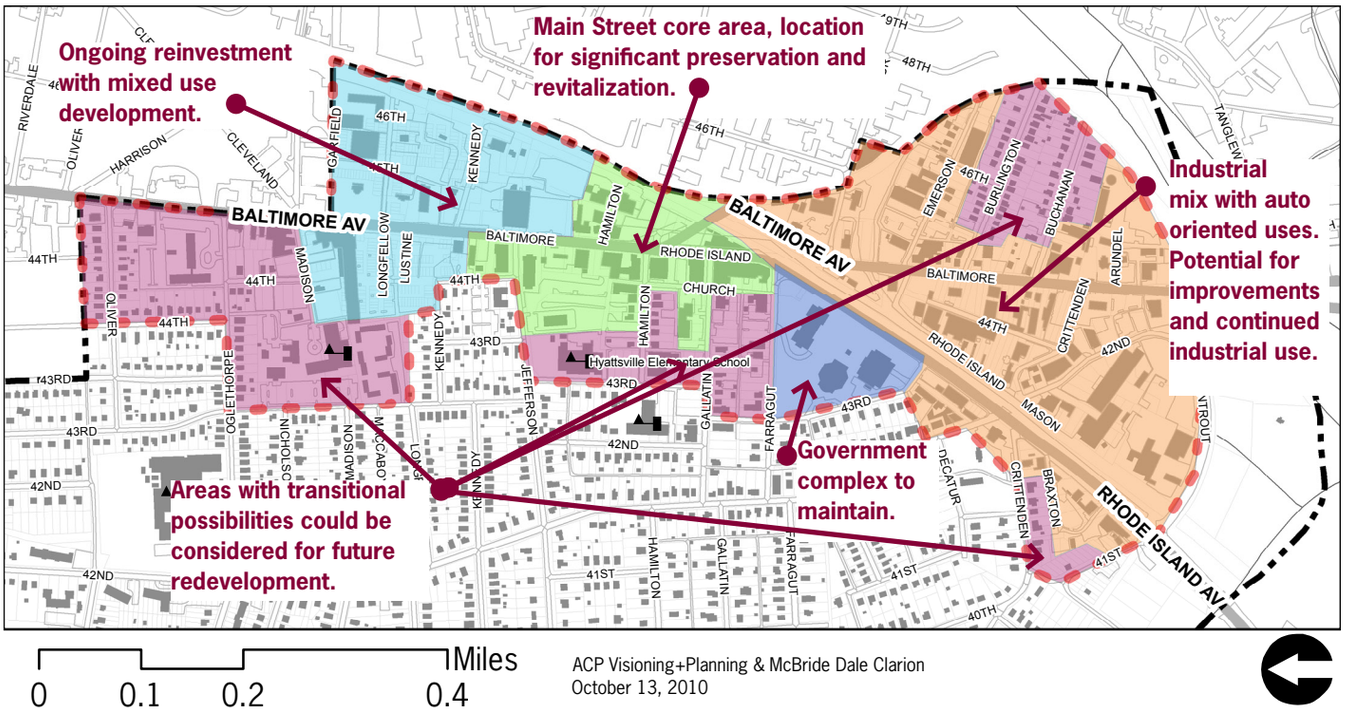
U.S. ROUTE 1 CORRIDOR

Recent redevelopment has improved economic and arts development opportunities; however, additional redevelopment/enhancement is needed to complete the district's renaissance.

The U.S. Route 1 Corridor is unique in Hyattsville in that unlike other commercial districts, it still retains areas with the traditional urban or "main street" form and industrial sites. However, during the automotive era of the 20th century many of the areas along the corridor were redeveloped with more suburban and automobile oriented development patterns. Older structures were removed to make way for fast-food restaurants, modern gas stations, and other commercial uses that have parking in front of the buildings. The image below shows the portions of the corridor that are contributing and not contributing to the traditional urban form.

Recent redevelopment efforts by EYA in the 5500-5800 block of U.S. Route 1 have made significant strides to rebuild the street wall and reinvigorate the corridor with both business and residential activity. While the new mixed-use development has made significant impacts and improved the outlook for other portions of the corridor, additional redevelopment is still needed before the corridor will reach its full potential. A number of underutilized or vacant parcels and storefronts are still available. Continued cooperation between the City, County, and private partners remains important in the reinvigoration of Hyattsville's portion of the Gateway Arts District.

The new DeMatha Catholic High School convocation center.



ACP Visioning+Planning & McBride Dale Clarion
October 13, 2010

ROUTE 1 SUBAREA CHARACTERISTICS

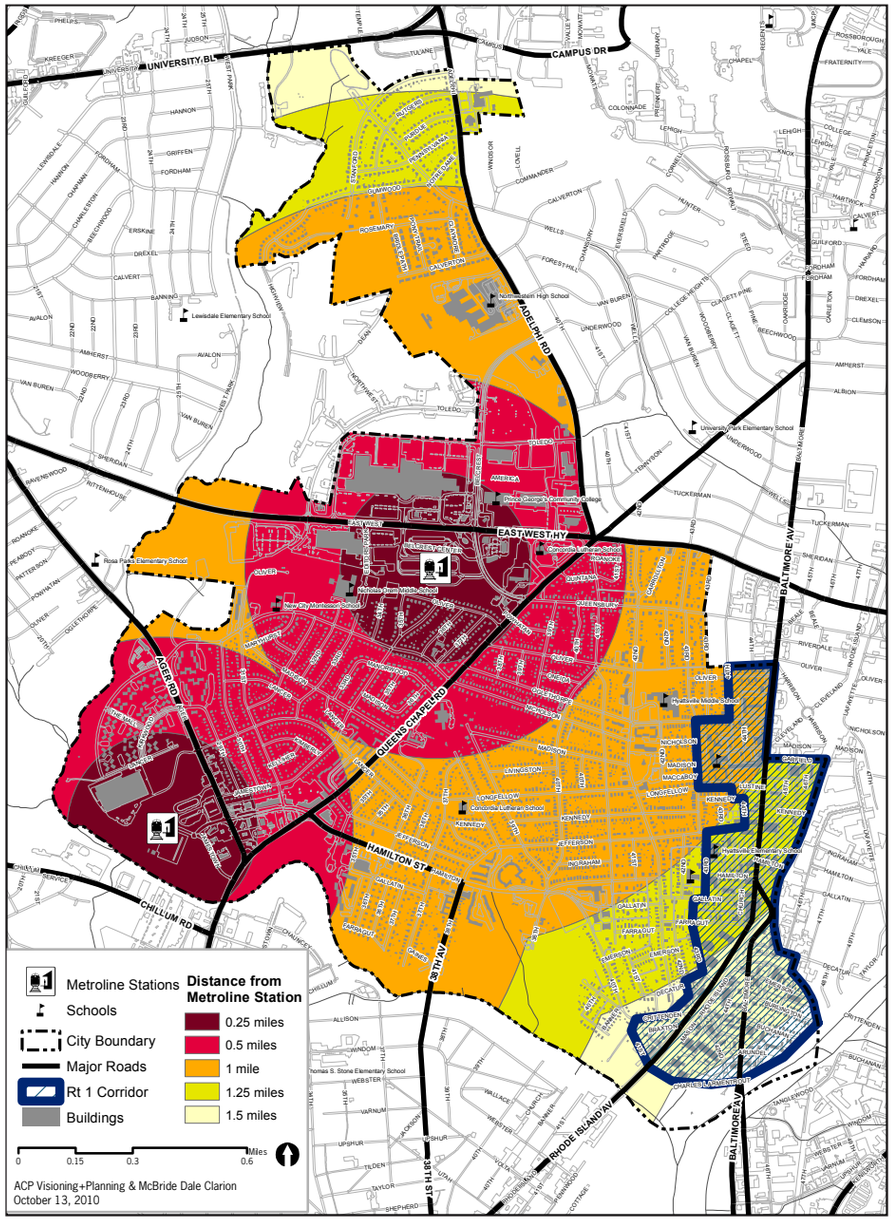
U.S. ROUTE 1 CORRIDOR

Addressing parking issues and creating transit connections to surrounding neighborhoods and Metro Stations is important to the success of the area.

U.S. Route 1 is a major vehicular travel corridor in Hyattsville, for Prince George's County, and the metropolitan area. Traffic is heavily southbound during weekday mornings and northbound during weekday evenings. Despite being served by local bus routes, without convenient access to the Metro, residential and commercial areas along the U.S. Route 1 corridor rely heavily on single-occupant vehicles to connect people with destinations within the area and in the surrounding County and District of Columbia.

Despite not being within convenient walking distance of a Metro Station, planning for multi-modal access and accommodation is important. Anticipating a limited parking supply in the area in the long-term, developing an interconnected system of sidewalks will enable a person to park once and walk between destinations, rather than drive and park multiple times within the area. Successfully implementing measures to support a park once strategy has the potential to reduce local vehicular traffic while at the same time increasing street life and pedestrian traffic. While implementing a park once strategy will help with traffic and parking issues, adequate parking will need to be provided throughout the corridor to support businesses, residential units, and other community facilities and events.

While walking is the most common access mode for Metro Stations in most urban locales throughout the region, bicycle access is increasing in many areas of the region. The implementation of an integrated bicycle sharing program in the District of Columbia and Arlington County is actively increasing the reach of the Metro in these communities. While a five to ten minute walk in most urban environments covers between 1/8 and ½ mile, a five to ten minute bike ride can cover distances up to a mile with ease. With other regional jurisdictions considering bike sharing programs to increase the reach of the Metro and to better connect their communities, Hyattsville should also consider the possibility of a bicycle sharing program.



METRO STATION PROXIMITY

U.S. ROUTE 1 CORRIDOR

U.S. ROUTE 1 CORRIDOR RECOMMENDATIONS

The U.S. Route 1 Corridor will serve as the center of arts and culture in the City of Hyattsville and the economic engine of the Prince George's County Gateway Arts District. It will contribute identity to the City through revitalization of the traditional urban form, architecture, history, culture, art, and civic organizations. The corridor will serve as a local and regional destination, well-integrated into the City's context with connectivity to other local hubs of activity, transit, and recreation.

U.S. Route 1 Corridor Actions

In order to achieve the vision for the U.S. Route 1 Corridor, the City should partner with the appropriate agencies and groups in the following actions organized by themes. A general set of considerations representing the spirit and intent of these actions are important for the City, community, and invested stakeholders to keep in mind during the implementation of the actions. In pursuit of the vision, stakeholders will:

1. Recognize that change will be the result of public and private partnerships, and that there are several agencies that have responsibility for implementation of the redevelopment and promotion efforts in the corridor. Those players include the Gateway Arts Management Team, The State of Maryland, Prince George County Council, Hyattsville Community Development Corporation (CDC) and the City of Hyattsville.
2. Focus resources on efforts to improve safety, accessibility, and design of public areas, including sidewalks and streets.
3. Recognize the importance of balancing aesthetic improvements with increased occupancy of store fronts and economic development initiatives.
4. Recognize the important role of locally-owned businesses in the revitalization of the corridor.
5. Emphasize the corridor's connections to Metro Stations.
6. Enhance and promote local arts and cultural events.

Theme: Land Use & Community Character

Land Use & Community Character

The successful merger of historic urban forms and modern urban pedestrian-friendly environments will be key components of the land use and community character theme in the U.S. Route 1 Corridor. The following actions are recommended to achieve that vision.

1. Prepare comprehensive streetscape and facade improvements for the Route 1 Corridor.
2. Coordinate with the State of Maryland to approve Low-Impact Design (LID) and "green" stormwater management infrastructure for the Route 1 Corridor.
3. Continue to implement the approved *Gateway Arts District Sector Plan.*

Theme: Infrastructure & Circulation

Infrastructure & Circulation

The publicly controlled infrastructure and circulation systems within the U.S. Route 1 Corridor play a vital role in the functionality and appearance of the area. Much like in the other areas of the community, public improvements can be used as a catalyst for

U.S. ROUTE 1 CORRIDOR

reinvestment in the private realm. The following actions are recommended to achieve that vision.

1. Develop and implement a streetscape master plan and design guidelines for the U.S. 1 corridor and key streets within the area. Use the master plan and guidelines to focus investment on better accommodating pedestrian safety and mobility while enhancing the aesthetics of the corridor and managing vehicular speeds through a shift in perception of the street as a place for people, instead of vehicles alone.
2. Consolidate and/or relocate utilities underground to maximize available sidewalk space and reduce visual clutter in the corridor.
3. As redevelopment occurs along properties currently developed with suburban forms, ensure that adequate right-of-way is reserved for the implementation of an appropriate streetscape.
4. Where possible, implement pedestrian safety and accommodation improvements through the use of high-visibility crosswalk markings, curb ramps, bulb outs, improved signal equipment and timings, lighting, medians, and landscaping.
5. Evaluate district parking options and develop additional public/shared parking in the south area to create a park once environment. Improve circulator service to connect the U.S. Route 1 District with the two Metro Stations.
6. Consider implementing bike sharing throughout the area to increase the practical reach of Metro Stations and offer people an additional travel opportunity within the area.
7. Create an interconnected system of two-way (unless insufficient space exists, then make one-way) parallel service/circulation streets in redevelopment areas to minimize local circulation pressure on U.S. Route 1.

Theme: Economic Development

As a central gateway into the City and region and as an existing urban center, the U.S. Route 1 Corridor offers significant economic development opportunity for the City, and presents challenges that will require economic development initiatives to flourish. The following actions are recommended to achieve redevelopment of the corridor into an arts, culture, and theater destination.

1. Create a capital improvements plan based on the streetscaping plan and identify costs for both public and private partners for the redevelopment of the area.
2. Initiate significant economic development/marketing effort to improve occupancy and reuse of existing buildings and spaces in the corridor.
3. Create a business incentive/reinvestment program to make the area viable for small local businesses.
4. Promote the district and events to be a regular draw for regional activity as an arts and cultural venue.

4. Strategic Plan

OVERVIEW

The Strategic Plan is an action plan that provides for a systematic implementation of the vision, goals and objectives contained in the City's *2011-2015 Community Sustainability Plan*. The Strategic Plan identifies specific projects and programs that are necessary to achieve City objectives and establishes a critical path for identifying a sequence of actions to implement recommendations that can be achieved within the foreseeable future, being a period of about six years. In coordination with the City staff, CDC staff and other identified and participating public agencies, the City must determine the resources needed to accomplish specific objectives and identify who is responsible for program implementation. The Strategic Plan emphasizes the importance of both internal and external relationships to achieve important goals and objectives. Regular monitoring of progress in implementing the Sustainability Plan must be an important City priority to assure success in achieving the City's goals and objectives as established in the *2011-2015 Community Sustainability Plan*.

CONSISTENCY WITH CITY'S ADOPTED GOALS AND ACTIONS

The Strategic Plan must be in accord with the vision, goals and objectives of the *2011-2015 Community Sustainability Plan*. The Strategic Plan is the implementation program for the Sustainability Plan and provides the opportunity for the City to develop specific action steps to accomplish the Sustainability Plan goals and objectives. The recommendations contained in the Sustainability Plan are also linked to the City's Adopted Strategic Goals and Actions so that each recommendation can be considered in the context of satisfying one or more of the adopted goals and actions expressly desired by the Mayor and City Council.

Table 1 in the Appendices Section identifies twelve (12) Sustainability Plan recommendations that are included in the first phase of the Strategic Plan critical path. The Table identifies at least two adopted strategic goals and actions that are applicable to each of the recommendations shown. As implementation moves forward, the program activities of all participants must be evaluated on a regular basis to assure continued consistency with the City's Adopted Strategic Goals and Actions.

CRITICAL PATH IMPLEMENTATION APPROACH

The Strategic Plan must recognize that achieving the numerous goals and objectives of the Sustainability Plan will require a phased approach to implementation. The phases will be based on the identification of goals and objectives that can be implemented within the foreseeable future as established by appropriate funding programs including grants, public operating and capital budgets, tax credits and other funding sources identified by the City. A six-year time horizon coincides with most public Capital Improvement Programs and represents an appropriate critical path for implementation the first phase of the plan's recommendations. Funding periods beyond six years are less certain of funding and can be adversely affected by other programmatic issues and mandates.

Recommendations in each of the four focus areas of the Sustainability Plan are included in the first phase critical path to demonstrate a commitment to achieving goals and objectives City-wide. The critical path includes recommendations and actions consistent with the City's ongoing efforts that have been allocated resources, such as the new Park Master Plan and the connection of parks to neighborhoods. Those projects that can be implemented first and can serve as a catalyst for other recommendations should represent the highest priority for implementation in the first phase of the critical path. The progress of projects in the critical path must be monitored, on a regular basis, to assure that program objectives are being accomplished as intended by the City's Strategic Plan.

RESOURCES AND FUNDING SOURCES

The Strategic Plan process requires that all possible opportunities for assistance to the City in implementing the goals and objectives of the Sustainability Plan be sought out and evaluated for participation in the plan implementation process. Resources from all levels of government should be actively recruited to assist the City's efforts. Public/private partnerships should be sought out and encouraged to utilize a full range of resource opportunities. The resource allocations must be carefully monitored to assure that full value of resources is utilized to accomplish the Sustainability Plan goals and objectives.

IMPLEMENTATION PROGRAM

The two tables that comprise the Appendices section of this *2011-2015 Community Sustainability Plan* present the recommendations and corresponding implementation actions proposed in the Strategic Plan. Table 1 identifies the twelve (12) recommendations and corresponding implementation actions that are recommended as the critical path to begin the plan implementation. Table 2 shows all of the recommendations and all of the implementation actions proposed to fully implement the Sustainability Plan. Both Tables are arranged by the four focus areas that were identified as part of the community visioning process. The four focus areas are identified as follows:

1. Preserve core residential neighborhoods, maintain and strengthen parks and their relationship to residential areas
2. Continue to manage the transition of the Prince George's Plaza Development District to a walkable, mixed-use urban neighborhood
3. Initiate the transition of the West Hyattsville Area to a walkable, mixed-use urban neighborhood
4. Promote redevelopment within the Arts District and address U.S. Route 1 south commercial properties

The recommendations are further arranged by the major themes identified for each area and described in the Sustainability Plan text. The implementation actions proposed in this Strategic Plan are directly linked to the recommendations. Since the Strategic Plan is a systematic approach to implementing the Sustainability Plan recommendations, an alphanumeric system is utilized to link specific actions to specific recommendations for each theme identified in each focus area. This is meant to assure linkage throughout the process from plan formulation to recommendation to implementation. It is important to note that the critical path is a tool for identifying the action items and to establish the ongoing implementation process. The action steps will require policy decisions by the Mayor and City Council at appropriate times, as the process moves forward. The Strategic Plan is an ongoing, dynamic process for managing the implementation of the Sustainability Plan.

The recommendations contained in the plan are also linked to the City's Adopted Strategic Goals and Actions. Therefore, each recommendation can be considered in the context of satisfying one or more of the adopted goals and actions expressly desired by the City Council. Most of the recommendations involve several action steps to assure more complete implementation in a logical progression of defined actions. Table 2 identifies over 60 individual recommendations to address issues and concerns, as well as desires and goals identified by the community through the visioning exercises and community meetings held to determine community vision for Hyattsville. This Strategic Plan identifies over 190 separate implementation actions intended to fully implement the plan recommendations.

Each recommendation and each

implementation action contained in this Plan represent an opportunity to improve some aspect of life within the City of Hyattsville. No judgment is made in this Strategic Plan that one recommendation is better or more important than any other. The Strategic Plan strives to identify appropriate action steps that can achieve full implementation of each recommendation. This is how the community vision can best be achieved. The Strategic Plan involves the identification of critical paths wherein some recommendations and implementation actions will be initiated and completed first. The intent is to help move all four areas forward in terms of achieving some desired outcomes now and then moving on to complete other desired actions as conditions and resources warrant. This is a long-term commitment to a process of community improvement and enhancement.

The progress of the Strategic Plan implementation should be measured at regular intervals to see what is being accomplished, how effective implementation programs are in terms of achieving desired results and which recommendations are next for implementation. The Strategic Plan provides a systematic approach to deciding the appropriate critical path. Table 1, as shown in the plan's Appendices Section, highlights the twelve recommendations that are proposed for initial work effort as part of an intergovernmental implementation program utilizing a variety of partners and resources to both fund and do the work necessary for successful implementation of the Sustainability Plan recommendations. This Plan promotes efficiency and effectiveness in achieving all of the recommendations in an organized sequencing of actions.

Table 1 goes beyond identifying recommended action items. This table proposes to identify the lead agency responsible for implementing each recommendation. The lead agency may be the City of Hyattsville; it may be the City Council (if the action is a policy matter) or another public entity that has a mission and resources to address the action item. This table also identifies potential partners in the form of governmental agencies, community organizations including non-profit groups such as the Hyattsville Community Development Corporation (HyCDC) and property owners that may directly benefit from a particular action item. Funding sources to help pay for an action item are identified, if known.

The sources for funding may include allocations from a current or future operating budget (OB), allocations from a capital improvements plan or program (CIP), grants from other government agencies or grants from private sources such as foundations and other non-profit groups. The amount of full-time City employee (FTE) time needed to complete a project (multi-year FTE estimates) is also shown where it can be determined with some degree of accuracy. The anticipated project cost of an action item is also provided, if again, a cost estimate can be determined with an acceptable level of accuracy. Table 1 shows a total of 3.0 FTE based on utilizing current staff and reallocating some of their time to critical path action items during the projected period of FY 2011 through FY 2017. This represents less than three percent of the City's total FTE which the City currently budgets at over 116 FTE. The need for two new positions or two (2) additional FTE's is identified and the City would have to decide, at the appropriate time, if these additional resources can be provided.

Table 2 is a comprehensive listing of over 190 individual action items that have been identified to implement all 60 of the recommendations identified in this Sustainability Plan. The table is organized similar to Table 1 in that it identifies recommendations and implementation actions for each of the four focus areas identified as part of the community visioning process. The twelve critical path recommendations shown in Table 1, and further described in this Strategic Plan, are highlighted in Table 2 as bolded text. Table 2 also is based on the same alpha-numeric system to identify recommendations and implementation items for each focus area. As critical path items in Table 1 are implemented, new tasks can be drawn from Table 2 to continue the overall implementation of the *2011-2015 Community Sustainability Plan*.

The continued evaluation of the critical path elements and the overall Sustainability Plan may lead to revisions to the remaining recommendations and implementation actions through the addition of new items or the deletion of items no longer necessary or desired by the City.

DESCRIPTION OF THE TWELVE CRITICAL PATH RECOMMENDATIONS AND THEIR IMPLEMENTATION ACTIONS

The following section provides a brief description of each of the twelve critical path recommendations in terms of the action steps proposed to implement them. The descriptions will provide additional information relating to the nature and scope of the projects which are further summarized in Table 1 of the Appendices Section. The lead agency roles are described as well as the nature of partner resources needed to achieving the desired objectives. The projected costs for implementation are described as well as the possible sources for funding.

The estimates of full time employee (FTE) resources needed to complete a project are also estimated to assist in the City's future allocation of staff resources to achieve the Sustainability Plan recommendations. Costs have not been assigned for the FTE calculations because the City has not adopted a methodology for establishing FTE costs. The FTE's shown in Table 1 are the estimates for City staff time to complete the total project and are multi-year for projects expected to take more than one year for completion. The dollar costs shown in Table 1 also represent total cost estimates for possible City contract services or capital costs that can be estimated at this time with some degree of accuracy. The estimates show current budget costs as well as foreseeable budget costs requiring future budget decisions by the City. The anticipated sources for future City revenue allocations include City operating budgets (OB), capital improvements plans (CIP) and possible grants. Estimates for revenue from sources outside of the City are also estimated where appropriate.

It is important to realize that at this time, the City FTE data and dollar costs shown for each project are estimates and more complete resource estimates should be developed as part of the actual project initiation or start-up. The estimated length of time for accomplishing each recommendation is also estimated, in terms of fiscal years, to help the City understand the long-term nature of some of the recommendations. The annual budget process should establish resource allocations for each critical path project, as they are scheduled to move forward. Regularly scheduled project reviews should serve as a means for maintaining budget control over project costs and assessing the success of each project in the critical path. This methodology provides a performance budget technique that will enable the City to have greater control over project costs, staff resource requirements and criteria for measuring project success.

IMPLEMENTATION ACTION #1

Establish targeted park facility Levels of Service (LOS) to guide park development and expansion, and use the PMP to create an on-going capital improvement strategy for funding to reach its targets. (Recommendation A.2.B)*

This implementation action item is one of the recommendations identified for the Neighborhoods and Parks Focus Area. The project involves implementing levels of service (LOS) criteria as part of the City's effort to enact a new Park Master Plan (PMP) that is currently under study. The concept for establishing a LOS methodology for park development is to improve management of parks and facilities by identifying criteria to measure future park needs, park expansions and land acquisitions, and facility requirements. The criteria should help clarify park related programs and services such that more informed budget decisions can be made by the City and the Maryland-National Capital Park and Planning Commission (M-NCPPC) for the delivery of park and recreation services to the residents of Hyattsville. The LOS criteria can be utilized for preparation of an operating budget (OB), capital improvements plan (CIP) and for grant proposals. Examples of LOS standards could include number

*The recommendation numbers referenced in this chapter refer to Tables 1 and 2 in the Appendices Section.

of ball fields needed to serve a population; amount of parkland per 1,000 residents; mowers per acre of active park areas; etc. LOS is a common approach for park and recreation resource and facilities management.

The City has budgeted $25,000 in contract services in the FY10 budget for the development of the Park Master Plan. The development of LOS criteria should be done as part of this PMP approval process. The Plan recommends the City consolidate all existing memorandums of understanding (MOU) with M-NCPPC and develop a single comprehensive MOU to coordinate City and County efforts to provide "quality" park and recreation services to Hyattsville residents.

The FTE estimates shown in Table 1 involve estimates of City staff time, including City Attorney time to negotiate an MOU with M-NCPPC, and to provide OB and CIP recommendations for City and MNCPPC budgets. LOS should become a normal part of the City's Recreation Department operations. This coordinated approach should enable more effective delivery of park and recreation facilities and services to City residents.

IMPLEMENTATION ACTION #2

Expand historic districts to be more inclusive of all the historically eligible areas of the City recognizing different phases of the City's history, and various architectural and neighborhood phases that shaped the City. (Recommendation A.3.D)

This is the second implementation action item identified for the Neighborhoods and Parks Focus Area. The lead agency for this effort should be the Hyattsville Community Development Corporation (HyCDC) because of their experience and expertise to provide project advocacy and outreach efforts to help in the designation process for expanded or additional historic districts. Essential partners to assist with implementation could include the Hyattsville Preservation Association (HPA), Maryland Historic Trust (MHT) including the Maryland Heritage Area Authority and the City of Hyattsville. HyCDC should be the primary staffing for this effort with about .25 FTE needed for the effort. The City may determine that some additional historic preservation incentives may be appropriate such as a local historic tax credit program. The potential cost of a new tax credit program would have to be determined (TBD) by the Mayor and City Council based on the feasibility review provided by City staff that is one of the action steps recommended.

IMPLEMENTATION ACTION #3

Revise the mission of Code Enforcement to preserve and enhance conditions in the neighborhoods. (Recommendation A.4.A)

This implementation action item is another affecting the Neighborhoods and Parks Focus Area. This is proposed as a City Council directed effort to articulate Code Enforcement policies for preserving the quality of neighborhoods. This recommendation derives from community comments received as part of the Community Meetings held as part of this planning process. Partners in this effort should include City Code Enforcement staff and the City's Code Enforcement Committee. The primary source of funds for this effort would be utilizing current staff with no immediate effect on the City's operating budget. Possible additional Code Enforcement costs may result from the enactment of a new City Code Enforcement policy, but this would have to be determined (TBD) in the future based on Council action.

IMPLEMENTATION ACTION #4

Improve quality and location of street lighting to increase the sense of safety while reducing light scatter into the sky. (Recommendation A.4.F)

This is the fourth implementation action item that involves the Neighborhoods and Parks Focus Area. This recommendation involves the enactment of Guidelines that address streetlight fixtures that can be implemented at areas where lighting problems are identified affecting pedestrian and vehicular issues. Lighting fixtures that focus lighting where needed to provide safety to pedestrians is the key issue. The guidelines should identify acceptable light fixtures that can be readily available without having to special order fixtures and replacement parts.

Partners in this project should include Pepco and the City Planning Committee working with City staff. Sources for funding should include possible City CIP funding, grants and private development for lighting installed as part of new development or redevelopment projects. This project may require several years of effort to address existing problem areas and to secure adequate funding. The cost for new lighting fixtures will be based on the products that are selected for use in the City. The guidelines that are developed to address this lighting problem are not intended to be a comprehensive lighting plan for the City. Rather it seeks appropriate fixtures to address connectivity issues within the neighborhoods.

IMPLEMENTATION ACTION #5

Identify the appropriate mix of uses from a market perspective to create a more functional and urban redevelopment of the site. (Recommendation B.1.A)

This recommendation is applicable to the Prince George's Plaza Transit District Focus Area. Six separate action implementation steps are identified and are shown in Table 1. The primary focus is the initiation of an update to the 1997 Prince George's Plaza Transit District Development Plan (TDDP). This involves a comprehensive reexamination of development issues and analysis of a more urban form of transit oriented development (TOD) appropriate for the transit station area. There is a critical need to address future development in light of improving pedestrian circulation; addressing traffic issues through traffic management district (TMD) methodologies and programs; addressing vehicle parking demand; and examining appropriate densities of development and the mix of uses for the area. This effort will require a comprehensive amendment to the adopted and approved TDDP which would be the responsibility of The Maryland-National Capital Park and Planning Commission (M-NCPPC), with adoption by the Commission and approval by the County Council. This needed update to the TDDP should be initiated by M-NCPPC, as the lead agency, in FY 2012, or as soon as possible thereafter.

The partners for this TDDP update should involve the City, HyCDC, the Maryland Department of Transportation (MDOT), the City Planning Committee, property owners in the Transit District Overlay Zone (TDOZ) area and the community. The TDDP update should be funded by M-NCPPC as part of their operating budget, approved by the County Council. An estimate of the cost for engaging planning firms to perform comparable technical studies for similar Planning efforts by M-NCPPC have been about $250,000. The City's operating budget will also be affected by this project because it is recommended that the City engage the technical services of an urban design firm to provide advice and recommendations that are appropriate to City interests and can be part of the development of the TDDP. The City must play an active role in the TDDP update to assure that the plan addresses City concerns and issues, particularly in the design standards that are developed for the amended TDDP. The estimated cost for engaging urban design technical services, on an as needed basis, for the City is estimated at $40,000 through the duration of the TDDP update.

The FTE estimate for this project is about 0.4 FTE for the anticipated three year project duration and would involve staff from several City departments including Community Development, Public Works and the Police. This projected three year TDDP process is vital for the City and County efforts to encourage well planned redevelopment strategies for this important transit district area.

IMPLEMENTATION ACTION #6

Engage Prince George's County and Board of Education to proactively ensure the new elementary school is developed in order to protect and enhance the community character. (Recommendation B.1.B)

This recommendation is also applicable to a site located in the Prince George's Plaza Transit District, which is one of the four focus areas. It involves a new elementary school site that is planned for construction in the County's current CIP. The site is located adjacent to the existing Nicholas Orem Middle School. The purpose of this recommendation and implementation action is to assure that the school is designed and constructed to be compatible with the existing community character. A community charrette is suggested to encourage community input into the schools design and connectivity with the community.

There is some community concern that the on-site circulation and the locations of school bus and auto drop-off areas for students need to be carefully coordinated to prevent circulation problems at the school and within the adjacent community. Assistance from M-NCPPC should be sought in examining the vehicular circulation patterns and pedestrian access to the school. The City should seek funding from the State through the ongoing Maryland Safe Routes to School Program. In fact grants should be sought to help fund this project including the community charrette. The only City cost anticipated is the minor 0.05 FTE (about 100 work hours) associated with City staff coordinating and participating in the process.

IMPLEMENTATION ACTION #7

Initiate significant business development efforts to improve occupancy at University Town Center and other affected sites. (Recommendation B.3.B)

This recommendation is the third recommendation included in the critical path for the Prince George's Plaza District focus area. This involves efforts to improve the economic viability of the University Town Center (UTC) and other nearby sites. The action items propose an improved marketing strategy for the area; seeking new investment for the area in terms of new development and new jobs; better reporting of economic data and trends; and promoting public/private partnerships to stimulate new investment and development. Event planning should be encouraged to promote the area on a regional basis. These activities should include both public and privately sponsored community-wide events.

The City is the recommended lead agency for promoting the high level of cooperation needed by the various entities that must be involved to implement the six action steps shown in Table 1. Partners include an array of private and public sources including the HyCDC, the Maryland Department of Business and Economic Development (MDBED), the Prince George's County Economic Development Corporation (PGEDC), property owners and business owners. The estimated FTE for City personnel is 0.2 and a 0.1 FTE for the HyCDC. This effort will also require a City expenditure of approximately $10,000 for publishing an annual economic development report. There may be mini-grant opportunities to assist with the cost of preparing and distributing the report. This is expected to be an ongoing project through the foreseeable future and one intended to improve the long-term economic viability of this important urban center.

IMPLEMENTATION ACTION #8

Improve West Hyattsville Metro Station connectivity by enhancing pedestrian access and circulation along west side of Ager Road and improve access from the neighborhoods on the east and west side of Ager Road. (Recommendation C.1.A)

This recommendation involves the West Hyattsville Transit District which is the third focus area identified in this Sustainability Plan. This recommendation and recommended action implementation steps address a current problem involving pedestrian accessibility along Ager Road to the Metro station. While acknowledging that redevelopment in the vicinity of the West Hyattsville Metro Station is not likely to occur in the foreseeable future; which looks forward about six years. The recommended actions attempt to address the existing commuter based parking problems in the nearby community by creating metered parking in the access road located adjacent to the Kirkwood apartments and WMATA property, along the west side of Ager Road and encouraging its use through focused parking enforcement efforts.

The recommendations also involve seeking improved pedestrian paths for access to the Metro Station and improved crosswalks across Ager Road, including median improvements, to improve safety for bicyclists and pedestrians who cross Ager Road from nearby neighborhoods. While the City is identified as the lead agency, close cooperation with the Prince George's County Department of Public Works and Transportation (PGC DPW&T), Washington Metropolitan Transit Authority (WMATA), and property owners is required to address the access issues and safety concerns with pedestrian and bicycle circulation along Ager Road. This is also an opportunity for the City to

implement recommendations of the City's Bike/Pedestrian Committee for bike lanes on City owned streets.

A total of 0.6 FTE of City staff work effort is estimated for this project. The projected capital costs for the improvements cannot be estimated until the actual improvements can be identified. It is recommended that City CIP, County CIP funds be utilized where feasible and that the City should seek grants from the Maryland Department of Housing and Community Development (MDDHCD) to offset City and County costs. Another potential source for funding would be through the State of Maryland's Sustainable Communities or Community Legacy Grant program for the funding of community sustainability projects and programs. This effort is expected to require step by step improvements through the foreseeable future.

IMPLEMENTATION ACTION #9

Improve West Hyattsville Metro Station access and safety to and from adjoining neighborhoods to encourage greater bicycle and pedestrian utilization. (Recommendation C.1.B)

This recommendation highlights the need to improve access to the West Hyattsville Metro Station to and from surrounding neighborhoods to enhance pedestrian and bicyclist safety so that more commuters will feel safe in walking or bicycling to and from the Station. The City is also identified as the lead agency for this effort. Important partners include PGC DPW&T, City Police, WMATA and M-NCPPC. This is primarily a police issue in terms of addressing issues proactively to provide a safe environment and to increase the public's perception of safety to improve Metro ridership for nearby residents to access metro by foot or bike. There is a need for the City Police to coordinate with the WMATA and M-NCPPC Police to develop a coordinated approach to improve safety. There is an estimated budget cost of $12,000 to the City to provide training to four (4) City staff (civilian and police) in principles and practices of Crime Prevention through Environmental Design (CPTED). This ten day training program, which costs about $3000 per person, will enable better design guidelines to be utilized in the design and construction of safe walkways and pathways. Again, noting that redevelopment activities are not anticipated in the foreseeable future for the West Hyattsville area, these safety improvements are needed now to address current problems as highlighted by participants at the community meetings. The estimated FTE in City staff is about 0.2 for this effort.

IMPLEMENTATION ACTION #10

Complete an update to 2003 West Hyattsville feasibility study of pre-development constraints, and upon completion create a Capital Improvements Plan through the assignment of both public and private infrastructure improvements. (Recommendation C.4.A)

The first action step for this recommendation for the West Hyattsville focus area is the initiation of an annual meeting event for City, County and State officials to identify City legislative and funding priorities. This recommended action is actually a City-wide event to focus attention on the City's needs and priorities. This is an opportunity to recruit and maintain important governmental partnerships that are vital to the community's success in implementing City programs, projects and initiatives. The estimated cost of an annual legislative event is about $5,000 and the first year event should be funded from the existing operating budget, if possible, so that the an event can be held during this fiscal year. Another cost item proposed for the FY 2012 operating budget is a $50,000 study to update the 2003 West Hyattsville TOD Strategy for Pre-Development Constraints and to fund a City-wide capital funding plan to identify public infrastructure improvements that must be considered as part of redevelopment activities and possible funding sources. The City should seek grant moneys for the estimated $50,000 for this study. One possible source for a grant could be DBED.

The need for the feasibility plan update and a study of infrastructure needs and possible funding sources was made apparent with the high costs of site preparation, environmental mitigation and

infrastructure improvements encountered in the preceding West Hyattsville Metro Station Development project (Centex Project) that did not move forward as planned. This feasibility study should evaluate potential public infrastructure costs and potential private developer costs to successfully address infrastructure and environmental issues that must be addressed in the development process. The City is identified as the lead agency with partnerships involving a number of government departments and agencies and private property owners who may be involved in the infrastructure requirements. Trying to identify improvements needed and their costs should help with determining the level of responsibility and pro-forma costs to be absorbed by private development projects.

IMPLEMENTATION ACTION #11

Evaluate district parking options and develop additional public/shared parking in the south area to create a park once environment. Improve circulator service to connect the U.S. Route 1 District with the two Metro Stations. (Recommendation D.2.B)

This recommendation involves the need for better parking solutions for the U.S. Route 1 Corridor which is the fourth focus area in this Sustainability Plan. This recommendation involves five implementation steps intended to identify City and privately owned sites that could be employed to provide additional public surface parking for the area; implement better signage and way finding to support that parking through the area; create City capacity to manage a parking district and to consider the feasibility of a future business improvement district (BID), including possible structured parking, at the appropriate time.

Implementation of this recommendation should be a City led effort with assistance from HyCDC, the County, M-NCPPC, and property owners as partners. The costs involved should be shared by the City, County, possible grants and property owners who need more parking for private development. A future capital budget cost is anticipated for the cost of signage and way finding and for the preparation and provision of public parking on City owned and other sites in the area. The cost estimate is $280,000. Also, the estimated FTE is 0.8 for current staff and eventually, there will need to be two (2) additional FTE's to create in-house capacity to operate and manage public parking on City owned and maintained sites. There should be parking fees charged to help off-set the long-term operating and maintenance costs. The City should seek County financial assistance, public grants and the feasibility of establishing a BID to offset future costs.

IMPLEMENTATION ACTION #12

Initiate significant economic development/marketing effort to improve occupancy and reuse of existing buildings and spaces in the corridor. (Recommendation D.3.B)

This final critical path recommendation also involves the U.S. Route 1 Corridor focus area and addresses the need for economic development efforts, including a marketing program to improve business occupancy and the viable reuse of buildings in the Corridor. There are seven action steps identified in Table 1 to implement this recommendation. One action is for the City to adopt legislation to enact the local tax incentive, as part of the Gateway Arts District, to encourage more participation in the program by arts related businesses. Related to Implementation Action #7, the City should develop and issue an annual economic development report of business activity in the area. Included in this effort is a recommendation to expand the current business license application into a mechanism for providing local businesses with small business assistance resource information that can help local businesses to be more viable and for collecting important economic development data.

Completion of the redevelopment of the Arcade located at 4318 Gallatin Street is another action recommended to create a venue for community arts, civic, and professional programming and to help stabilize the area. This will involve significant expense for the construction costs needed for the building. The construction cost is estimated to be $2 million. At this time, there is no committed funding to complete this project. The City should continue to seek outside funding support, possibly through a foundation. If no further grant sources are available, then the City should consider a bond for the cost as part of a future CIP project. About one million

dollars in grants have been utilized for the rehabilitation work on the Arcade to date.

Other actions recommended include a building façade program for the area, as grant money becomes available; a vacant building conversion program; developing business incentives and reinvestment programs to improve the environment for expanding the base of small local businesses. Funding sources and partners will be needed for these items and may take some time for moneys to become available through a variety of grant sources. Federal, State and County grant sources should be sought for funds needed for this recommendation. It is important to begin these activities as a major improvement for the area as funding sources are identified and grants can be obtained.

It is estimated that about 0.25 FTE will be needed for the arcade work and for the annual economic report for the area. This is viewed as a long term program continuing through the foreseeable future.

5. Appendices Section

TABLE 1
City of Hyattsville Community Sustainability Plan Critical Path Implementation Actions as Part of the Strategic Plan

A. Neighborhoods & Parks: Preserve Core Residential Neighborhoods, Maintain and Strengthen Parks and Their Relationship to Residential Areas

IMPLEMENTATION ACTION #1

Recommendation A.2.B:
Establish targeted park facility Levels of Service (LOS) to guide park development and expansion, and use the PMP to create an on-going capital improvement strategy for funding to reach its targets.

Action Implementation Steps:
A.2.B. (I) – While still in development, identify Existing LOS in the PMP

A.2.B. (II) – City adoption of PMP including establishing LOS and provide funding through CIP to achieve adopted LOS

A.2.B. (III) – Enter into comprehensive MOU with M-NCPPC to consolidate existing Park MOU's and coordinate Park budget priorities between City and M-NCPPC

A.2.B. (IV) – Coordinate CIP with M-NCPPC Capital Improvement Plan (CIP) to ensure incorporation of City park CIP priorities as recommended in the adopted PMP

A.2.B. (V) – Coordinate City Recreation and Arts operating budget with M-NCPPC CIP budget to ensure adequate facilities for current and future programming

A.2.B. (VI) – Identify and secure external funding opportunities to reach adopted LOS

Lead Agency	Partners	Source of Funds	Estimated FTE (Current Staff)	Costs Current Budget	Costs Future Budgets	Project Timeline
City	M-NCPPC	City Operating Budget	0.25 FTE	$25,000	0	FY 2011-FY 2012

Council's FY 2011 Adopted Strategic Goals and Actions:
Action 3.1: Increase the quality of parks, recreation facilities, and broaden recreation related programs and opportunities for City residents

IMPLEMENTATION ACTION #2

Recommendation A.3.D:

Expand historic districts to be more inclusive of all the historically eligible areas of the City recognizing different phases of the City's history, and various architectural and neighborhood phases that shaped the City.

Action Implementation Steps:

A.3.D. (I) – Establish local advocacy and outreach efforts to designate additional historic districts in the western area of the City

A.3.D. (II) – Coordinate with community partners to utilize historic property database to identify historic district expansion and funding opportunities

A.3.D. (III) – Examine feasibility of developing a local historic tax credit

A.3.D. (IV) – Based on feasibility consider adopting local historic preservation incentives to complement and build on existing programs: such as a City tax credit for the off-set of building permit fees

Lead Agency	Partners	Source of Funds	Estimated FTE (Current Staff)	Est. Costs Current Budget	Est. Costs Future Budgets	Project Timeline
HyCDC	HPA, MHT & City	MHAA or MHT Grant	.05 FTE City & .25 FTE HyCDC	N/A	TBD by Feasibility review in Step IV, above	FY 2011 - FY 2013

Council's FY 2011 Adopted Strategic Goals and Actions:

Action 4.4: Solicit and support community and inter-agency partnerships that enhance City services

Action 5.4: Work with other organizations and communities to broaden the range of resources and services provided to City residents

IMPLEMENTATION ACTION #3

Recommendation A.4.A:
Revise the mission of Code Enforcement to preserve and enhance conditions in the neighborhoods.

Action Implementation Steps:
A.4.A. (I) – City Council discussion and articulation of enforcement priorities

A.4.A. (II) – City Council discussion for the development of policy directives for a more comprehensive approach to enforcement and the application of the City Code and Charter for the purpose of preserving the quality of neighborhoods

A.4.A. (III) – Development of Code Enforcement budget and reporting tools consistent with City Council enforcement priorities

Lead Agency	Partners	Source of Funds	Estimated FTE (Current Staff)	Costs Current Budget	Costs Future Budgets	Project Timeline
City Council	City Staff & CEC	City Operating Budget	0.15 FTE	N/A	TBD	FY 2011 - FY 2012

Council's FY 2011 Adopted Strategic Goals and Actions:
Action 3.2: Provide effective, data-driven public safety and property standards services

Action 4.1: Provide prompt, effective, and efficient customer service

IMPLEMENTATION ACTION #4

Recommendation A.4.F:

Improve quality and location of street lighting to increase the sense of safety while reducing light scatter into the sky.

Action Implementation Steps:

A.4.F. (I) – Develop and adopt street lighting plan to address pedestrian and vehicular issues

A.4.F. (II) – Selection of light fixtures to focus lighting and reduce light scatter

A.4.F. (III) – Work with partners to Implement street lighting improvements to comply with adopted street lighting plan identified in Step (I) above

A.4.F. (IV) – Review of lighting plans during City's development review process

Lead Agency	Partners	Source of Funds	Estimated FTE (Current Staff)	Costs Current Budget	Costs Future Budgets	Project Timeline
City	Pepco, City Planning Committee	CIP, Grant & private development	.1 to .2 FTE	N/A	Future capital costs TBD	FY 2011 to FY 2016

Council's FY 2011 Adopted Strategic Goals and Actions:

Action 3.3: Effectively manage and invest in community amenities and City infrastructure including streets, sidewalks and other public facilities

B. Prince George's Plaza Transit District- Continue to Manage the Transition of Prince George's Plaza Transit District to a Walkable, Mixed-Use Urban Neighborhood

IMPLEMENTATION ACTION #5

Recommendation B.1.A:
Identify the appropriate mix of uses from a market perspective to create a more functional and urban redevelopment of the site.

Action Implementation Steps:
B.1.A. (I) – City request to M-NCPPC and Prince George's County to fund overdue update of the 1997 Prince George's Plaza Transit District Development Plan (TDDP)

B.1.A. (II) – City articulation to M-NCPPC and Prince George's County Council the need for the establishment of an operating Transportation Demand Management District (TDMD) for the coordination of parking, traffic mitigation and bike facilities at the Prince George's Plaza Transit District to facilitate greater use of transit and as a review requirement for Detailed Site Plan approval

B.1.A. (III) – Engage technical services of an urban design team on an as needed basis to provide advice and recommendations appropriate to City interests in Plan development

B.1.A. (IV) – Develop City policy to establish the character of the area toward a bike and pedestrian oriented urban environment to guide and inform the updated TDDP

B.1.A. (V) - Generate the update to the Prince George's Plaza Transit District Development Plan (TDDP) and identify key elements including: lot and building configurations, pedestrian and vehicular circulation, and landscaping, open spaces, and establish a Transportation Demand Management District (TDMD)

B.1.A. (VI) – Include in the Prince George's Plaza TDDP Update, the creation of design standards that establish a consistent framework for redevelopment, and provide for transitions and integration with surrounding development

Lead Agency	Partners	Source of Funds	Estimated FTE (Current Staff)	Costs Current Budget	Costs Future Budgets	Project Timeline
M-NCPPC	City, HyCDC, County, MDOT, City Planning Committee, TDOZ Property Owners, Community	M-NCPPC Operating Budget & City Operating Budget	.4 FTE	N/A	$40,000 for urban design services	FY 2012 to FY 2014

Council's FY 2011 Adopted Strategic Goals and Actions:
Action 2.3: Promote alternative transportation methods and connectivity throughout the City

Action 2.4: Support high quality, low-impact development and private investment that enhances the community

IMPLEMENTATION ACTION #6

Recommendation B.1.B:

Engage Prince George's County and Board of Education to proactively ensure the new elementary school is developed in order to protect and enhance the community character.

Action Implementation Steps:

B.1.B. (I) – Request the Prince George's County Board of Education work with the City of Hyattsville, and other County and state leadership to ensure the new elementary school is designed and developed to preserve the community character of the neighborhood (explore community charrette)

B.1.B. (II) – Request M-NCPPC to assign staff to work with the City to review school bus and commuter drop-off transportation circulation and pedestrian plan access to minimize the impact of new traffic on the adjacent neighborhood and strengthen pedestrian access and safety

B.1.B. (III) – Funding and coordination with ongoing State of Maryland Safe Routes to School program efforts to create safe routes for students going to and from schools

Lead Agency	Partners	Source of Funds	Estimated FTE (Current Staff)	Costs Current Budget	Costs Future Budgets	Project Timeline
City Council	PGCPS ,City, Board of Ed, M-NCPPC, SHA & Community	PGCPS, County, SHA, MD DHCD, mini-grants & City Budgets	.05	N/A	TBD	FY 2011 to FY 2014

Council's FY 2011 Adopted Strategic Goals and Actions:

Action 3.3: Effectively manage and invest in community amenities and City infrastructure including streets, sidewalks and other public facilities

IMPLEMENTATION ACTION # 7

Recommendation B.3.B:
Initiate significant business development efforts to improve occupancy at University Town Center and other affected sites.

Action Implementation Steps:

B.3.B. (I) – Engage and advocate bank and/or note holders and developer/property owners to request improving and updating the marketing strategy for the area

B.3.B. (II) – Expand existing business license application into a mechanism for collecting economic development data and educating local businesses of available resources for business development and support as a means of providing added value to the licensing process

B.3.B. (III) – Develop and issue annual economic development report of economic development benchmarks including business development, business/property owner survey results, utilized business programs, business loss, job gain/loss, vacancy rates, average lease rates, commercial building investment and net on tax revenue.

B.3.B. (IV) – Identify and engage potential new private entities interested in investing in the area

B.3.B. (V) – Create and/or promote public-private event(s) to help market the area regionally

B.3.B. (VI) – Actively promote this TDOZ as an employment center for large scale businesses with existing agencies including Maryland Department of Business and Economic Development and Prince George's County Economic Development Corporation

Lead Agency	Partners	Source of Funds	Estimated FTE (Current Staff)	Costs Current Budget	Costs Future Budgets	Project Timeline
City	HyCDC, MDBED, PGC EDC, property & business owners	City & HyCDC Operating Budgets & private sector funding	City .2 and HyCDC .1	N/A	$15,000	FY 2012 to FY 2017

Council's FY 2011 Adopted Strategic Goals and Actions:
Action 2.4: Support high quality, low-impact development and private investment that enhances the community

Action 5.1: Build connections among residents by developing programs, events, and celebrations accessible to all

C. West Hyattsville Area- Initiate the Transition of the West Hyattsville Transit District to a Walkable, Mixed-Use Urban Neighborhood

IMPLEMENTATION ACTION #8

Recommendation C.1.A:
Improve West Hyattsville Metro Station connectivity by enhancing pedestrian access and circulation along west side of Ager Road and improve access from the neighborhoods on the east and west side of Ager Road.

Action Implementation Steps:
C.1.A. (I) – City acknowledge redevelopment is not likely to occur within the next three to five years and solutions are required to improve streetscape, bicycle and pedestrian access

C.1.A. (II) – Determine ownership of existing access service road and to seek approval to install meters on west side access road to accommodate daily parking to alleviate commuter parking in the adjacent neighborhood

C.1.A (III) – Implement recommendations of the Bike/Pedestrian Committee for bike lanes on City owned streets

C.1.A. (IV) – Request County and WMATA to address basic pedestrian improvements (adequate striping, signage, lighting and sidewalks)

C.1.A. (V) – Request County to review feasibility of providing crosswalks at 29th Ave and Lancer Drive for Pedestrian crossing at Ager with the potential median improvements and pedestrian access pathway from Kirkwood currently being utilized as a dirt-path pedestrian route to Metro trail

Lead Agency	Partners	Source of Funds	Estimated FTE (Current Staff)	Costs Current Budget	Costs Future Budgets	Project Timeline
City	PGC DPW&T, WMATA, property owners	City and County CIPs & MD DHCD grants	.6	N/A	TBD	FY 2012 to FY 2017

Council's FY 2011 Adopted Strategic Goals and Actions:

Action 2.3: Promote alternative transportation methods and connectivity throughout the City

Action 3.3: Effectively manage and invest in community amenities and City infrastructure including streets, sidewalks and other public facilities

IMPLEMENTATION ACTION #9

Recommendation C.1.B:
Improve West Hyattsville Metro access and safety to and from adjoining neighborhoods to encourage greater bicycle and pedestrian utilization.

Action Implementation Steps:
C.1.B. (I) – Fund CPTED training for City staff to provide knowledge base for implementation and management of design guidelines and utilization

C.1.B. (II) – Develop local CPTED design guidelines from existing standards to be utilized by public and private entities involved in development of West Hyattsville infrastructure for both short-term and long-term development

C.1.B. (III) – Improved pedestrian and bicycle safety through the incorporation of Crime Prevention through Environmental Design (CPTED) principles in the design and construction of walkways and paths

Lead Agency	Partners	Source of Funds	Estimated FTE (Current Staff)	Costs Current Budget	Costs Future Budgets	Project Timeline
City	PGC DPW&T, WMATA, Police, M-NCPPC & Property Owners	City and County CIP	.2	N/A	$12,000	FY 2011 to FY 2016

Council's FY 2011 Adopted Strategic Goals and Actions:

Action 2.3: Promote alternative transportation methods and connectivity throughout the City

IMPLEMENTATION ACTION #10

Recommendation C.4.A:

Complete an update to 2003 West Hyattsville feasibility study of pre-development constraints, and upon completion create a Capital Improvements Plan through the assignment of both public and private infrastructure improvements.

Action Implementation Steps:

C.4.A. (I) – Host annual Hyattsville legislative breakfast event between City and County and State officials for the transmission of legislative and capital improvement project priorities

C.4.A. (II) – Update the West Hyattsville TOD Strategy for pre-development constraints

C.4.A. (III) – Initiate a City-wide Capital Development Plan which identifies specific improvements and costs on all non-City owned roadways connected to economic development priority areas; identify any specific public infrastructure improvements to be incorporated into State, County or local Capital Improvements Plans; identify required remediation and infrastructure improvements to be considered in the financing of redevelopment and identify those for which grants and other financial incentives may be needed and/or available to help offset development district compliance costs; and identify infrastructure to be incorporated in the financing which will be the sole responsibility of the private developer

Lead Agency	Partners	Source of Funds	Estimated FTE (Current Staff)	Costs Current Budget	Costs Future Budgets	Project Timeline
City	HyCDC, County, WMATA, MDSHA, M-NCPPC & Property Owners	Various Gov't. CIPs, Property owners	.2	$5,000	$50,000	FY 2011 to FY 2017

Council's FY 2011 Adopted Strategic Goals and Actions:

Action 2.1: Maintain a responsible level of investment in capital and operational resources managed through Council's adopted budget policy development plan, including the use of five-year revenue and expenditure projections

Action 2.4: Support high quality, low-impact development and private investment that enhances the community

Action 3.3: Effectively manage and invest in community amenities and City infrastructure including streets, sidewalks and other public facilities

D. U.S. Rt.1 Corridor- Promote Redevelopment within the Arts District and Address Route 1 South Commercial Properties

IMPLEMENTATION ACTION #11

Recommendation D.2.B:
Evaluate district parking options and develop additional public/shared parking in the south area to create a park once environment. Improve circulator service to connect the U.S. Route 1 District with the two Metro Stations.

Action Implementation Steps:
D.2.B. (I) – Utilize parking approval process for 4318 Gallatin Street Arcade as a means for inventorying existing and identifying additional parking opportunities and connectivity in the downtown Route 1 area

D.2.B. (II) – Develop & Implement a signage and way finding plan to make parking and moving through the district easier and clearer

D.2.B. (III) – Fund improvements necessary for utilization of existing City owned properties for short-term on and off street parking to address immediate parking demand

D.2.B. (IV) – Create in-house capacity to manage a comprehensive parking district and integrate its funding and operation as part of the M-NCPPC Development Review process

D.2.B. (V) – Discuss feasibility of Business Improvement District (BID) and/or structured parking with property and business owners only after an additional $175 - $200 million in new investment directly on Route 1

Lead Agency	Partners	Source of Funds	Estimated FTE	Costs Current Budget	Costs Future Budgets	Project Timeline
City	County, M-NCPPC, HyCDC & Property Owners	City & County CIP, Possible BID & grants	.8 (Current Staff) & 2.0 (new positions)	N/A	$280,000	FY 2011 to FY 2017

Council's FY 2011 Adopted Strategic Goals and Actions:
Action 2.3: Promote alternative transportation methods and connectivity throughout the City

IMPLEMENTATION ACTION #12

Recommendation D.3.B:
Initiate significant economic development/marketing effort to improve occupancy and reuse of existing buildings and spaces in the corridor.

Action Implementation Steps:
D.3.B. (I) – Adopt local tax incentive legislation necessary to maintain eligibility of Gateway Arts District status

D.3.B. (II) – Expand existing business license application into a mechanism for collecting economic development data and educating local businesses of available resources for business development and support as a means of providing added value to the licensing process

D.3.B. (III) – Complete development of the Arcade at 4318 Gallatin Street to serve as a venue for municipal, community and arts programming.

D.3.B. (IV) – Develop and issue annual economic development report of economic development benchmarks including business development, business/property owner survey results, utilized business programs, business loss, job gain/loss, vacancy rates, average lease rates, commercial building investment and net on tax revenue.

D.3.B. (V) – Use of community revitalization tools including, as funding is available, Commercial Façade Improvement Grant programs to improve the exterior of businesses

D.3.B. (VI) – Build on emerging business incentive and reinvestment program to make the area viable for small local businesses

D.3.B. (VII) – Identify a program and funding sources to provide incentives for the adaptive reuse of buildings in the district

Lead Agency	Partners	Source of Funds	Estimated FTE (Current Staff)	Costs Current Budget	Costs Future Budgets	Project Timeline
City	HyCDC, MDBED & PGC EDC	City CIP, Federal, State & County Grants	.25	N/A	$1.7 million	FY 2011 to FY 2016

Council's FY 2011 Adopted Strategic Goals and Actions:
Action 2.4: Support high quality, low-impact development and private investment that enhances the community

Action 5.3: Market City accomplishments, services, and events through all appropriate media

TABLE 2
City of Hyattsville Community Sustainability Plan
Strategic Plan Recommendations & Implementation Actions

Theme	Goal & Action *	Recommendations	Implementation Actions Items
A. Neighborhood & Parks – Preserve Core Residential Neighborhoods, Maintain And Strengthen Parks and Their Relationship to Residential Areas			
1. Land Use & Community Character	3.2 2.4	1.A. Maintain Survey of Architectural Styles, Historic Property Inventory as guidance for review of new infill development within neighborhoods	A.1.A. (I) – Obtain and utilize survey of architectural styles and historic property inventory to guide infill development and proposed zoning and subdivision action A.1.A. (II) – Designate an HPA liaison to the Planning Committee during review of proposals prior to recommendation for Council Action A.1.A. (III) – Ensure compatibility of proposals with existing neighborhood character
	4.4 5.2 5.4	1.B. (1) Maintain and expand Historic District to West Hyattsville and elsewhere when and as appropriate 1.B. (2) promote and develop preservation Incentives after expansion	A.1.B. (I) – Identify and secure funding for historic district expansion work A.1.B. (II) – Identify all applicable existing historic preservation incentives offered by governmental and private programs A.1.B. (III) – Consider adopting local historic preservation incentives to complement and build on existing programs: such as a City tax credit for the off-set of building permit fees
	2.3	1.C. Coordinate all land use planning with Adopted 2008 Bike / Pedestrian Committee Plan	A.1.C. (I) – Request funding from the State of Maryland to implement previous plans and design for Queen's Chapel Road (MD 500) and progress towards creating a complete street environment to tie together the neighborhoods safely. A.1.C. (II) – Council adoption of a set of standards to be required by all new proposed development to mitigate traffic impacts and improve connectivity. A.1.C. (III) – Incorporate on and off street bike routes and facilities to provide connectivity throughout the City to Metro Stations
	5.2 3.3	1.D. Improvements to public areas to serve as catalyst for homeowner investment	A.1.D. (I) – Invest in public infrastructure based on specific neighborhood need A.1.D. (II) – Create mechanism to establish neighborhood need with priorities to be based on specific Code Enforcement and Police derived quantitative data + incident analysis (i.e. lighting, bus shelters, sidewalks, crosswalks)
	3.3	1.E. Management of tree canopy	A.1.E. (I) – Recognize that urban tree canopy requires full time management A.1.E. (III) – Council adoption of goals and priorities for tree canopy management A.1.E. (IV) – Create and fund a position to manage the City's urban tree canopy (consider funding position via Capital Improvements Plan) A.1.E. (V) – Development a Tree Canopy Management Plan consistent with Council adopted policy A.1.E. (VI) – Assign line item in CIP A.1.E. (VII) – Coordinate tree planting, maintenance, and removal across City departments

* The numbers in this column refer to the City adopted goals and actions that can be found on Table 3 on page 85.

Theme	Goal & Action *	Recommendations	Implementation Actions Items
2. Parks	3.1 3.2 3.3	2.A. Integrate neighborhood accessibility and urban design into the Parks Master Plan (PMP)	A.2.A. (I) – While still in development, the PMP should review the accessibility and connectivity of all parks to the adjacent neighborhoods and integrate recommended improvements into Capital Improvements Plan (CIP) A.2.A. (II) – While still in development, the PMP should identify and incorporate applicable best practices for urban park design
	3.1 3.2 3.3	2.B. Establish targeted park facility Levels of Service (LOS) to guide park development and expansion, and use the PMP to create an on-going capital improvement strategy for funding to reach its targets	A.2.B. (I) – While still in development, identify Existing LOS in the PMP A.2.B. (II) – City adoption of PMP including establishing LOS and provide funding through CIP to achieve adopted LOS A.2.B. (III) – Enter into comprehensive MOU with M-NCPPC to consolidate existing Park MOUs and coordinate Park budget priorities between City and M-NCPPC A.2.B. (IV) – Coordinate CIP with M-NCPPC Capital Improvement Plan (CIP) to ensure incorporation of City park CIP priorities as recommended in the adopted PMP A.2.B. (V) – Coordinate City Recreation and Arts operating budget with M-NCPPC CIP budget to ensure adequate facilities for current and future programming A.2.B. (VI) – Identify and secure external funding opportunities to reach adopted LOS
	3.1 3.3	2.C. Include different park functions throughout the neighborhoods to enhance opportunities for a variety of recreational options.	A.2.C. (I) – As part of the PMP, categorize parks by existing recreational functions and future programmatic opportunities
	3.1 3.3	2.D. Improve signage, connectivity, and accessibility of existing parks within neighborhoods.	A.2.D. (I) – Identify non-compliant ADA access from neighborhoods into parks and consider opportunities to address connectivity A.2.D. (II) – Identify specific locations for signage to guide access to identify local parks and recreational opportunities A.2.D. (III) – Identify and address capital improvements to improve connectivity to conform with ADA and urban design standards
	3.1 2.1 3.3	2.E. Ensure adequate funding for expansion, acquisitions and maintenance of existing and future parks	A.2.E. (I) – City adoption of Park LOS and provide funding through CIP to maintain the adopted LOS and address long-term facility management and parkland acquisition consistent with evolving best park management practices
	3.1 3.3 4.4 5.4	2.F. Enhance amenities to make parks more user friendly, fun, safe, and well lit	A.2.F. (I) – Ensure consistency with design best practices of park facilities A.2.F. (II) – Enter into comprehensive MOU with M-NCPPC to consolidate existing Park MOUs and coordinate Park budget priorities between City and M-NCPPC A.2.F. (III) – Coordinate CIP with M-NCPPC Capital Improvement Plan (CIP) to ensure incorporation of City park CIP priorities. A.2.F. (IV) – Coordinate City Park & Recreations operating budget with M-NCPPC CIP budget to ensure adequate facilities current and future programming A.2.F. (V) – Identify and secure external funding opportunities to reach adopted LOS as recommended in the PMP

Theme	Goal & Action *	Recommendations	Implementation Actions Items
	2.3 3.1 3.3 4.4 5.4	2.G. Extend trails along the railroad and river, and increase access points	A.2.G. (I) – Coordination with M-NCPPC for Construction of Phase I of the Hiker-Biker (Trolley) Trail A.2.G. (II) – Coordination with M-NCPPC, other agencies and property owners, to design and construct Phase II of the Hiker-Biker (Trolley) Trail to connect to Northwest Branch Trail system A.2.G. (III) – Identify trails and access points in need of improvement in the Parks Master Plan and initiate projects when feasible and appropriate
	3.1 3.3 4.4 5.2 5.4	2.H. Create community gardens	A.2.H. (I) – Develop standards for community gardens in the Parks Master Plan, including design and accessibility standards for those located on City owned properties A.2.H. (II) – Identify partner agencies and organizations to create and/or operate community garden sites
3. Historic Properties	1.2 4.4 5.2 5.4	3.A. Promote the benefits of historic renovation and increase public education and appreciation of historic properties	A.3.A. (I) – Encourage and advocate for existing M-NCPPC and Maryland State tax credits for historic properties A.3.A. (II) – Improve the promotion and distribution of information for existing M-NCPPC and Maryland State tax credits for historic properties
	5.1 5.2	3. B. Continue promotion and support for the historic district walking tours, annual tour of homes, and events associated with the recognition and appreciation of historic properties.	A.3.B. (I) – Partner with Hyattsville Preservation Association (HPA) to advertise and support on-going tours and events
	3.2	3.C. Maintain a local inventory of designated historic properties and potentially eligible properties.	A.3.C. (I) – Maintain and enhance existing database through local inventory of designated and potentially eligible historic properties through GIS
	4.4 5.2	3.D. Expand historic districts to be more inclusive of all the historically eligible areas of the City recognizing different phases of the City's history, and various architectural and neighborhood phases that shaped the City.	A.3.D. (I) – Establish local advocacy and outreach efforts to designate additional historic districts in the western area of the City A.3.D. (II) – Coordinate with community partners to utilize historic property database to identify historic district expansion and funding opportunities A.3.D. (III) – Examine feasibility of developing a local historic tax credit A.3.D. (IV) – Based on feasibility consider adopting local historic preservation incentives to complement and build on existing programs: such as a City tax credit for the off-set of building permit fees
	4.4	3.E. Improve signage for historic districts	A.3.E. (I) – Identify specific resources to highlight via signage: including boundary signage A.3.E. (II) – Identify locations and funding opportunities to improve historic district signage A.3.E. (III) – Coordinate historic signage with County and State efforts

Theme	Goal & Action *	Recommendations	Implementation Actions Items
4. Property Maintenance and Community Pride	1.3 3.2	4.A. Revise the mission of Code Enforcement to preserve and enhance conditions in the neighborhoods	A.4.A. (I) – City Council discussion and articulation of enforcement priorities A.4.A. (II) – City Council discussion for the development of policy directives for a more comprehensive approach to enforcement and the application of the City Code and Charter for the purpose of preserving the quality of neighborhoods A.4.A. (III) – Development of Code Enforcement budget and reporting tools consistent with City Council enforcement priorities
	5.2 5.4	4.B. Beautify neighborhoods through a combination of City sponsored and community supported efforts to clean up litter through volunteer clean-up days.	A.4.B. (I) – Assign to Code Enforcement the responsibility to identify and monitor conditions of vacant and foreclosed residential properties A.4.B. (II) – Improve property maintenance through Code Enforcement's focus on addressing yard clutter and continuing to coordinate partners' community efforts to assist in cleanup A.4.B. (III) – Expand existing park volunteer clean-up efforts to include periodic neighborhood and non-City maintained streets and public areas where litter accumulates
	5.2	4.C. Promote programs and services for enabling improvements to residential properties	A.4.C. (I) – Establish the feasibility and consider providing further tax credits and financial incentives to homeowners for renovations and home improvements A.4.C. (II) – Develop and offer programs and services to enable low income and senior residents to enable residential property improvements
	3.3 4.3 4.4	4.D. Relocate utilities underground where physically and financially feasible to reduce power outages, improve sightlines, sidewalk accessibility, and aesthetics	A.4.D. (I) – City adoption of policy to encourage the placement of utilities underground where physically and financially feasible A.4.D. (II) – Seek to establish a feasibility study with utility providers, County and State agencies to determine cost and benefits including improved Level of Service (LOS) and public safety
	2.3 3.3	4.E. Continue efforts to complete street paving with emphasis on adding improving sidewalks and bike paths	A.4.E. (I) – Prioritization and implementation of items included in the adopted 2008 Bike & Pedestrian (B&P) Committee Report A.4.E. (II) – Continue City CIP Street Repaving Plan and implement B&P Report recommendations where applicable
	3.3	4.F. Improve quality and location of street lighting to increase the sense of safety while reducing light scatter into the sky	A.4.F. (I) – Develop and adopt street lighting plan to address pedestrian and vehicular issues A.4.F. (II) – Selection of light fixtures to focus lighting and reduce light scatter A.4.F. (III) - Work with partners to Implement street lighting improvements to comply with adopted street lighting plan identified in Step (I) above A.4.F. (IV) – Review of lighting plans during City's development review process
	3.2 3.3 4.3	4.G. Maintain and add traffic calming devices and features where appropriate	A.4.G. (I) – During the planning process for CIP-funded road improvements identify the need and feasibility for traffic calming measures utilizing quantitative data and adopted best practices A.4.G. (II) – Incorporate specific traffic calming devices in roadway design and reconstruction

Theme	Goal & Action *	Recommendations	Implementation Actions Items
	1.2	4. H. Maintain programs that support homeownership	A.4.H. (I) – Make available homeownership program information from governmental and non-governmental organizations A.4.H. (II) – Identify and refer existing and potential residents to home ownership organizations and programs serving the County and City A.4.H. (III) – Make facilities available to homeownership organizations for marketing and hosting programs and events
	3.2	4. I. Increase enforcement efforts for maintenance of rental properties and hold absentee landlords accountable for conditions in rental properties.	A.4.I. (I) – Council directive is necessary to enable prioritized focus on residential rental properties with code violations
5. Community Building	1.1 1.2 5.1	5. A. Engage residents, specifically new ethnic groups and presently disengaged residents, in the community, including a welcome wagon and events for new residents.	A.5.A. (I) – Fund and develop a new resident welcome letter informing them that a new resident "Welcome" packet is available on the City website and in print A.5.A. (II) – Work with community realtors, property managers and use of existing data resources to distribute welcome packets and identify new City residents A.5.A. (III) – Ensure more inclusive neighborhood festivals where the community can come together, meet and learn about existing City and community programs and services A.5.A. (IV) – Make bilingual information for block party approval process available on all City mediums A.5.A. (V) – Specifically utilizing the City website and listserv as a mechanism to effectively notify the community about neighborhood events
	1.1 4.4 5.2 5.4	5. B. Promote public involvement in the implementation of the strategies of this plan.	A.5.B. (I) – Provide a copy of the 2011-2015 Community Sustainability Plan to relevant public agencies to assist in the implementation of the plan, specifically the County Executive, County Council, M-NCPPC, Maryland DHCD, Prince George's DHCD, Maryland Department of Planning, Maryland Department of Business & Economic Development, Washington Metropolitan Transit Authority and other relevant agencies as needed. A.5.B. (II) – Host an annual Hyattsville legislative breakfast to promote strategic priorities for the coming legislative calendar A.5.B. (III) - Identify existing faith-based services programs in order to better serve the community A.5.B. (IV) – Engage faith-based communities in community building activities to encourage collaboration and community wide partnerships A.5.B. (V) – Work with the public and private schools to encourage parents to be proactive participants in the schools and community A.5.B. (VI) – Work with the school systems to identify at-risk populations so curriculums in local schools can be tailored to meet the needs of various populations
	4.4 5.4	5. C. Engage local non-profit partners to implement the strategies of this plan	A.5.C. (I) – Develop policy to enable strategic partnership and Memoranda of Understanding (MOU) with non-profit partners to ensure a level of equity and openness A.5.C. (II) – Establish micro-grants program to enable local non-profits to implement specific strategies of the plan consistent with the City's goals A.5.C. (III) – Provide in-kind contributions to non-profit partners to host events and programs consistent with the strategies of the plan and City's goals

Theme	Goal & Action *	Recommendations	Implementation Actions Items
B. Prince George's Plaza Transit District – Continue to Manage the Transition Of Prince George's Plaza Transit District to a Walkable, Mixed-Use Urban Neighborhood			
1. Land Use & Community Character	2.3 2.4 3.3 4.4 5.4	1.A. Identify the appropriate mix of uses from a market perspective to create a more functional and urban redevelopment of the site.	B.1.A. (I) – City request to M-NCPPC and Prince George's County to fund overdue update of the 1997 Prince George's Plaza Transit District Development Plan (TDDP) B.1.A. (II) – City articulation to M-NCPPC and Prince George's County Council the need for the establishment of an operating Transportation Demand Management District (TDMD) for the coordination of parking, traffic mitigation and bike facilities at the Prince George's Plaza Transit District to facilitate greater use of transit and as a review requirement for Detailed Site Plan approval B.1.A. (III) – Engage technical services of an urban design team on an as needed basis to provide advice and recommendations appropriate to City interests in Plan development B.1.A. (IV) - Develop City policy to establish the character of the area toward a bike and pedestrian oriented urban environment to guide and inform the updated TDDP B.1.A. (V) – Generate the update to the Prince George's Plaza Transit District Development Plan (TDDP) and identify key elements including: lot and building configurations, pedestrian and vehicular circulation, and landscaping, open spaces, and establish a Transportation Demand Management District (TDMD) B.1.A. (VI) – Include in the Prince George's Plaza TDDP Update, the creation of design standards that establish a consistent framework for redevelopment, and provide for transitions and integration with surrounding development
	2.3 5.4	1.B. Engage Prince George's County and Board of Education to proactively ensure the new elementary school is developed in order to protect and enhance the community character	B.1.B. (I) – Request the Prince George's County Board of Education work with the City of Hyattsville, and other County and state leadership to ensure the new elementary school is designed and developed to preserve the community character of the neighborhood (explore community charrette) B.1.B. (II) – Request M-NCPPC to assign staff to work with the City to review school bus and commuter drop-off transportation circulation and pedestrian plan access to minimize the impact of new traffic on the adjacent neighborhood and strengthen pedestrian access and safety B.1.B. (III) – Funding and coordination with ongoing State of Maryland Safe Routes to School program efforts to create safe routes for students going to and from schools

Theme	Goal & Action *	Recommendations	Implementation Actions Items
2. Infrastructure & Circulation	2.1 3.3	2.A. Develop cohesive traffic management plan for the entire Prince George's Plaza TDDP focusing on a comprehensive capital improvement plan to encompass redevelopment of the entire site	B.2.A. (I) – Initiate further contacts and work with the Prince George's Mall owners and the Belcrest Plaza development team to resolve the outstanding alignment issues at Toledo Road. Any future subdivision, street grid alignment, connectivity, and optimal development orientation between the proposed "Georgian block" phase and possible future development on the Mall's rear parking lot is at risk until this issue is settled. B.2.A. (II) – At the start of the Prince George's Plaza TDDP revision process, conduct on-site planning meeting, with appropriate stakeholders, to determine the scope of necessary actions and coordinate appropriate agency jurisdiction and develop agency advocates for action B.2.A. (III) – Ensure stakeholders review and acknowledge existing relevant documentation and studies conducted B.2.A. (IV) – Review feasibility of improved connectivity through a grid pattern B.2.A. (V) – Identify and remove existing barriers to achieving the strategic goals identified in this plan: specifically including street alignment supporting future grid patterns and improving overall connectivity between developments B.2.A. (VI) – Coordinate infrastructure and circulation improvements with the revised Development Plan and incorporate improvements incrementally over the planning period to aid in the achievement of the overall redevelopment vision
	2.3 3.3 4.4	2.B. Rework the pedestrian and vehicular traffic patterns for the area to slow traffic and improve connectivity and sidewalks conditions	B.2.B. (I) – Funding and coordination with ongoing State of Maryland Safe Routes to School program efforts to create safe routes for students going to and from schools B.2.B. (I) – Identifying stakeholders and funding to implement pedestrian oriented design recommendations identified in the COG funded Toole Design report
	2.3 3.2 4.4	2.C. Ensure future development review policy prioritizes that the Metro Station access is the primary goal	B.2.C. (I) – Enact a policy where Metro Station accessibility is the primary transportation goal for traffic circulation within the TDOZ B.2.C. (II) – Future development review is subservient to circulation primarily for pedestrian and non-motorized vehicles, secondarily for bus circulation and a reduced priority for single occupancy vehicle thru trips B.2.C. (III) – Work with Maryland Department of Transportation, including State Highway Administration, to resolve the inherent conflict that East-West Highway transportation priorities imposes on the safety and effectiveness of the operation of the transit district
	2.3 2.4	2.D. Improve bus service and drop-off for seniors within the core area	B.2.D. (I) – Ensure adequate transportation and circulation to shopping destinations and access to transit in order to effectively connect seniors in the community to the transit district B.2.D. (II) – Making the area viable for the development of a senior housing option within the transit district
	3.3, 4.4	2.E. Adopt a local storm water management plan coordinated, with the updated Transit District Development Plan, prior to future proposal submissions	B.2.E. (I) – Development and adoption of a City comprehensive local storm water management plan prior to the updated TDDP to improve quality and reduced quantity of the storm water B.2.E. (II) – Emphasis on viability of green roof and other low-impact storm water management remediation techniques consistent with most current USGBC LEED standards

Theme	Goal & Action *	Recommendations	Implementation Actions Items
3. Economic Development	2.1 2.4 4.4	3.A. As part of the Prince George's Plaza Transit District Development Plan identify all infrastructure improvement projects and costs for both public and private partners for the redevelopment of the area	B.3.A. (I) – Host annual Hyattsville legislative breakfast event between City and County and State officials for the transmission of legislative and capital improvement project priorities B.3.A. (II) – Initiate a City-wide Capital Development Plan which identifies specific improvements and costs on all non-City owned roadways connected to economic development priority areas. B.3.A. (III) – Promote strategic alignment of local capital improvement requirements with Prince George's County Executive's Office, County Council, Maryland Department of Transportation, and other affected utilities B.3.A. (IV) – Private improvements will be reviewed and funded as a requirement of Detail Site Plan review and approval process.
	2.4	3.B. Initiate significant business development efforts to improve occupancy at University Town Center and other affected sites	B.3.B. (I) – Engage and advocate bank and/or note holders and developer/ property owners to request improving and updating the marketing strategy for the area B.3.B. (II) – Expand existing business license application into a mechanism for collecting economic development data and educating local businesses of available resources for business development and support as a means of providing added value to the licensing process B.3.B. (III) – Develop and issue annual economic development report of economic development benchmarks including business development, business/property owner survey results, utilized business programs, business loss, job gain/loss, vacancy rates, average lease rates, commercial building investment and net on tax revenue. B.3.B. (IV) – Identify and engage potential new private entities interested in investing in the area B.3.B. (V) – Create and/or promote public-private event(s) to help market the area regionally B.3.B. (VI) – Actively promote this TDOZ as an employment center for large scale businesses with existing agencies including Maryland Department of Business and Economic Development and Prince George's County Economic Development Corporation
	2.4 4.4	3.C. Actively promote Prince George's Plaza area as an employment center for large scale businesses and agencies	B.3.C. (I) – Advocate to the State of Maryland that Prince George's Plaza area is a transit-oriented location for government agencies and corporate headquarters B.3.C. (II) – Coordinate Prince George's County EDC, Maryland DBED, Maryland DHCD and other appropriate organizations and agencies to facilitate new occupancy B.3.C. (III) – Engage Washington Metro Transportation Authority (WMATA) in the promotion in the transit-orientation of the Prince George's Plaza area as an employment center

Theme	Goal & Action *	Recommendations	Implementation Actions Items
	2.4 4.4	3.D. Engage the owners of the Prince George's Mall to redevelop as an urban center consistent with the Prince George's Plaza TDDP	B.3.D. (I) – Engage the Prince George's Mall to discuss potential redevelopment consistent with the surrounding development properties B.3.D. (II) – Request technical assistance from M-NCPPC collaborate with the Mall owners and the community, to conduct a site-specific visioning charrette for the potential redevelopment of the Mall property
C. West Hyattsville – Initiate the Transition of the West Hyattsville Transit District to a Walkable, Mixed-Use Urban Neighborhood			
1. Land Use & Community Character	2.3 3.3 4.4	1.A. Improve West Hyattsville Metro Station connectivity by enhancing pedestrian access and circulation along west side of Ager Road and improve access from the neighborhoods on the east and west side of Ager Road.	C.1.A. (I) – City acknowledge redevelopment is not likely to occur within the next three to five years and solutions are required to improve streetscape, bicycle and pedestrian access C.1.A. (II) – Determine ownership of existing access service road and to seek approval to install meters on west side access road to accommodate daily parking to alleviate commuter parking in the adjacent neighborhood C.1.A (III) – Implement recommendations of the Bike/Pedestrian Committee for bike lanes on City owned streets C.1.A. (IV) – Request County and WMATA to address basic pedestrian improvements (adequate striping, signage, lighting and sidewalks) C.1.A. (V) – Request County to review feasibility of providing crosswalks at 29th Ave & Lancer Drive for Pedestrian crossing at Ager with the potential median improvements and pedestrian access pathway from Kirkwood currently being utilized as a dirt-path pedestrian route to Metro trail
	2.3	1.B. Improve West Hyattsville Metro access and safety to and from adjoining neighborhoods to encourage greater bicycle and pedestrian utilization	C.1.B. (I) – Fund CPTED training for City staff to provide knowledge base for implementation and management of design guidelines and utilization C.1.B. (II) – Develop local CPTED design guidelines from existing standards to be utilized by public and private entities involved in development of West Hyattsville infrastructure for both short-term and long-term development C.1.B. (III) – Improved pedestrian and bicycle safety through the incorporation of Crime Prevention Through Environmental Design (CPTED) principles in the design and construction of walkways and paths

Theme	Goal & Action *	Recommendations	Implementation Actions Items
	2.3 2.4 4.4	1.C. Use the 2005 West Hyattsville Transit District Development Plan to guide the future redevelopment and infill of the Metro Station, parking facilities, Washington Gas property, and Kirkwood, to better integrate the three components into a mixed-use walkable environment.	C.1.C. (I) – Work with partners to update the 2003 West Hyattsville feasibility study to gain better understanding of existing site development constraints including necessary infrastructure and environmental remediation costs based upon the current TDDP C.1.C. (II) – Determine the type of employment center the community is supportive of for the West Hyattsville commercial/office and retail use mix C.1.C. (III) – Through formal correspondence with the County, WMATA, MDOT and M-NCPPC, the City should articulate the prioritization of the type of employment center desired for the mixed-use in the West Hyattsville TDDP Plan C.1.C. (IV) – Maintain dialogue w/ WMATA, MDOT, County, and other entities to recruit appropriate development entities focused on the mixed use TOD type development for supporting the approved TDDP C.1.C. (V) – Ensure during TDDP review that all design standards are upheld to ensure a consistent framework for redevelopment, and provide for transitions and integration with surrounding neighborhoods
	2.3 2.4 4.4	1.D. Facilitate a phased and comprehensive redevelopment of the Metro Station area with offices, hotel, shops, and residences that appeal to a diverse population	C.1.D. (I) – City correspondence to WMATA and local Board Member, State, County, M-NCPPC and all other appropriate stakeholders requesting their attendance at a high-level policy maker meeting, to discuss and resolve mutual issues regarding the transit oriented redevelopment of the West Hyattsville TDDP area C.1.D. (II) – Develop with WMATA, including WMATA architects and engineers, the purpose and details of the RFQ for redevelopment of the site to ensure future development is consistent with the intent of the West Hyattsville TDDP, which prioritizes land-use, pedestrian and non-motorized vehicles, secondarily for bus circulation and a reduced priority for single occupancy vehicle thru trips to resolve the inherent conflicts between WMATA desire for a bus-centered station development & TOD principles
	2.3 2.4	1.E. Work with existing property owners to facilitate a comprehensive redevelopment of the entire TDOZ area for a more intense, urban mixed-use and pedestrian oriented area	C.1.E. (I) – Dialogue with property owners regarding timeline for reinvestment in site/redevelopment. Ascertain status of mortgage, debt position including the position of owner regarding future C.1.E. (III) – Facilitate Kirkwood and surrounding area ownership to consider and explore future redevelopment options with denser, condo-style housing and other transit-oriented features C.1.E. (III) – Work with Queens Chapel Town Center ownership to create a future development plan independent from the Metro Station redevelopment

Theme	Goal & Action *	Recommendations	Implementation Actions Items
2. Infrastructure & Circulation	2.3 3.3 4.4	2.A. Implement specific infrastructure improvement recommendations from existing transportation and Bike & Pedestrian studies to provide for greater pedestrian and bicycle accessibility to and from West Hyattsville	C.2.A. (I) – Funding and coordination with ongoing State of Maryland Safe Routes to School program efforts to create safe routes for students going to and from schools CC.2.A. (II) – Identify locations for additional City Call Boxes for West Hyattsville near Kirkwood and Ginn's property pedestrian paths and other appropriate locations as needed C.2.A. (III) – Identify public and infrastructure improvements on Jamestown Road including better sightlines, improved vehicular and pedestrian circulation and safety including pedestrian level lighting, sidewalks, additional "Call Box and cameras, and identify opportunities to include on-street storm water management "greening" C.2.A. (IV) – Request the State of Maryland direct SHA to redesign and construct, as a State project, "Complete Streets" improvements on both Hamilton Street (Maryland Route 208) and Queens Chapel Road to incorporate bike lanes, storm water management medians, and sidewalks C.2.A. (V) – Secure partners and funding to redesign and reconstruct Ager Road to incorporate bike lanes, storm water management medians, and sidewalks
3. Public Safety	2.3 4.4	3.A. Improve public safety in the area through increased police presence on foot and bike.	C.3.A. (I) – Consider MOU between City Police, M-NCPPC Police and WMATA to provide a greater police presence on foot and bike and address Metro pedestrian access issues
	2.3 3.2 4.4	3.B. Incorporate specific public safety measures in and around the West Hyattsville Metro area	C.3.B. (I) – Consider using existing camera network and resources to observe pedestrian access routes leading to the Metro Station C.3.B. (II) – Implement specific elements of the 2007 CPTED West Hyattsville Crime Prevention and Safety Plan developed by University of Maryland, the City Police Department and Hyattsville CDC C.3.B. (III) – Request WMATA and County to improve and enhance pedestrian level lighting including the WMATA parking lot and property and the area between the Metro Station and Kirkwood
4. Economic Development	2.1 2.4 3.3	4.A. Complete an update to 2003 West Hyattsville feasibility study of pre-development constraints, and upon completion create a Capital Improvements Plan through the assignment of both public and private infrastructure improvements	C.4.A. (I) – Host annual Hyattsville legislative breakfast event between City and County and State officials for the transmission of legislative and capital improvement project priorities C.4.A. (II) – Update the West Hyattsville TOD Strategy for pre-development constraints C.4.A. (III) – Initiate a City-wide Capital Development Plan which identifies specific improvements and costs on all non-City owned roadways connected to economic development priority areas; identify any specific public infrastructure improvements to be incorporated into State, County or local Capital Improvements Plans; identify required remediation and infrastructure improvements to be considered in the financing of redevelopment and identify those for which grants and other financial incentives may be needed and/or available to help offset development district compliance costs; and identify infrastructure to be incorporated in the financing which will be the sole responsibility of the private developer

Theme	Goal & Action *	Recommendations	Implementation Actions Items
	1.2 4.4	4.B. Work with property owners to create a phased plan to implement redevelopment of the area without disrupting business operations.	C.4.B. (I) – Expand existing business license application into a mechanism for collecting economic development data and educating local businesses of available resources for business development and support as a means of providing added value to the licensing process C.4.B. (II) – Develop and issue annual economic development report of economic development benchmarks including business development, business/property owner survey results, utilized business programs, business loss, job gain/loss, vacancy rates, average lease rates, commercial building investment and net on tax revenue. C.4.B. (III) Work with public sector and non-profit partners to provide programmatic assistance to local businesses to help adjust to changing circumstances in the redevelopment environment C.4.B. (IV) – Work with Small Business Development Center at University of Maryland to bring training for businesses and street front store management C.4.B. (V) – Work with non-profit partners to generate microloan programs, facilitate development, language trainings, low-interest loans, business plan development, communication and grants opportunities
D. U.S. Route 1 Corridor – Promote Redevelopment within the Arts District and Address Route 1 South Commercial Properties			
1. Land Use & Community Character	2.4 3.3	1.A. Comprehensive Streetscape and Façade Improvements for the Route 1 Corridor	D.1.A. (I) – Improve the physical appearance and functionality of public spaces including the railroad tracks, sidewalks, medians, and streetscape. D.1.A. (II) – Implement façade and streetscape improvements from the development district requirements. Develop a strategy to use improvements as a catalyst for private reinvestment in the district. D.1.A. (III) – During redevelopment of the public right-of-way, bury overhead utility lines where physically and financially feasible to reduce power outages, improve sightlines, sidewalk accessibility, and the aesthetics of the district. D.1.A. (IV) – – Improve the physical appearance, pedestrian and retail orientation of Route One and its public spaces by facilitating the relocation of existing automotive repair and other non-conforming uses out of the Town Center Character Area and towards the Arts Production and Neighborhood Arts Production Character Areas, where such uses are permissible as legal non-conforming uses.
	2.3	1.B. Coordination with State of Maryland, Prince George's County and utilities to approve Low-Impact Design (LID) and "green" storm water management infrastructure for the Route 1 Corridor	D.1.B. (I) – Work with State Delegates, County representatives , SHA, and the Department of Environmental Resources to adopt state and local design regulations that promote the use of Low Impact Designs (LID) and green infrastructure techniques to improve the environmental performance of new infrastructure. D.1.B. (II) – Work with State Delegates, County representatives, SHA, and the Department of Environmental Resources to create incentives that promote the use of low impact designs and green infrastructure techniques to improve new development's environmental impacts. D.1.B. (III) – Review feasibility of creating reversible/alternate lanes for the purpose of creating additional on-street parking and increased sidewalk widths.

Theme	Goal & Action *	Recommendations	Implementation Actions Items
	2.4 5.1	1.C. Continue implementation of the approved Gateway Arts District Sector Plan	D.1.C. (I) – Incorporate "the arts" into the streetscape and environment through public art, adapting outdoor spaces for performance, and regular street fairs or festivals in the district. D.1.C. (II) – Promote a mix of theater, cultural, and art uses supported by local retail, workspaces, and entertainment
2. Infrastructure & Circulation	2.3 3.3 4.4	2.A. Improve the safety and functionality of pedestrian crossings through redesign incorporating narrower crossing widths, raised medians, enlarged landscaping areas, and well marked crossings.	D.2.A. (I) – Funding and coordination with ongoing State of Maryland Safe Routes to School program efforts to create safe routes for students going to and from schools D.2.A. (II) – Improve sidewalk pavement and crossings in conformance with a streetscape plan D.2.A. (III) – Buffer traffic and noise to create a pedestrian friendly atmosphere by including street trees, bollards, on-street parallel parking, and other features in the redevelopment of the public areas
	2.3	2.B. Evaluate parking district options and develop additional public/shared parking in the south area to create a park once environment. Improve circulator service to connect the U.S.Route 1 District with the two Metro Stations.	D.2.B. (I) – Utilize parking approval process for 4318 Gallatin Street Arcade as a means for inventorying existing and identifying additional parking opportunities and connectivity in the downtown Route 1 area D.2.B. (II) – Develop & Implement a signage and way finding plan to make parking and moving through the district easier and clearer D.2.B. (III) – Fund improvements necessary for utilization of existing City owned properties for short-term on and off street parking to address immediate parking demand D.2.B. (IV) – Create in-house capacity to manage a comprehensive parking district and integrate its funding and operation as part of the M-NCPPC Development Review process D.2.B. (V) – Discuss feasibility of Business Improvement District (BID) and/or structured parking with property and business owners only after an additional $175 - $200 million in new investment directly on Route 1
3. Economic Development	4.4	3.A. Create a Capital Improvements Plan based on the streetscape plan and identify costs for both public and private partners for the redevelopment of the area	D.3.A. (I) – Host annual Hyattsville legislative breakfast event between City and County and State officials for the transmission of legislative and capital improvement project priorities D.3.A. (II) – Development of a City-wide Capital Development Plan which identifies specific improvements and costs on all non-City owned roadways connected to economic development priority areas (Mechanism for growth management) D.3.A. (III) – Seek funding and coordination with SHA to implement streetscape improvements and roadway improvements for the Gateway Arts District

Theme	Goal & Action *	Recommendations	Implementation Actions Items
	2.4 5.3	3.B. Initiate significant economic development/ marketing effort to improve occupancy and reuse of existing buildings and spaces in the corridor	D.3.B. (I) – Adopt local tax incentive legislation necessary to maintain eligibility of Gateway Arts District status D.3.B. (II) – Expand existing business license application into a mechanism for collecting economic development data and educating local businesses of available resources for business development and support as a means of providing added value to the licensing process D.3.B. (III) – Complete development of the Arcade at 4318 Gallatin Street to serve as a venue for municipal, community and arts programming. D.3.B. (IV) – Develop and issue annual economic development report of economic development benchmarks including business development, business/property owner survey results, utilized business programs, business loss, job gain/loss, vacancy rates, average lease rates, commercial building investment and net on tax revenue. D.3.B. (V) – Use of community revitalization tools, as funding is available, including Commercial Façade Improvement Grant programs to improve the exterior of businesses D.3.B. (VI) – Build on emerging business incentive and reinvestment program to make the area viable for small local businesses D.3.B. (VII) – Identify a program and funding sources to provide incentives for the adaptive reuse of buildings in the district
	4.4 5.1	3.C. Promote the district and events to be a regular draw for regional activity as an arts and cultural venue	D.3.C. (I) – Expand Downtown Hyattsville Arts Festival capacity through additional sponsors, marketing, target audience and vendors D.3.C. (II) – Explore opportunities for funding from Maryland Department of Business and Economic Development to assist with financing for additional arts related festival opportunities D.3.C. (III) – Development and coordination of local War of 1812 event with existing State and Anacostia Trails Heritage Area (ATHA) marketing efforts to celebrate the Bi-Centennial of War of 1812

TABLE 3
FY 2010-2011 City of Hyattsville Adopted Strategic Goals and Actions

December 14, 2009

Goal 1 – Ensure transparent and accessible governance

Action 1.1 – Encourage resident participation in City committees, meetings, and elections
Action 1.2 – Quickly and clearly share information on all City policies, programs, and projects
Action 1.3 – Provide appropriate performance measures of City operations, programs, and projects with residents, staff, and Council

Goal 2 – Ensure the long-term health of the City

Action 2.1 – Maintain a responsible level of investment in capital and operational resources managed through Council's adopted budget policy development plan, including the use of five-year revenue and expenditure projections
Action 2.2 – Apply energy-efficient practices to all City operations, facilities, and equipment
Action 2.3 – Promote alternative transportation methods and connectivity throughout the City
Action 2.4 – Support high quality, low-impact development and private investment that enhances the community

Goal 3 – Enhance a safe and pleasant community

Action 3.1 – Increase the quality of parks, recreation facilities, and broaden recreation related programs and opportunities for City residents
Action 3.2 – Provide effective, data-driven public safety and property standards services
Action 3.3 – Effectively manage and invest in community amenities and City infrastructure including streets, sidewalks and other public facilities

Goal 4 – Foster excellence in all City operations

Action 4.1 – Provide prompt, effective, and efficient customer service
Action 4.2 – Recruit, develop, and retain a first-rate workforce
Action 4.3 – Utilize technology and best practices to enhance all public services
Action 4.4 – Solicit and support community and inter-agency partnerships that enhance City services

Goal 5 – Strengthen the City's identity as a diverse, creative, and welcoming community

Action 5.1 – Build connections among residents by developing programs, events, and celebrations accessible to all
Action 5.2 – Encourage volunteerism and resident creativity in support of the City's goals and approved program activities
Action 5.3 – Market City accomplishments, services, and events through all appropriate media
Action 5.4 – Work with other organizations and communities to broaden the range of resources and services provided to City residents

Environmental Sustainability Policy for

The City of Hyattsville

Introduction:

This policy affirms the City of Hyattsville's commitment to responsible environmental stewardship through the consideration of the environment in its departmental operations and all facets of managing the City of Hyattsville's resources. This commitment is manifested by incorporating principles of sustainability and energy efficiency into all of its capital improvement projects, operations and resource use. The City affirms its commitment to departmental operations and project implementation including the design, construction, operation, maintenance, and rehabilitation of buildings in ways that conserve natural resources and reduce pollution.

Background:

Sustainable operation of all aspects of running the City of Hyattsville can reduce the negative impacts on the environment as well as save the City of Hyattsville and its residents money by reducing the cost of energy (oil, natural gas, electricity) and consumables (paper, vehicles, general upkeep). The end result is an optimal balance of cost, environmental, societal and human benefits, which also meet the mission and functions of the City, the various departments and the residents of the City of Hyattsville. Sustainability is the concept of incorporating appropriate principles and practices to improve the preservation of natural, social, and economic prosperity throughout its life cycle. Sustainability is stabilizing the relationship between earth's two most complex systems—human culture and the natural world. Key themes of sustainability are interdependence, conservation of natural resources, and a lifecycle timeline that includes current as well as future results.

Policy:

To the maximum extent practical, the City of Hyattsville is committed to managing all aspects of the City, its facilities and their operation, in a way that practices and promotes responsible environmental stewardship. The Mayor, City Council, City Administrator, Department Heads and all staff should take the impact on the natural environment into consideration with respect to applicable actions, motions, policies, or procedures. The environmental impact should be minimal to none, with alternative sustainable approaches researched and reviewed.

PRINCIPLES:

The essential principles of sustainable operation for the City of Hyattsville will address the following factors:

City of Hyattsville: Sustainability Policy, Adopted September, 2009.

- SITE – Minimize adverse environmental and transportation impacts when choosing locations for projects and when determining siting, footprint, and orientation of infrastructure withina plot.
- ENERGY – Reduce energy use, increase efficiency of energy use, and minimize the City ofHyattsville's consumption of non-renewable sources of energy.
- MATERIALS – Reduce consumption and waste by purchasing , available, durable, reusableproducts and materials. Use environmentally preferable products, such as those that are repaired, restored, recycled, reusable, recyclable, non-toxic, of low-embodied energy content, and/or renewable.
- WATER – Protect and conserve water supplies, minimize pollution that may degrade the water quality of local waterways, and improve stormwater management.
- AIR – Minimize emissions of harmful air pollution, including greenhouse gas emissions.
- OPERATIONS AND MAINTENANCE – Design facilities for operational and maintenance efficiency, using materials noted for their longevity, robustness, and low toxicity.
- EDUCATION – Provide educational messages to City residents, businesses and employees on applicable sustainable practices to lower energy use, make homes more efficient, increaserepair and restoration, reuse, recycling, and other practices that reduce consumption and waste and have a positive impact on the environment, as developed by the Hyattsville Environmental Committee.

GOAL:

The City of Hyattsville's goal is to have the principles of sustainability and energy efficiency reflected in all aspects of City operations. The City of Hyattsville will demonstrate environmental leadership by consistently adopting local regulations which meet and strive to exceed established environmental targets, standards, and requirements of the State of Maryland and Prince Georges County. The City also will implement best practices regarding issues including renewable energy and green house gas emissions, pollution prevention, reuse/recycling and brownfield remediation, stormwater management, and water quality.

OBJECTIVES:

It must be recognized that while there are many practices already implemented and underway that have and will make a large impact on achieving the goal, there are others that will take years to achieve. The City of Hyattsville will:

- For all engineering, design, construction, deconstruction, maintenance, and operation of City ofHyattsville facilities, use the criteria laid out for LEED certification whenever possible.
- Integrate life-cycle and full-cost accounting in investment decisions regarding products, services,design, and construction projects affecting building systems, long-term energy, water, and other utility operating costs, equipment, landscaping, operations, and maintenance.
- Review contracts with City service providers (maintenance, landscaping, etc.) in order to ensure environmental standards are met or exceeded.

City of Hyattsville: Sustainability Policy, Adopted September, 2009.

- Review all currently owned and future purchased City property, including but not limited to vehicles, office equipment, furniture, and park equipment, for environmental and sustainability implications.
- Use City services and communication tools to promote environmentally friendly practices throughout the community.
- Keep abreast of evolving best practices through participation in relevant organizations and communication with other municipal bodies.

ADDITIONAL INFORMATION:

City of Hyattsville employees seeking additional information about this policy may wish to refer to the following resources:

- US Green Building Council - http://www.usgbc.org/DisplayPage.aspx?CategoryID=19
- Maryland Department of the Environment
  - http://www.mde.state.md.us/Air/climatechange/legislation/index.asp
- ICLEI – Local Governments for Sustainability - http://www.iclei.org/
- Prince George's County Department of Environmental Resources
  - http://www.princegeorgescountymd.gov/Government/AgencyIndex/DER/
- CoolCities - http://coolcities.us/
- EPA Green Communities Program - http://www.epa.gov/greenkit/index.htm
- SustainLane knowledge base - http://www.sustainlane.us/
- Energy Finder interactive tool - http://www.energyfinder.org/
- California Sustainability Alliance local government toolkits
  - http://sustainca.org/programs/green_local_government/overview

City of Hyattsville: Sustainability Policy, Adopted September, 2009.

Hyattsville Resolution 2011-02

Resolution Supporting City of Hyattsville Community Sustainability Designation

Resolution of the City of Hyattsville has approved the designated Sustainable Community Area by the adoption of the 2011–2015 City of Hyattsville Community Sustainability Plan, and submission for consideration to the Department of Housing and Community Development (the "Department") of the State of Maryland or through other departments or agencies of the State of Maryland.

WHEREAS, the City of Hyattsville recognizes that there is a significant need for continued reinvestment and revitalization of Hyattsville, Maryland; and,

WHEREAS, the City of Hyattsville proposes to (i) designate the area of legal municipal boundary of the City of Hyattsville, Maryland; as outlined on the attached map (the "Area") as a Sustainable Community Area and to submit the (ii) developed 2011–2015 City of Hyattsville Community Sustainability Plan for designation of the Area, the purpose of which will be to contribute to the reinvestment and revitalization in the Area; and,

WHEREAS, the Department, either through Sustainable Communities Designation, Community Legacy Designation or through other Programs of the Department, or in cooperation with other State departments or agencies, may provide some or all of the financing for Projects (the "Project Financing") in order to assist in making it financially feasible; and

WHEREAS, the Area is located within a priority funding area under Section 5-7B-02 of the Smart Growth Act and the Project will conform to the local zoning code; and

WHEREAS, the applicable law and regulations require approval of the designated Sustainable Communities Area, the Project and the Project Financing by the City of Hyattsville and, where appropriate, by the chief elected executive official of the local subdivision;

NOW, THEREFORE BE IT RESOLVED THAT, City of Hyattsville hereby endorses the designation of the Sustainable Community Area and, HEREBY approves the request for consideration by the Governor's Smart Growth Sub-Cabinet; and

BE IT FURTHER RESOLVED THAT, the chief elected executive official be, and is hereby requested to endorse this Resolution, thereby indicating [his or her] approval thereof; and,

BE IT FURTHER RESOLVED THAT, Mayor Marc Tartaro is hereby authorized to execute documents and take any action necessary to carry out the intent of these resolutions; and,

BE IT FURTHER RESOLVED THAT, copies of this Resolution are sent to the Secretary of the Department of Housing and Community Development of the State of Maryland for consideration by the Community Legacy Board.

READ AND PASSED THIS 6th day of June, 2011.

BY ORDER: Douglass A. Barber, City Clerk, I hereby certify that Resolution Number 2011-02 is true and correct and duly adopted by the City of Hyattsville of Prince George's County.

ATTEST/WITNESS:

Douglass A. Barber

Douglass A. Barber, City Clerk

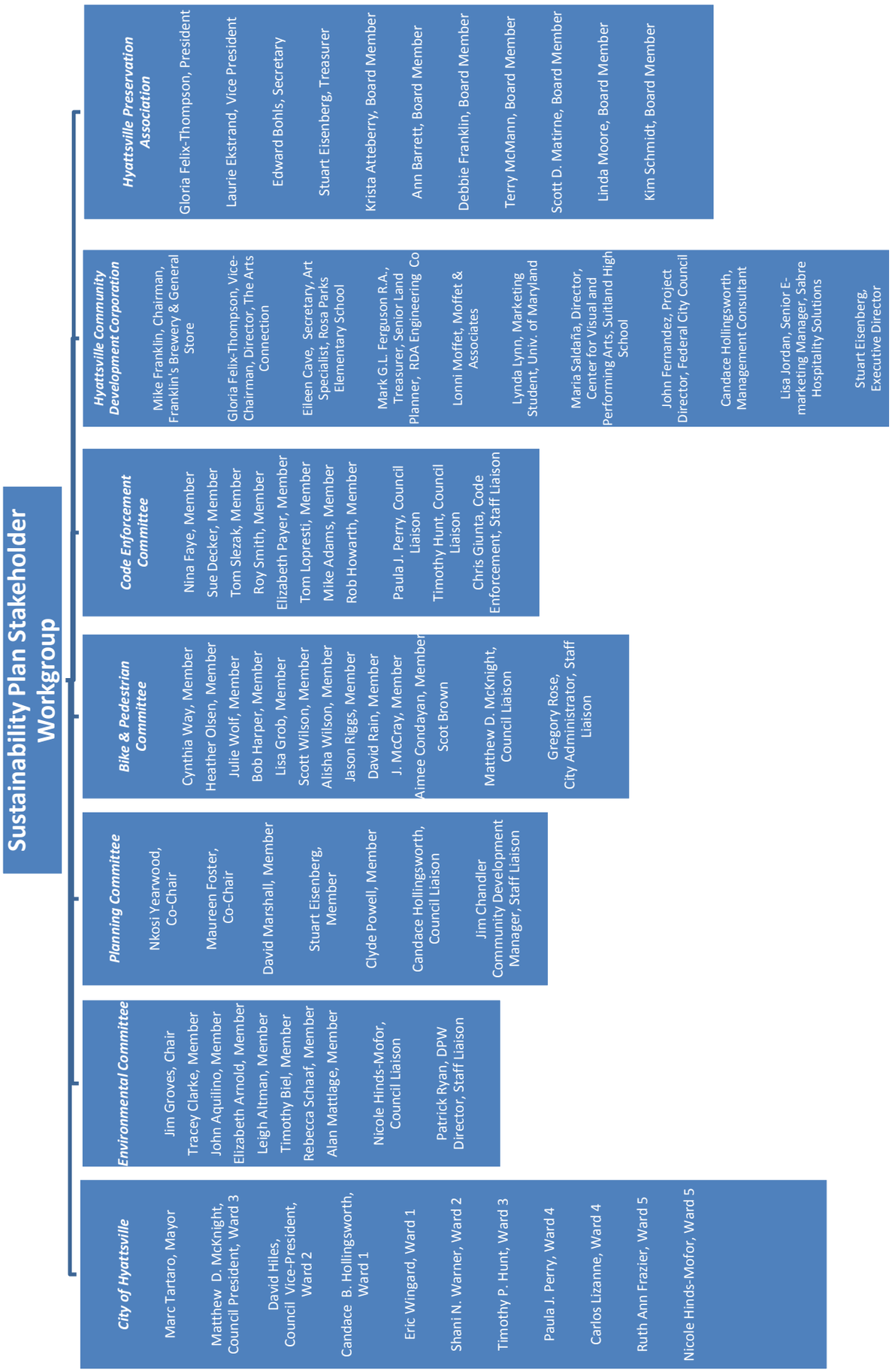
City of Hyattsville

By: Marc Tartaro

Name: Marc Tartaro

Title: Mayor

Date: June 6, 2011


Sustainability Plan Stakeholder Workgroup
City of Hyattsville
Marc Tartaro, Mayor
Matthew D. McKnight, Council President, Ward 3
David Hiles, Council Vice-President, Ward 2
Candace B. Hollingsworth, Ward 1
Eric Wingard, Ward 1
Shani N. Warner, Ward 2
Timothy P. Hunt, Ward 3
Paula J. Perry, Ward 4
Carlos Lizanne, Ward 4
Ruth Ann Frazier, Ward 5
Nicole Hinds-Mofor, Ward 5
Environmental Committee
Jim Groves, Chair
Tracey Clarke, Member
John Aquilino, Member
Elizabeth Arnold, Member
Leigh Altman, Member
Timothy Biel, Member
Rebecca Schaaf, Member
Alan Mattlage, Member
Nicole Hinds-Mofor, Council Liaison
Patrick Ryan, DPW Director, Staff Liaison
Planning Committee
Nkosi Yearwood, Co-Chair
Maureen Foster, Co-Chair
David Marshall, Member
Stuart Eisenberg, Member
Clyde Powell, Member
Candace Hollingsworth, Council Liaison
Jim Chandler Community Development Manager, Staff Liaison
Bike & Pedestrian Committee
Cynthia Way, Member
Heather Olsen, Member
Julie Wolf, Member
Bob Harper, Member
Lisa Grob, Member
Scott Wilson, Member
Alisha Wilson, Member
Jason Riggs, Member
David Rain, Member
J. McCray, Member
Aimee Condayan, Member
Scot Brown
Matthew D. McKnight, Council Liaison
Gregory Rose, City Administrator, Staff Liaison
Code Enforcement Committee
Nina Faye, Member
Sue Decker, Member
Tom Slezak, Member
Roy Smith, Member
Elizabeth Payer, Member
Tom Lopresti, Member
Mike Adams, Member
Rob Howarth, Member
Paula J. Perry, Council Liaison
Timothy Hunt, Council Liaison
Chris Giunta, Code Enforcement, Staff Liaison
Hyattsville Community Development Corporation
Mike Franklin, Chairman, Franklin's Brewery & General Store
Gloria Felix-Thompson, Vice-Chairman, Director, The Arts Connection
Eileen Cave, Secretary, Art Specialist, Rosa Parks Elementary School
Mark G.L. Ferguson R.A., Treasurer, Senior Land Planner, RDA Engineering Co
Lonni Moffet, Moffet & Associates
Lynda Lynn, Marketing Student, Univ. of Maryland
Maria Saldaña, Director, Center for Visual and Performing Arts, Suitland High School
John Fernandez, Project Director, Federal City Council
Candace Hollingsworth, Management Consultant
Lisa Jordan, Senior E-marketing Manager, Sabre Hospitality Solutions
Stuart Eisenberg, Executive Director
Hyattsville Preservation Association
Gloria Felix-Thompson, President
Laurie Ekstrand, Vice President
Edward Bohls, Secretary
Stuart Eisenberg, Treasurer
Krista Atteberry, Board Member
Ann Barrett, Board Member
Debbie Franklin, Board Member
Terry McMann, Board Member
Scott D. Matirne, Board Member
Linda Moore, Board Member
Kim Schmidt, Board Member

HB 475 – The Sustainable Communities Act of 2010

Highlights of the bill include:

Sustainable Communities Tax Credit Program:

- Maintains the existing historic commercial credit and residential credit in their current form (20% credit) and grants an additional 5% credit for historic buildings that are also certified as LEED Gold;
- Expands the credit (10% commercial credit) to include qualified rehabilitated (non-historic) structures in DHCD and Baltimore City Main Street Maryland communities beginning in fiscal year 2011 and newly designated Sustainable Communities beginning in fiscal year 2012;
- $10 million is available in fiscal year 2011 for the Tax Credit Program and non-historic structures will be eligible for 10% of the appropriated amount in a fiscal year;
- Extends the Sustainable Communities Tax Credit Program through July of 2014.

Sustainable Community Designation:

- Combines two geographically-based revitalization designations, CL Areas and Designated Neighborhoods (DN), into a single "Sustainable Communities" designation which will be made by the SGSC after a recommendation from DHCD;
- Encourages public and private grants and loans for nonprofit organizations, local governments, and small businesses to work together for greater impact in one shared revitalization area;
- Current CL Areas and DNs will automatically be considered Sustainable Communities for 2 to 3 years (depending on age of the CL Plan) after June 1, 2010;
- Prior to the expiration of the transition period, sponsors will need to submit an updated plan and application to be re-designated to a Sustainable Community;
- Sponsors are encouraged to use existing CL plans as the basis for their Sustainable Community plans which will need to be updated every 5 years.

Transportation Focus:

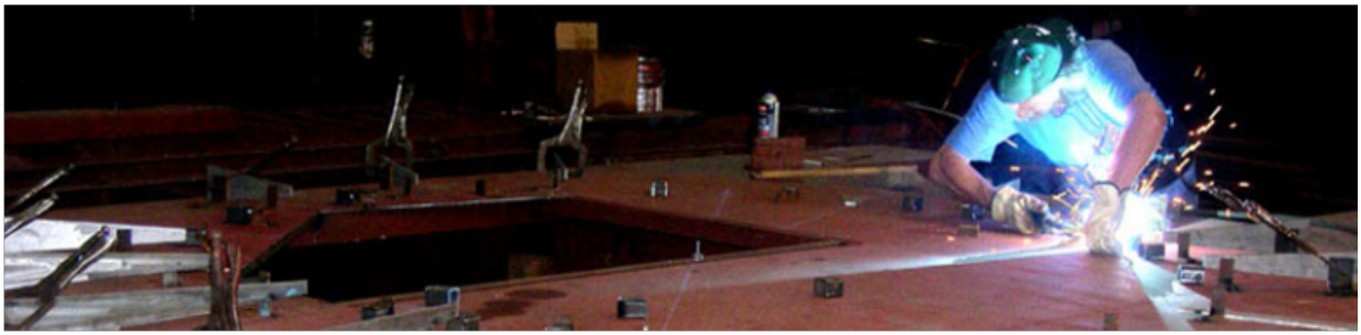
- Requires the Maryland Department of Transportation to consider Sustainable Communities as it annually considers the Consolidated Transportation Program.

Smart Growth Subcabinet Enhancements:

- Expands the charge of the SGSC to focus on Sustainable Communities;
- Clarifies that designations of Transit-Oriented Developments and BRAC Zones are made by the Secretaries of MDOT and DBED, respectively, after a recommendation by the SGSC;
- Expansion of the SGSC membership to include the Department of Health and Mental Hygiene, the Department of Labor, Licensing and Regulation and the Maryland Energy Administration.

The Sustainable Communities Act of 2010 strengthens reinvestment and revitalization in Maryland's older communities by enhancing an existing rehabilitation tax credit and extending the life of the credit through 2014, simplifying the framework for designated revitalization target areas in the Community Legacy (CL) and Neighborhood BusinessWorks (NBW) program by creating "Sustainable Communities", establishing a new transportation focus on older communities, and enhancing the role of the Smart Growth Subcabinet (SGSC) in the revitalization of communities.

Maryland
Smart, Green & Growing



Alan Binstock's "Pilgrim's Quandary": in an early fabrication stage.
The finished sculpture stands in the 3500 block of East-West Highway (MD 410) at Post Park Apartments.
Hyattsville residents envision the installation of public art as one of scores of opportunities to be further realized as their community develops.

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City of Hyattsville, Maryland

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for the 2010 Community Legacy Revitalization Plan Update

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B. Method

C. Participation

2. SWOT Meetings: Interpretive Summary

3. 2004 Plan Priorities: Assessment of Implementation

Appendix A. SWOT Inputs: By Thematic Area

Appendix B. SWOT Inputs: Verbatim by Meeting

Introduction

A. The Overall Community Planning Context

The City's existing Community Legacy Revitalization Plan was created to increase the City's capacity to improve the economic conditions, the quality of life, and identify the service potential of the City. The Hyattsville Community Development Corporation administered the development of the 2004 Plan in collaboration with key City personnel. The plan's relatively successful implementation has been due to the extensive inputs from a broad spectrum of local stakeholders, an honest assessment process of local conditions, and the continuing attention to the Plan after its adoption by the local government.

The original plan is considered a highly successful planning document by Maryland DHCD and the City, and has provided a mechanism that has facilitated significant economic revitalization. The update to the plan should identify and confirm the feasibility of the current long-term goals or present new goals; identify mechanisms necessary and potential partners for implementation of these goals; and identify governing bodies responsible for authorizing specific revitalization initiatives.

Just as the previous 2004 planning effort was grounded in community-derived ideas of where our strengths and vulnerabilities were to be found, the following analysis of a series of facilitated, community-wide Strength/Weakness, Opportunity/Threat identification exercises helps us to create a baseline understanding of present community perceptions of existing conditions in Hyattsville. The exercise clarifies the question of where the community thinks itself as starting from today.

The Maryland Department of Housing and Community Development (DHCD) requires all Community Legacy Area designees to update their Community Legacy Plan every five years to stay eligible for programmatic funds. Additionally, due to the recently adopted Sustainable Communities Act of 2010, these communities will now also be required to develop and adopt Sustainability Plans (enhancing/replacing their Legacy Plans) in order to fulfill new funding guidelines for maintaining State grant-worthiness.

As part of this requisite planning update, Hyattsville engaged in a City-wide process to review and assess the present relevance of its 2004 Revitalization Plan; its performance implementing the initiatives the Plan identified; and its residents' sense of present community conditions. In addition to updating the existing plan, the City will develop a strategic five-year plan to guide the City's future implementation of planned initiatives. The 2010 Revitalization Plan will be based on several inputs:

- The community's assessment of the 2004 Plan, and
- The findings of the 2010 SWOT Analysis which identify and frame residents' perceptions of Hyattsville's local conditions and place within the region, and
- The recently completed Community Visioning Process facilitated by ACP Visioning and Planning.

In the arena of community development in the State of Maryland, The City of Hyattsville occupies a notable position. The City has been a designated Community Legacy Area for more than six years, and has effectively leveraged the more than $1,200,000 in grants it has received directly as a result of the program. Other funds and state investments in infrastructure and programming have also been steered towards the Hyattsville area as a result of the focused, strategic approach to revitalization the City adopted. These funds have not been an antidote for eliminating all of the problems confronting

Introduction

the City, but much progress has been made in the years between the 2004 adoption of the Community Legacy Revitalization Plan and now. One important benchmark, the City's assessable tax base, had been growing and diversifying at a steady rate.

Hyattsville's tax base has more than doubled between 2005 and 2010. The growth is due to new developments; the planned phase-in of annexed commercial properties in the Prince George's Plaza Transit District; rising values and assessments on improved single-family houses, and a formerly rising real estate market. Only just this year has this tax base growth been tempered by the recent drop in assessments due to the faltering national and local economy. The 2011 tax base represents a 6.4 % reduction in total assessed values from the previous year. Even accounting for this recent drop, the City's tax base development exceeds both that of Prince George's County's and the State of Maryland's for the same five-year period.

As a result of the improved tax base, Hyattsville has had the ability to pursue its strategic objectives and maintain better staffing levels over a wider range of services than most comparable municipal governments. Additionally, continued infrastructure improvements, continuing planning and development initiatives, pedestrian and bike accessibility improvements, and more competitive employee salary offerings are just a few of the more positive consequences of this positioning. While some persistent community issues still remain and new ones emerge, the City has greater and more sustainable financial capacity to address them.

B. Method

The Hyattsville Community Development Corporation (CDC) worked with the Office of Community Development to structure PowerPoint presentations demonstrating the nature and the scope of implementation of the 2004 Community Legacy Revitalization Plan for a series of resident-focused Community Assessment workshops and SWOT Analysis workshops. Six publicly held Community Assessment workshops and Seven SWOT Analysis workshops were conducted at six diverse locations across the City over the course of one month. One City Council-dedicated SWOT Analysis workshop was also held. More than 20 similarly structured, by-invitation stakeholder interviews within the municipal government, business and development community were also conducted by Hyattsville CDC.

These workshops were also supplemented by a Hyattsville CDC staff review of approximately 30 Hyattsville-related studies, land-use & zoning plans, which were also compiled and provided as background and boundary condition research for the planning firm selected to perform the 2010 Legacy Plan Update. Outreach for the meetings consisted of announcements placed in the Hyattsville Reporter, Hyattsville Life and Times, and Gazette. Bulletin Board postings were placed at Magruder Park and Kirkwood. City website and group listserv postings and direct e-mails to stakeholders served as electronic outreach. Neighborhoods were flier-ed door-to-door to promote the sessions, and posters placed in popular commercial and institutional locations

C. Participation

Based-upon sign-in sheet documentation and direct count, more than 80 residents and stakeholders participated in the Community Assessment workshops, and 168 residents and stakeholders participated in the SWOT Analysis. Over 100 Community Assessment surveys were also turned in by hand or on Survey Monkey (an online survey tool employed in this project).

Hyattsville CDC's 2010 Community SWOT Analysis Report for the City of Hyattsville

2010 City of Hyattsville Community SWOT Meetings Interpretive Summary

Key Stakeholder Inventory Findings:

Strengths:

Common themes arise across the community and demographics

- Geographic convenience and strategic proximity to regional resources is widely acknowledged by community members as a major attractant and contributor to quality of life
- The key element, across the board, that cements Hyattsville's internal identity is the unique and heartfelt sense of place and sense of community experienced by its residents. It is characterized most vocally by the community's strong embrace of diversity in all of its manifestations and the underlying tolerance that is a nearly universally held value
- Key physical fundamentals also contribute to quality of life: varied and rich historic housing stock, niche neighborhoods, access to parks and open space, access to transit options
- In large part residents view municipal service delivery and public safety activity to be effective and consistent
- Residents welcome the delivery of recreational services across the spectrum the City attempts to deliver them
- The City's website is identified as a welcoming and increasingly effective communication tool: necessary, but not sufficient for the entire community.
- The infrastructure renewal has been widely recognized and named as a key component in advancing redevelopment goals and securing fundamental quality of life in the neighborhoods

Weaknesses

- Respondents feel that planning and development don't always do what is promised by the process: traffic continues to worsen, and lack of control over traffic and other boundary conditions along State Highways diminishes quality of life and frustrates and confounds residents and policymakers alike.
- Residents asserted that Hyattsville and its satellite organizations fail to promote our community's best features in a way that penetrates across the regional consciousness, and therefore fail to capitalize on many opportunities to attract investment and improve. This also ties into and feeds the resident understanding of the Hyattsville-City / Zip Code identity issue.
- There is a prevalent local perception of a strong gang presence in the City far in excess of direct individual experiences. Poor illumination in key transportation corridors and streets; in commercial corridors; especially in West Hyattsville, the Hamilton Street area, and Route One contribute to a sense of insecurity and diminish activity.
- The perception that the Prince George's County public schools are divorced from the concerns of the community, and that they are delivering substandard or inadequate educational progress is still widespread among participants in this process, but not universal.
- Identification of commercial vacancies, ongoing business corridor blight and the recent increase in

2010 City of Hyattsville Community SWOT Meetings Interpretive Summary

foreclosures, and property maintenance decline was cited by respondents.

- Both residents and external stakeholders shared a perception that times are hard, that Hyattsville is vulnerable, and its revitalization progress is fragile

Opportunities

- Hyattsville is regionally recognized as a community that seeks redevelopment investment.
- Residents believe the community can better utilize the external investment it attracts at its metro stations and in the Arts District to attain the elements of our communities' most commonly held vision and values.
- By more clearly defining the outcomes the community seeks from new development and then adopting more clearly stated smart growth values and policies not currently in place at the municipal level, residents felt that our Metro station's economic development and environmental enhancement potential could be better fulfilled, while maintaining the core residential neighborhood strengths.
- The growth of immigrant communities in Hyattsville presents some unique educational opportunities for sharing cultures, and promoting greater understanding and tolerance
- Strong historic and architectural resources within Hyattsville and the maturation of the housing stock now enable us to target an expansion of our historic district into the western side of the City, and to expand access to tax credits that more affordably enable housing stock renewal.
- A growing consciousness of the importance of the health of the Chesapeake Bay, combined with our proximity to Stream Valley parklands, and the Northeast and Northwest Branches of the Anacostia invites more environmental stewardship initiatives, and educational programming
- The presence of numerous, diverse, faith communities and houses of worship in Hyattsville could lead to better community outreach, code compliance, and promotion of area strengths through the establishment of more formal and regular communication
- By utilizing proven and established local & regional organizations for youth outreach, and providing access to available facilities and space, needed services could be secured without expanding local government costs.
- An actual heritage tourism experience could be designed and established through the Anacostia Trails Heritage Area's (ATHA) presence and incorporating other contributing and nearby historic resources.
- Newly developed and developing tax resources and expanded staff capacity (the Community Development Office, Volunteer Services, internal marketing and communication /technology capacity) could enable the identification and elimination of long standing service gaps

Threats

- In the short term the economic downturn slows the pace of revitalization; erodes the tax base; diminishes the quality of community and neighborhood conditions, while increasing demand on City services. In the long term, the ability of the tax base to sustain both City services and public infrastructure has still not been adequately determined. Appropriate levels of sustainable service have not been established.
- Looming overdevelopment or development that does not achieve our strategic goals diminishes our

quality of life, taxes our infrastructure, worsens traffic flow, and lessens the viability and attractiveness of our commercial districts.

- The misrecognition of our Hyattsville community due to the widespread institutional use of the Hyattsville name by multiple Zip Codes fosters misperceptions about the prevalence of crime & the crime rate both inside and out of the community; that we remain unable to effectively counter. In the broader Washington Metropolitan region our competitiveness and desirability as a destination, place to do business, and as a community are damaged by our lack of a distinct and clear identity as a municipality.
- Local threats to an aging populace include: rising property assessments, accessibility limitations, limited sidewalk connectivity, too few support programs, poor public lighting, and limited affordable housing options.
- The lack of consensus within City leadership and within the community regarding change and the direction of change, a perception of declining civic engagement, non-engagement of our immigrant community, combined and linked to unmet community expectations, and a perceived unresponsiveness from elected and appointed officials to vocal or activist perspectives seems to lead to a sanctioning of collective apathy across the community.
- The continued presence of obsolete, empty or underutilized commercial buildings and now residential properties too, and associated declining property maintenance that is somewhat linked to the tight credit market and foreclosure crisis continues erosion of neighborhood stability and augments concerns over the implications of high rental to ownership ratios throughout the City.
- Perceived and real Prince George's County School underperformance and unresponsive school system management deters long term resident commitment to Hyattsville
- Concern over rising crime; a perception of a strong gang presence in the City far in excess of direct individual experiences. Poor illumination in key transportation corridors and streets; in commercial corridors; especially in West Hyattsville, the Hamilton Street area, and Route One contribute to a sense of insecurity and diminish activity. (Found to be both Threat & Weakness)

2004 Plan Priorities:

Assessment of Implementation

A: COMMUNITY ORGANIZATIONS & PROGRAMS

2004 PRIORITY & COMMENT	2004 CLRP PLAN RECOMMENDATION	KEY ORG	SUPPORTING PARTNERS	TIME FRAME
2004 Priority: 1	Expand role of the Hyattsville CDC **(Accomplished)**	HyCDC	City of Hyattsville, PG County MD DHCD, local entrepreneurs	Ongoing
Expansion of CDC by hiring staff, creation of funding mechanisms and generation of operating revenue on fee for service basis				
Ongoing Need: program out to 5 years	Conduct Real Estate Developer Forums **(Accomplished)**	HyCDC	Port Towns CDC, Gateway CDC, PGC EDC, MNCPPC	2007, 2008, 2010 +
Developed and Implemented Urban Edge Conference series: attendance at 105 participants @ event				
Continued Need: freshen approach for next phase	Identify Target Markets **(Accomplished)**	HyCDC	City of Hyattsville, MD DHCD, EYA, UTC, local entrepreneurs, DBED	2006 - present
Developed and Marketed Restaurant District Feasibility Study: documented demand and supply capacity, assisted developers and restaurateurs w/ market data to support recruitment & finance efforts. 8-10 new restaurants added to Route One market, 7 at UTC. Used market data to analyze and advise “no go” on many proposed business plans				
Continued Need: program out to 5 years	Improve Physical Appearance of Buildings **(Partially Accomplished)**	City	Hyattsville CDC, Neighborhood Design Center, PG County	2009-2011
City obtained funding for 6-8 Façade Improvements for 2010/11: worked with HyCDC, who recruited 6 business & property owners of targeted properties in need, to work with NDC on designs in 2009/10				

2004 Priority: 2	Strengthen Hyattsville Business Assoc. **(Not Accomplished)**	City	HyCDC	2008-2009
City organized and collaborated with local business managers and the HyCDC on marketing, events and programming to resurrect this historically hard to energize entity				
Drop program: let group/s evolve as need grows	Form a HBA Retention Subcommittee **(Not Accomplished)**	City	HyCDC, local merchants	
After many organizing meetings and a year's worth of program offerings and networking, the group adopted a mission and Bylaws, but never had enough potential member support to get off the ground. City subsidy not worthwhile, absent underlying organizing basis for local businesses				
Continue varied approaches as success dictates	Develop a Coordinated Marketing Approach **(Partially Accomplished)**	HyCDC, City	Route One merchants, Gateway Arts District Management Team, EYA, MNCPPC	2008 - present
As an aftermath of the organizing effort: a cluster of cooperating Route One merchants organizes a Holiday Season marketing and sales campaign under the buy local rubric. Hyattsville CDC works on Branding and marketing for the overall Gateway Arts District				
Recruit specialist to adopt; need remains	Establish a Bi-Lingual Program Subcommittee **(No action)**			
No action				
BIDs now enabled: formation to wait on business district need basis	Build Toward Becoming a BID **(Enabled)**	HyCDC	Port Towns CDC, 47th District legislators	2009-2010

HyCDC researched, developed draft & model legislation, & lobbied 2 years until MD legislature created BID enabling law				
2004 Priority: 3	Create Hyattsville Civic Assoc. (HCA) **(No action)**			
No action: Annexed University Hills community has civic association that struggles to operate				
Ongoing Need: program out to 5 years	Promote Festivals and Events **(Accomplished)**	City	HyCDC, EYA, local merchants, MNCPPC	2005 - present
City Rec Dept. conducts highly successful International Festival, Summer Jam & Family Night Out series. EYA,HyCDC, City collaborate on Arts Festival				
Continue approaches as success dictates: program for 5 years out	Celebrate Public Art **(Accomplished)**	HyCDC	Hyattsville Community Arts Alliance	2006 - present
HyCDC maintains a Public Art program: develops public art and events w/ private developers and with City: 4-public artworks: many events delivered to date. City commenced Artway North				
Continue varied approaches as success dictates: drop from plan	Activate Resident Self Help **(Accomplished)**	HOPE, HPA	City , HyCDC	2005-present
HOPE listserv (civic/privately run) maintains database of information and advice for range of life issues and community needs and concerns. Several citizen watch groups work with HPD, HyCDC maintains business guide and database on its website				
	Parking District Authority **(No action)**			
No action				

Will happen w/o being in plan	Coalition of Congregations **(Partially Accomplished)**	HyCDC	area churches	2010
HyCDC recently initiated effort to start-up				
Ongoing Need: program out to 5 years	Crime Watch Task Force **(Partially Accomplished)**	City Police Dept		2005 - present
Ongoing effort				
Ongoing Need: program out to 5 years	Volunteer Database **(Accomplished)**	City	AWS, other orgs	2008 - present
City created full time Office of Volunteer Services: mobilizes hundreds of volunteers City-wide on dozens of initiatives				
Ongoing Need: program out to 5 years	Community Gardening **(Partially Accomplished)**	Commu-nity Garden Group		2010
City providing appropriate parkland and infrastructure support. Citizen-led community gardening group initiating agreement with City to develop one garden site				
Ongoing program	Home Improvement Wknd. **(Accomplished)**	City	City	2008 -present
City support with special trash pick ups and promotion				
Ongoing program	Annual Garage Sale **(Accomplished)**	City	NA	2008 - present
Rec Dept initiated Bi-annual City-wide yard sale				

	Antique Swap Meet **(No action)**		NA	
No action				

B: ECONOMIC DEVELOPMENT

2004 PRIORITY & COMMENT	2004 CLRP PLAN RECOMMENDATION	KEY ORG	SUPPORTING PARTNERS	TIME FRAME
2004 Priority: 1	Increase Homeownership **(Accomplished)**	City	HyCDC, District 2 County Council Office, MNCPPC, Private Development partners	
Encouraged homeownership to stimulate growth: City & CDC both aggressively promoted a development strategy to lead local development investments with homeownership creation via promulgation & distribution of CL Plan at Agency level: MD Dept of Planning, DBED, DHCD, PGC DHCD. Via promulgation & distribution of CL Plan to all prospective developers, at public meetings, at conferences, and through media, word of mouth, cold calling and recruiting successful developers to tour the area. City & Planning Committee recommended & urged developers proposing new developments to build or include or enable future ownership models into their developments. E.g. UTC, EYA, Post Park, West Hyattsville Commons (not realized): despite market preference for rental products				
Await census data: worthwhile approach, but could lower the priority status	Encourage the Development of For-Sale Housing Stock **(Accomplished)**	City	HyCDC, District 2 County Council Office, MNCPPC	
The City negotiated with and provided the development community with supportive correspondence or promoted the position of this approach at the level of Planning Board & District Council review of proposals. CDC's attempted redevelopment of 4307 Jefferson (unsuccessful: but became popular low income / artist rental housing)				

Still a resident held priority, but requires a more programmatic basis to accomplish better results	Increase Owner-Occupied Units in Existing Housing Stock **(Partially Accomplished)**	HyCDC		
Annexation of University Hills was a mixed success in terms of the home ownership delta, with its concentration of university student housing conversions within the single-family housing stock. City also began a program of enhanced code enforcement of neighborhoods and increased regulation of single family housing rentals, to improve neighborhood attractiveness as a means of increasing and retaining homeownership in the community. Benchmarking data on ownership rate changes in Hyattsville await census results. Compiled real estate data and anecdotal information under development only indicates high turn over in home-ownership not the rate of ownership to rental itself				
Requires a more programmatic basis to accomplish better results	Provide Owner Financing Assistance Programs **(Partially Accomplished)**	City		
City funded minor "Live Where You Work" program assistance for employees, an income delimited homeowners tax credit, and funded a $1,000 K home purchase stimulus, expanded Historic District to expand access for Homeowner's to Historic Property Tax credits. But no comprehensive incentive program, past revitalization activity itself has been undertaken to date				
2004 Priority: 2 Should continue as a high priority: it elimates blight, it is the basis for sustainable tax base of varied sources beyond the homeowner property tax burden and optimizes metro usage	Facilitate New investment **(Accomplished)**	City	HyCDC, MD Dept of Planning, MNCPPC, District 2 PG County Council Office, MD DBED, MD DHCD, WMATA HIP, Private Development Community	

High levels of official City, HyCDC and stakeholder involvement in the creation of the Gateway Arts & West Hyattsville Transit Districts shaped the land use guidelines in a way to improve and facilitate new investments in the City by emphasizing form over specific use, while guiding development towards the goals of transit-oriented development & mixed-uses. Targeted promotion of strategic & developable properties by City & HyCDC. This multi-layered activity and effort is probably one of the most distinguishing and successful elements of our revitalization strategy. By promoting desired & predictable development outcomes, the City and its partners were able to attract investments. Publicly articulated market direction coupled with an aggressive capital investment campaign in the City & in infrastructure over the past five years created developer confidence to realize concepts and plans. Effective use of Special Tax Districts				
Should continue as a high priority: keeps region apprised of Hyattsville's strengths, viability, and strategic advantages	Initiate Public Awareness Campaigns **(Accomplished)**	City, HyCDC	PGC EDC, local development community, Gateway CDC, MD DHCD	
Development tours coordinated through county & state agencies; municipal tours with developers; HyCDC developer outreach; participation in regional conferences to promote local development; local conference hosting ; conducting participatory media campaigns with local developers and regional stakeholders. Lobbying and community organizing around better land use outcomes (and against the proposed Chillum LNG plant). The region learned the how and why of Hyattsville's resurgence and plans for development. Positive press (Washington Post Magazine, Washingtonian; Fox News, WAMU) and more nuanced media coverage follow our continuing efforts.				
Requires a more programmatic basis to accomplish better results	Promote Business Financing Programs **(Partially Accomplished)**	City	HyCDC, PGCEDC	
No local programming budgeted. HyCDC funding efforts for business financing through CDBG & Community Legacy were under or not funded at all. Too little capacity at present. Too little coordinated programming from all level of agencies. HyCDC initiated campaign to preserve Neighborhood Business Works (NBW) funding in 2011. City supported NBW loans for local businesses. City & CDC assisted EYA retail to close funding gap through state & county financed mechanisms in order to commence 40,000 sq ft new retail phase of Arts District Hyattsville. HyCDC website provides a comprehensive list of small business financing resources, but lacks funding to fully realize its proposed economic development programming goals				

Requires a more programmatic basis to accomplish better results	Create a New Economic Development Program **(Accomplished)**	City, HyCDC	MD DHCD, PGC DHCD, Gateway Arts District Management Team	
City created Office of Community Development to apply focused resource allocation and a coordinated planning approach to economic & community development. City maintained and extended the Enterprise Zone tax incentive program. HyCDC worked with City & Gateway Arts District MT to formalize and adopt Arts District tax incentives. CDC's & City's promotion & support of Restaurant District Development (adopted by both EYA & UTC as recruitment strategies based on market data). City and CDC coordinate on targeting strategic properties for facade improvements, infrastructure investment, and eliminating barriers to investment. Attempts to involve the City in marketing local businesses regionally have had challenges in funding & Council support				
2004 Priority: 3	Promoting Information Access **(Accomplished)**	City		
Creation of a City Communications Manager position to comprehensively address City communication issues internally, locally, and regionally				
No longer a priority: however implementation of a communication strategy should become an ongoing program	Improve the City website **(Accomplished)**	City		
Ongoing but largely successful effort to make website more attractive, user friendly, and more comprehensively reflect the City's strategic goals				
Continue focus on improving communication across media	Expand the Content of the Hyattsville Reporter **(Accomplished)**	City	Hyattsville Life & times	

Dual strategy: utilizing Communications Manager to optimize content, while supporting a locally focused newspaper media option through a publication and distribution contract. Locally published non-profit newspaper focuses on positive and locally relevant issues: revealing the depth and uniqueness of the community				
Critical underpinning to successful community & economic development programming	Promote a Safe Place to Live **(Accomplished)**	Hyattsville Police Dept, City	Target, local business community	
Hyattsville Police initiated a Community Action Team to infuse Hyattsville with Community-Oriented policing strategies. Also began Safe Cities monitoring and communication program to make Commercial Districts safer. Crime rates on the downswing for several years despite largest commercial annexation in MD history. City focused many years of DPW project coordination on replacing water, sewer, and natural gas pipelines with local utilities				
Continue focus on other Gateway improvements	Improve Signage and Gateway Treatments **(Accomplished)**	City	SHA, County, MD DHCD, Planning Committee, Marketing Task Force	
Office of Community Development installed a comprehensive package of environmentally sensitive and innovative gateway signage City-wide				

C: PHYSICAL IMPROVEMENT

2004 PRIORITY & COMMENT	2004 CLRP PLAN RECOMMENDATION	KEY ORG	SUPPORTING PARTNERS	TIME FRAME
2004 Priority: 1 Continue as an ongoing, slightly lower priority	Improve Us Route One Streetscape and Gateway **(Partially Accomplished)**	City	SHA, EYA, DHCD, Prince George's County, DeMatha	Ongoing

Progress has been made at gateway entrances to the City at the north and south ends of Route One. The City's solar-lit Gateway signage at Armentrout Drive to the south, along with the clean-up & occupancy of the once trash-laden & unsightly 4700 Rhode Island Ave by a cafe have improved the southern entrance markedly. To the north, the City, HyCDC, and Planning Committee worked with DeMatha HS to strengthen their street presence and improve the streetscape and shielding of the surface parking lots. The DeMatha streetwall forms a campus-like entrance to DeMatha & serves as an improved Gateway presence on Route One as southbound travelers are keyed to the revitalization activity underway. Streetscapes along the EYA development site on Route One and along Jefferson Street to the east are improved to serve as 16-20 foot wide, pedestrian-friendly locations. Public Art at Centennial Park & the City parking lot have been added. There is still a long way to go and many challenges to address in order to make the streetscapes on Route One more friendly and effective gathering places serving a downtown destination.				
2004 Priority: 2 Redevelopment of remaining parcel should be referred to the Planning Committee for recommendation: lower priority or subsume under part of broader effort to identify redevelopment sites	Redevelop Former City Hall Site **(Partially Accomplished)**	City	HIP, MD DHCD, 22nd District Team, Cong. Hoyer, HUD, MEA	2004 to 2009
City conducted a competitive RFP process: selected non-profit Housing Initiative Partners to build a 44-unit, low-income/affordable artist housing facility. Development proposal & concept also included an indoor pool-laden YMCA facility on the adjacent city-owned parcel. Artist housing built as a low-cost, high-value green-imbued energy efficient building. The housing is a great success, and asset: but the YMCA component of the development proposal could not be feasibly delivered.				
2004 Priority: 3 Fund and finish, maintain ongoing status	Rehabilitate 4318 Gallatin Street **(Partially Accomplished)**	City, HyCDC	MD DHCD, MHAA, ATHA, PGC DHCD, MNCPPC	2006 to present

Ongoing, successful, mutual capacity-building public/non-profit partnership exercise. Thus far funded incrementally, principally by external sources ($1 million of $1.4 million to date), the building is halfway rehabilitated and will serve the community as an annex to City Hall: as a 220-seat assembly facility with conference and arts performance hosting capacity. Facility originally envisioned to provide replacement public meeting spaces as City Hall offices and police functions expand into the current municipal building at 4310 Gallatin St: over-taking the current uses of that building. Also envisioned to house the non-profit Anacostia Trails Heritage Area (ATHA inc) and a heritage tourism visitor's center. City Council will work with HyCDC on final programming for the facility, final architectural and engineering designs prior to committing funding to finish the project. Parking issues in the lower downtown Route One area will have to be addressed as this facility is completed				
2004 Priority: 4 Continue to work with developer to facilitate optimal revitalization outcomes in a collegial manner: maintain priority status	Facilitate Mixed Use Town Center (MUTC) West of Route One **(Accomplished)**	City	EYA, HyCDC, DeMatha, MD DHCD, Prince George's County	2004 to present
A more successful revitalization outcome than originally envisioned in the 2004 Legacy Plan: award-winning private in-fill developer EYA was recruited by the property owner's agent, the Michaels' Company, in response to the clear cut development planning message the City cleaved to as devised in the previous Legacy Plan. A $ 200,000,000, mixed-use, moderate density, single-family row-home community is emerging on 25 acres of the downtown corridor. Bringing expanded single family housing options, a partially restored street grid, renewed streetscape & infrastructure, income diversity upwards towards the county median, and large-scale blight elimination. The City and HyCDC have since partnered with EYA on numerous revitalization initiatives and community-driven efforts. More revitalization activity in the downtown area should be realized as this project continues to be completed. In conjunction with this project DeMatha undertook an ambitious expansion of their campus: building a 1,200 seat Convocation Center and home team basketball destination.				
2004 Priority: 5 Continue to pursue at a lower priority status	Reconfigure Downtown Circulation **(Partially Accomplished)**	City	NA	2009 to present
A City-funded Traffic Study (Sabra-Wang) has made recommendations, and one City Alley has been approved for a new traffic pattern at a local property owner's request; based upon the redevelopment scheme for a 6000 sq ft mixed-use building.				

2004 Priority: 6 Continue to pursue as a lower priority status project, but do not abandon	Develop HyattsvilleTrolly Trail **(Partially Accomplished)**	City	Riverdale Park, SHA, EYA, HPA, Trolly/Legacy Trail Task Force, MNCPPC	2006 to present
Much progress has been made on this truly ambitious and somewhat complicated project, that links the actions of multiple agencies and entities towards a connected whole. City initiated a Tolly/Legacy Trail Task Force, whose recommendations are under review and refinement. In the interim the City obtained the agreement of EYA to develop a portion of this trail alongside their development, and the Town of Riverdale Park has also agreed to work on obtaining right of way and building a trail connector to link up as far north as College Park and the Paint Branch Trail. The City is working with SHA and the County on portions of the trail by the railroad on Route One below the 4800 block of Rhode Island Ave, and the City-connected components. This project may take 5 to 7 more years to be fully realized.				
2004 Priority: 7 Continue to pursue, but raise priority status to near the top of the list.	Calm traffic and Improve Pedestrian Crossings on Queen's Chapel Road **(Partially Accomplished)**	MDOT, City	SHA	2004 to present
Minimal progress via road narrowing, virtual (painted) median separators and minimal crossing improvements at the Jamestown Road/ New Branch Trail crossing and the Belcrest walk/don't walk light. Planned for improvements by the SHA have been on the books since 2002, but limited funding and shifting administration priorities have delayed the critically needed improvements planned for by SHA working with the citizen-led MD 500 Task Force				
2004 Priority: 8 Lower priority status or wait until more strategic and relevant again	Consolidate Small Parcels Near Hamilton Street Triangle **(No Action)**	City	NA	na
No actions have taken place towards this goal, but a smattering of new businesses have arrived: Aldi's, A Kitchen Near You, and a computer learning center.				
2004 Priority: 9 Raise Priority Status for broader, more collaborative effort	Facilitate Development of West Hyattsville Metro TDOZ **(Partially Accomplished)**	WMATA City	HyCDC, Prince George's County, MNCPPC	2004 to present

2005 Adoption of the West Hyattsville Transit District Sector Plan and Sectional map Amendment was a critical step in insuring transit-oriented, low-impact development outcomes will result from any effort to redevelop the site. Unsuccessful development attempt by WMATA RFP process selecting Centex Homes and Gunston Hall Realty as development partners. Mediocre, lukewarm 40-acre, mixed-use development concept was approved by Planning Board, but remanded by the District Council back to the Board for improvement. An unprecedented 14 months, multi-party negotiation process ensued to develop a better project cleaving closer to the Development Plan. Compromises all around led to an approved concept that market conditions led the developer to walk away from, as it had fled from projects all across the region. There is an urgent need to proactively engage WMATA in discussions about the development of the West Hyattsville Metro Station and Transit District development. WMATA presently has no plans to issue an RFQ or RFP for redevelopment at the site in the near future. It is important that we engage in dialog before any RFQ and RFP documents are issued in order to align our planning goals with their development requirements. HyCDC continues to work to protect Transit District potential from disastrous outcome of an approved and built LNG storage plant proposal.				
2004 Priority: 10 Continue program at low status priority as funding is available	Enhance Hamilton Street as a Parkway **(Partially Accomplished)**	City	MNCPPC, Maryland DHCD, PGC DHCD	2007 to present
Excellent progress on the initial stages of this segmented, combined infrastructure/pedestrian upgrade and Artway project. Multiple community identified traffic, circulation, safety and access deficits are being addressed by the City on Hamilton Street as infrastructure improvements proceed through grant-funded mechanisms under the oversight of the Office of Community Development. The implementation of the Gateway Arts District Sector Plan-identified Artway North concept: concept-design funded by MNCCPC through previously committed planning funds that were reprogrammed at the recommendation and request of the HyCDC.				

Appendix A. SWOT Inputs: By Thematic Area

A. SWOT ANALYSIS BY THEMATIC AREA

1. NEIGHBORHOODS AND PLANNING

STRENGTHS

- Neighborhood, small, town feel
- Strong sense of community and place
- Stable community
- Small town w/big town access & opportunities
- Family oriented
- Seniors
- Affordable housing and unit mixes
- Senior housing
- Housing stock
- Affordable
- Close to Metro, retail
- Variety of types
- Architectural / Historic character
- Valuable real estate
- Development and planning documents
- Aggressive planning implementation
- Good sized community: no need for more
- Urban tree canopy
- Yoga studio
- Gateway Arts District
- Farmer's Market
- Movie Theater
- Grocery delivery
- Food Bank
- Diversity: Racial, Income, Nationality, Cultural, Religious

WEAKNESSES

- Enclaves / exclusivity
- Post annexation ignorance of Hyattsville
- Blighted property
- Not enough Artists' housing
- Aging apartment stock
- Lack of common ground/information between cultures
- Disconnect between Hyattsville City identity & zip code
- East side / west side of QC mindset
- Poor student behavior, escapades, no respect
- Too many cars in neighborhood
- Old house energy efficiency
- Outreach to new residents
- Bordering and surrounding communities
- Communication gap between young and old
- Access to historical information limited

OPPORTUNITIES

- Bring more affordable housing
- Housing market now more affordable
- Low-mod income tracts
- Develop local live/work units
- Post Properties: home ownership opportunity
- Rehab historic housing stock
- Quality of Buildings
- Historic District expansion
- Define, Implement smart growth policies and connect them to communities
- Planned Construction /Growth
- Access to planning to protect neighborhood character
- Develop Hamilton Street
- Develop West Hyattsville
- Diversity: age, nationality
- New residents
- Use new and existing performance resources for better access to performance programming
- Buy-in from new non-English speaking residents
- Arts Community
- Draw students to Hyattsville
- One stop shopping
- Create a wellness center
- Gateway Arts District collaboration

THREATS

- Over-development
- Imbalanced unit mix
- Cookie cutter development
- Fragmented Arts District development
- Metro accessibility: affordable housing
- Lack of affordable housing
- Need rent control
- Lack of identity
- Arts District in name only
- Inappropriate zoning, not easily corrected
- Conversion of single-family homes to multi
- Connect to Metro area
- Stagnant planning and development: West Hyattsville, UTC, WSSC
- Intransigence of property owners to improve
- Community disconnect: physical & social
- Gentrification: threat to affordability & diversity
- Rising Assessments
- Gentrification policies
- Old, obsolete buildings
- Absentee landlords
- Older housing stock condition
- Senior flight
- Disgruntled aging in place in Hyattsville
- Transient population (apartments)
- U of MD
- Student rentals
- Graduate Hills/ Gardens
- Lousy landlord / Southern Management
- Students vs. homeowners

2. PARKS AND OPEN SPACE

STRENGTHS

- Magruder Park and parks
- Bike Trails
- Duck Pond
- Heurich Dog Park
- NW Branch Stream Valley
- Walkability, Bikability
- Wildlife
- Undeveloped green space
- Recreation opportunities at Friendship Arms
- Prince George's Community Center

WEAKNESSES

- Limited youth recreation opportunities
- Lack of senior recreation programs
- Lack of variety of activity: physical / recreational
- Magruder Park "bomb shelter" community building
- People don't leash their dogs
- Seating for seniors and public benches

OPPORTUNITIES

- Better park utilization: trail system
- Public art / murals
- Community gardening
- To improve environmental performance
- Encourage more youth athletics
- Northwest / Northeast Branch
- Access to nature
- Restoration activity
- Environmental protection / stewardship
- Recreation
- Jack & Jill Property
- Recreational enhancement
- Environmental showcase opportunity
- Connections to trail system
- For more senior recreation programming

THREATS

- Loss of tree cover/ Aging tree canopy
- Mosquitoes
- Not enough handicapped parking facilities in town
- Not enough bus shelter / seating
- Few handicap accessibility amenities on “The Bus”

3. TRANSPORTATION

STRENGTHS

- Two metro stations and MARC
- Infrastructure, transit & accessibility
- Proximity to DC
- Regional traffic is light
- Parking
- Commuting times better
- Sidewalk connectivity

WEAKNESSES

- Route One/ E-W Hwy traffic
- Internal road network capacity
- Lack of parking
- Litter: too few trash cans at PG Metro
- Feeling unsafe at night at metro
- Bus circulation is infrequent, irregular
- Not enough bike paths / lanes
- Inability to influence traffic management & street improvements
- Growing pains / Transition from municipal development
- Parking fee at UTC
- Inadequate interactions w/ WMATA: planning gap
- Pedestrian safety

OPPORTUNITIES

- Metro Transportation
- Purple line
- Major Roads: E/W Hwy, Route One, (495)
- Public transit
- Street car
- Improve Bus service
- #13 Bus connectivity
- Improve handicapped access

THREATS

- Metro accessibility: affordable housing
- Metro transients
- Traffic @ QCR, Adelphi, 410, Route One & local
- Purple Line construction disruption
- Traffic
- Poor Illumination
- Loss of Call-A-Bus
- Crossing E/W Highway
- Unfilled potholes
- Limited sidewalk connectivity

4. ECONOMIC DEVELOPMENT

STRENGTHS

- Human capital
- An affluent and educated population
- Visible development
- Affordable housing and unit mixes
- Commercial retail
- Retail within proximity to housing
- Franklin's
- (Re-)developable land
- Strategic location
- Talented trades people
- CDC website
- Restaurants

WEAKNESSES

- No job bank
- Few teen employment opportunities
- Blighted property
- Vacant storefronts
- High business turnover
- 50-60% vacancy of Route One commercial space
- Support of businesses
- Current small pool of local businesses
- Lack of zoning control
- Lack of retail choices

OPPORTUNITIES

- Wired for Fios
- Implement community Wi-fi or Wi-max
- Bring in more cell phone carriers
- Tech jobs growth
- Promote buy local movement
- Attract businesses internationally
- Realize the Arts District's potential
- Support local food movement
- Implement Façade improvements
- Networking, mingle with a purpose
- Courthouse /Old offices as an artist marketplace
- Create an environmental job fair to develop green business
- Proximity to DC & other areas (Economic
- Planned Construction /Growth
- Arts District
- WPFW could purchase BBT
- Dining
- Develop Waterfront property (NW/NE Branch)
- Attract vegan/vegetarian restaurants with growing demographic
- Affordability
- EYA's completion, Yes Market brings activity
- Available commercial space for adaptive reuse
- Job growth in area
- Development of the Arcade: 4318 Gallatin Street
- BB&T building use
- WSSC building
- Vacant Retail, opportunity for business expansion
- U of MD employment
- Route One businesses can be small and local
- Historic resources: Architecture , Tax credits
- Employment for seniors and handicapped

THREATS

- Economic cycle
- Outside or competing development
- Failed development
- Foreclosures
- Small business vulnerability
- Slowdown restricts new business & redevelopment
- Slow down in new projects due to the economy
- Becoming less affluent
- Lack of investment
- Disengaged business community
- Being skipped over by tourists/visitors, "not enough there"
- External misperceptions of Hyattsville as in decline
- Lack of capital investment from utilities
- Struggling businesses
- Irresponsible property owners

5. CITY SERVICES

STRENGTHS

- City Services
- Federal, county & local services
- Fire department
- City website information access
- Increasing tax base
- Police Department
- Code Enforcement
- Public Works
- Summer Jam
- Family oriented programming
- PG Plaza Community Center
- New Infrastructure: gas, water, Fios, sewer & gas pipes, roads
- Senior programs
- City customer service
- Health and prescription programs
- Summer Jam
- International Festival

WEAKNESSES

- Perceptions about crime and gangs
- Politics: developers hold poor opinion of City government
- DeMatha disconnect/poor opinion of City government
- Sustainability of gov't to support infrastructure
- Municipal fiscal woes
- Lack of services for adult teens
- Too few services for seniors
- Lack of food /drink at public meetings
- Too few medical services
- Lack of social services
- Language
- Citizenship engagement
- Not enough meeting space
- Lack of "programming", classes
- Crime
- Bad Police
- Bad Government
- Tax burden

OPPORTUNITIES

- Lack of zoning control
- Municipal police
- Aim programming from police to youth
- For Rec/Art to develop and provide intervention services
- Target infrastructure development to maintain quality of life
- Community oriented policing can create a tighter community
- Personalize service delivery
- Obtain technological, data-driven decision-making tools like GIS and CADD
- Fill service gaps
- To develop a Health Initiative
- Improve street illumination through use of LEDs
- Promote existing services
- Expand Prince George's Community Centers
- Senior Center

THREATS

- Decaying Infrastructure, deferred maintenance
- Increased demand on City services
- Declining tax base: industrial/commercial
- Gang activity
- Uncertainty of Prince George's Hospital
- Good policing makes numbers look worse
- Crime in surrounding areas & some parts of town
- PG Plaza shoplifting
- Hyattsville dingoes (strays & loose dogs on the lam)
- Erosion of tax base/housing values
- Snow removal
- Household trash
- National disaster preparedness
- Lack of enforcement of City Code, police presence
- Lack of emergency phones / walking alone
- Need public safety training
- No aging-in-place support program

6. EDUCATION

STRENGTHS

- Proximity to the U of MD and other higher education
- Hyattsville Branch library
- DeMatha
- Hyattsville
- Eleanor Roosevelt
- Rosa parks
- Community oriented schools and activities

WEAKNESSES

- Reputation of schools & county in general
- School test scores/ perceived weaknesses in public education
- Lack of options for kids/teens
- Cut backs in substitute services & volunteers in public schools

OPPORTUNITIES

- Educational institutions
- Explore non-profit, federal, internal and external education opportunities
- Be more active engaging City youth
- Engaging High School Students in Community Life
- Bring English learning for new Hispanic residents
- Attracting a school, charter or other non-profit as part of the re-use of BB&T

THREATS

- School capacity / school system
- Low educational attainment
- lack of opportunity for youth
- Lack of input into school direction
- School system reputation
- 2-working parents: no supervision for some kids
- School Redistricting
- School Board's disconnectedness from local needs
- Poor school performance
- Service gaps due to language barriers in schools
- Inadequate school funding

7. LEADERSHIP

STRENGTHS

- Non-profits with capacity
- Inclusive government engagement
- Many civic organizations
- Good Councilmembers
- Open & accessible City Council
- Good effort from municipal government
- Can work w/ government to do positive things
- Track record of success
- Staff commitment
- Volunteer services
- Public participation welcome in planning

WEAKNESSES

- Too many people complain but don't act
- Lack of cooperation among council members
- No podcasting or webinars by City Government
- Not enough access or interaction w/Councilmen
- People outside the community have
- Lack of consensus on change / direction of change
- Limited depth in staff, lack of follow-through
- Lack of consistent service delivery, customer service
- Should be easier to attend public meetings
- Not everyone can make/ feels safe at night meetings
- Not enough resident participation
- Little or no access to Councilmembers

OPPORTUNITIES

- Near to national political figures
- Preservation Community
- Nearby municipality partnerships
- Show recent successes
- Increase volunteerism and advocacy
- Develop an interfaith action outreach
- Engagement of old & new leadership at ballot time
- Active Religious Communities
- Gain statewide recognition for our accom plishments
- New County Executive
- Develop partnerships with municipalities and private entities
- Teen Council (youth legislature)
- Latin American Youth Council or similar organization
- Can expand Non-Profits' role

THREATS

- Too much social media, not enough face-time
- Not being heard or listened to about development
- Council gridlock
- Lack of consensus / vision
- Lack of participation in community planning process
- Inadequate interactions w/ WMATA: planning gap
- Low expectations for leadership

SWOT 3/9/10: Jim Chandler, City staff, facilitator (8 participants)

Opportunities	Threats
Metro Transportation	Infrastructure
Proximity to DC & other areas (Economic)	Economic cycle
Better park utilization: trail system	
Affordability	Tax base: industrial/commercial
	Increased demand on City services
Local live/work	Groups in planning process: technical
Planned Construction /Growth	Over-development
Arts District	Arts District in name only
West Hyattsville	Metro accessibility: affordable housing
Development of the Arcade: 4318 Gallatin Street	Outside or competing development
BB&T building use	Failed development
WSSC building	Lack of zoning control
Vacant Retail	Expectations
Historic resources	Lack of identity
Architecture	
Tax credits	
No McMansions	
Educational institutions	School capacity / school system
Diversity: age, nationality	lack of opportunity for youth
New residents	Community disconnect: physical & social
Cultural proximity	Gang activity
Tradition	Apathy
Buy-in from new non-english speaking residents	Foreclosure
Multi-cultural celebration / sharing values and traditions	
Churches	Drugs/HIV/AIDS
Public art / murals	

SWOT 3/9/10: Jim Chandler, City staff, facilitator (8 participants)

Strengths	Weaknesses
City Services	
	Limited youth recreation opportunities
Federal, county & local services	Perceptions about crime and gangs
Fire department	
City website information access	
Magruder Park and parks	
Human capital	No job bank
Engaged residents	Low voter turn out
HOPE listserv	Few teen employment opportunities
We value the arts and culture	
Value diversity	
An affluent and educated population	
Non-profits	
Neighborhood feel	
Development and planning documents	Lack of zoning control
Visible development	Politics: developers hold poor opinion of
Increasing tax base	City government
Two metro stations (clean)	Route One/ E-W Hwy traffic
Infrastructure, transit & accessibility	Blighted property
Affordable housing and unit mixes	
Housing stock	Internal road network capacity
Historic character	
Commercial retail	Vacant storefronts
Retail within proximity to housing	Lack of parking
Franklin's	
Volunteer opportunities	
Proximity to DC	Disconnect between City of & Hyattsville zip
Proximity to the U of MD and other higher education	code
Hyattsville Branch library	School test scores/ perceived weaknesses in
	public education
DeMatha	DeMatha disconnect/poor opinion of
St Jerome's & other churches	City government
Urban tree canopy	
Environmental awareness	

SWOT 3/9/10: Mark Ferguson, HyCDC Board, facilitator (8 participants)

	Opportunities	Threats
local	Be more active engaging City youth	School system reputation
	Encourage more youth athletics	2-working parents: no supervision for some kids
	Engaging High School Students in Community Life	
	Near to national political figures	
	Proximity to DC	Metro transients
	Metro & Purple Line	Traffic @ QCR, Adelphi, 410, Route One &
	Major Roads: E/W Hwy, Route One, (495)	
	Proximity to U of M	
economy	On the cusp of change	Losing civic engagement: the usual suspects
	Arts Community	Slow down in new projects due to the
diversity	Affordable +/-	Gentrification: threat to affordability &
	Diversity of Community	Rising Assessments
	Historic housing stock	Old, obsolete buildings
	Quality of Buildings	Absentee landlords
	Preservation Community	Old house energy efficiency
	Can expand Not-for Profits	
	Low-mod income tracts	Transient population (apartments)
	Opportunity for business expansion	Small business vulnerability
	Route One businesses are small and local	Slowdown restricts new business & redevelopment
	Show recent successes	County reputation
	Yay DPW for recent pothole patching	Good policing makes numbers look worse
town	Municipal police	Crime in surrounding areas & some parts of
	Identity as a small community	All that is called Hyattsville is not Hyattsville
	Increasing immigrant community	Non –engagement of immigrant community
	Go Google Gigabit	
	Wired for Fios	
	Tech jobs growth	
infrastructure	Nearby municipality partnerships	Sustainability of gov't to support
	WSSC Building	
	Becoming more affluent &	Becoming less affluent simultaneously
	Job growth in area	
	Active Religious Communities	Threats to aging population:
		Rising assessments
		Accessibility limitations
		Limited sidewalk connectivity
		No aging-in-place support program
		Scammers

SWOT 3/9/10: Mark Ferguson, HyCDC Board, facilitator (8 participants)

Strengths	Weaknesses
Police Department	Gang Activity
Municipal departments	Too few services for seniors
Code Enforcement	Need a welcome wagon
Public Works	Lack of services for adult teens
Summer Jam	Lack of cooperation among council members
Parks	Municipal fiscal woes
City website	Communication:
CDC website	How we are telling our story
Stuart & the CDC	Getting words to residents &
Hyattsville Life & Times & the Reporter	Word isn't always connecting
Aggressive planning implementation	Too many people complain but don't act
Forward thinking	East side / west side of QC mindset
Franklin's	Current small pool of local businesses
Depth & diversity	Support of businesses
Housing stock:	Aging apartments
Affordable	
Close to Metro	
Variety of types	
Architectural character	
New Infrastructure: gas, water, Fios, etc	Inability to influence traffic management & street improvements
Bike Trails	
Strategic location	No Hyattsville definition to outsiders
We welcome people who might feel welcome everywhere else	
Small town w/big town access & opportunities	Intransigence of property owners to improve
(Re-)developable land	50-60% vacancy of Route One commercial space
Strong neighbor relations	
Churches	
Schools: Hyattsville, Eleanor Roosevelt, DeMatha, Rosa Parks	Reputation of schools & county in general

SWOT 3/11/10: Stuart Eisenberg, HyCDC staff: facilitator (4 participants)

Opportunities	Threats
Aim programming from police to youth	Gangs
Rec/Art to provide intervention services	
Gang intervention	
U of MD	U of MD
Culture	Student rentals
Employment	Graduate Hills/ Gardens
Services	Lousy landlord / Southern Management
Historic District expansion	
Purple Line / public transportation	Purple Line construction disruption
Northwest / Northeast Branch	Hyattsville dingoes (strays & loose dogs on the lam)
Access to nature	
Restoration activity	
Environmental protection / stewardship	
Recreation	
Jack & Jill Property	
Recreational enhancement	
Environmental showcase opportunity	
	Lack of communal cohesiveness
	E/W QCR civil war & UH war still rages
	Students v homeowners
EYA's completion brings activity	Traffic
Available commercial space for adaptive reuse	Irresponsible property owners
Access to planning to protect neighborhood character	Over-development
Housing now more affordable	Inappropriate zoning
Post Properties: home ownership opportunity	Foreclosures
Revitalizing older homes	Older housing stock condition
Wi-fi, Wi-max	
Stick it to Verizon	
	School Redistricting, schools in general
	School Board's disconnectedness from local needs
	Poor school performance
	Too much social media, not enough facetime
	Uncertainty of Prince George's Hospital

SWOT 3/11/10: Stuart Eisenberg, HyCDC staff: facilitator (4 participants)

Strengths

Good Councilmembers
Good effort from municipal government
Can work w/ government to do positive things
Police force
Convenience of life, access to shopping
Community Identity, neighborhood character
Sense of place

Diversity: Racial
Income
Nationality
Cultural
Religious
Demographics spread about: got it all
The People
Talented trades people
Good, renewed infrastructure: water sewer & gas pipes, roads
Strong church community
Strong social bonds
DeMatha: (and its sports teams)
Valuable real estate
Variety of housing types, architecture, price points
Housing is interesting, well-built
Regional traffic is light
Convenient, strategic location
Public transit: buses, 2 Metro stations, & train system
Good sized Community: no need for more
Community oriented schools and activities
Parks: Duck Pond
NW Branch Stream Valley
Magruder Park
Heurich Dog Park
Walkability, Bikability
Tree canopy
Wildlife
The Arts Community
(Junk art guy on Nicholson Street)
Restaurants: Franklin's Red's, Hank's, Carolina Kitchen, Calvert House, Shagga, Acapulco Spirit, Emerita's

Weaknesses

Prince George's County
Reputation
Reality
Crime
Bad police
Bad government
Tax burden
Post annexation ignorance of Hyattsville
Apathy
Poor cousin to University Park
Poor cousin to Montgomery County
Too few medical services
Lack of social services
Language
Citizenship engagement
Lack of "programming", classes
Poor student behavior, escapades, no respect
Absentee landlords
Too many cars in neighborhood
Growing pains / Transition from municipal development
Enclaves / exclusivity
lack of consensus on change / direction of change

SWOT 3/16/10: Stuart Eisenberg, HyCDC staff, facilitator (13 participants)

Opportunities	Threats
Metro Station development	Feeling unsafe at night at metro
Redevelopment opportunities	Lack of investment
Draw students to Hyattsville	Erosion of tax base/housing values
Proximity to Washington DC	Not being heard or listened to about development
Improve pedestrian and bike facilities	Disengaged business community
Improve street illumination through use of LED	Poor Illumination
Improvements to parks	Government Funding problems
Dining	External misperceptions of Hyattsville as in decline
Attract vegan/vegetarian restaurants	Struggling businesses
Yes Market	Lack of capital investment from utilities
Expansion of the Historic District	Misidentification
Access to a diverse community	Lack of investment in aging rental housing stock
Use new and existing performance resources for better access to performance programming	Being skipped over by tourists/visitors, “not enough there there”
Courthouse /Old offices as an artist marketplace	Vacant properties (WSSC)
Attracting a school, charter or other non-profit as part of the re-use of BB&T	Less bank lending/ less disposable income/ investment
To develop a Health Initiative	Obesity, smoking, alcohol, lack of exercise in youth and residents in general
Bring English learning for new Hispanic residents to better integrate into the community	Gangs, MS-13
	Low educational attainment
Plan to bring new service providers	Senior flight
Networking, mingle with a purpose	Disgruntled aging in place in Hyattsville
To improve environmental performance	Traffic: things are not getting better on major roads
Increase employment via developing green business	Unemployment, lack of employment prospects
Create an environmental job fair	UMD hiring freeze
Community gardening	
Support local food movement	
Promote buy local movement	
Attract businesses internationally	
Community oriented policing can create a tighter community	
Churches could increase outreach	
Develop an interfaith action outreach	
Engagement of old & new leadership at ballot time	Less civic engagement from apartments

SWOT 3/16/10: Stuart Eisenberg, HyCDC staff, facilitator (13 participants)

Strengths	Weaknesses
City Communication	Not enough civic promotion or self advocacy
City Newsletter	Not enough cable rebroadcasts
Hyattsville Life & Times	No podcasting or webinars by City Government
Gazette	No local cable television access productions
Inclusive government engagement	Not differentiating ourselves (The Geeky Kid)
Open & accessible City Council	Not enough access or interaction w/Councilmen
Good police force / DPW/ overall services	Disparate, separate resources
Responsive service provider (CoH)	Perception of gang presence
Beautification	Poor exterior illumination
Family oriented programming	
Metro System / Bus access, Call-A-Bus	Bus circulation is infrequent, irregular
Sidewalk connectivity	Not enough bike paths / lanes
Gateway Arts District	Not enough engagement w/ arts community
Base of local artists, Arts Festival, Open Studio Tour	Not taking advantage of arts resources
Farmer's Market	
Hyattsville CDC	
DeMatha	
Many civic organizations	
Volunteer community	
Strong moms/parents group	
Babysitting coop	
Hops Hop/ Wine Crawl	
HPA / Historic House Tour	
Diversity of housing stock	
Subdivisions are not "planned"	
Tree City/tree canopy	
Northwest Branch	
Magruder Park	Magruder Park "bomb shelter" community
building	
	a disgrace
Small town feel: know your neighbor	
Strong sense of community	
Diversity of cultures	Lack of common ground/information between cultures and groups
Local businesses:	McDonald's
Shagga, Hanks, Under the Coconut Tree	Parking fee at UTC
Arrow, Three Brothers, Franklin's, Rhode Island Reds,	
UTC Regal Royale, Aldi, Tangled Skein	High business turnover
Parking	Lack of parking on Route One
Hyattsville Library, PG Plaza Community Center	

SWOT 3/16/10: Jon Fernandez, HyCDC Board, facilitator (11 participants)

Opportunities

Revitalization momentum
- Route One development
  - Inspiration from new retail/anchor site

Small business opportunities

Infill /reuse opportunities
- More restaurants, meeting places
- West Hyattsville Metro
- E/W Hwy / PG Plaza / EYA
  - Connections w/in Hyattsville
- Buses (E/W + Route One)
- Bike paths
  - Street Car

Neighborhood friendliness

Park & open space

Waterfront property (NW/NE Branch)

Façade improvement
- Hamilton Street
- West Hyattsville
- WPFW building purchase?
- Community Garden
- New County Executive
- Better programming at key sites:
  - UTC
  - Parks
- Community Events / Youth Events
- Latin American Youth Council or similar organization
- More activities for youth
- Recreation / Community Center for 14-18
  - Teen Council (youth legislature)
- Proximity to UMD:
  - Consumers
  - Volunteerism
  - Housing
  - Bus Service

Connecting residents (new/existing)

Untapped creative structure

Gateway Arts District collaboration

Reacquisition of Armory
- ATHA

Threats

Cookie cutter development
- Fragmented Arts District development
- Collaboration w/other Route One jurisdictions

Commercial red-lining (development)

Absentee landlords
- Connect to Metro area
- Stagnant planning and development:
  - West Hyattsville
    - UTC

WSSC

PG Plaza shoplifting
- Motorized vehicles
- Transportation

Public Transit parking

Increased crime

Loss of tree cover

Foreclosures

- Treatment of Prince Georges County @ State Level
- Economy / recession

- School cuts / politics / reputation

Gang activity schools
- Auto theft /

SWOT 3/16/10: Jon Fernandez, HyCDC Board, facilitator (11 participants)

Strengths

Hyattsville police
Other municipal services
Parks / open space
Community events
- Block parties
- Summer Jam
- International Festival
- Yard Sale

Franklin's, Hank's, Shagga Café
Diverse community
Two metro stations
Commuting times better
Development happening
Yoga studio
DeMatha / Hyattsville Elementary School

Weaknesses

Lack of food /drink at public meetings
High property tax
Lack of options for kids/teens
Farmer's market's location and variety of offerings
Litter: too few trash cans at PG Metro
Not enough meeting space
Lighting generally: esp. @ the NW Branch Trail
Lack of variety of activity: physical / recreational
Lack of retail choices:
- pets, arts, groceries, & @ Mall

not enough bike paths
Traffic congestion (E-W Hwy, Route One)
Lack of control over major roads
Artist housing needed
Community newspapers (Gazette delivery)

SWOT 3/31/10: Stuart Eisenberg, HyCDC staff, facilitator (8+ Councilmembers)

Opportunities	Threats
Personalize service delivery	Project execution
Fill service gaps	Overall economic climate
	Activity-based planning
Target infrastructure to maintain quality of life	Financial planning & commitments
	Aging tree canopy
Improve parks opportunities	Council gridlock
Improve communication through the Internet	Lack of consensus / vision
	Lack of political traction
	Resident apathy
	Low expectations for leadership
	Expectations misdirected
	Negative outside perceptions
Obtain technological, data-driven decision-making tools	Drugs: Sales
Like CADD & GIS	Drug houses
	Drug use
	Decreasing property values (tax base)
	Absentee landlords
	Foreclosures
	Declining property maintenance
	Conversion of single-family homes to multi
Gain statewide recognition for our accomplishments	Mosquitoes
Means to further City's mission	
Develop partnerships with:	Schools: quality, quantity, location
Municipalities	School redistricting
Private entities	Lack of input into school direction
Provide or deliver advocacy	Gentrification policies
Improve connectivity	Lack of communication w/ new residents, non-
	English speaking community
Capitalize on metro stations	Inadequate interactions w/ WMATA: planning gap
West Hyattsville	Traffic perceived due to growth
Prince George's Plaza	Hyper-development
Implement smart growth policies	Imbalanced unit mix
Define smart growth and connect it	Missing the future
to the community it serves	lack of zoning control
Inputs on development	
Educational opportunities to explore:	Lack of participation in community planning process
Internal /External	Legal issues tarnish our image
Non-profits	
Federal	
Multi-cultural churches	

SWOT 3/31/10: Stuart Eisenberg, HyCDC staff, facilitator (8+ Councilmembers)

Strengths	Weaknesses
Police Force	Crime rate
Renewed infrastructure	Declining taxable income
Track record of success	Tax burden: playing catch up on investments
Staff commitment	Limited depth in staff, lack of follow-through
Park & recreation infrastructure	Lack of consistent service delivery, customer service
Recreation programming & family activities	Lack of youth & intervention programming
Internet & web capabilities	Not utilizing communication well
Resident training opportunities (CERT)	Distribution of information,
Council accessibility	Governing & administrative structure
Planning structures	Technology services, No Youtube of Council Meetings
Location	Vehicular calming
Proximity to UMD	Street capacity
Prince George's Pool & Glut nearby	
Trail Connectivity	
Undeveloped greenspace	
Community schools & churches	
DeMatha	
Diverse housing stock	
HPA / House Tour promotion	
Historic District / houses	
Sense of place	Outreach to new residents
Sense of Community	Bordering and surrounding communities
Strong sense of volunteerism	
Diversity	
Improved identity	Lack of singular identity
Attractive & smart residents	
Community Activism	Lack of public participation
Listserv connectivity	
Community Media & Newspaper	
Niche communities	Under-developed tax base
We attract external investment	Tax base mix: value relative to service delivery
Rebuilt Route One business base	Blighted $ derelict properties
Ongoing investments	Not creating more job opportunities
Metro stations	weak on commercial parking
Franklin's	

SWOT 3/31/10: Jim Chandler, facilitator (40 + @Friendship Arms)

Opportunities	Threats
Better security (work together)	Identity Theft / Scams
	Violence / Crime
	Poor public lighting (parks too)
	Lack of emergency phones / walking alone
	Gangs and fighting
	National disaster preparedness
	Household trash
	Snow removal
	Lack of enforcement of City Code, police presence
For more senior recreation programming	Lack of communication: bi-lingual, Braille, etc
	Loss of Section 8 housing
Coordinated events	Overpopulation
To provide greater information access	Foreclosures
Improve animal control	Blighted properties
Improve handicapped access	Lack of affordable housing
To create a health & wellness center	Losing SSI / medical insurance
Employ “art” for wellness	
Senior Center	
Expand Prince George’s Community Centers	
Transportation improvements	Crossing E/W Highway
#13 Bus connectivity	Loss of Call-A-Bus
Connections to trail system	
Employment for seniors and handicapped	
Utilize the Internet	
Historic preservation	

SWOT 3/31/10:Jim Chandler, facilitator (40 + @Friendship Arms)

Strengths	Weaknesses
Police	Poor surveillance / crime /police protection
Fire department	Poor lighting
Parks	Street conditions / road infrastructure
City customer service	Seating for seniors and public benches
Senior programs / leisure activities	Pest and rodent control
Local newspapers	Poor information communication
Volunteer Programming (Colleen Aistis)	Should be easier to attend public meetings
Community involvement	
Students	
Community strength	Lack working as one & common well being
Stable community	People don't leash their dogs
Seniors	
Historical community	
Arts District	Regional economy
Farmer's market	Pedestrian safety
Metro stations	Crossing E/W Highway
Movie theater	Lack of transportation
Restaurants & entertainment	# 13 Bus
Retail options	
Senior housing	Lack of senior housing
Health and prescription programs	Evening security @ Friendship Arms
Prince George's community center	Lack of senior recreation programs
Housing quality	
Tree Canopy	
Recreation opportunities at Friendship Arms	
Food Bank	
Grocery delivery	

SWOT 3/31/10: Stuart Eisenberg, HyCDC staff, facilitator (35 + @Friendship Arms)

Opportunities	Threats
Promote existing services	Unfilled potholes, untended infrastructure
Better public safety	Poor public lighting
	Need public safety training
	Scant police presence
	Police drive too fast on 42nd Ave
Create more shuttle services (like Call-a-Bus)	Few handicap accessibility amenities on “The Bus”
Bus service improvements	Not enough bus shelter / seating
	Not enough handicapped parking facilities in town
Parks	
Enhance activities for seniors and disabled	Need more public pay phones
Build employment in business corridors	Limited internet access
Volunteering	
Proximity / presence of UMD & Prince George’s Community College	service gaps due to language barriers in schools
	Inadequate school funding
Develop affordable housing	Need rent control
One stop shopping	
Bring more market / economic activity	Cable franchise agreement: limits access, not price
Create a wellness center	

SWOT 3/31/10: Stuart Eisenberg, HyCDC staff, facilitator (35 + @Friendship Arms)

Strengths	Weaknesses
Public participation welcome in planning	Not enough resident participation
Volunteer services	Lack of services for handicapped and seniors
Bike routes and trails	Handicap sidewalk curb cuts not smooth enough
	Access to Social Services info is difficult to obtain
	Snow removal
	Little or no access to Councilmembers
	Access to historical information limited
	Evening community meetings not accessible to all
	Residents w/o escort
Family oriented	Communication gap between young and old
Neighbors	Some residents don't root in Hyattsville
Schools in the city: public & private	Cut backs in substitute services & volunteers in
Strong churches	public schools
Diversity:	
Nationalities	Not enough affordable housing options
Economic	
Personality	
Identities	