



City of  
Hyattsville



2017 - 2021 Community Sustainability Plan Appendix

# + Appendix

## Process & Outreach

This appendix is intended to complement and expand on the project team's outreach and engagement efforts to further demonstrate the process that informed the *Speak Up HVL: The 2017 - 2021 Community Sustainability Plan*. The appendix features the granular details, including response tallies, meeting materials, topics presented to the public for feedback, and attendance and participation breakdowns.

## SWOT Analysis

A strengths, weaknesses, opportunities, and threats (SWOT) analysis is used by organizations to gain a better understanding of areas where they excel, areas in need of improvement, as well as outside influences that may affect the organization, either in a positive or negative way.

As part of this process, the City of Hyattsville reached out to stakeholder groups to understand where our strengths and weaknesses lie and what opportunities or threats await. A list of potential respondents was compiled to include



participants from a range of stakeholders.

In total, 51 stakeholders participated in the SWOT Analysis between May and August 2016. The following is a breakdown of each of the stakeholder groups: Committees; Developers; Elected Officials; School Systems; Nonprofits; Government; and Businesses.

Stakeholders were asked to assess the strengths, weaknesses, opportunities, and threats of various factors related to Transportation; Education & Training; Business Climate; Housing &

Neighborhoods; Economy & Economic Development; Quality of Life; and Arts & History. See table for subcategories.

For each factor, stakeholders were asked to mark the appropriate column (major strength, limited strength, correctable weakness, uncorrectable weakness) and provide any further comments. Additional space was provided for stakeholders to write in their own subcategory on a specific topic. The second part of the exercise was open ended, asking stakeholders to elaborate on any opportunities and threats for each topic.

# + Appendix

The following definitions and hypothetical examples were provided to guide stakeholders on each topic.

**Strengths: internal attributes and resources that give the City an advantage and are deemed favorable.** Strengths are within the City’s control. Example: The City adopted a revitalization tax credit which helps subsidize the cost of the \$26 million Safeway development at University Town Center.

**Weaknesses: internal attributes and resources that disadvantage, or may be deemed unfavorable for the City.** Weaknesses are within the City’s control. Example: As an older community, the City is faced with aging infrastructure.

**Opportunities: external factors the City can capitalize on and use to its advantage.** Opportunities are outside of the City’s control. Example: The University of Maryland creates an “Artist in Residence” program that encourages artists to live and work in communities near the university.

**Threats: external factors, outside of the City’s control, that can jeopardize the City’s success.**

SWOT Consolidated Responses	Strengths		Weaknesses	
	Major	Limited	Correctable	Uncorrectable
<b>Transportation</b>				
Access to Major Roads	17	5	4	3
Access to Metro	19	6	0	1
Access to Buses	14	5	3	1
Bicycle Infrastructure	9	8	9	0
Sidewalks/Complete Streets	8	9	5	0
Parking	2	5	15	0
<b>Education &amp; Training</b>				
K-12 Schools	2	7	11	2
Colleges/Universities	15	4	1	0
Vocational Training	2	0	3	0
Continuing Education	7	3	3	0
Technical Assistance	2	3	4	0
Early Childhood Education/Daycare	3	2	5	0
<b>Business Climate</b>				
Government Responsiveness	14	7	2	0
Access to Capital Programs	5	8	2	0
Taxes/Fees	5	5	2	1
Permitting & Regulations	7	4	4	0
<b>Housing &amp; Neighborhoods</b>				
Variety of Housing Stock	20	1	1	1
Affordability of Housing	15	3	1	1
Property Maintenance	7	7	6	0

# Appendix

SWOT Consolidated Responses	Strengths		Weaknesses	
	Major	Limited	Correctable	Uncorrectable
Topic/Factor				
<b>Economy/Economic Development</b>				
Growth Potential	24	3	0	0
Economic Competitiveness	11	9	3	0
Diversity/Availability Goods/Services	8	8	11	0
Economic Security of Residents	5	9	7	0
Job Opportunities	3	8	9	0
Redevelopment Opportunities	18	2	0	0
<b>Quality of Life</b>				
Diversity	20	2	1	0
Culture & Recreation	12	6	3	0
Parks/Outdoor Spaces	16	3	3	0
City Programming/Services	15	6	0	0
Civic Engagement	11	4	3	0
<b>Arts &amp; History</b>				
Public Art	6	10	6	1
Arts Programming	8	6	2	0
Historical Sites	5	8	1	0
Historical Neighborhoods	7	10	0	0
Historic Programming	4	7	0	0
<b>Other</b>				
Ability to Attract Residents	17	3	2	0
Ability to Retain Residents	9	4	2	1

Example: Washington Metropolitan Area Transit Authority (WMATA) halts redevelopment efforts on their properties around Metro stations.

## Community Visions

The City held three “Community Visions” meetings, on September 15th, 21st, and 24th, 2016, to begin a dialogue that would inform the content of the updated Community Sustainability Plan. In total, 94 residents attended at least one of these meetings.

During the welcome and introduction session residents were asked to sign in, mark where they live on a large-scale map of the city, and fill in the following vision cards statements:

- The Best Thing About Hyattsville Is...
- I See Hyattsville As A Place To...
- In 10 Years, Hyattsville Could Be...

After the welcome and introduction, a group presentation provided pertinent background information and an overview of the City’s progress to date. The presentation reviewed the City’s efforts

# + Appendix

with respect to past Community Sustainability Plans, discussed steps taken towards outreach and engagement, shared results from the SWOT analysis, and provided an overview of the City's existing conditions.

Following the overview of existing conditions, residents participated in a live polling exercise. Questions were displayed on the presentation screen and participants were instructed to respond via text message to a predetermined number. Print outs of the polling questions were also available in English and Spanish. This exercise was intended to assess priorities and concerns and included the following questions:

- How long have you lived in Hyattsville?
- Do you commute regularly, use the Prince George's Plaza Metro Stop, or the West Hyattsville Metro Stop?
- What is the best part of Hyattsville: Prince George's Plaza Transit District/ West Hyattsville Transit District/ Gateway Arts and Entertainment District/Traditional Neighborhoods?
- What is your priority for the Community Plan: Prince George's Plaza/West Hyattsville/the Gateway Arts and Entertainment District/ Traditional Neighborhood Areas?
- Why do you go to these areas? What are some changes that could be made to increase your visits to these areas?

Residents were then divided into smaller groups for three 15-minute table sessions. These sessions focused on Neighborhood Character, Transportation and Commerce, and Quality of Life. There were seven tables, two for each topic area and one Spanish language table. Each table had one facilitator and one note-taker that stayed at their assigned table for the three sessions. Facilitators were given discussion questions to be used as needed to bring a conversation back on track. If the conversation was moving along successfully and on-topic, then it was not mandatory to cover those questions specifically. The following is a list of each topic/subtopic.

## **Neighborhood Character**

- Cultural Diversity & the Arts
- Neighborhood History + Historic Preservation
- Architectural Character and Quality
- Housing, including Affordable Housing
- Streetscape, Parks, Plazas, and other Open Spaces

## **Transportation and Commerce**

- Accessibility, Connectivity, Transportation
- Commercial Districts
- Economic Development
- Leadership & Engagement

## **Quality of Life**

- Public Safety
- Education/Schools
- Sustainability
- Community Amenities, Assets and Facilities (including Senior Services)

# + Appendix

After the table sessions, each group presented summary reports and closing remarks. Each table reported back to the large group. Time was allotted for one 2-minute report per table. The designated table-reporter listed 3-4 key items to report back to the larger group.

## Community Choices

The City held two “Community Choices” meetings on November 1st and 5th, 2016. In total, 62 residents attended at least one of these meetings. After reviewing the feedback collected during the first round of meetings, the November meetings provided an opportunity for the City to address initial feedback and continue the conversation that would inform the content of the updated Community Sustainability Plan.

The second round of engagement sessions began with a brief 30-minute presentation outlining key information from the September meetings, and informing the participants of the process and next steps.

Following the presentation, the sessions took on an open house format where

the participants walked around to seven stations providing input on strategic questions organized by the following themes: Retail & Commerce; Transportation & Infrastructure; Arts Entertainment & Recreation; Preservation Redevelopment & Environment; and Community Identity & Communication.

Each station was manned by a facilitator. A floating Spanish speaking facilitator was available for those in need of translations, although all boards had written Spanish translations. Facilitators helped to guide the conversation and answer questions. They were also responsible for ensuring that all feedback was recorded and organized by theme.

At Station 1, residents were asked to rank planning principles. This station provided cards with the planning principles as briefly described in the presentation. Participants were asked to rank the principles by order of priority for incorporation in the document. There was space to write in additional principles if participants felt something was missing.

## Planning Principles:

- Attract and support local and small businesses for a varied and active retail experience
- Improve safety along major roads and improve traffic within the neighborhood
- Support cultural diversity in the community and inclusivity in programming and events
- Enhance public safety and police presence
- Grow in an environmentally friendly, sustainable manner
- Embrace historic resources and adaptive reuse as a way of preserving assets while also bringing in new development
- Encourage higher density, mixed-use development around Metro stations and the Route 1 corridor
- Support diversity and affordability of housing options
- Increase volunteerism within the community by providing opportunities and activities for residents to become engaged

# + Appendix

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- Continue to expand art related businesses, venues and programs within the Arts District
- Enhance and increase safe connectivity for pedestrians and bicyclists
- Develop and enhance community facilities/public spaces, activities and programs for all ages

At Stations 2-6, residents were asked to answer questions and make additional place-based notes regarding the topic categories. These stations included two large scale print outs – two listing questions or one listing questions and one with a map for reference or adding additional place based notes. Some questions asked the public to identify locations on a map or prioritize questions and facilitators were asked to assist and make sure participants were given the correct dot for those questions.

The following is a list of the questions that were at each station.

## Retail & Commerce

- Do you prefer chain establishments or local businesses? Why?
- Why is the West Hyattsville retail mix not appealing to you?
- How should the City think about improving West Hyattsville retail? Should it meet market need or aim for aspirational retail?
- Is the lack of luxury retail/white tablecloth dining a barrier to your utilization of the mall?
- Do you have suggestions for further enhancing the retail experience at the Gateway Arts and Entertainment District?

## Transportation & Infrastructure

- How should the City be prioritizing investment in local public school infrastructure?
- Would you be more likely to use public transportation within the City if there were a circulator that exclusively serviced Prince George's Plaza, West Hyattsville and the Gateway Arts District?
- Where would a city owned structured parking deck be most effective?
- What would you be willing to pay, per trip, to utilize the circulator?
- Do you think Bikeshare should be a financial priority for this community in the same way you would invest in roads?
- Would you be willing to sacrifice some on-street parking in residential neighborhoods to accommodate dedicated bike lanes? On what streets?
- Identify 2-3 points where it would be most helpful to have a Bikeshare station...

# + Appendix

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- Identify roads/stretches of road that are in most need of sidewalk improvements...
- Identify intersections that you feel are most difficult to traverse as a pedestrian...

## **Arts Entertainment & Recreation**

- What would you like to see at the City's pocket parks?
- For the City related events you attend, do you participate because of the location of the event being convenient or your personal interests?
- To what extent should the City invest in a centralized community center offering a diverse array of programming?
- Are you aware of any current community centers or gathering spaces that offer a variety of programs? Which do you think are successful?
- What art related experience(s) are you most likely to participate in for you and your family?
- What are the three experiences you would like to have in an ideal evening in Hyattsville?
- What kind of youth sports programs would you most like to see in the City?
- Tell us your best idea to better integrate youth into the Arts District...

## **Preservation Redevelopment & Environment**

- Rank the following uses in order of preference for the WSSC building...
- What should be the predominant factor in making decisions to preserve a building?
- To what extent should the City/County preserve structures that are obsolete and cannot support modern uses, yet have historic value?
- What are the best ways to make the City more environmentally friendly and sustainable?
- Potential Adaptive Reuse or Redevelopment...
- What areas/specific properties are most in need of redevelopment with new construction?
- What areas/specific properties are most in need of development with adaptive reuse of existing buildings?



# + Appendix

## Community Identity & Communication

- Describe your opinion of effective policing...
- What activity are you most comfortable serving as a volunteer?
- How often would you be willing to volunteer to support that activity?
- In what ways is the City gentrifying? How should the City respond?
- What are your expectations for your local leaders?
- Most often, how do you hear about local community programming and news?
- Is this your preferred method to receive information? If not, what is?
- What is your best idea to better integrate our community?
- What would make you more inclined to attend an event celebrating a culture other than your own?
- What can the city and the community do to better engage residents of all backgrounds in civic groups, activities or city programs?

Lastly, at Station 7, Mayor Hollingsworth was available to talk with residents who were encouraged to discuss any thoughts or concerns related to the community engagement sessions and the overall process of updating the Community Sustainability Plan.

## Social Media Outreach

The City launched a new social media tool, *speakuphvl.com*, in August 2016. In addition to traditional means of engaging residents during the outreach process, the site served as a platform for residents to provide feedback to the City.

Before the first round of community workshops in September, the City created online discussion forums that focused on Neighborhood Character; Transportation and Commerce; and Quality of Life. These forums introduced residents to the topics and subtopics that would be discussed in the upcoming meetings.

In preparation for the second round of community workshops in November, the City posted a series of teaser questions, listed below, to engage residents on

the issues that would be covered in the upcoming meetings. The City encourages residents to continue to use the site as a tool for ongoing engagement.

- What businesses (or kinds of businesses) would you like to see in the West Hyattsville area?
- Would you be willing to sacrifice some on-street parking in residential neighborhoods to accommodate dedicated bike lanes?
- What is your best idea to better integrate our community?
- What would you like to see at the City's neighborhood pocket parks?
- What are the three experiences you would most like to have in an evening in Hyattsville?
- Would you prefer the City only provide space for volunteer sports leagues or also use tax dollars to run the leagues?



# Appendix

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## Draft Plan Feedback

After the November meetings, feedback and comments were incorporated into the draft plan. The project team wanted to ensure that the community had ample opportunities to review and provide feedback on the plan before it was adopted. This was accomplished in two ways.

The draft plan in its entirety was posted on the City's website and on the Speak Up site to allow for more comments and feedback. Residents were encouraged to review the plan and could email, call, or provide comments on a dedicated project page on the Speak Up site.

The project team then hosted two "Speak Up Draft Plan Feedback" meetings on April 22nd and 25th, 2017. These two open house style meetings featured large scale print outs of the principles and action items identified in the plan and copies of the draft plan for participants to take home. After the open house meetings, the eight large scale print outs were left on display in the city building for the rest of the week.

Two senior events happened to take place during that time, and participants were encouraged to comment or take a copy of the draft home to review and provide further feedback.

In total, 34 residents attended at least one of these meetings or provided feedback by commenting on the Speak Up site. The following is a breakdown of the feedback opportunities: Saturday April 22nd session; Tuesday April 25th session; Planning Committee April 18th meeting; Ageless Grace April 26th - 28th classes; Speak Up site; emails; phone calls; and walk-ins.

The City welcomes ongoing feedback regarding the process, the plan, and this appendix. Residents are encouraged to continue to use the Speak Up site to discuss City related topics. Any further questions should be directed to the Department of Community and Economic Development by calling the City at (301) 985-5000.