

THE CITY OF COLLEGE PARK **COMPREHENSIVE PLAN**



A VISION OF COLLEGE PARK IN THE 21ST CENTURY

APPROVED DECEMBER 1995

DECEMBER 12, 1995

CITY COUNCIL

Joseph E. Page, Mayor

| | |
|-------------------|------------------|
| Daniel J. Andrews | Maxine A. Gross |
| Michael J. Jacobs | Peter J. King |
| Joseph L. Nagro | John E. Perry |
| James D. Schultz | Michael B. Smith |

ADVISORY PLANNING COMMISSION

Richard D. Wagner, Chair

| | |
|-----------------------|------------------|
| Kathleen H. Dearstine | Vinod M. Ghoting |
| Alice E. Kennington | Alvin J. Kushner |
| Irene B. Redmiles | James R. Smale |

CITY MANAGER

Richard N. Conti

PLANNING DIRECTOR

Terry A. Schum



ABSTRACT

TITLE

City of College Park Comprehensive Plan

AUTHOR

The City of College Park Planning Department is primarily responsible for this document

SUBJECT

A strategic comprehensive plan for the City of College Park

DATE APPROVED

December 12, 1995

SOURCE OF COPIES

The City of College Park
Planning Department
4500 Knox Road
College Park, Maryland 20740
(301) 277-3445

The citywide map bases in this publication are courtesy of and copyrighted by ADC, The Map People ©. Used with permission.

ABSTRACT

This document is the culmination of a three-year planning process to determine the future of the City of College Park. It involves an examination of where the City is today (Community Profile), where it wants to go (Vision) and how to get there (Plan and Implementation). The purpose of the plan is to recommend strategies and actions to implement the vision of the citizens of College Park and to provide the framework for policy and decision making into the 21st Century.

This document is the result of an open and inclusive citizen participation process involving the residents and other stakeholders of the City of College Park. It was developed under the auspices of the City of College Park Advisory Planning Commission with the assistance of the Visioning Steering Committee, Comprehensive Plan Steering Committee and seven Work Groups representing topic areas of importance to the City. The planning process included the execution of two citywide citizen surveys, five public forums, 10 focus groups, interviews with more than 30 key leaders, a six-day design charrette, and special studies or reports prepared by a number of consultants. The first phase of the planning process was facilitated by the consultant team of Herd Planning & Design and Chandler & Associates.

A Public Hearing on the draft plan was held by the City of College Park Advisory Planning Commission on November 16, 1995. The draft plan and a transcript of the public hearing was forwarded to the Mayor and Council of the City of College Park on December 1, 1995 and was approved at a public meeting on December 12, 1995.

CREDITS & ACKNOWLEDGEMENTS

Phase I

CITY COUNCIL

Anna L. Owens, Mayor
Joseph E. Page
Daniel J. Andrews
Charles Donnelly
Maxine A. Gross
Peter J. King
Sherrill T. Murray
Joseph L. Nagro
John E. Perry

CITY MANAGER

Richard N. Conti

PLANNING DEPARTMENT

Terry Schum, Director
Heidi Powell, Planner
Tom Richardson, Planner

VISION STEERING COMMITTEE

Richard Wagner, Chair
Ted Ankeney
Jerry Anzulovic
Michael Belisle
Blaine Davis
Jade Eaton
Craig Hawkins
Steven Hurtt
Alice Kennington
Alvin Kushner
Dervey Lomax
Michael Moore
Austin Murphy
Irene Redmiles
Michael Smith

VISION CONSULTING TEAM

Michael Chandler
Milton Herd, AICP

Phase II

CITY COUNCIL

Joseph E. Page, Mayor
Daniel J. Andrews
Maxine A. Gross
Michael J. Jacobs
Peter J. King
Joseph L. Nagro
John E. Perry
James D. Schultz
Michael B. Smith

CITY MANAGER

Richard N. Conti

PLANNING DEPARTMENT

Terry Schum, Director
Robert Collins, Planner
Dorothy Friedman, Planner
Heidi Powell, Planner

INTERNS

Melissa Derwart, Administration
Bob Paul, Planning
Dan Trimble, Planning

ADMINISTRATIVE SUPPORT

Jessie Carpenter, Secretary (APC)
Sharon Fletcher, Secretary (Planning)
Elizabeth Kiddy, Secretary (APC)
Lynne Over, Secretary (Planning)

Special recognition goes to the many members of the community who participated in the visioning process through the interviews, written surveys and public forums. Special thanks to the staff of the Maryland-National Capital Park and Planning Commission for serving as facilitators during the visioning forums.

**COMPREHENSIVE PLAN
STEERING COMMITTEE**

Richard Wagner, Chair
Clopper Almond
Jerry Anzulovic
Michael Belisle
Kathleen Dearstine
Jade Eaton
Vinod Ghoting
Alice Kennington
C.P. Kramarsky
Alvin Kushner
Dervey Lomax
Helen Long
Paul Marx
Arshad Mughal
Amelia Murdoch
Anna Owens
Irene Redmiles
Delegate James Rosapepe

Comprehensive Plan Work Groups

CIRCULATION

Paul Marx, Chair
Lawrence Bleau
Winston Hazard
Bill Kelly
Caroline Nevins
Alexander Radichevich
Barri Sanders
Eleanor Troy

CITY-UNIVERSITY RELATIONS

Anna Owens, Chair
Eric Carzon
Brian Darmody
Kate Dooley
Andy Fellows
Frances Hawkins
James Holmes
Elizabeth Knutson
Brenda Testa

COMMUNITY FACILITIES AND SERVICES

Arshad Mughal, Chair
Marcus Barnes
Kevin Brown
Jack Callahan
Richard Doran
Arlene McGarrity

ECONOMIC DEVELOPMENT

Clopper Almond, Chair
John Bender
John Brown
Peggy Higgins
Michelle Johnson
Samuel Lawrence
Dervey Lomax
James Osteen
Nathan Rogow

NEIGHBORHOODS

Helen Long, Chair
Drury Bagwell
Andy Fellows
Thelma Golden
Alice Kennington
Charlie Needle
Margaret Ramos
Rita Zito

ROUTE 1 CORRIDOR

Jerry Anzulovic, Chair
C.P. Kramarsky
Al Kushner
Eileen Nivera
Don Spicer
Dermont Stokes
Ray Stricklin

TOWN CENTER/METRO

Michael Belisle, Chair
Kathy Bryant
Adele Ellis
William Hanna
James Herl
Steven Hurtt
Jeffrey Ivan Way
Dora Kennedy
Bernard Khoury
Faramarz Mohktari
Jane Page
Donald Perlis
Irene Redmiles
Bob Schnabel
Jessie Ward
Anthony Williams
Ronald Willoner

TABLE OF CONTENTS

I. Overview

| | |
|--------------------------|----|
| INTRODUCTION | 1 |
| COMMUNITY PROFILE | 6 |
| THE VISION | 20 |

II. The Plan

| | |
|-----------------------------------|-----|
| PROCESS AND SCHEDULE | 27 |
| PLAN ELEMENTS | |
| Circulation | 31 |
| City-University Relations | 43 |
| Community Facilities and Services | 55 |
| Economic Development | 71 |
| Neighborhoods | 81 |
| Route One | 145 |
| Town Center/Metro | 155 |

III. Implementation

| | |
|---------------------------------|-----|
| ECONOMIC IMPACT ANALYSIS | 181 |
| FIRST YEAR WORK PLAN | 211 |

OVERVIEW

Introduction

Purpose of the Plan

The City of College Park embarked upon the process of determining its future and preparing a comprehensive plan in January 1992 when the City of College Park Advisory Planning Commission (APC) was established. The City Council made the principal charge of the Advisory Planning Commission to develop a comprehensive plan for the City. This first-ever plan prepared by the City, for the City, was designed as a two-phase process.

The first phase, or visioning process, got underway in October 1992 when the City retained the consulting team of Herd Planning & Design and Chandler & Associates to design and facilitate a visioning process in conjunction with City staff. The major purpose of the visioning effort was to define a preferred future of the community and begin building a broad consensus for achieving that common vision—how the community should look, how it should function and how its people can work together in achieving their desired future and common goals. The Vision section of the plan discusses the many activities that made up this process as well as the results and products.

The second phase, or preparation of the comprehensive plan, built upon the first phase and continued the process of open and inclusive citizen participation by establishing seven Work Groups on topic areas most important to the City. The Work Groups began meeting in October 1993 to develop the goals, strategies and actions to implement the vision. They used surveys, focus groups and special studies to supplement their work. The results from the Work Groups were then reviewed by a Steering Committee made up of the APC, Chairs of the seven Work Groups and two City Council liaisons. This review ended in

July 1995 when the staff began the task of drafting the plan document. Details about this phase of the plan are included in The Plan and Implementation sections. The schedule and organizational chart for the entire process are shown in Figures 1 and 2.

There are several reasons the City decided to undertake a planning process of this type. They are:

MANAGING CHANGE

The City is part of a dynamic region and is affected by the changes and steady growth of the entire Washington metropolitan area. The opening of the Metro Green Line in College Park, the shifting relationships and responsibilities of various levels of government, changes in sources of revenue, and the steady flow of university students to and from the community are but a few of the major challenges facing the City. Rather than just react to these changes, the City responded by embarking on a planning process to define community values and harness the forces of change to achieve positive results.

INVOLVING PEOPLE

The City wanted to reach out to every citizen—to give the opportunity to participate in the planning process in a variety of ways. The City realized that there are many diverse stakeholders concerned about the future of College Park. These include long-time residents, business owners and operators, students, faculty and staff from the university system, major employers and even school children. The planning process was designed to let everyone participate, if they chose to. It encouraged citizens to work together in identifying common ground, clarifying differences and building consensus.

Figure 1

COMPREHENSIVE PLAN SCHEDULE

Phase I

| | |
|---------------------|-----------------------------|
| January 1992 | APC established |
| October 1992 | Visioning process initiated |
| November 1992 | Key leader interviews |
| January 1993 | Citywide Citizen Survey |
| February–April 1993 | Visioning Forums |
| May 1993 | Vision Statement adopted |

Phase II

| | |
|----------------------------|--|
| June–August 1993 | Initial planning and organization |
| September 1993 | Work Groups and Steering Committee established |
| October 1993–December 1994 | Development of Goals and Strategies |
| July 1994 | Citywide Citizen Survey |
| January–July 1995 | Steering Committee review |
| August–October 1995 | Draft plan preparation |
| November 1995 | Public Hearing on Draft Plan |
| December 1995 | Draft Plan submitted to Mayor and City Council |

GUIDING LOCAL POLICY AND DECISION MAKING

Every year the Mayor and Council of the City of College Park must act on dozens of issues, set priorities and approve budgets. They are often faced with seeking compromise between divergent viewpoints. While the City's mission is clear, how to maintain it on a day-to-day basis often is not. The Comprehensive Plan should serve as a resource and blueprint for future decision making.

ADDRESSING AREAS OF CONCERN TO THE CITY

Preparing a local plan provides the opportunity to address the areas and issues of greatest concern to the City. Through visioning, the community was able to identify its priorities for the City's future. The second phase of the process

was structured around these priority areas and Work Groups were formed to study them in detail. Whole sections of the Plan are therefore devoted to topics such as City-University Relations, the Route 1 Corridor, and Neighborhoods, for example.

Common Themes

Throughout the planning process, many common themes or unifying concepts began to emerge. An exercise during the first public forum (and during key leader interviews) asked participants to identify the strengths and weaknesses of the City to help assess the existing situation, and to name the opportunities and constraints facing the City to indicate what the future might hold.

These results are summarized below. Each element has “two sides of the coin” and is often listed as both a strength and weakness as well as both a constraint and an opportunity.

STRENGTHS

- Regional location and accessibility
- Good public services and quality of life
- University of Maryland
- Metro
- Stability of community

WEAKNESSES

- Regional location and accessibility
- Inadequate planning and zoning
- Insufficient coordination between City and University
- Traffic and parking
- Inadequate commercial business

OPPORTUNITIES

- Metro
- Coordination between City and University
- Quality development—commercial, office, residential, mixed use
- Regional location and accessibility

CONSTRAINTS

- Impacts of Metro
- City-University relations
- Quality of development—spot development, residential conversions, proper mix, etc.
- Major roads, traffic
- Limited land supply

The following goals represent themes that are common throughout the plan. They emerged throughout the planning process and have strong support from the citizens.

MAKE COLLEGE PARK A MORE LIVABLE COMMUNITY

While citizens are generally satisfied with the quality of life in College Park, there is the potential and the desire for the City to raise the quality of life in the community to an even higher level. As a mature suburb, it is time for the City to plan for the next phase of its development as a sustainable community. This means preserving and enhancing environmental resources, conserving energy and materials, recycling and using public transportation.

IMPROVE COMMUNITY CHARACTER, IDENTITY AND IMAGE

The quality of the physical environment affects the way we feel about our community and how others perceive us. The revitalization of underdeveloped or inappropriately developed areas in the City provides the opportunity to design more attractive and efficient spaces.

ENSURE PUBLIC SAFETY

City residents are concerned about having adequate police protection and safe public spaces. There is support for community policing and neighborhood involvement in public safety issues.

PRESERVE AND ENHANCE RESIDENTIAL AREAS

The City of College Park is a community of neighborhoods, and protecting neighborhood character is a high priority. The continued rise in the conversion of single-family homes to group rentals is a major concern. Ways to maintain healthy neighborhood environments while providing for a diverse population need to be explored. Eleven distinct neighborhoods are defined and discussed as part of this plan.

REVITALIZE COMMERCIAL AREAS

The need to improve the types of goods and services available in the City is an important goal of City residents. The City mourns the lack of a supermarket within its boundaries and is overwhelmed by student-oriented businesses. Physical improvements are also needed to the Route 1 strip commercial corridor and to neighborhood commercial districts. The need for a new Town Center in Downtown College Park has also been identified.

REDUCE TRAFFIC CONGESTION

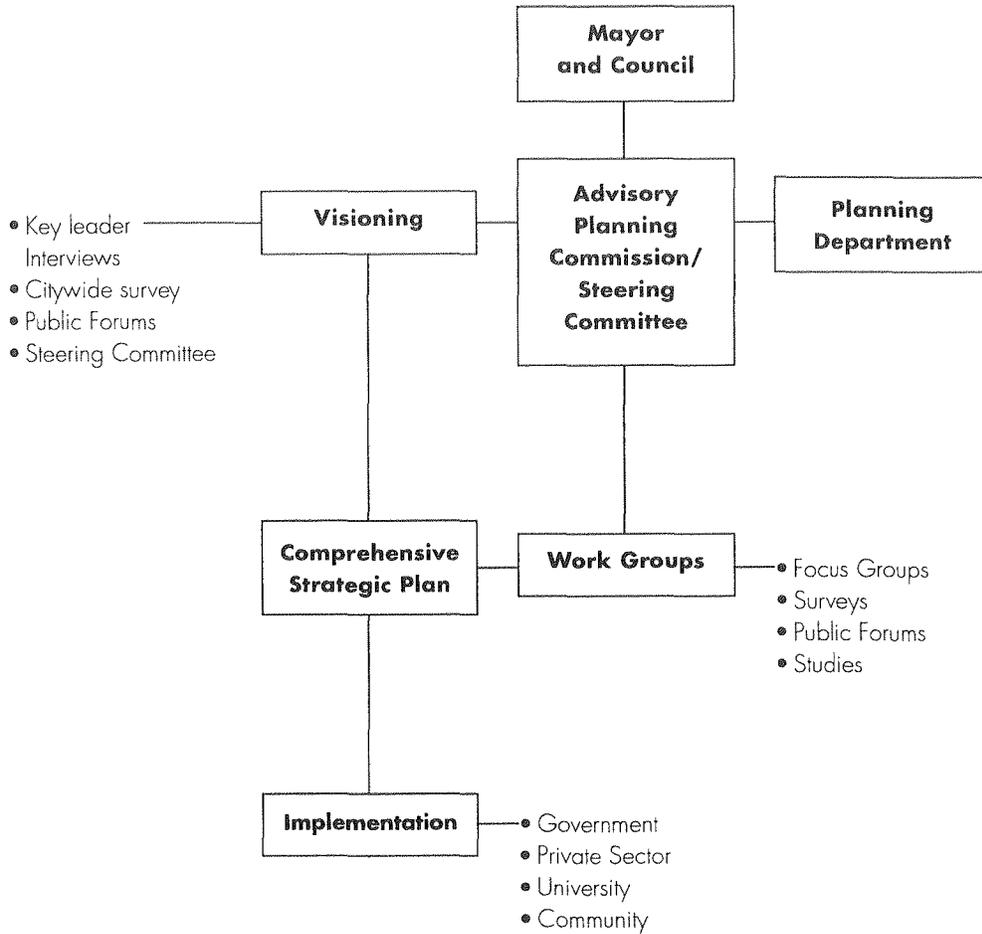
Heavily traveled U. S. Route 1 bisects the City and provides access for the entire community. A major challenge is how to handle traffic demand on Route 1 while trying to achieve a “Main Street” environment.

PROMOTE QUALITY NEW DEVELOPMENT

In order to retain existing population and absorb some new growth, opportunities for new housing and commercial development need to be explored. College Park has the potential to evolve into a place that has a more complex mix of uses, is less auto-dependent and more

Figure 2

COMPREHENSIVE PLAN ORGANIZATION CHART



urban in form and density without losing its essential qualities. To be successful, infill housing, Metro station area development and the rebuilding of obsolete commercial structures will require specific design guidelines and City site plan review.

IMPROVE RELATIONS WITH THE UNIVERSITY OF MARYLAND

The need for the City and the University to work cooperatively is paramount. By joining forces to collaborate, plan and problem solve, both the City and University will benefit.

Intergovernmental Relationships

The City of College Park is part of the Regional District containing Prince George’s and Montgomery Counties where authority for planning and zoning matters reside with the Maryland-National Capital Park and Planning Commission (M-NCPPC). As such, the *Approved Master Plan for Langley Park-College Park-Greenbelt and Vicinity, and Adopted Sectional Map Amendment for Planning Areas 65, 66 and 67* is the legal plan of record for

the City. The City's Comprehensive Plan is for local use and information and may not be referenced as part of formal testimony on a zoning case before Prince George's County until such time as it is legally recognized under State law.

The State of Maryland enacted the Maryland Economic Growth, Resource Protection and Planning Act of 1992 to establish a statewide approach to land management and environmental protection. The Act incorporates seven visions that are required to be implemented through local comprehensive plans. These visions are listed below and are addressed, as appropriate, in the City's plan even though the requirement is not directly applicable to College Park's Plan because of its legal status.

1. Development is concentrated in suitable areas.
2. Sensitive areas are protected.
3. In rural areas, growth is directed to existing population centers and resource areas are protected.
4. Stewardship of the Chesapeake Bay and the land is a universal ethic.
5. Conservation of resources, including a reduction in resource consumption, is practiced.
6. To assure the achievement of 1 through 5 above, economic growth is encouraged and regulatory mechanisms are streamlined.
7. Funding mechanisms are addressed to achieve these visions.

Community Profile

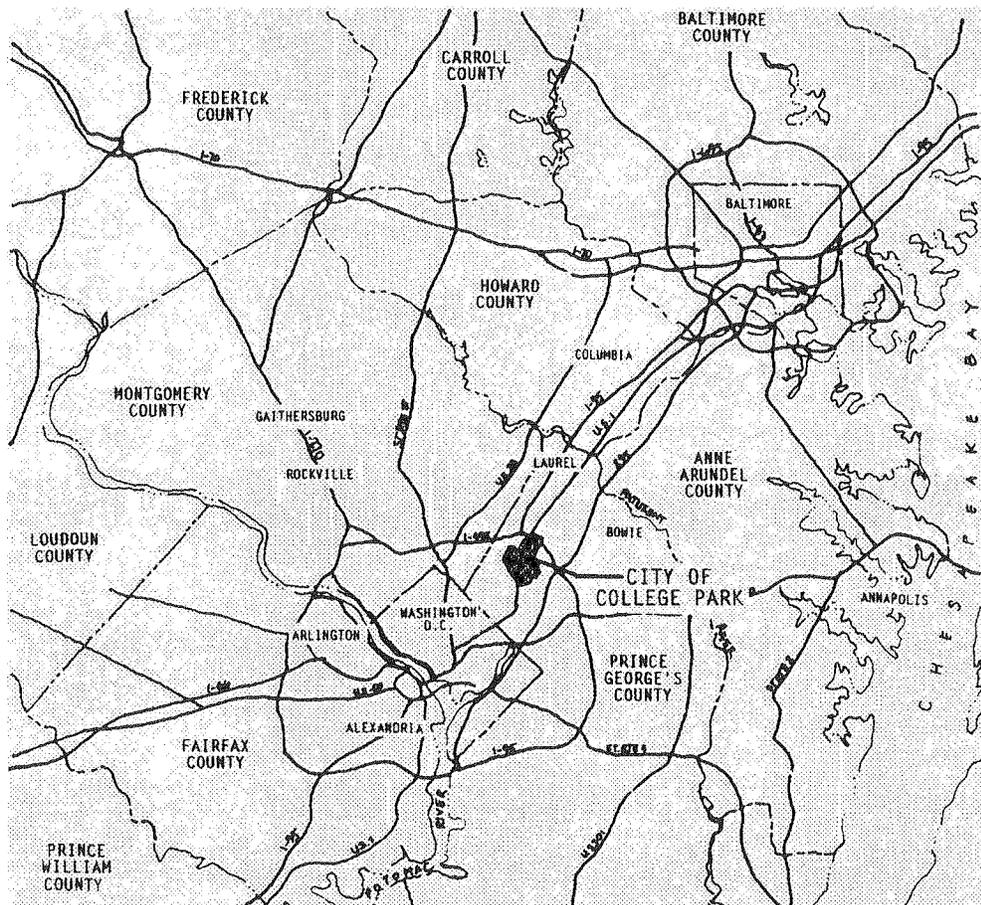
LOCATION

The City of College Park is located in north-western Prince George's County, Maryland. The City is conveniently situated within the Baltimore-Washington Metropolitan Area,

25 miles south of Baltimore and 5 miles north of Washington, D.C. City residents have ready access to the region's major arterials, including Interstate 95, the Capital Beltway (I-495), and U.S. Route 1 (Map 1).

Map 1

REGIONAL MAP



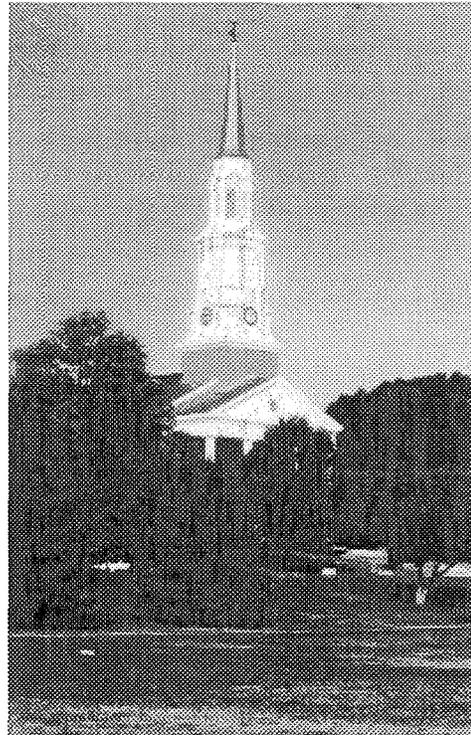
HISTORY

College Park was incorporated by referendum in 1945. However, the City's origin goes back much further. During the nineteenth and early twentieth centuries, College Park began to emerge from farmland, both as a transportation hub and as a center for education. First stage-coaches and then automobiles traveled the turnpike between Baltimore and Washington. College Park was also accessible by rail, which was a popular way to visit Maryland's new Agricultural College.

Turnpike roads were the nation's first highways serving travelers in horse-drawn vehicles. In 1813, the first turnpike company in Maryland was chartered to construct a turnpike between Baltimore and Washington. At that time, turnpikes functioned as the nation's highways. The Baltimore-Washington Turnpike is today's U.S. Route 1, College Park's main north-south corridor. Jenkins Garage at Route 1 near Greenbelt Road is said to have served as a toll-collection facility for the toll road. Travelers along the corridor were served by inns and roadhouses along the Baltimore-Washington Turnpike. The Rossborough Inn, built in 1804, was the first stage stop after leaving Washington. Among the Inn's distinguished visitors were General George Washington and General Marquis de Lafayette. Today, the Rossborough Inn is the University of Maryland Faculty/Alumni Club.

The State of Maryland chartered the Maryland Agricultural College in 1856 to offer a practical and scientific education to the sons of farmers. The original site of the College consisted of 428 acres and was part of the Rossborough Farms, then owned by Charles B. Calvert, a prime mover in planning and securing the college. After the college's founding, the Rossborough Inn served as the residence of the school's farm manager. Maryland's Agricultural College evolved into today's University of Maryland at College Park (UMCP), the flagship of the State of Maryland's 11-campus system of higher education. The school is emerging as one of the country's premier public universities.

After Calvert died in 1864, his estate was divided among his heirs, one of whom sold her share (approximately 130 acres) to real estate developers John O. Johnson and Samuel Curriden. They proceeded to plat and develop the subdivision of College Park which today is the Old Town neighborhood. Much of College



Top The University of Maryland Memorial Chapel is a landmark on Route 1



Bottom A historic plane at the College Park Airport and Museum

Park flourished around the streetcar line which is now the Rhode Island Avenue right-of-way. The streetcar line was extended through College Park and Branchville to Laurel just after the turn of the century. The land along this new artery of transportation was gradually bought up by land speculators and subdivided into new residential suburbs. This also opened up new business opportunities.

The City's history coincides with a chapter of American aviation history: the College Park

Airport is the world's oldest continuously operating airport. In 1909, U.S. Army Lieutenant Frank P. Lahm, on the lookout for open and level areas, identified a field on the east side of the Baltimore and Ohio (B&O) Railroad tracks that appeared to be ideal for a flight training school for the Army Signal Corps. The Army moved onto the site in 1909, and arrangements were made with the Wright brothers to assist in the training of men of the U.S. Army Signal Corps. In the spring of 1911, the Signal Corps decided to make College Park the permanent home of the Army Aviation School.

The College Park Airport is home to many of American aviation's firsts, including:

- First woman passenger to fly in an airplane (1909)
- First military officer to fly a government airplane (1909)
- First testing of a bomb dropping from an airplane (1911)
- First testing of a machine gun from an airplane (1912)
- First mile-high flight (1912)
- First U.S. Air Mail Service (1918)
- First controlled helicopter flight (1924)
- First radio navigational aides developed and tested by the Bureau of Standards (1926)

LAND USE AND ZONING

The City of College Park encompasses a land area of over five square miles or approximately 3,200 acres. A significant portion of the City's land area is in public or quasi-public use which includes government and religious buildings. General land uses throughout the City are shown in Map 2.

The University of Maryland at College Park campus is approximately 1,350 acres or 42 percent of the City's total land area. The campus is zoned both R-R (Rural Residential) and O-S (Open Space). Parkland owned by the Maryland-National Capital Park and Planning Commission (M-NCPPC) accounts for an additional 660 acres, or 21 percent.

The remainder of College Park is primarily residential. The City has 11 distinct residential communities with active civic associations (see Neighborhoods, Map 1). The majority of the City's residential land is zoned (R-55) Single Family Detached. However, College Park does have small residential pockets zoned (R-10) Multi-Family, High Density; R-18 (Multi-Family, Medium-Density); R-18C (Multi-Family, Medium-Density Residential Condominium); and R-T (Residential Townhouse).

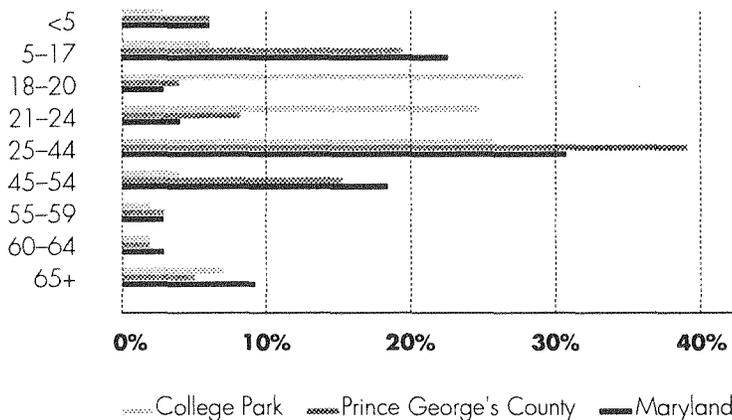
Commercial land uses are concentrated along Baltimore Avenue in the neighborhood commercial districts of Hollywood and Berwyn, and around the intersection of Greenbelt Road and Rhode Island Avenue. These areas are zoned C-S-C (Commercial Shopping Center) and C-O (Commercial Office). College Park has three industrial areas: Kropp's Addition east of the B&O Railroad tracks is zone I-1 (Light Industrial); Berwyn, north and south of Berwyn Road is also zoned I-1; Branchville industrial area north of Greenbelt Road and west of the B&O Railroad tracks is zoned I-2 (heavy industrial).

DEMOGRAPHICS AND INCOME

Population, Households, Age, Race. The City's year round population of 23,714 (1990 U.S. Census of Population and Housing) belies its daytime size and activity level. During the school year, College Park's population increases daily by over 30,000 students and by approximately 8000 UMCP employees.

The City's demographic profile reflects the presence of UMCP. In 1990, the City's median age was 23. The median age in Prince George's County was 31; Statewide it was 33. Twenty-five to 64 year olds, the heart of the

Figure 1
AGE OF POPULATION, 1990



Source: 1990 U.S. Census of Population and Housing.

Map 2

LAND USE



-  Commercial
-  Open Space
-  Residential
-  University of Maryland

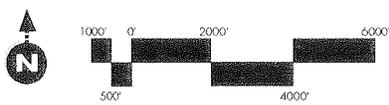
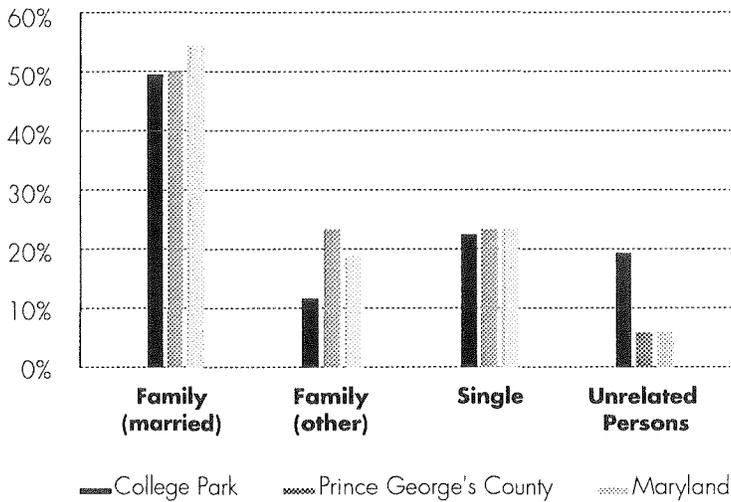


Figure 2

HOUSEHOLD COMPOSITION, 1990



Source: 1990 U.S. Census of Population and Housing.

Table 1

POPULATION TRENDS, 1980—1990

| | 1980 | 1990 | % |
|------------------------|-----------|-----------|-------|
| College Park | 23,614 | 23,714 | 0.42 |
| Prince George's County | 665,071 | 729,268 | 9.65 |
| State | 4,217,000 | 4,781,468 | 13.39 |

Sources: Census of Population and Housing, 1980, 1990; M-NCPPC, 1995; City of College Park, 1995.

nation's workforce, comprised only 35 percent of the City's 1990 population, compared with 56 percent of the County's population and 54 percent of the State's population. (Figure 1).

College Park also exhibited a high proportion of non-family households (41%) in 1990, relative to the County's 29 percent and the State's 28 percent (Figure 2.) Moreover, non-family households increased by 50 percent between 1980 and 1990. These indicators reflect the City's large student population and students' change in living arrangements, from group quarters, (e.g. dormitories, fraternities and sororities) to group homes.

The City's demographic patterns are distinctly different from Prince George's County. First, while the City's population has remained fairly stable since 1980, the County's population has seen substantial growth (Table 1). Second, the City's elderly population (residents 65 years of age and older) increased by 54 percent, compared with 31 percent at the County and State levels. Finally, College Park's racial/ethnic composition is very different from the County's (Table 2). In 1990, Prince George's County became the first suburban county in the nation to have a majority of black residents. Blacks comprised 51 percent of the County's population, but only 8.6 percent of the City's population. College Park's Asian population at 6.7 percent was double that of the County (2.9%) in 1990.

Consistent with its age and location, College Park's population is expected to remain stable over the next 30 years, with a slight (2%) increase toward the end of that period. The population of Prince George's County is expected to increase at a rate of four to five percent every five years over the same time period (Table 3).

Table 2

RACE AND HISPANIC ORIGIN, 1990

| | College Park | | P.G. County | | Maryland | |
|----------------------------------|--------------|------|-------------|------|-----------|------|
| | Number | % | Number | % | Number | % |
| White | 18,293 | 83.4 | 314,616 | 43.1 | 3,393,964 | 71.0 |
| Black | 1,878 | 8.6 | 369,791 | 50.7 | 1,189,899 | 24.9 |
| American Indian, Eskimo or Aluet | 41 | 0.2 | 2,339 | 0.3 | 12,972 | 0.3 |
| Asian or Pacific Islander | 1,477 | 6.7 | 28,255 | 3.9 | 139,719 | 2.9 |
| Other | 238 | 1.1 | 14,267 | 2.0 | 44,914 | 0.9 |
| Hispanic | 865 | 3.9 | 29,983 | 4.1 | 125,102 | 2.6 |

Source: City of College Park, 1993.

Table 3

POPULATION PROJECTIONS, 1990—2020

| | 1990 | 1995 | 2000 | 2005 | 2010 | 2015 | 2020 |
|--------------|---------|---------|---------|---------|---------|---------|---------|
| College Park | 23,714 | 23,692 | 23,533 | 23,446 | 23,511 | 23,816 | 24,291 |
| P.G. County | 729,268 | 771,578 | 812,107 | 854,194 | 890,306 | 931,306 | 971,392 |

POPULATION CHANGE

| | 1990-1995 | 1995-2000 | 2000-2005 | 2005-2010 | 2010-2015 | 2015-2020 |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|
| College Park | -0.09 | -0.67 | -0.37 | 0.28 | 1.30 | 1.99 |
| P.G. County | 5.80 | 5.25 | 5.18 | 4.23 | 4.61 | 4.30 |

Sources: Census of Population and Housing, 1990; M-NCPPC 1995; City of College Park, 1995.

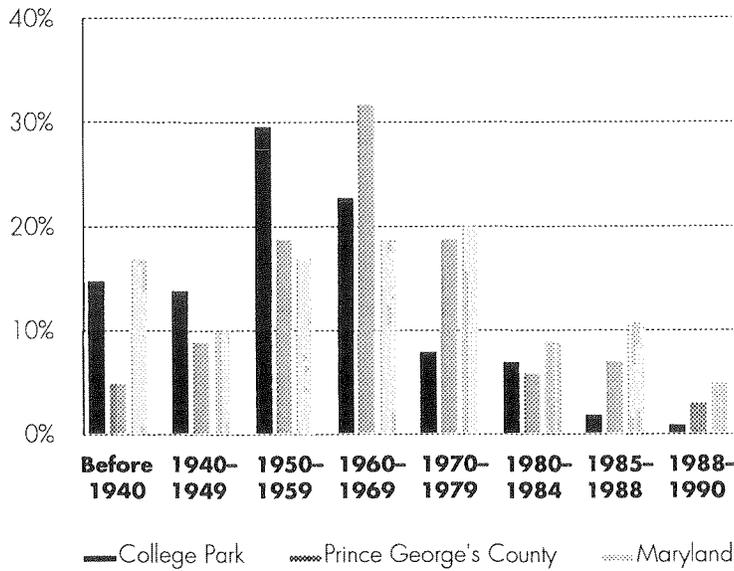
Table 4

INCOME, 1980-1990

| | College Park | | | P.G. County | | | Maryland | | |
|------------------|--------------|--------|-------|-------------|--------|-------|----------|--------|-------|
| | 1980 | 1990 | % | 1980 | 1990 | % | 1980 | 1990 | % |
| Median Family | 48,089 | 48,915 | +1.7 | 42,772 | 48,471 | +13.3 | 38,732 | 45,034 | +16.3 |
| Median Household | 40,959 | 39,250 | -4.2 | 37,527 | 43,127 | +14.9 | 33,991 | 39,386 | +15.9 |
| Per Capita | 11,125 | 13,420 | +20.6 | 14,438 | 17,391 | +20.5 | 13,900 | 17,730 | +27.6 |

Sources: City of College Park, 1993.

Figure 3
HOUSING STOCK, 1990



Source: 1990 U.S. Census of Population and Housing.

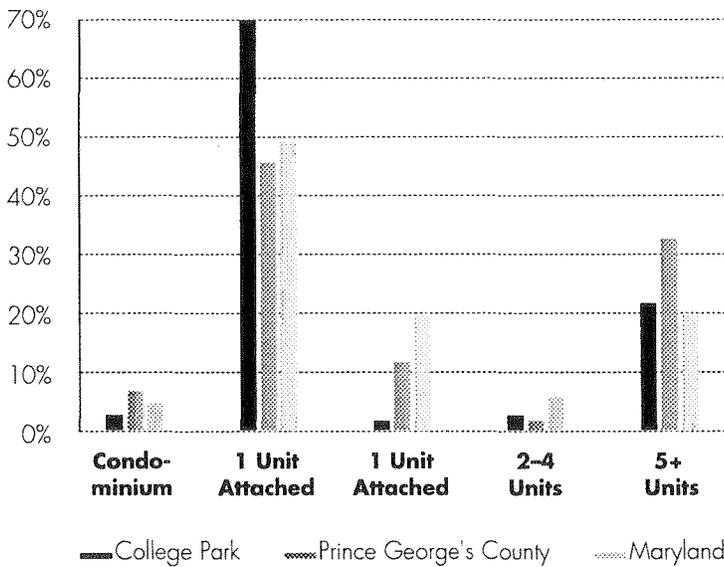
Income and Employment. In 1990, College Park's median family income was \$48,915 and its median household income was \$39,250. Although these income figures exceeded both County and State figures, the City's median household income experienced a modest decline between 1980 and 1990 (Table 4).

According to the State Office of Planning, College Park is not unusual in this regard: many of Maryland's older communities experienced a decline in median income during the 1980s. Like many older communities, College Park has an aging housing stock, little new construction and low turnover among owner-occupants, many of whom are long-time residents. As remaining City residents age and retire, their incomes decline.

In addition to declining income, College Park also has seen a decline in the City's labor force participation rate. This is due in large part to the rather dramatic increase between 1980 and 1990 of retirement-age individuals.

In 1990, College Park's unemployment rate (5.4%) exceeded that of the County and the State (4.3%). According to Maryland's Department of Economic and Employment Development, unemployment levels in the County reached a ten-year peak in 1992, (5.7 percent) reflecting the national recession.

Figure 4
HOUSING TYPES, 1990



Source: 1990 U.S. Census of Population and Housing.



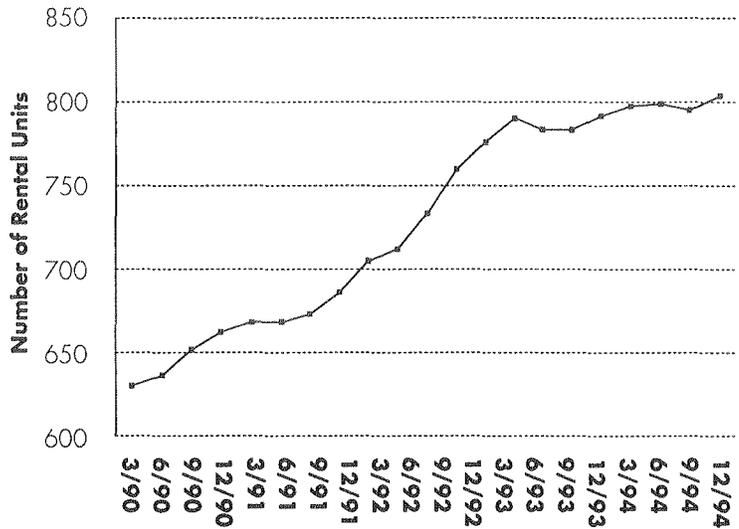
Housing in Old Town, College Park

Housing. The City of College Park is an older suburb and is characterized by an older housing stock comprised primarily of single-family detached homes (Figures 3 and 4). According to the 1990 U.S. Census of Population and Housing, the City of College Park has 5,880 dwelling units of which 82 percent were built before 1969. In addition, 71 percent of the City's residences were classified as single-family detached dwellings.

Although the rate of home ownership in the City is high, (almost 62% in 1990), this figure represents a decrease in the percent of resident homeowners from the past census. In 1980, homeowners accounted for 67 percent of residents. In fact, the City has seen a continuing trend toward the conversion of single family homes to student rentals (Figures 5 and 6). Table 5 summarizes residential construction in the City from 1980 to the present. Compared with the County, the City has seen relatively little new development.

Figure 5

SINGLE-FAMILY DETACHED RENTALS, CITY OF COLLEGE PARK



Source: City of College Park: Public Services; Planning & Economic Development, 1994.

Table 5

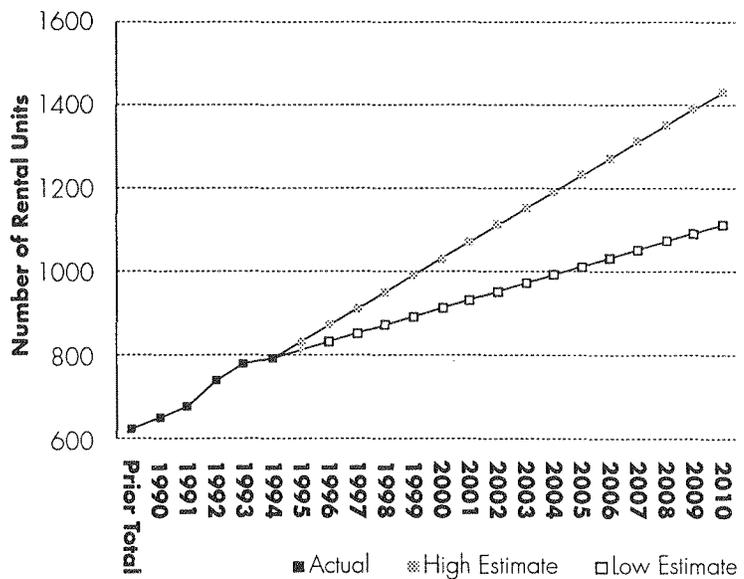
RESIDENTIAL BUILDING STARTS, CITY OF COLLEGE PARK

| | Single-Family | Multi-Family | Totals |
|-----------|---------------|--------------|--------|
| 1980—1984 | 138 | 277 | 415 |
| 1985—1989 | 77 | 0 | 77 |
| 1990—1995 | 62 | 0 | 62 |

Sources: City of College Park, Public Services Department Building Permits.

Figure 6

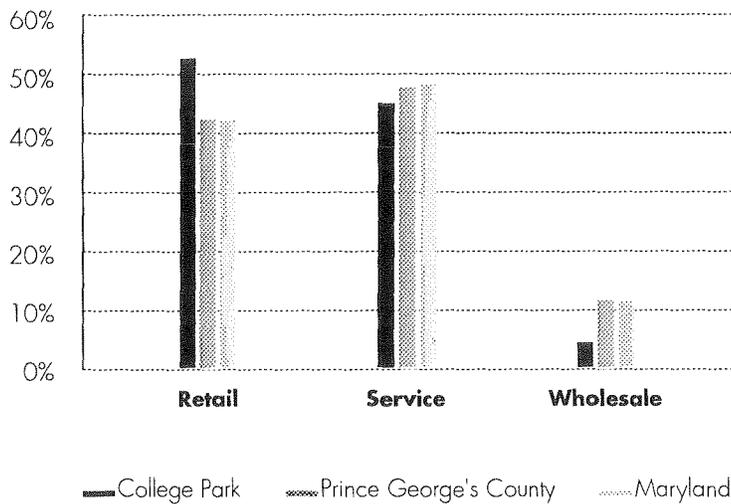
PROJECTED SINGLE-FAMILY DETACHED RENTALS, CITY OF COLLEGE PARK



Source: City of College Park: Public Services; Planning & Economic Development, 1994.

Figure 7

RETAIL, SERVICE, WHOLESALE EMPLOYMENT, 1992



Source: County Business Patterns, 1992.

Table 6

EMPLOYMENT TRENDS, 1987-1992 CITY OF COLLEGE PARK

| | 1987 | % | 1992 | % |
|--------------|--------------|-------|--------------|-------|
| Retail | 2,529 | 50.63 | 2,267 | 51.52 |
| Services | 2,325 | 46.55 | 1,940 | 44.09 |
| Wholesale | 141 | 2.82 | 193 | 4.39 |
| TOTAL | 4,995 | | 4,400 | |

| | 1987-1992 | %Change | %Shift |
|--------------|-------------|---------------|--------|
| Retail | -262 | -10.36 | 0.89 |
| Services | -385 | -16.56 | -2.46 |
| Wholesale | +52 | 36.88 | 1.56 |
| TOTAL | -595 | -11.91 | |

Sources: County Business Patterns, 1992; Economic Census, 1987, 1992.

ECONOMY

The City of College Park is located within the Washington Metropolitan Region which was one of the fastest growing areas in the nation in the 1980's. Like many areas of the country, the metropolitan area was hard hit by the recession of 1990-1991. The after effects of the recession continue to linger as business and government continue to downsize.

In 1992, College Park had 5,763 employees (excluding the 8,000 UMCP employees) of which 4,400 worked in retail, services and wholesale according to County Business Patterns for Maryland, Department of Commerce, 1992. Of all employment in College Park, the retail sector comprised the greatest proportion at 39 percent, followed by service-industry employment at 34 percent. Retail, services and wholesale employment remained virtually unchanged between 1987 and 1992 (Table 6). Compared to County and State statistics for 1992, retail employment within the City was approximately 10 percent higher. Employment in the wholesale sector comprised only 4 percent of total employment, compared to 11 percent in the County and State (Figure 7).

There are approximately 900 business and service establishments located within the City. Major industries include education, electronics and research. The City's major employers include the University of Maryland, University College, the U.S. Department of Agriculture, Litton Industries, J.L. Clark Manufacturing Company (Stone Straw). Other major employers in the area include the Beltsville Agricultural Research Center, Goddard Space Flight Center in Greenbelt, and the National Oceanic and Atmospheric Administration in Riverdale.

According to the Metropolitan Washington Council of Governments, regional employment is forecast to grow more rapidly than households or population from 1990 to 2020. A 50 percent increase in available employment is predicted. Nearly half of all new jobs are anticipated in service industries such as engineering, computer and data processing, business services and medical research. Fairfax, Montgomery and Prince George's counties and the District of Columbia are predicted to add the largest numbers of new jobs to the region's employment base during this period. College Park, too, is expected to add

jobs with a new employment center at the College Park Metro station.

Positive indicators for the City include the following:

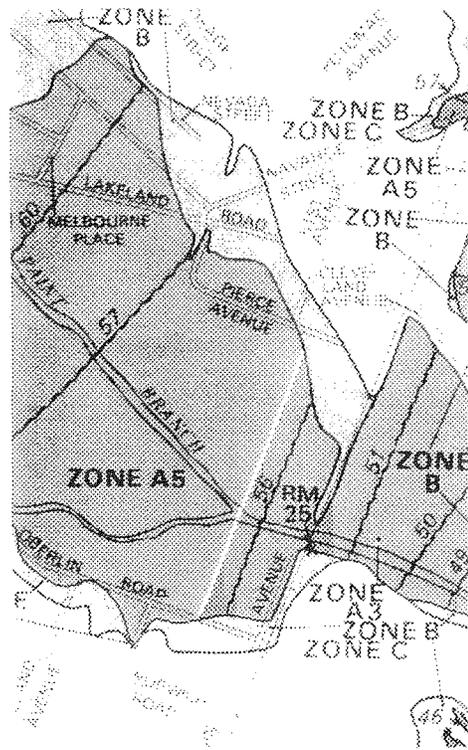
- *The Washington Post* has selected the City as the home of its new printing plant facility.
- Construction of two shopping centers is planned at the City's northern boundary.
- A 200-unit luxury residential rental complex is proposed just north of the Capital Beltway.
- Annexation of adjoining areas has occurred with the possibility of annexing additional areas.
- A new performing arts center on-campus is under construction.
- The new College Park Aviation Museum will open in 1997.
- A new building for the City's Youth and Family Services Program is nearing completion.

NATURAL FEATURES AND SENSITIVE AREAS

Prince George's County, portions of Montgomery County and Washington, D.C., comprise the Anacostia watershed. All of the County's streams empty into the Anacostia, Potomac, Patuxent or Wicomico rivers, which empty into the Chesapeake Bay.

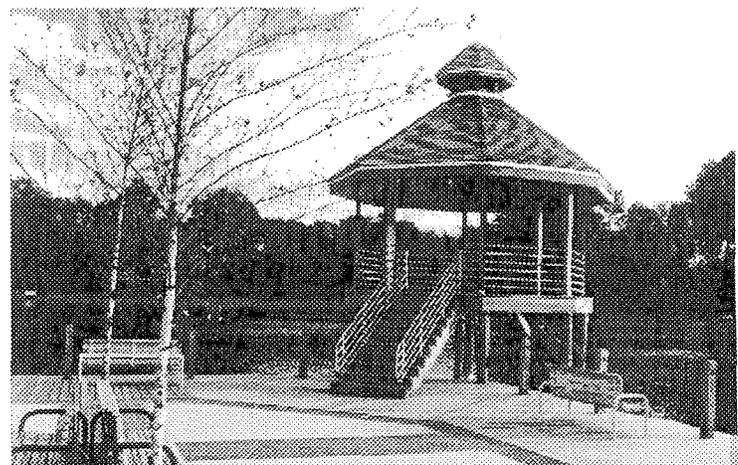
The Anacostia River has an extensive network of streams (including the Paint Branch) which flow through College Park and its surroundings. It is protected by the Maryland Scenic and Wild Rivers Act of 1968. City residents have shown an active interest in restoring the natural functioning of the City's waterways and have participated in the County's volunteer Stream Teams Program to control or minimize pollutant-laden storm water runoff. Both Guilford Run and Narragansett Run, designated estuaries within the City's boundaries, have been recognized as sensitive natural areas and have been adopted by neighborhood groups for beautification efforts.

The extensive network of the County's stream valley park system provides considerable parkland, recreational opportunities and open space for City residents. Woodlands are to be found chiefly along the stream valleys of the Northeast Branch, Northwest Branch, Paint Branch and Indian Creek. A major outcome from the construction of the College Park Metrorail Station was Lake Artemesia, a fortuitous 38-acre man-made lake. The Lake is sur-



Top Federal Emergency Management Agency map shows floodplain in residential neighborhoods

Bottom Pavilion at Lake Artemesia

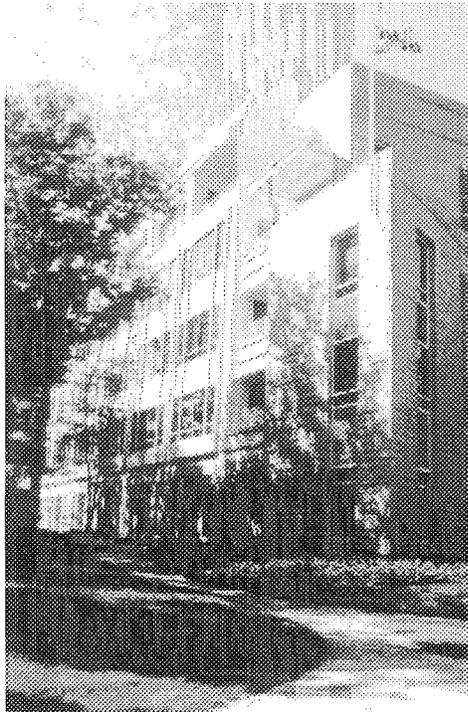


rounded by preserved wetlands and functions as a passive recreational facility.

The 1990 Master Plan for College Park and Vicinity estimates that approximately 24 percent of the land within the City's Planning Area might be classified as environmentally sensitive. Development of these areas is limited, due to natural constraints, such as floodplain, steep slopes, unstable soils or high water tables.

Based on maps provided by the Federal Emergency Management Agency (June 1987) approximately 5 to 10 percent of the City's land area falls within the 100 year floodplain.

The American Center for Physics in RiverSide subdivision



The 100 year floodplain extends into several of the City's neighborhoods and industrial areas, including Lakeland, Old Town, and Kropps Addition and also affects a small portion of the Route 1 commercial area near Pontiac Street.

Preliminary results from the Comprehensive Watershed Management Plan for the Anacostia River watershed being prepared by Prince George's County shows College Park's floodplain area increasing. One of the main purposes of the study is to determine the extent of the flooding problems within the watershed and to evaluate and select possible solutions to these problems.

**JOURNEY TO WORK/
HOUSEHOLDS AND JOBS PER ACRE**

Future growth forecast for the Baltimore-Washington metropolitan area poses a planning challenge for state and local governments with regard to managing highway congestion and air quality. Table 7 indicates that 64 percent of College Park's 1990 work force were employed within Prince George's County, 12 percent worked in nearby Washington, D.C., and an additional 13 percent were employed in Montgomery County. The average commuting time for College Park residents was 21.3 minutes in 1990. This compares with 29.5 minutes in Montgomery County and 30 minutes in the whole of Prince George's County. Nineteen percent of the City's workforce walked to work, possibly due to the proximity of UMCP (Table 8)

The ratio of jobs to households in the College Park/Hyattsville market area is average for the Washington metropolitan area according to the Council of Governments (Table 9). Washington, D.C. and Crystal City, Virginia, are job-rich relative to households while areas such as Bowie and Takoma Park are residential enclaves.

Table 7

**JOURNEY TO WORK COMPARISONS, 1990*
CITY OF COLLEGE PARK**

| | Number | Percent |
|------------------------|--------|---------|
| Mode | | |
| Own Vehicle | 7,038 | 61.3 |
| Carpool | 1,072 | 9.3 |
| Public Transportation | 599 | 5.2 |
| Walk | 2,173 | 18.9 |
| Workplace | | |
| Home | 279 | 2.4 |
| District of Columbia | 1,416 | 12.3 |
| Prince George's County | 7,320 | 63.7 |
| Montgomery County | 1,513 | 13.2 |
| Other | 1,238 | 10.8 |

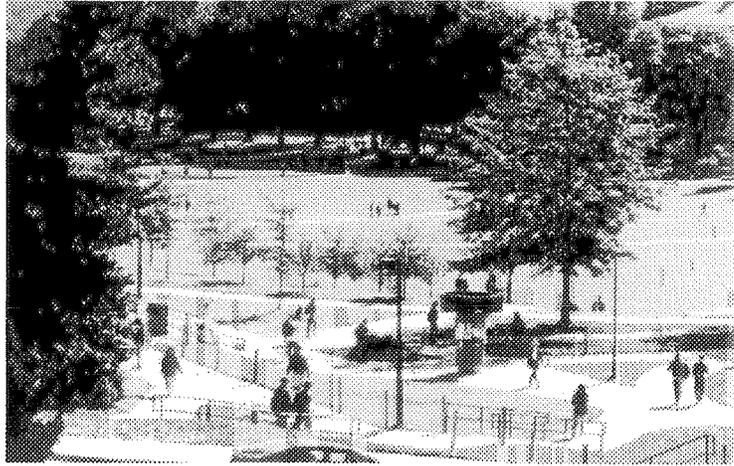
*Based on 11,487 Workers Age 16+
Source: 1990 U.S. Census of Population and Housing.

Table 8

AVERAGE COMMUTING TIME, CITY OF COLLEGE PARK

| | Minutes |
|------------------------|---------|
| College Park | 21.3 |
| Prince George's County | 30.0 |
| Montgomery County | 29.5 |

Source: U.S. Census of Population and Housing, 1990.



Pedestrian paths criss-cross the UMCP campus

Table 9

HOUSEHOLDS AND JOBS PER ACRE ANALYSIS, 1990 AND 2020, CITY OF COLLEGE PARK

| Market Area* | Households/Acre | | Jobs/Acre | | Jobs/Household | |
|--------------------------|-----------------|-------|-----------|--------|----------------|-------|
| | 1990 | 2020 | 1990 | 2020 | 1990 | 2020 |
| D.C. Core | 8.98 | 9.76 | 126.70 | 154.72 | 14.11 | 15.85 |
| Crystal City/Pentagon | 3.90 | 7.41 | 40.96 | 53.49 | 10.50 | 7.22 |
| Rockville Area | 1.84 | 2.63 | 10.86 | 14.04 | 5.90 | 5.34 |
| Tysons Corner | 1.10 | 1.61 | 5.71 | 8.90 | 5.19 | 5.53 |
| Rosslyn/Ballston | 7.91 | 13.56 | 26.60 | 48.94 | 3.36 | 3.61 |
| Eastern Alexandria | 5.27 | 8.76 | 18.16 | 30.84 | 3.45 | 3.52 |
| Alexandria Metro Area | 2.85 | 4.20 | 6.40 | 14.76 | 2.25 | 3.51 |
| Greenbelt/Beltsville | 1.10 | 1.26 | 2.88 | 4.11 | 2.62 | 3.26 |
| Gaithersburg | 2.06 | 3.19 | 5.39 | 8.71 | 2.62 | 2.73 |
| College Park/Hyattsville | 2.91 | 3.13 | 5.86 | 8.40 | 2.01 | 2.68 |
| Laurel | 1.60 | 1.87 | 2.73 | 4.23 | 1.71 | 2.26 |
| Greenbelt/Lanham | 2.11 | 2.60 | 2.71 | 4.28 | 1.28 | 1.65 |
| Falls Church | 2.96 | 3.61 | 3.88 | 4.80 | 1.31 | 1.33 |
| Bowie | 0.72 | 1.10 | 0.38 | 0.87 | 0.53 | 0.79 |
| Takoma Park | 6.22 | 6.41 | 3.02 | 3.70 | 0.49 | 0.58 |

*Sampling of areas as defined by Metropolitan Washington Council of Governments
Source: Metropolitan Washington Council of Governments, 1995.

HISTORIC AND CULTURAL RESOURCES

A complete listing of the City's historic sites is provided in Table 10. Major cultural resources are described below.

College Park Airport and Museum Known as "the world's oldest, continuously operating airport," College Park Airport was founded in 1909. Owned and operated by the Maryland-National Capital Park and Planning Commission (M-NCPPC), the property is listed on the National Register of Historic Places. It is also the site of an annual air fair, held in mid-September. The Airport Museum, currently

housed in a trailer adjacent to the Airport, will be relocated to a new 27,000 square foot facility adjoining the Airport in 1996.

The Rossborough Inn Home of the UMCP's Faculty/Alumni club, The Rossborough Inn is an historic site. Constructed in 1804, it is located on Route 1.

University of Maryland Founded in 1856, University of Maryland at College Park is the flagship campus and the original land grant institution of the University of Maryland system. This State of Maryland institution is the tenth largest campus in the country, with approxi-

Table 10

INVENTORY OF HISTORIC RESOURCES, CITY OF COLLEGE PARK

| Description | Location |
|--|---|
| Historic Community/Survey Areas | |
| College Park Survey Area | Bordered by Baltimore Ave, B&O Railroad, Calvert Road & Rossborough Drive |
| Daniels Park Historic Community | Bordered by 49th and 51st Avenues, Delaware and Kenesaw Street |
| University of Maryland at College Park | Central Campus area including Fraternity Row |
| Historic Sites | |
| Baker-Holliday House | 5005 Huron Street |
| Bowers-Sargent House | 9312 Rhode Island Avenue |
| Brown's Tavern | 10260 Baltimore Avenue |
| College Park Woman's Club | 4711 Knox Road |
| College Park Airport | 6709 Corporal Frank S. Scott Drive |
| Cory House | 4710 College Avenue |
| Holbrook House | 4618 College Avenue |
| LaValle House | 5013 Huron Street |
| McDonnell House | 7400 Dartmouth Avenue |
| Rossborough Inn | Baltimore Avenue near Rossborough Drive |
| Taliaferro House | 7406 Columbia Avenue |
| National Register Properties | |
| College Park Airport | 6709 Corporal Frank S. Scott Drive |

Source: Historic Sites and Districts Plan, Maryland-National Capital Park and Planning Commission, March, 1992.

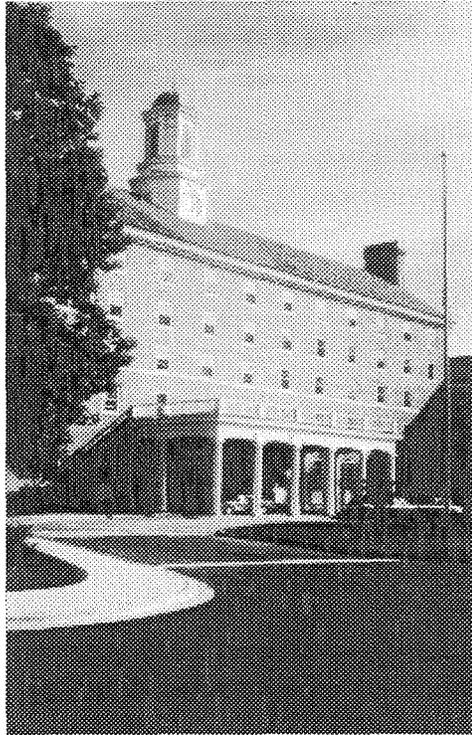
mately 23,000 undergraduates and 8,700 graduate students. The University aspires to become one of the nation's preeminent public research institutions within the next decade.

Toward that end, plans are moving forward on-campus for construction of a Performing Arts Complex including a 1,200 seat concert hall, a 350-seat recital hall and a 650-seat theater. Ritchie Coliseum on Route 1 is being renovated.

As a nationally-renowned institution, UMCP draws visitors from around the country, as well as abroad, for conferences, sporting events and professional meetings. During the 1993-94 calendar year over 15,000 people passed through the University's Visitor Center.

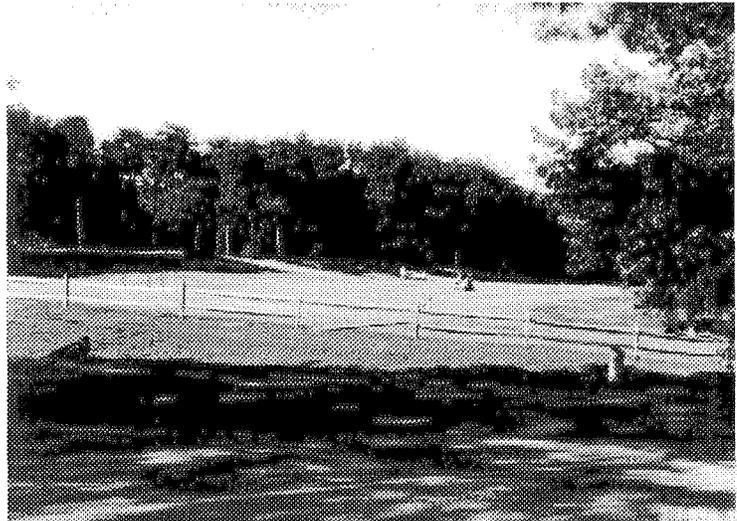
University College Founded in 1947, University of Maryland, University College (UMUC) extends the resources of the University of Maryland system to adult part-time students throughout the State and around the world. The institution specializes in providing educational opportunities for Maryland's current professional workforce.

Although headquartered in College Park, evening and weekend classes are also offered at 30 other locations in Maryland, the District of Columbia and Virginia. European and Asian divisions offer degree programs for U.S. military families at 250 locations in 22 countries, and for full-time students at two residential campuses in Germany. Degrees are offered in more than 20 concentrations with courses spanning more than 80 subject areas. Undergraduate students total 35,055; graduate students total 3,512.



Top The Conference Center at University of Maryland University College

Bottom University of Maryland Golf Course



The Vision

The visioning effort was the first phase of the City's two-phase planning process. The vision created in the first phase served as the foundation for the second phase of the planning process or preparation of the Comprehensive Plan. The elected leaders of College Park boldly challenged the citizens to create a vision of the future that would enable the City to preserve the best features of its past while embracing the positive opportunities for its future. This section describes the process and products of visioning as summarized in the final report of the visioning process prepared in May 1993 by the City's consultants Herd Planning & Design and Chandler & Associates.

What is a vision? A vision can be thought of as an inspired dream or revelation, an act of imagination or foresight. A community's vision is a statement about its preferred future. It reflects the aspirations, hopes and ambitions of the community. It creates a clear and purposeful goal toward which the people of the community collectively strive. A vision is like a lighthouse—it illuminates the path to a community's ultimate destination. It is an act of empowerment.

The Process

A primary objective of the visioning process was to provide ways for members of the College Park community to express to City leaders and to each other their thoughts, concerns and suggestions about what the future of the City could and should be. The process was open to all citizens—neighborhood residents, business people, University students and faculty, civic groups and others who chose to participate. The effort was structured to

broaden the roots of leadership in the City by actively reaching out to citizens, making them a part of the process.

Four basic methods were used to meet this objective:

KEY LEADER INTERVIEWS

In the fall of 1992, the consulting team and staff interviewed more than two dozen key leaders from across the College Park community, including City Council members, University of Maryland officials, local business leaders, student representatives, civic activists and others. Interviewees were asked to identify the greatest assets and liabilities of the College Park community, the major issues and challenges which the community faces, and the best opportunities for the future.

While there were differences in some of the perspectives taken by the participants, on the whole there was remarkable consistency in the responses.

The major assets inherent within College Park were identified by most as being the University of Maryland and the City's regional location in the metropolitan area of Washington and Baltimore. The diversity of the people in the community was also frequently cited as a major asset.

The major liabilities cited were the traffic, pedestrian safety problems and the visual appearance of Route 1, as well as the issue of absentee landlords and group rental housing.

The major challenges cited were the potential impact of the upcoming Metrorail stations, maintaining the high quality of City services in the face of fiscal constraints, and the impact of conversions of owner-occupied housing to rental housing.

CITYWIDE CITIZENS' SURVEY

The information gained from the key leader interviews was used by the consulting team in designing a written survey of citizen opinion. The written survey was mailed to every postal address in the City as an insert in the City's monthly newsletter for January 1993. In addition, over 6,000 surveys were distributed on campus to students and employees.

Nearly a thousand surveys were returned from the off-campus mailing and nearly 250 were returned from the on-campus distribution. Responses were received from every neighborhood in the community. The survey responses were recorded into a computer database and then tabulated to determine the strength and range of opinion on a variety of issues affecting current and future community life in College Park. Detailed results of the citywide survey are contained in the appendix to the Final Report of the Visioning Process, May 25, 1993.

The strong response from citizens to the written survey was consistent with the thrust of the interview responses. Briefly, the results were:

Public Services. The citizens generally rated the City's services as very good, although some concern was expressed about parking enforcement and the fairness of the overall local tax burden. Traffic congestion was cited as a major problem, while many residents, especially those on campus, indicated that Metrorail will change their transportation habits.

Community Life. Conversion of single family to group-rental housing was cited as a problem by most off-campus respondents, but by few on-campus respondents. While most respondents felt that the City as a whole presents a positive image, two-thirds indicated that Route 1 does not. The vast majority believe that the University has a positive impact on College Park, and that they live in friendly and supportive neighborhoods. However, as also indicated in the interviews, most shopping needs cannot be met within the City.

Over 60 percent of off-campus respondents said that the overall quality of life in College Park is either good or very good, although less than half of the on-campus respondents agreed.

Future Efforts. Looking ahead to how the City should focus its efforts in improving the community, the major concerns of survey respondents centered on controlling crime, main-

taining existing public services and protecting the natural environment. Also receiving high levels of support for strong community efforts were controlling City taxes, managing development next to the Metro station, controlling the conversion of residences to commercial or group rental units and controlling traffic.

PUBLIC FORUM SESSIONS

Four open visioning forums were held to provide citizens with the opportunity for dialogue about the City's future. These forums allowed citizens to interact with each other in a structured yet free-flowing process, rather than to simply register an opinion. Working together as a whole group and in small group sessions, participants expressed their opinions and heard those of their fellow citizens. The forums were dynamic and creative and resulted in a Vision Statement that enjoyed broad consensus among the diverse groups of citizens who participated. The forum participants also produced lists of potential actions, policies, investments, programs and other techniques which the community could implement or promote in order to help achieve the expressed vision of its future. These action ideas served as a starting point for the second phase of the planning process, the preparation of the Comprehensive Plan for the City.

The forum sessions were held on Saturday afternoons from February through April 1993, at Paint Branch Elementary School from 1:00 p.m. to 5:00 p.m. Fifty to one hundred citizens attended each forum, an excellent level of participation for such events especially considering the size and diversity of College Park's population, the many competing demands for people's time and energy and the early conceptual nature of the effort. Many citizens attended two or more of the forums, providing substantial continuity from one session to the next.

The objectives and process of each forum session were as follows:

Forum One: Taking the Pulse of College Park.

The objective of this forum held on February 6, 1993, was to identify College Park's major strengths, weaknesses, constraints and opportunities. Citizens worked in small groups on nine selected topics drawn from the citywide survey, as follows: City/University Relations, Commercial Land Uses, Crime and Public Safety, Metro Station Development, Natural Environment, Public Facilities, Services

and Revenues, Residential Land Uses, Route 1 corridor, and Transportation and Parking. Each group brainstormed the major issues and opportunities for its respective topics and then a representative from each group presented the results to all participants in a closing, plenary session.

Forum Two: Creating a Vision of College Park. The objective of this forum, held on February 27, 1993, was to create a written set of preferred futures for College Park in the year 2000 and beyond. Working again in the small topic groups, citizens brainstormed possible futures, listed and ranked those futures and then presented them to the whole group.

Forum Three: Defining the Vision of College Park. The objective of this forum, held on March 27, 1993, was to refine the vision statements that each group had created in Forum Two. During this forum, each topic group worked to refine its vision statement, presented it to the whole group, then worked again in small groups to integrate the ideas from the other statements, identifying the conflicts and redundancies. Each group also began identifying potential actions which could help achieve the vision. This process further fine-tuned the vision statements that had emerged.

Forum Four: Bringing the Vision to Life. This fourth and final forum, held on April 17, 1993, provided participants with the opportunity to affirm the vision statement for College Park and to continue to explore potential methods of achieving the vision. Forum four was conducted in a plenary group fashion. Tasks included a visual preference exercise to determine some of the features which College Park citizens want to see in their preferred future community.

The entire group reviewed and evaluated 70 photographs which showed a variety of residential and commercial developments from other localities, mostly in the metropolitan region. These slides were selected to represent a wide range of different possible interpretations of the vision statements in order to allow the citizens to begin giving some visual characterization to their vision statements. This exercise helped clarify and affirm the intuitive interpretation of the vision statement and provided the basis for the graphic sketches accompanying them.

There was also a review and refinement of the Vision Statements, Summary Statement and Preamble. The final forum also provided partic-

ipants an opportunity to further explore potential action initiative that could help bring the vision to reality.

Finally, the visioning process was celebrated with recognition given to the many people who had assisted in moderating the topic groups and to the steering committee members who had provided oversight review to the process. Recognition was also given to the local elementary school students who had exercised their own visions of College Park's future in a special exercise prior to the public forums. This included nearly 200 drawings and essays from six elementary schools which were summarized in a twenty-minute video prepared by staff.

STEERING COMMITTEE OVERSIGHT

A citizen's Steering Committee was established by the Advisory Planning Commission in the autumn of 1992 to provide project guidance and oversight, to help integrate the input from the multiple citizen sources and to help bring consensus and closure to the vision process. The Committee members were chosen from a broad range of interests in the community, representing different economic, social and geographic viewpoints.

The Committee reviewed the results of the Key Leader interviews and Citizen Survey, as well as the consultants' plans for the public forums.

On the Thursday evening following each Saturday session, Committee members met to review the results of the preceding forum. They offered refinements to the statements created, seeking to close conflicts, reduce redundancies and clarify unclear elements. They also looked ahead to the next forum by reviewing and refining the objectives and forum agenda. The Committee was responsible for reviewing and approving the final draft of the Vision Statements, Summary Statement and Preamble.

The Vision Statement

The visioning process resulted in a Vision Statement that reflects a balance of the varied interests, aspirations and pragmatic idealism of College Park. It also makes clear the belief that the City can and must determine its own destiny. The Vision Statement was approved unanimously by the Mayor and City Council in May 1993. It consists of three parts:

- A preamble which provides an introductory declaration of intent, commitment and context for College Park's Vision;
- A summary statement which provides a concise overview of the key elements of the Vision; and
- The vision statements for nine key topics within the College Park community.

PREAMBLE

We, the people of College Park, having embarked upon a journey to create and fulfill a Vision of the future for our community, find that we share a commitment to these principles:

- We have a duty to create and maintain a sense of community wherein each citizen, neighborhood and institution acts responsibly and cooperatively to meet our various needs and shared vision;
- We recognize our responsibility to and dependence on a healthy and vigorous natural environment and pledge our active stewardship;
- We understand that a visually pleasing, safe and comfortable environment is essential to the well-being and prosperity of our community and thus we are committed to planning and implementing a built environment that is beautiful, lively and has a human scale;
- We accept our need to learn from the past in order to take responsibility for creating the future, and thus we will preserve the best features of our community while viewing positive change as a constructive process that gives us vitality;
- We acknowledge that in order to fulfill our vision, it will be necessary for the City to control its own planning and zoning function;
- We accept our role in the larger, regional community and stand ready to work cooperatively with neighboring localities in creating the future together.

Representing the diversity that is College Park and bound together by these shared principles, we are committed to fulfilling the following vision of our future.

SUMMARY STATEMENT: A VISION OF COLLEGE PARK IN THE 21ST CENTURY

In the 21st century, the City of College Park will be a vibrant and prosperous residential, commercial and educational community, with

citizens working cooperatively to revitalize the City. The City will have safe and harmonious neighborhoods, a clean, attractive and healthy natural environment, efficient public facilities and services, visually pleasing, pedestrian-oriented streetscapes, a true Town Center downtown, mixed-use commercial areas and convenient transportation systems.

TOPICAL VISION STATEMENTS

City-University Relations. College Park is a harmonious college town with a diverse population of short-term and long-term residents. The University and City regularly communicate and cooperate on issues and reflect an integrated view of the campus and City as one community. They work together to coordinate decision-making, share resources and address mutual problems and opportunities for a better quality of life for all.

Commercial Land Uses. A true "Town Center" is created in the downtown, featuring an attractive, pedestrian-oriented environment with diverse commercial, residential and public uses, which has adequate parking and easy access by foot, bicycle, mass transit, and automobile. There are physical and economic linkages among all revitalized commercial areas of the City (Town Center, Berwyn Road, Hollywood, Metro Station, North Route 1 and Greenbelt Road). These commercial areas complement one another while maintaining their own identities as focal points for their neighborhoods and for the City as a whole.

All businesses are involved in the community, offering goods and services which meet the diverse needs of residents, employees and students in College Park, and attract customers from outside the City. Professional employment opportunities have increased. The transitions between commercial and residential land uses are designed to support and protect the residential neighborhoods.

Commercial growth has focused on revitalizing existing commercial areas, with new mixed-use land development on the east side of College Park Metro station and in the Town Center, and controlled development on Route 1 and in the neighborhood.

Crime and Public Safety. The entire community is actively involved in preventing crime and promoting public safety. There is close cooperation among the citizens, the City, the

University, law enforcement and public safety agencies and neighboring communities to achieve a high level of public safety in a cost-effective manner.

Metro Stations Development.

Development at both Metro stations is attractive, pedestrian-friendly, well-planned and landscaped with adequate parking. Metro has attracted high-quality development and employment opportunities to the area. Metro has helped attract government and university research-oriented industries and the City engages in marketing to encourage this type of development while maintaining and expanding parkland. Both stations are linked to regional bicycle path systems and provide adequate bicycle parking and locker facilities.

The west side of the Greenbelt station remains residential in character with some compatible increases in density to provide new housing and adequate road and parking improvements to support that density. The east side of the north station is primarily high-quality office park development with appropriate commercial services for employees and residents.

The east side of the College Park station is a pedestrian-friendly, mixed-use (residential, commercial, office) "urban" neighborhood of offices, shops, services and housing. The west side of the station has retained its present low-density, residential character. The station is well-landscaped, well-maintained and safe.

Metro development on the east side of the College Park station includes a recreational and cultural complex "anchored" by the Airport Museum. Traffic to and from Metro and the pedestrian traffic along the corridor between the Metro and the Museum Complex supports the businesses and institutions on the east side of the station.

Natural Environment. College Park is an environmentally sound "green city," characterized by a diversity of parks, open spaces, extensive woodlands and plantings throughout the City. Well maintained bicycle/pedestrian paths which connect all neighborhoods, shopping areas, parks, the University, and Metro, are an integral part of the parkland and open space system. The City is litter free with reduced pollution of air, water and noise, effective storm water management, and is active in applying conservation techniques. The natural environment contributes greatly to the

visual, social and economic enjoyment of living, working, recreating, learning and shopping in College Park.

Public Facilities, Services and Revenues.

The City is responsive to the needs of its citizens and recognizes that people are its most important resource and that safety and mutual well-being are dependent on social cohesiveness. The City supports all areas of education, recognizing the broad impact of education on the future economic well-being of all City residents.

City revenues are adequate to provide the services required by citizens. There is flexibility to provide and evaluate changing needs for services. The City has full planning and zoning authority within its boundaries. Public facilities are planned and constructed to promote the efficient delivery of City services, safe and adequate working conditions and to meet public-use needs. City Hall, its building and grounds, are a center of community activity. Service levels change to reflect the changing needs of the community.

Residential Land Uses. The City consists of a variety of interconnected residential neighborhoods, including quality affordable single- and multi-family structures. All residential neighborhoods are attractive and well-maintained, with landscaping, lighting and parks, and sidewalks where feasible.

The University and City have worked together to make adequate, affordable, desirable and safe housing available on the campus. Elected and administrative officials of the City and University cooperate to preserve the character of the residential communities. The City fairly and effectively regulates group housing within all neighborhoods.

Route 1 Corridor. Route 1 is the "Main Street" of College Park, a boulevard with an inspiring visual image that emphasizes the pedestrian quality of the street.

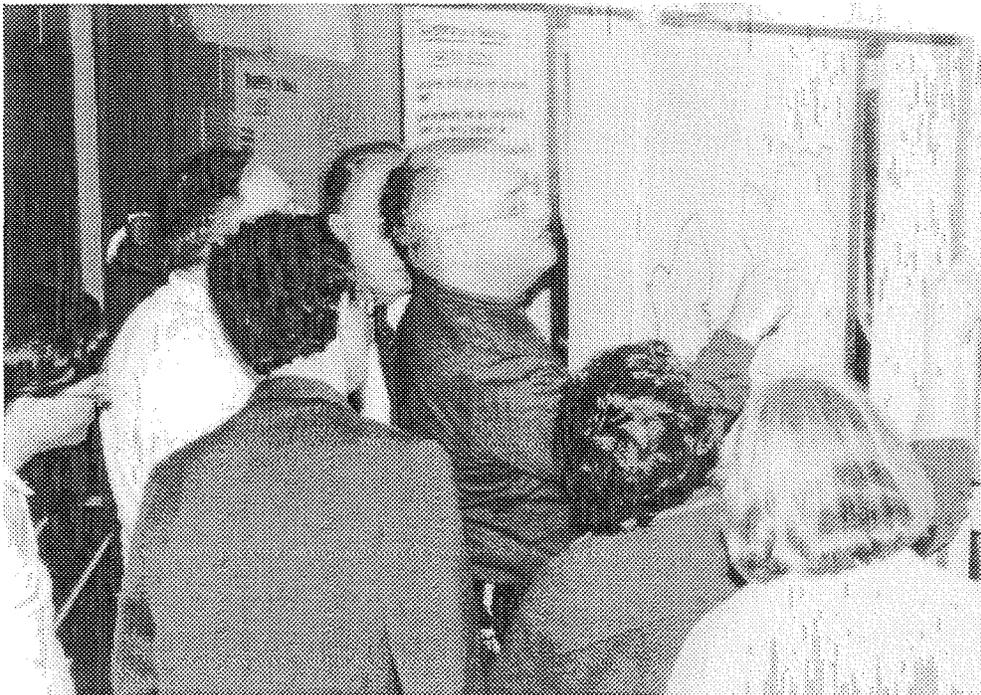
The corridor has been revitalized to provide an appropriate mix of shopping, institutional, service, office, residential and open space uses which serve residents, the University population and visitors. The width of pavement has not increased and new development has been permitted to locate near the road, creating a corridor that is comfortable for pedestrians and bicycles. Alternative traffic routes for commuter

and “through” traffic have been developed and provide other access points to the University.

Transportation and Parking. The City has public and private transportation choices for all people. The City transportation system of pedestrian paths/sidewalks, bicycle ways and roads links the community’s residential, commercial, institutional, recreational and industrial areas. The inter-city system of Metro rail and bus, bicycle ways, MARC and roadways connect College Park to the metropolitan region and beyond.

All systems are safe, convenient, affordable, well marked, lighted and landscaped, thus reducing citizens’ dependence on private automobiles. All systems have adequate signs, maps, schedules and shelters.

Those residential areas that attract commuters and customers, such as near Metro stations and the University, have appropriate controls ensuring adequate parking for neighborhood residents. In commercial and employment centers, adequate mass transit and parking are available for employees and customers.



Citizens working together during a Visioning Forum

THE PLAN

The Plan

Process and Schedule

The objective for phase 2 of the City's planning process was to complete the Comprehensive Plan for the City by asking citizens to take an active role in creating the plan. A new steering committee was organized by the Advisory Planning Commission (APC) to provide oversight for the process. Seven work groups were formed, each representing a specific topic area or plan element. The topic areas were similar to those in the visioning process and represented a vision statement or a combination of vision statements. The chairperson of each work group was also a member of the Steering Committee along with the APC members and up to five other appointments. Work group members were citizen volunteers recruited from the first phase of the process and through the City's newsletter and City Council. Work group members included faculty, staff and students from the University of Maryland at College Park (UMCP). The City requested UMCP participation on all seven work groups with appointments to each work group made by the president of the University.

The charge given the work groups was to formulate goals, strategies and actions for implementing the visions for the City as defined in phase 1. In addition, they were asked to identify the need for consultant services, if any, in addressing a particular topic area and to involve the public further in their deliberations. The Planning Department served as staff support to the work groups. A summary of the work plan and activities for each work group follows.

WORK PLAN AND ACTIVITIES

Circulation.

- Review of existing and proposed parking and road improvements.

- Review of existing and proposed transit, pedestrian and bicycle improvements.
- Development of survey questions.
- Review of survey results.

Activities included a tour of the City and presentations by speakers from the Maryland-National Capital Park and Planning Commission (M-NCPPC), Prince George's County Department of Public Works and Transportation, and the Washington Metropolitan Area Transit Authority (WMATA).

City-University Relations. The City-University Relations Work Group utilized information gathered from the July 1994 survey and focus groups conducted with residents, students, faculty and staff to help assess the public sentiment on this topic. In addition, they did the following:

- Identified other college towns with profiles similar to College Park/University of Maryland for further study.
- Reviewed the literature on town/gown issues and examined material collected from other college towns.
- Reviewed existing campus housing policies and problems, and the role of the City in licensing and inspecting rental housing.
- Reviewed the status and process for facilities planning on campus and for land use planning in the City and County.
- Examined both the City's and the University's Organization Charts and decision-making structure.
- Addressed physical and visual integration issues between the campus and City including the results of the Town Center/Metro Charrette.

Community Facilities and Services. The Community Facilities and Services Work Group took its cue from three different vision statements and analyzed information from both citywide surveys (January 1993 and July 1994). Other activities included:

- A survey of selected municipalities (Hyattsville, Takoma Park, Laurel, Greenbelt, Bowie, Gaithersburg and Rockville) to compare basic services and departments, organizational structure, budgets and tax rates.
- A detailed financial comparison of selected municipalities (same as above) to examine revenues, expenditures, property valuation and use of public debt.
- Review of public services provided in the City.
- Review of City-owned facilities and other public property.
- Presentation of local education and school issues by School Board members.
- Presentation of City budgetary and financial matters by City Finance Director.
- Review of natural resources and environmental issues.
- Review of the citizen participation process and civic life concerns.

Economic Development. The Economic Development Work Group work plan included the following elements:

- Evaluate physical characteristics of City businesses (i.e., condition, appearance).
- Identify existing business mix found in the City.
- Review population demographics of the City and vicinity.
- Identify barriers to business retention, expansion and recruitment efforts.
- Explore retention, expansion and recruitment efforts by other cities.
- Identify government and private-sector financial and technical assistance programs.
- Explore possibility of forming management authorities in other commercial districts other than downtown.

Specific group activities included examination of a slide show of College Park businesses, development of a number of survey questionnaires, and presentations by a number of speakers. Focus groups were held for the commercial districts. The group heard from the following:

- Richard Wagner, chair of the Advisory Planning Commission.
- Howard Kohn of the Route 1 Partnership.

- The City of Annapolis, Office of Economic Development and Public Information.
- The Greater Frederick Local Economic Development Corporation.
- John Brown, a committee member who spoke on the City's CDMA.

Neighborhoods. The Neighborhoods Work Group dealt with citywide issues affecting neighborhoods as well as neighborhood-specific concerns. The goal was to produce a plan for each of the 11 city neighborhoods that were identified. The plan included information and statistics as well as strategies and recommendations for each neighborhood.

The Work Group divided into issue-based subcommittees with responsibility for researching and reporting on that issue for each neighborhood. The subcommittees included demographics, land use and zoning, natural environment, housing, urban design features, circulation and amenities. The Work Group met twice a month in order to address a different neighborhood at each meeting. The half-day public forum on December 10, 1994 was used to present this information to neighborhood residents and get their participation.

Other activities of the Neighborhoods Work Group included:

- A bus tour of each neighborhood with neighborhood residents as tour guides (available on cassette tape).
- Cross-tabulation of relevant survey questions from both the January 1993 and July 1994 surveys by neighborhood.
- Review of 1990 census data broken down by neighborhood.
- Development of questions for use in focus groups.

Route One. The Route 1 Work Group's work plan included the following elements:

- Review of existing conditions along Route 1.
- Review of past studies and discussion of relevant information and ideas.
- Interaction with Chester Environmental, consultant for the Baltimore Avenue Improvements Study.
- Review of zoning requirements and business regulations affecting Route 1 businesses.
- Review of available planning tools to guide development: overlay zones, sign ordinances, design review, etc.
- Review of means of supporting and improving Route 1 businesses through marketing.

Group activities included a walking tour of Route 1, a visit to other commercial strips and presentation by a number of speakers. The group took a tour of Columbia Pike and Broad Street in Falls Church, Virginia. Chester Environmental made several presentations to the group. Additionally, Howard Kohn of the Chesapeake Group was invited to discuss marketing of the Route 1 Corridor.

Town Center/Metro. The charge of the Town Center/Metro Work Group was to propose goals and strategies for the physical development of both Downtown College Park and the area within the Transit District Overlay Zone (TDOZ) for the College Park Metro Station. A Town Center/Metro Charrette held from September 21–26, 1994, gave visual form to the ideas developed in the Work Group and involved the public.

Other activities of the Work Group included:

- Review of existing plans and reports including the Inner Beltway R/UDAT, Opportunities for Downtown Development by Halcyon, LTD and IDR International, Inc., TDOZ plans for New Carrollton, P.G. Plaza and West Hyattsville, Metro and planning studies for Montgomery County, Arlington County, and Alexandria.
- Tours of the Bethesda Urban District and Metro Stations at Ballston, Clarendon, King Street and Braddock Road.
- Discussions with property owners in both areas.
- Presentation of School of Architecture graduate studio project, "Making Towns" (TDOZ study area).
- Research by University of Maryland School of Architecture on elements of successful college-town business districts.
- Coordination with M-NCPPC TDOZ Planning Team.
- Review of new MU-T-C Zone and requirements.
- Review of implementation tools and techniques (design guidelines, density bonuses, transfer of development rights, historic districts and new urban codes).

The kick-off meeting for the second phase of the planning process was held on September 30, 1993. Work groups met at least monthly from October 1993, to December 1994. There were regularly scheduled reviews with the Steering Committee and periodic briefings given to the Mayor and Council and the University of Maryland. A public forum was held over a three-day period to allow the Work

Groups to present the goals and alternative strategies that had been developed and to get feedback. The Work Groups completed their work in December 1994, and turned it over to the Steering Committee for review and refinement. The Steering Committee review continued until July 1995 when staff began drafting the plan document. A workshop was scheduled in October 1995, for all work groups to reconvene and review and comment on the preliminary draft plan. The draft plan went to public hearing on November 16, 1995 and was adopted by Mayor and Council on December 12, 1995.

CIRCULATION



VISION STATEMENT

TRANSPORTATION AND PARKING

The City has public and private transportation choices for all people. The City transportation system of pedestrian paths/sidewalks, bicycle ways and roads link the community's residential, commercial, institutional, recreational and industrial areas. The inter-city system of Metrorail and Metrobus, bicycle ways, MARC and roadways connect College Park to the metropolitan region and beyond.

All systems are safe convenient, affordable, well-marked, lighted and landscaped, thus reducing citizens' dependence on private automobiles. All systems have adequate signage, maps, schedules and shelter.

Those residential areas that attract commuters and customers, such as near Metro stations and the University, have appropriate controls ensuring adequate parking for neighborhood residents. In commercial and employment centers, adequate mass transit and parking are available for employees and customers.

Existing Conditions

LOCATION

College Park is an inner beltway community, located just south of the Capital Beltway (I-495) and east of the I-95 interchange along U.S. Route 1, in Prince George's County. Regionally, the City enjoys ready access to Washington, D.C., and to major commercial and civic centers in Maryland, including Annapolis, Columbia and Baltimore. The University of Maryland at College Park (UMCP) is the single, most important destination in the City, in terms of number of employees, students and visitors and is the major generator of traffic in the City.

Baltimore Avenue, as Route 1 is locally referred to, is College Park's "Main Street." It plays a significant role in the City's internal circulation system, as it is the only through north-south route completely contained within the City's boundaries. City residents, almost without exception, must venture onto Route 1 as part of a typical journey to work, or as part of any major shopping expedition. Because of the pivotal role it plays in the City, Route 1 issues are dealt with in greater depth in a separate chapter of this plan.

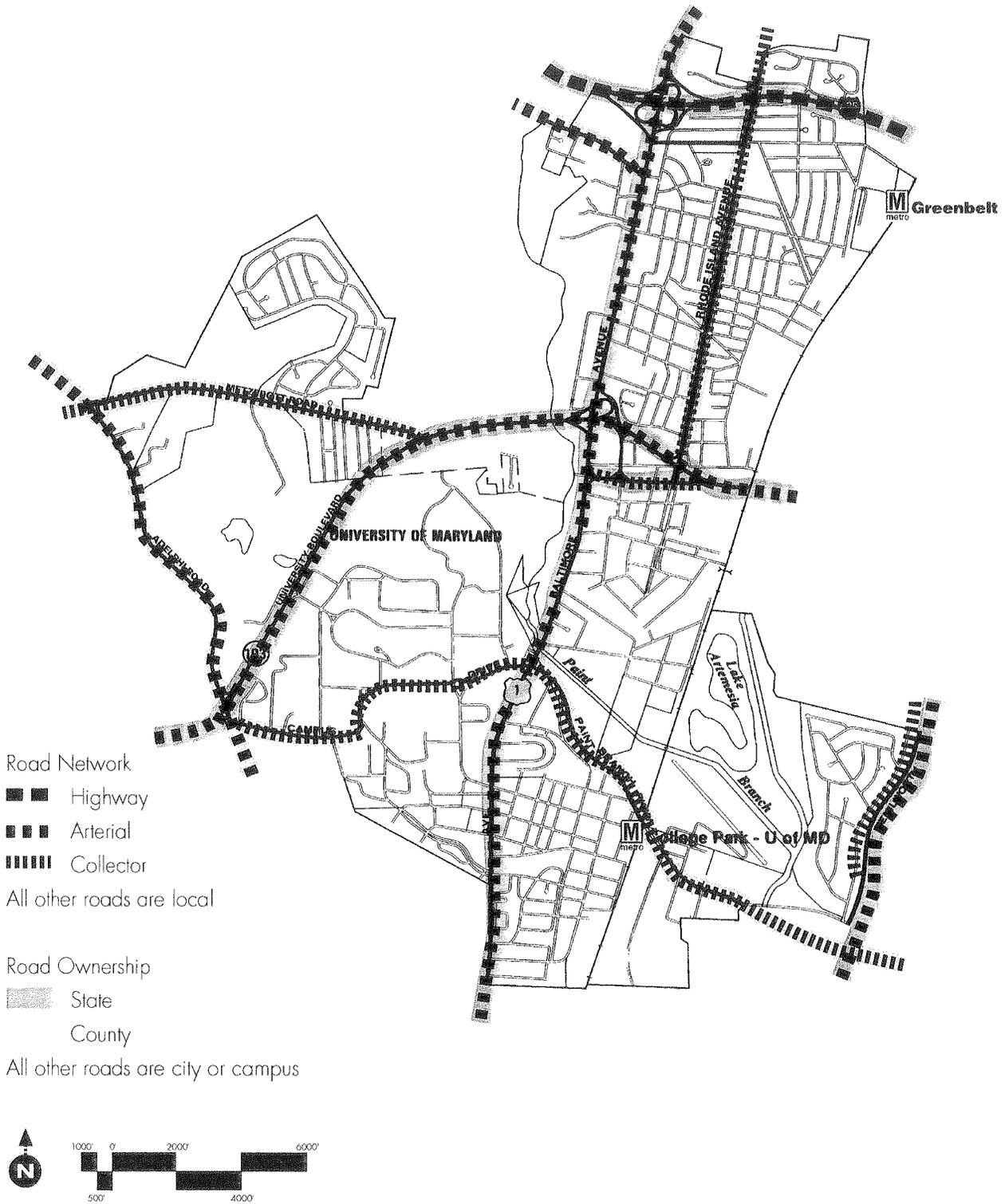
ROAD NETWORK

The City's road network is a hierarchy of arterial, collector and local streets owned and maintained by the City, County and State Government (see Map 1). UMCP owns and maintains campus streets.

Arterial streets are roads for through and local traffic, divided or undivided, with controlled access to abutting properties, at-grade intersections and restricted parking. Major arterial roads within or near the City include:

Map 1

ROAD NETWORK AND OWNERSHIP



- Kenilworth Avenue;
- University Boulevard/Greenbelt Road;
- Adelphi Road; and
- Route 1/Baltimore Avenue.

Collector streets are two- and four-lane roadways with minimal control of access that collect traffic from local streets and connect with arterials. Collectors within the City include:

- Greenbelt Road between Route 1 and University Boulevard;
- Rhode Island Avenue between the City's northern boundary and University Boulevard;
- Campus Drive between Adelphi Road and Guilford Drive/Mowatt Lane;
- Paint Branch Parkway from Kenilworth Avenue to Route 1;
- Metzert Road;
- Edmonston Road; and
- Cherry Hill Road.

Local streets provide vehicular access to abutting property and discourage through traffic. Cul-de-sacs, grid streets and loop streets are all examples of local streets found in the City's neighborhoods.

The City also has a number of "paper streets" that have never been constructed. Adjoining property owners often assume maintenance responsibility for these areas and from time-to-time request that the City and County vacate or abandon them. Currently, the City lacks an inventory of these streets and any criteria for responding to requests for vacation.

TRAFFIC MOVEMENT/CAPACITY

The City of College Park, like other communities in the area, is experiencing increasing traffic volumes and roadway congestion. Results from a citywide survey in February 1993 indicate that College Park residents feel quite strongly that traffic congestion is an ongoing City problem. Responses were similar on-campus and off-campus with 75 percent of respondents agreeing with the statement that traffic congestion is a problem in the City.

The Capital Beltway and the Baltimore-Washington Parkway are both at or near capacity and are experiencing peak period congestion. Route 1 has a total of 24 intersections, all of which operate at a level of service of F during peak hours. Level of service F is the State Highway Administration's rating for forced traffic flow, low speeds, delays and

backups between traffic signals. Projections show an increase in traffic which the current road will not be able to handle in the future, which in turn will cause gridlock.

Neighborhood cut-through traffic is a frequent occurrence in College Park as motorists seek to avoid Route 1 traffic congestion. In an effort to preserve the tranquility and safety of their neighborhoods, residents have advocated the installation of speed humps and one-way streets to keep out or at least slow down motorists.

The current status of road improvements proposed in the 1990 Master Plan for Langley Park, College Park, and Greenbelt (Maryland-National Capital Park and Planning Commission—M-NCPPC) and vicinity are listed in Table 1.

TRANSIT OPTIONS

College Park residents and visitors have a range of transit options available to them. Unlike many Marylanders who have no practical alternative to their automobiles, City residents enjoy relatively easy access to several different transit modes. Included are Washington Metropolitan Area Transit Authority (WMATA) bus service, the Shuttle UM bus service (provided by the UMCP for its students), Metropolitan Area Rail Commuter Service (MARC) and Metrorail. Map 2 delineates bus routes, bus stops, and MARC and Metrorail stations in the City.

Shuttle UM, founded in 1972, is one of the oldest student-operated bus systems in the United States. In the spring of 1995 the average daily number of passenger trips between 7:00 a.m. and 3:00 p.m. on all routes was 3,579.

The University of Maryland Shuttle provides bus service for students



Map 2

PUBLIC TRANSPORTATION



Additionally, the Shuttle UM provides security route service from 5:00 p.m. to 2:00 a.m. in the immediate campus vicinity. Average daily passenger trips for these routes in the spring of 1995 totalled 1,866. The County's Dial-a-Ride bus/van service is available to all County residents, with priority given to the elderly and disabled populations. The City's own Dial-a-Ride Program is limited exclusively to the City's disabled and elderly. In 1994, the City's program serviced 5,600 passengers.

Residents and visitors can board MARC trains and Metrorail's Green line at either the Greenbelt Station, with access from the Capital Beltway (pedestrian only access from Lackawanna Street), or the College Park Station with access from Paint Branch Parkway and Calvert Road. Table 2 shows MARC train boardings at these stations on selected dates in 1995.

In February 1993, prior to the opening of the College Park Metrorail Station in December 1993, participants of a citywide survey appeared excited and positive about the advent of Metrorail to College Park. Forty-one percent of respondents off-campus and 67 percent of respondents on-campus agreed or agreed very

strongly with the statement "Opening of Metro will change my transportation habits."

An off-campus citizen's survey conducted in July 1994 found that 38 percent of those interviewed used the College Park Metro. Table 3 provides average weekday ridership infor-

Table 3
METRO RAIL AVERAGE WEEKDAY RIDERSHIP

| Period | Entry Totals | Exit Totals |
|--------------------|--------------|-------------|
| 1993 | | |
| December (opening) | 480 | 481 |
| 1994 | | |
| January-March | 2,960 | 2,907 |
| April-June | 3,881 | 3,753 |
| July-September | 4,116 | 3,975 |
| October-December | 3,935 | 3,848 |
| 1995 | | |
| January-March | 4,246 | 4,125 |
| April-June | 5,093 | 4,939 |
| July-September | 5,259 | 5,071 |

Source: Washington Metropolitan Area Transportation Authority (WMATA).

Table 2
**MARC TRAIN BOARDINGS,
CAMDEN LINE**

| Station | Eastbound (toward Baltimore) | Westbound (toward Washington) |
|------------------------|------------------------------------|-------------------------------------|
| May 2, 1995 | | |
| Greenbelt | 21 | 9 |
| College Park | 50 | 56 |
| DATE TOTAL | 71 | 65 |
| June 21, 1995 | | |
| Greenbelt | 78 | 22 |
| College Park | 42 | 24 |
| DATE TOTAL | 120 | 46 |
| August 23, 1995 | | |
| Greenbelt | 37 | 22 |
| College Park | 56 | 8 |
| DATE TOTAL | 93 | 30 |

Source: Maryland Department of Transportation, Mass Transit Administration (MTA).



Provisions for bicycles are made at the College Park Metro station

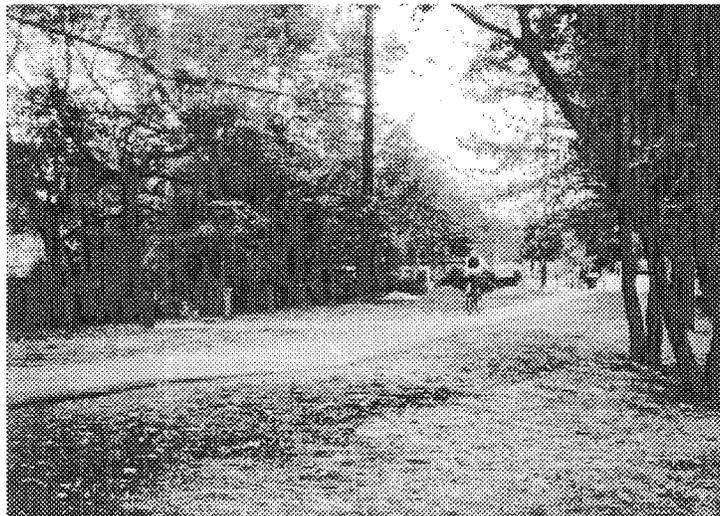
mation from December 1993 through September 1995. WMATA's projection for the College Park station was 1,300 riders after six months. In fact, it was 1,507 riders. Projected ridership on completion of the entire Green Line in 2001 is 5,700 riders.

PEDESTRIAN AND BICYCLE FACILITIES

Results from a citywide survey distributed both on and off-campus in February 1993, were divided on the adequacy of bicycle facilities in the City. A significant number of respondents (30 percent off-campus and 41 percent on-campus) disagreed with the statement that the City's system of bikeways is a good one. There appeared to be more widespread agreement that the City should be spending at least a medium level of effort to improve the City's system of bicycle routes (55 percent off-campus and 57 percent on-campus).

Top Children using a crosswalk on Berwyn Road

Bottom A Hiker/Biker Trail connects the Berwyn and Lakeland neighborhoods



Similarly, pedestrian safety received a mixed assessment in the 1993 survey. Eighty-four percent agreed with the statement that pedestrian safety is good in the City of College Park. However, respondents still indicated considerable support for the sentiment that at least a medium level of effort ought to be expended to improve pedestrian safety in the City (72 percent off-campus and 70 percent on-campus).

The mixed sentiment conveyed in the survey responses is an indicator that College Park has not yet realized its full potential in providing safe, convenient facilities for pedestrians and bicyclists. The existing hiker-biker trail system is fragmented, with several key connections missing. Even when the funded and proposed trail network is completed, connections to City neighborhoods and major destinations will need to be addressed.

Within College Park, there are three separate trail systems. First, there are trails associated with the Anacostia Tributary Trails System owned and maintained by M-NCPPC: the Northeast Branch Trail, the proposed Paint Branch Stream Valley Trail and the Indian Creek Connector Trail. Second, there are numerous walkways (sidewalks) which crisscross the UMCP Campus and also serve bicyclists. Lastly, there is the old Trolley Trail, known in College Park as the Rhode Island Avenue Trail, which, when completed, will run the length of the City, from Sunnyside Avenue to Albion Road. As stated in the 1990 Master Plan, it is the County's intention to connect the four completed Metro stations (West Hyattsville, Prince George's Plaza, College Park and Greenbelt) with a trail system to reduce reliance on the private automobile and encourage pedestrian and bicycle use as alternative means of transportation.

The City has an energetic and involved bicycling community. Bicycling is a popular means of travel used to navigate the UMCP campus (approximately 5%-10% of the student population) but the provision of bicycle storage facilities lags behind student demand. There are no designated bike trails on campus. Instead, pathways and sidewalks are shared by pedestrians and bicyclists. This circumstance has been a source of disagreement between members of the bicycle community and campus officials because of safety concerns.

The 1990 Master Plan includes an extensive listing of proposed alignments to the existing trail network. These additions are to provide residents with access to facilities and services in

other areas and to minimize the need for driving from one recreational facility to another. Proposed trail alignments within the College Park vicinity are listed below:

- Paint Branch and Indian Creek;
- Rhode Island Avenue (the path of the old streetcar line) between East-West Highway and Paducah Road;
- Cherrywood Lane extended between Greenbelt Road and Edmonston Road;
- Greenbelt Road between Indian Creek near 56th Avenue and Cipriano Road; and
- Kenilworth Avenue from Good Luck Road across Greenbelt Road and the Beltway to Powder Mill Road; an alternative route in Berwyn Heights-along Edmonston Road from Old Calvert Road to Greenbelt Road.

Map 3 shows existing and proposed hiker-biker trails within College Park and their connection to the County's trail system.

Major Issues

- Improving inter- and intra-city circulation without negatively affecting City neighborhoods and the environment.
- Promoting alternatives to the automobile for commuting and recreation through the use of incentives and amenities.
- Reducing vehicular congestion on Route 1 without negatively affecting City neighborhoods.
- Protecting environmental quality and improving quality of life.
- Increasing involvement and coordination of the University of Maryland at College Park (UMCP) and the Maryland State Highway Administration in identifying circulation issues and funding solutions.

Goals and Strategies

Goal I REDUCE VEHICULAR CONGESTION.

Strategies/Actions:

1. Improve the intracity public transportation service available to College Park residents and visitors. Consider the following options:
 - A. Use of Shuttle UM.

- B. Establishing local van or taxi service and expanding the local Dial-a-Ride service.
 - C. Consider using electric or natural gas buses if cost effective and environmentally sound.
2. Ensure employers and developers provide commuting alternatives in their development proposals to the City.
3. Encourage local businesses to provide van service to and from MARC, the Metro stations and the College Park Airport.
4. Encourage commuting options by UMCP and other major area employers to include telecommuting, flexible hours, carpooling and mass transit.
5. Direct motorists to major destinations through the use of signs and logos and new technology such as "Intelligent Vehicle Highway Transportation Systems."
6. Provide UMCP students with material on commuting alternatives.
7. Establish Park-and-Ride lots inside the Capital Beltway, specifically for UMCP students and employees, to be served by shuttle buses or other alternative means.

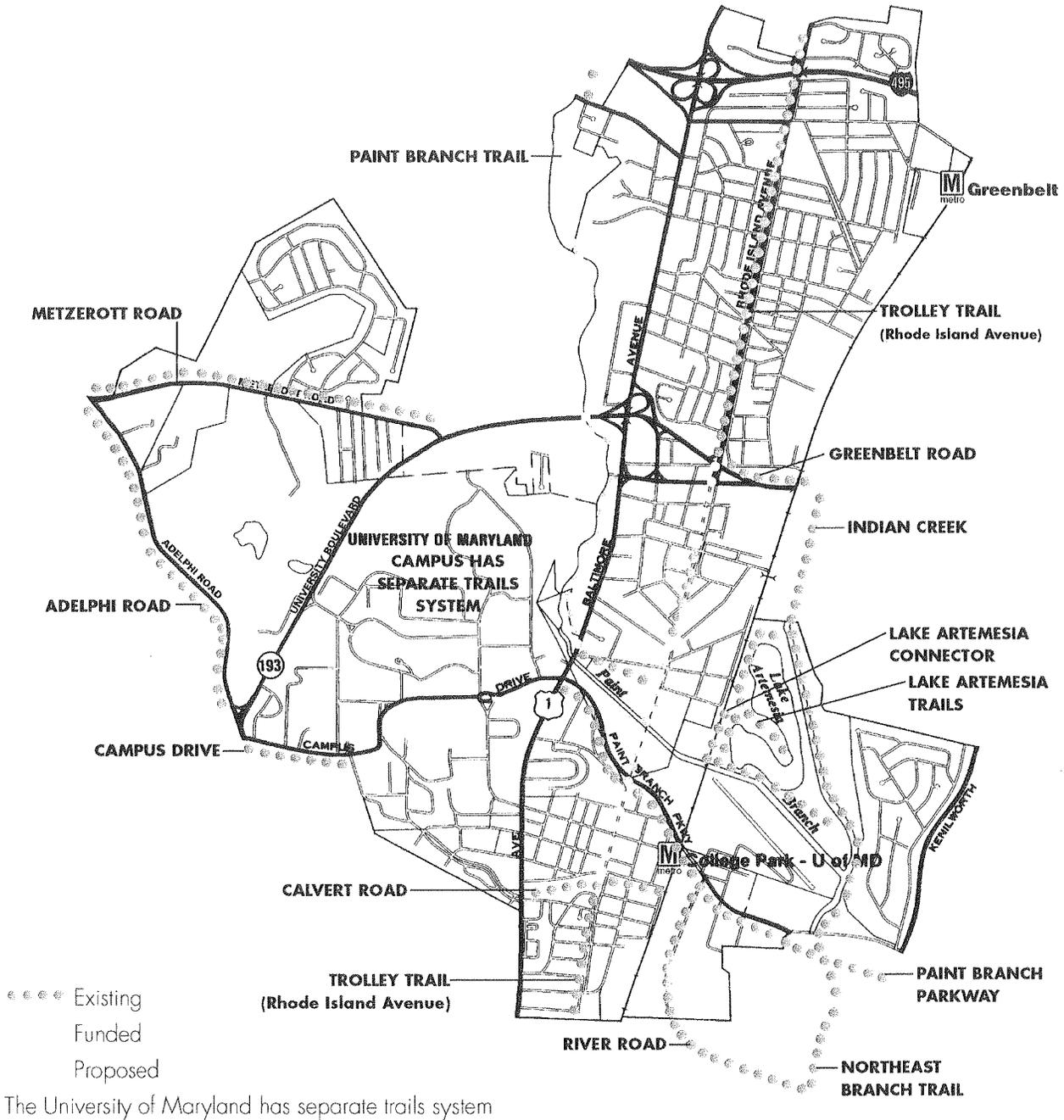
Goal II DEVELOP APPROPRIATE TRAVEL PATHS TO ACCOMMODATE PEDESTRIANS, VEHICLES, BICYCLES AND PUBLIC TRANSIT WHICH IS INTRACITY, INTERCITY OR SERVES THE SURROUNDING AREAS (INTERMODAL TRANSPORTATION).

Strategies/Actions:

1. Study the need for a new road from Edgewood Road to the Greenbelt Metro Station.
2. Develop and implement a City-Campus Trails Master Plan.
 - A. Establish bike lanes or adequate curb lanes on new or refurbished roads.
 - B. Ensure the accommodation of bicyclists in the planning, design and construction phases of all classes of roads and highway development.
 - C. Establish bicycle path along Rhode Island Avenue, south of Greenbelt Road to City limits with Riverdale.
 - D. Use the "1991 (or current) Guide for the Development of Bicycle Facilities" by the American Association of State Highway and Transportation Officials when planning new road construction.
 - E. Transfer control of Rhode Island Avenue, from Route 193 to northern City limits, from

Map 3

HIKER/BIKER TRAILS



the County to the City and retain shoulders for bicycle use.

Goal III PROTECT AND ENHANCE ENVIRONMENTAL QUALITY BY EMPLOYING COMPREHENSIVE LAND USE AND TRANSPORTATION PLANNING TECHNIQUES.

Strategies/Actions:

1. Update the zoning ordinance to reinforce “transit friendly” planning.
2. Consider using mixed-use zoning in commercial areas to allow for residential uses.
3. Provide incentives (grants, public amenities, waivers) for increasing development densities along transit corridors (Route 1, TDOZ).
4. Foster the creation of multi-use activity centers.
5. Encourage the development of strategically located Park-and-Ride facilities by major employers integrating convenience-oriented site amenities (ATMs, postal services, dry cleaning, news center, fast food).

Goal IV ENSURE THAT TRANSPORTATION FACILITIES ARE AESTHETICALLY PLEASING, SAFE AND USER FRIENDLY.

Strategies/Actions:

1. Install MARC and Metro directional and Kiss-and-Ride signs along Route 1 and on Calvert Road for the College Park Station.
2. Post all transit schedules in College Park MARC and Metro Stations and other appropriate public spaces.
3. Post, in appropriate public places, readable, comprehensive maps that show MARC, Metrorail, Metrobus and UMCP shuttle routes with hiker-biker trail connections.
4. Sponsor public forums with WMATA where citizens can pose questions and make suggestions.
5. Provide pedestrian amenities such as wider sidewalks, street furniture, lighting, planters, bus shelters, information kiosks and landscaping along major transportation routes.
6. Develop a procedure for identifying missing street and directional signs and replacing them.
7. Install concrete raised medians along heavily travelled roads such as Route 1.

Goal V ENCOURAGE/PROMOTE GREATER BICYCLE RIDERSHIP IN THE CITY.

Strategies/Actions:

1. Ensure that information on bicycle trails is up-to-date and readily accessible
2. Promote bicycle usage on-campus.
 - A. Improve effectiveness of bicycle liaison activities.
 - B. Establish a “Bicycle Loaner” Program centered on-campus from which students can use/borrow unclaimed, easily-identifiable bicycles to commute on- and off-campus.
3. Place increased emphasis on bicycle safety.
 - A. Educate the public about bicycle safety.
 - B. Give priority to the enforcement of traffic laws, as they pertain to bicycles.
 - C. Provide separate corridors for bicyclists and pedestrians citywide and on-campus.
 - D. Establish bike lanes or adequate curb lanes on new or refurbished roads.
4. Provide convenient bicycle storage community-wide.
 - A. Install protected, lighted and visible bicycle racks near all public buildings on- and off-campus and in commercial areas and places of employment.
 - B. Provide bicycle lockers at Metro.

First Year Priorities

- Contract with UMCP to provide City residents and visitors access to Shuttle UM routes.
- Work cooperatively with UMCP and SHA to undertake a detailed feasibility study to establish Park-and-Ride facilities inside the Capital Beltway specifically for UMCP students and employees.
- Work cooperatively with UMCP and SHA to develop and implement a plan for directing motorists to major City destinations.
- Promote “transit friendly” planning and create pedestrian activity centers through mixed-use town center and boulevard zoning.
- Develop and implement a City-Campus Trails Master Plan for pedestrian and bicyclists with separate corridors for bicyclists.

Table 1

STATUS OF 1990 PROPOSED ROAD IMPROVEMENTS

| Suggested Improvement | Current Status |
|---|--|
| <p>ARTERIALS Extend Kenilworth Avenue as a 4 to 6 lane arterial from the Beltway north to an interchange with I-95 at Rt. 198.</p> | <p>Widening of Kenilworth Avenue from 2 to 4 lanes from the Beltway to Cherrywood Lane appears in the 1996 County CIP and is in the planning stage. The U.S. Department of Agriculture will reconstruct MD 201 as a 4-lane arterial from Ivy Lane to Sunnyside Avenue if proposed new offices are built on Sunnyside Avenue. The Capital Office Park (Subdivision 4-89228) has a condition to contribute up to \$933,000...and not less than \$250,000... toward the widening of MD 201 in the vicinity of Ivy Lane. Maryland State Highway Administration (SHA) is examining the extension of Rt. 1 to Contee Road as well as widening either Rt. 201, or U.S. Rt. 1.</p> |
| <p>Widen Kenilworth Avenue to a 6-lane arterial from Good Luck Road to the Beltway.</p> | <p>Approval of Preliminary Plat of Subdivision 4-89228 (Riverside) was conditioned on provision of a continuous 6-lane road from River Road to Pontiac Street which would connect to the existing 6-lane section near MD 193 constructed when the MD 201/MD 193 interchange was constructed.</p> |
| <p>Upgrade U.S. Rt. 1 to a 6-lane arterial from East-West Highway to Circle Drive.</p> | <p>The City funded Baltimore Avenue Improvements Study has recommended reconstructing U.S. Rt. 1 from Paint Branch Parkway to the Capital Beltway, as a divided 4-lane road.</p> |
| <p>Improve Adelphi Road to 6 lanes from Riggs Road to University Boulevard.</p> | <p>Adelphi Road has been widened from 2 to 4 lanes between University Boulevard and Riggs Road.</p> |
| <p>Widen University Boulevard from 4 lanes to 6 lanes from U.S. Rt. 1 to Adelphi Road.</p> | <p>Not included in SHA FY 95-2000 major projects.</p> |
| <p>Upgrade East-West Highway to 6 lanes from Adelphi Road to Ager Road and from Riggs Road to New Hampshire Avenue.</p> | <p>Not included in SHA FY 95-200 major projects.</p> |
| <p>Redesign the intersection of East-West Highway and Ager Road to eliminate or modify the existing "Y" configuration.</p> | <p>Project is under design by SHA. Project has been added to the Construction Program from the Development and Evaluation Program.</p> |

Table 1 *continued*

STATUS OF 1990 PROPOSED ROAD IMPROVEMENTS

| Suggested Improvement | Current Status |
|---|---|
| COLLECTORS | |
| Upgrade Rhode Island Avenue to a 4-lane collector from Greenbelt Road to Paducah Road. | Not shown in County's FY 96-2001 CIP. |
| Construct Calvert Road Relocated to accommodate the College Park Metro Station. | Completed. |
| Extend Guilford Drive to Mowatt Lane to Campus Drive. | Not shown in County's FY '96-2001 CIP, however it does appear in the UMCP Master Plan for the time frame 2000 - 2004. |
| Improve Riggs Road between University Boulevard and Powder Mill Road. | Not shown in County's FY '96-2001 CIP. |
| Upgrade Cherry Hill Road to 4 lanes from U.S. Rt. 1 to Powder Mill Road. | Shown in the County's FY '96-2001 CIP but not funded: widen Cherry Hill Road to 4-lanes from Rt. 1 to 47th Avenue in conjunction with proposed shopping center on the northwest corner of Cherry Hill Road and Rt. 1. |
| INDUSTRIAL | |
| Construct an industrial road from 50th Avenue to connect to Kenilworth Avenue at its intersection with Tuckerman Street. | River Road constructed as part of the Riverside Subdivision. |
| Construct an industrial road from Branchville Road opposite 50th Place to connect with Greenbelt Road and extend 51st Place north to the City of College Park Public Works Department Tract. (To keep truck traffic off local residential streets.) | Not shown in County's FY 96-2001 Proposed CIP. |
| Construct an industrial road from Greenbelt Road via an industrial tract to intersect with Berwyn Road opposite Potomac Avenue. (To keep truck traffic off local residential streets.) | This proposal was eliminated with the approval of the Washington Post facility on the CEI Property (Preliminary Plat of Subdivision 4-95027). |
| Construct an industrial road east of the existing industrial development on 54th Avenue from Branchville Road to approximately 900 feet south of Berwyn Road to replace 54th Avenue which will be closed because of Metro. | Not shown in County's FY 96-2001 CIP. |

Table 1 *continued*

STATUS OF 1990 PROPOSED ROAD IMPROVEMENTS

| Suggested Improvement | Current Status |
|---|---|
| MISCELLANEOUS PROJECTS | |
| Relocate Yuma Street to the north and provide double left turn lanes on all approaches to the relocated intersection. | Yuma Street will be relocated with the construction of The Jefferson at College Park (Preliminary Plan of Subdivision 4-95058). |
| Construct a roundabout at the intersection of Edgewood Road and Rhode Island Avenue | Included in the City's FY '96 CIP - under investigation. |
| Widen, pave and install curbs and gutters on 36th Avenue in the Crystal Springs neighborhood. | Included in the City's FY '96 CIP - under investigation. |
| Extend Narragansett Parkway in the Hollywood neighborhood. | Included in City's FY '96 CIP - project abandoned. |
| UMCP—Perimeter Road System. | The perimeter road concept has been abandoned. |

Sources:
Master Plan, University of Maryland at College Park; *Master Plan: Langley Park, College Park & Greenbelt*, Maryland-National Capital Park and Planning Commission, 1990; Prince George's County 1996-2001 Capital Improvement Projects; City of College Park, Capital Improvement Projects; Private Developer Improvements—Maryland-National Capital Park and Planning Commission.

**CITY-UNIVERSITY
RELATIONS**

City-University Relations

VISION STATEMENT

CITY-UNIVERSITY RELATIONS

College Park is a harmonious college town with a diverse population of short-term and long-term residents. The University and City regularly communicate and cooperate on issues and reflect an integrated view of the campus and City as one community. They work together to coordinate decision-making, share resources and address mutual problems and opportunities for a better quality of life for all.

Existing Conditions

BACKGROUND

The University of Maryland at College Park (UMCP) lies within the City of College Park municipal boundaries and represents approximately 40 percent of the City's total land area. It has a daytime campus population almost double that of the City's 23,714. Tables 1 and 2 show how this compares with other cities that host universities. UMCP is an autonomous state institution with major effects on the surrounding community. It simultaneously enhances and detracts from the City's quality of life. The City and UMCP have separate goals and missions but they must coexist. Town/gown relationships can often be rocky, but are changing nationwide as well as in College Park to include more collaboration and cooperation in recognition of shared interests.

The City's desire to include the University in its planning process and the University's willingness to participate is an example of this collaboration.

*University of Maryland
at College Park
entrance sign along
Route 1*



Map 1

UNIVERSITY OF MARYLAND PROPERTY



 University of Maryland Property

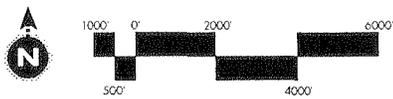


Table 1

APPROXIMATE PERCENTAGE OF UNIVERSITY-HELD TAX EXEMPT LAND IN CITIES

| | None | 10% or Less | Approx. 20% | Approx. 30% | Approx. 40% | Approx. 50% | Approx. 60% | Total Responding |
|--|------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------|
| All Cities | 6% | 58% | 9% | 14% | 3% | 8% | 1% | 77 |
| Cities with Populations of Less than 25,000 | 7% | 27% | 27% | 7% | 13% | 20% | 0% | 15 |
| Cities with Populations of 25,000-49,999 | 17% | 39% | 11% | 28% | 0% | 6% | 0% | 18 |
| Cities with Populations of 50,000-99,999 | 5% | 57% | 5% | 24% | 0% | 5% | 5% | 21 |
| Cities with Populations of 100,000 or more | 0% | 96% | 0% | 0% | 0% | 4% | 0% | 23 |

Sources: Issues and Opportunities for University Communities, National League of Cities Research Report, March, 1989.

Residents also support this kind of partnership. In the January 1993 Citizen Survey, 81 percent of City respondents and 91 percent of University respondents agreed with the statement, "The University of Maryland has a positive impact on College Park." Seventy percent of City residents and 79 percent of campus residents thought that a medium or high level of effort should be expended to improve relations between the City and University. Different focus groups held with City residents, students, faculty and staff were reassuring in their broadly expressed concern and interest in improving relations.

The problems experienced in College Park are common to many other university communities. These problems include deteriorated off-campus rental housing, the conversion of single-family housing to student group homes, overcrowded neighborhoods, parking problems, noise, litter, economic instability due to transient populations, lack of control over campus development, negative effect on revenues due to the non-taxable status of the University and a general clash in lifestyle behaviors between students and long-time residents. While these problems can be serious and persistent, they are being tackled by universities working together in many communities across the country. Several of the recommendations in this plan are based on these

Table 2

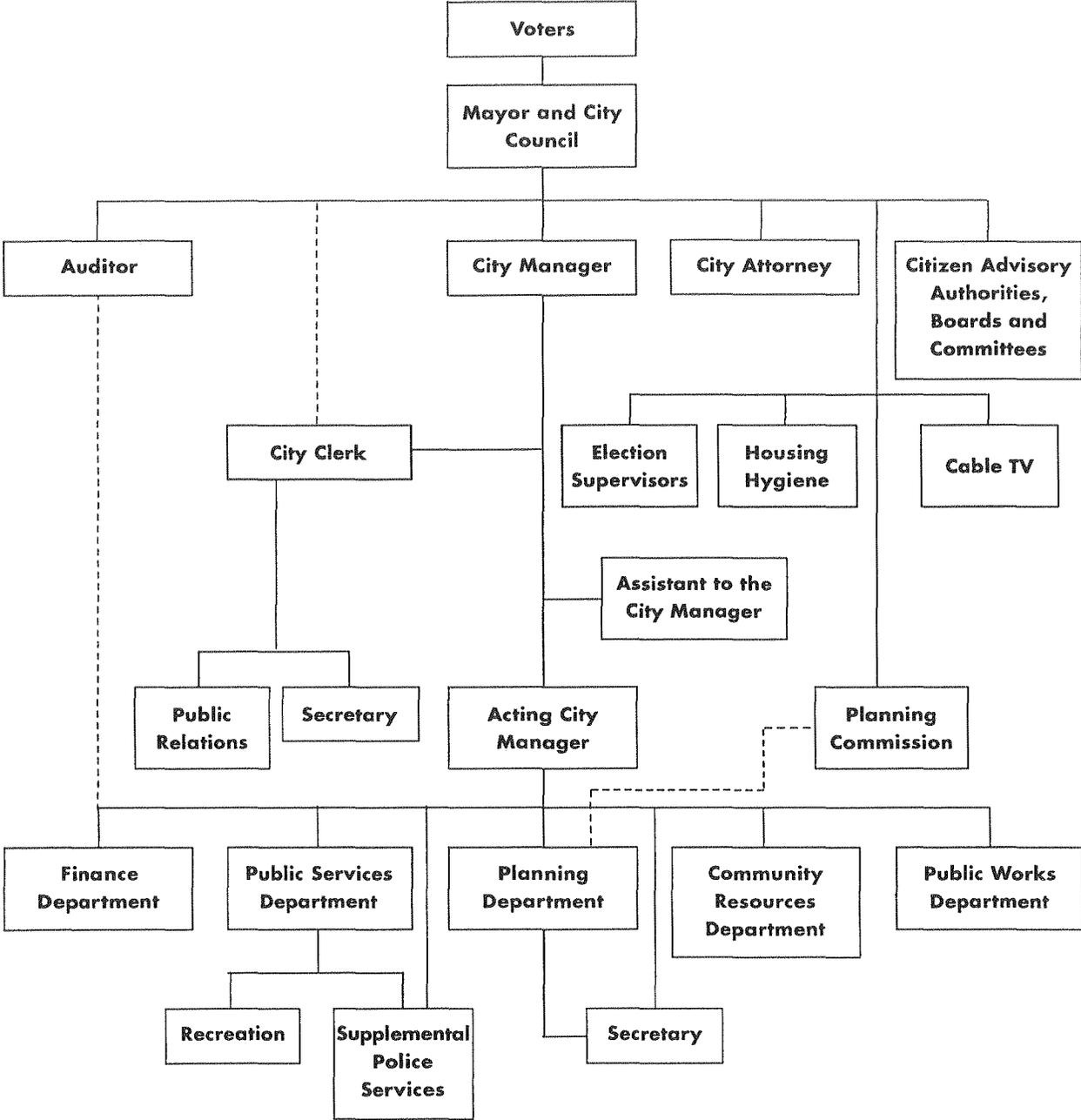
CITY POPULATIONS AND FULL-TIME STUDENT ENROLLMENTS

| | Average City Population | Average Student Enrollment | Number Providing Enrollment Information |
|--|-------------------------------|----------------------------------|--|
| All Cities | 104,853 | 15,977 | 79 |
| Cities with Populations of Less than 25,000 | 15,893 | 7,976 | 16 |
| Cities with Populations of 25,000-49,999 | 35,914 | 15,359 | 18 |
| Cities with Populations of 50,000-99,999 | 65,924 | 20,726 | 21 |
| Cities with Populations of 100,000 or more | 247,237 | 17,619 | 24 |

Sources: Issues and Opportunities for University Communities. National League of Cities Research Report, March, 1989.

Figure 1

CITY OF COLLEGE PARK ORGANIZATIONAL CHART



Source: City of College Park Finance Department.

examples. Tables 3 and 4 show the results of a National League of Cities survey of city-university problems and areas of cooperation.

In fact, in the past decade, universities have gotten more and more involved in commercial real estate, with economic development ranking among the most important areas of city and university cooperation. Colleges and universities now participate in the construction of market-oriented housing complexes, office buildings, research parks and conference centers. Examples of this at UMCP include the recent privatization of graduate student housing, the University of Maryland Science and Technology Center in Bowie, the planned Maryland Center for Performing Arts and Executive Conference Center on campus, and the University's role in locating the American Center for Physics and the U.S. Food and Drug Administration in College Park.

ORGANIZATIONAL STRUCTURES

In order to form an effective partnership between the City of College Park and UMCP, it is necessary to understand their respective missions and decision-making structures.

City of College Park. The mission of the City is to enhance the quality of life for the community of College Park through leadership and the provision of services that address citizens' needs. The City's mission statement also speaks to promoting a positive identity for the City while maximizing the City's natural and human resources. The City has a council-manager form of government with eight council members elected from four districts every two years. The mayor is elected at-large and is a non-voting member of the Council except in the case of a tie. The City currently employs 81 persons in six departments and has numerous boards and commissions to assist with City business (Figure 1).

The city manager is the chief executive officer of the City responsible for day-to-day operations. Department heads report to the city manager. All official policy for the City is made by the Mayor and Council in accordance with the City's charter and code. The City Council meets weekly in alternating work session and regular meeting formats.

University of Maryland. The mission of UMCP is to teach, conduct research and perform public service. It is the flagship of the State's 11-campus system and offers 117 undergraduate

Table 3

STUDENT-RELATED COMMUNITY PROBLEMS FOR CITIES OF ALL SIZES

| | Problems Created | No Problems Created | Total Responding |
|----------|------------------|---------------------|------------------|
| Drinking | 63% | 37% | 73 |
| Drug Use | 46% | 54% | 63 |
| Parking | 75% | 25% | 72 |
| Housing | 64% | 36% | 73 |

Sources: Issues and Opportunities for University Communities, National League of Cities Research Report, March, 1989.

Table 4

AREAS OF CITY-UNIVERSITY COOPERATION FOR CITIES OF ALL SIZES

| | Do Cooperate | Do Not Cooperate | Total Responding |
|-------------------------|--------------|------------------|------------------|
| Police and Security | 96% | 4% | 80 |
| Mass Transit | 60% | 40% | 67 |
| Business Assistance | 77% | 23% | 73 |
| Other Economic | | | |
| Development Issues | 86% | 14% | 77 |
| City Planning | 75% | 25% | 76 |
| Technology Use | 53% | 47% | 72 |
| Vocational Education | 51% | 49% | 72 |
| General Adult Education | 60% | 40% | 75 |
| Environmental Issues | 68% | 32% | 73 |
| Energy Initiatives | 48% | 52% | 69 |
| Internships | 96% | 4% | 75 |

Sources: Issues and Opportunities for University Communities, National League of Cities Research Report, March, 1989.

and 84 graduate degree programs. It aspires to be one of the nation's finest public universities by the year 2000. UMCP currently enrolls approximately 24,000 undergraduate students and 9,000 graduate students. This reflects a decrease in undergraduate enrollment over the last 10 years, a trend that is expected to continue as emphasis is placed on graduate and upper-

Table 5

UNIVERSITY OF MARYLAND AT COLLEGE PARK HEADCOUNT ENROLLMENT 1984 - 2004

| | 84 | 85 | 86 | 87 | 88 | 94 | 99 | 04 | 88-04 Net Change |
|----------|--------|--------|--------|--------|--------|--------|--------|--------|------------------------|
| UGrad FT | 25,250 | 25,686 | 25,246 | 24,795 | 23,598 | 20,673 | 20,660 | 20,660 | -12.45% |
| UGrad PT | 4,981 | 4,870 | 5,116 | 4,574 | 4,304 | 3,065 | 3,040 | 3,015 | -29.95% |
| Grad FT | 3,146 | 3,151 | 3,418 | 3,540 | 3,623 | 4,255 | 4,425 | 4,490 | -23.93% |
| Grad PT | 4,930 | 4,972 | 4,859 | 4,969 | 5,156 | 5,719 | 5,775 | 5,775 | 12.01% |
| Total | 38,307 | 38,679 | 38,639 | 38,058 | 36,681 | 33,712 | 33,900 | 33,940 | -7.47% |

Source: University of Maryland at College Park, Facilities Master Plan, May, 1991.

division undergraduate education (see Table 5). The University employed approximately 2,800 faculty and 7,200 staff in 1994—these numbers include both full-time and part-time employees.

The University system is headed by a chancellor with primary responsibility for all fiscal matters. The Board of Regents sets policy for the system and is appointed by the governor. The Maryland General Assembly approves the system's budget and passes other legislation that affects the campus. The State Board of Public Works includes the governor, treasurer and comptroller who must approve land acquisitions and capital projects financed with state funds.

The campus at College Park is headed by the president who has an appointed cabinet consisting of four vice presidents with operational responsibilities. There are also three administrative deans and 14 academic college deans (Figure 2). The president is the chief executive officer of the campus and is advised by his cabinet in important decisions.

City-University Cooperation. The City and UMCP interact both formally and informally in their relations. Some of the formal means are listed below:

1. City-Campus Cooperation Committee (CCCC)—In 1983, Chancellor John S. Slaughter proposed the formation of a committee to deal more effectively with town/gown problems. It has been meeting since 1984, with four representatives from the University and four from the City. The City's mayor and the University president serve on the Committee which meets

quarterly. The CCCC replaced the University/College Park Liaison Committee which had functioned since 1966.

2. Mediation Center—This program was established in 1987 to help mediate disputes between the City and University communities. The Center was born out of a need to provide effective services to deal with the conflicts arising from the presence of many students in City neighborhoods. The Center initially was located off campus with operation costs shared equally by the City and University. Due to fiscal constraints, the Center is now on campus and primarily serves as an information and referral resource.
3. City-Student Government Association (SGA) and the Graduate Student Government Association (GSGA)—A City resolution was passed in 1993 to provide for better communication between the City and student government. The resolution requires that the City's monthly newsletter (the Municipal Scene) as well as the agenda and minutes of City Council meetings be sent to both groups. It encourages more student involvement in issues of concern to students. Conversely, campus information of interest to the community at large must be shared with the City. It also calls for regular meetings between student leaders and the City government to discuss mutual concerns.
4. Neighborhood Committee—This group was established in 1990 by the University to facilitate communication between the Greek Houses and their neighbors. The goal is to

Table 6

UNIVERSITY OF MARYLAND AT COLLEGE PARK ON-CAMPUS HOUSING, 1988-2004

| | 88 | 94 | 99 | 04 |
|--------------|--------------|--------------|--------------|--------------|
| UGrad | 7,719 | 7,561 | 7,561 | 7,561 |
| Grad | 456 | 706 | 734 | 734 |
| TOTAL | 8,175 | 8,267 | 8,295 | 8,295 |

Source: University of Maryland at College Park, Facilities Master Plan, May, 1991.



Parking problems on Rossburg Drive next to campus

enhance the relationship between residents of off-campus sororities and fraternities and City residents and officials, and to improve the quality of life for all. A report is made annually to the University's Vice President for Student Affairs.

STUDENT HOUSING

The housing needs of campus students are met both on- and off-campus. While UMCP believes that living in a campus residence hall enhances a student's college experience, they also recognize that not every student wants to live on campus. As a result, there is no requirement for any student, at any time, to live in University-owned housing. This policy differs from that of many colleges and universities that require undergraduates, particularly freshman, to live on campus. It also has a major effect on the surrounding community because students turn to the private housing market to meet their needs. UMCP students must compete with the general renter population for apartments or seek housing in single-family homes that have been converted to rental properties occupied by several students, often five or more. In the fall of 1994, there were a total of 7,187 undergraduate and graduate students living in dormitories and in 2004, 8,295 students are projected to live in dormitories (Table 6).

In 1988, the General Assembly requested the UMCP to undertake a comprehensive market study to examine the supply and demand for student housing both on- and off-campus and to develop a student housing policy. Key findings

Table 7

FULL TIME UNDERGRADUATES LIVING OFF CAMPUS WILLINGNESS TO MOVE TO CAMPUS IF SPACE WERE AVAILABLE, BY CLASS

| | Freshman | | Sophomore | | Junior | | Senior | | Total | |
|-------------------|-----------|-------------|-----------|-------------|------------|-------------|------------|-------------|------------|--------------|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| Move to Campus | 30 | 33.3 | 20 | 21.5 | 22 | 12.6 | 24 | 15.7 | 96 | 18.8 |
| No Move to Campus | 60 | 66.7 | 73 | 78.5 | 152 | 87.4 | 129 | 84.3 | 414 | 81.2 |
| TOTAL | 90 | 17.6 | 93 | 18.2 | 174 | 34.1 | 153 | 30.0 | 510 | 100.0 |

Valid Cases = 510

Source: Kramer Associates, Inc., Survey of Students, University of Maryland at College Park, Spring, 1988.

Table 8

CHANGE REQUIRED FOR THOSE OTHERWISE UNWILLING TO MOVE ON CAMPUS

| | Freshman | | Sophomore | | Junior | | Senior | | Total | |
|--------------------|-----------|-------------|-----------|-------------|------------|-------------|------------|-------------|------------|--------------|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| Too Expensive | 13 | 27.7 | 10 | 16.9 | 30 | 25.2 | 22 | 22.0 | 75 | 23.1 |
| Too Restrictive | 1 | 2.1 | 5 | 8.5 | 3 | 2.5 | 9 | 9.0 | 18 | 5.5 |
| Food | 0 | 0.0 | 0 | 0.0 | 6 | 5.0 | 2 | 2.0 | 8 | 2.5 |
| Housing Quality | 0 | 0.0 | 5 | 8.5 | 6 | 5.0 | 13 | 13.0 | 24 | 7.4 |
| Privacy | 3 | 6.4 | 4 | 6.8 | 10 | 8.4 | 12 | 12.0 | 29 | 8.9 |
| Roommate | 6 | 12.8 | 7 | 11.9 | 12 | 10.1 | 6 | 6.0 | 31 | 9.5 |
| Social Environment | 3 | 6.4 | 4 | 6.8 | 7 | 5.9 | 6 | 6.0 | 20 | 6.2 |
| Distance | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 3 | 3.0 | 3 | 0.9 |
| General | 17 | 36.2 | 18 | 30.5 | 32 | 26.9 | 20 | 20.0 | 87 | 26.8 |
| Not Applicable | 2 | 4.3 | 0 | 0.0 | 4 | 3.4 | 5 | 5.0 | 11 | 3.4 |
| Other | 2 | 4.3 | 6 | 10.2 | 9 | 7.6 | 2 | 2.0 | 19 | 5.8 |
| TOTAL | 47 | 14.5 | 59 | 18.2 | 119 | 36.6 | 100 | 30.8 | 325 | 100.0 |

Valid Cases = 325

Source: Kramer Associates, Inc., Survey of Students, University of Maryland at College Park, Spring, 1988.

of the report, *University of Maryland Comprehensive Housing Study, June 1988*, prepared by Kramer Associates, Inc. were:

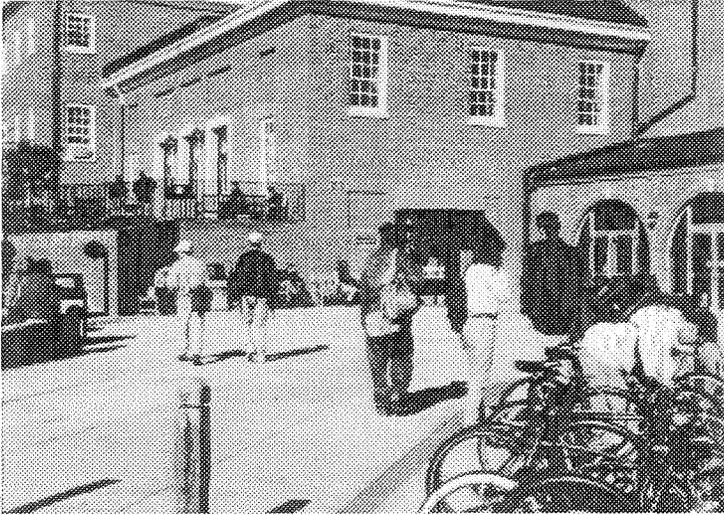
- A substantial number of students living off-campus would be willing to move on-campus if space were available or if amenities were more satisfactory (see Tables 7 and 8).
- Location, cost, control over roommates, available parking and dining options are important factors in a student's housing decision.
- Fraternities and sororities have the highest housing satisfaction levels among the forms of student housing surveyed. UMCP owns 22 houses on fraternity row and in the "graham cracker" (sororities arranged in a square block) and there are an additional 14 privately-owned greek houses.
- The demand for on-campus undergraduate housing (1988-1993) will increase by 200 places if policies to induce freshman to live on campus are implemented, and by 1,200 places if adjustments to add amenities are made. The demand for on-campus graduate housing will increase by 900 places by 1993.
- Apartment vacancy rates in the area are extremely low (3%). Student occupancy as a percent of all tenants is relatively low (less

than 25%); Berkley Apartments and Berwyn House Apartments in College Park with 100 percent and 50 percent student occupancy respectively, were the exceptions.

- About 5 percent of the full-time student body live in group homes. The rent is approximately \$180 to \$280 per bedroom which is comparable to that of larger rental apartments.

University owned
Fraternity House on
Fraternity Row





*Stamp Student Union
on the UMCP Campus*

- About 31 percent of full-time undergraduates live in campus residence halls; 5 percent live in fraternity and sorority houses.
- The local housing market is unable to respond adequately to existing or near future housing needs of the student market. The market is constrained by the lack of multifamily housing construction.

The UMCP response to the findings and recommendations in the study has been mixed. A key recommendation for constructing new on-campus housing for 2,000 students has not been implemented, but other steps have been taken. For example, a Memorandum of Understanding between the City and UMCP was signed in June 1995 to create a task force to explore ways to expand the quantity and quality of student housing on or near the campus. Other steps include the renovation of dorms to make them more attractive, the conversion of dorms for students wanting a specialized experience (Language House, Honors House, International House), establishment of an installment payment plan for university expenses, creation of a neighborhood committee, and the establishment of house directors in University-owned fraternities and sororities.

The number of single-family homes converted to group rental properties continues to increase in the City. In December 1990, there were 668 group homes citywide. In December 1994, there were 802 group homes and this number is projected to increase to 1,000 by the year 2,000 and 1,400 by the year 2010. In some neighborhoods, such as Old Town and Crystal

Springs, these numbers are so high as to threaten the stability of their single-family nature. In the July 1994 Citizen Survey, however, when asked whether their neighborhood would be a better place with more or fewer students or would it not make a difference, 53 percent of the respondents citywide said that it would not make a difference. A focus group of City landlords conducted in June 1994 said they did not have much difficulty keeping their property rented with student tenants; they did not receive many complaints from neighbors about their tenants' activities and they believed their tenants were reasonably responsible.

At the request of the City of College Park, County legislation was enacted in 1989 to identify student group homes as a specific use in the Zoning Ordinance (mini-dormitory) and to promulgate regulations that would minimize the negative effects of this use on adjacent properties. Before the legislation became effective, it was appealed to the courts and declared unconstitutional due to its discriminatory treatment of students. The regulations proposed in the mini-dorm legislation are still appropriate if another method of implementation, such as an overlay zone, can be agreed upon.

COLLEGE TOWN ENVIRONMENT

The City's identity is inextricably tied to the University. The college town environment of College Park has both a social and physical component. Obviously, the UMCP offers academic, cultural and athletic activities that cannot be found in other cities the size of College Park. UMCP also attracts students and visitors from all over the world. The City-University Work Group was concerned with ways that the college town atmosphere in the City could be enhanced. Ideas range from attracting more collegiate businesses to sponsoring joint city-university events to making new development architecturally compatible with the campus.

Major Issues

- The impact of student housing on City neighborhoods.
- Improving formal and informal relations between the City and the University.
- Lack of revenue due to the tax-exempt status of the University.

- Lack of integration of campus life and City life.
- Lack of a quality college town character in downtown College Park and elsewhere.
- The role of UMCP in economic development and other community revitalization efforts.

Goals and Strategies

Goal I CREATE A COLLEGE TOWN ATMOSPHERE.

Strategies/Actions:

1. Promote social, cultural and other events between the University of Maryland at College Park (UMCP) and the City of College Park.
2. Attract bookstores, coffee houses, art shops and other college-related businesses.
3. Establish a campus box office downtown and/or an information kiosk with up-to-date information on current campus events.
4. Maximize opportunities for faculty, staff and graduate students to live in College Park.

Goal II ENCOURAGE A MORE UNIFIED COMMUNITY THROUGH IMPROVED INTERACTION, COMMUNICATION AND SHARING OF INFORMATION AND RESOURCE SHARING.

Strategies/Actions:

1. Improve information exchange by using existing media and/or developing a joint City/University publication.
2. Improve orientation of students to the City (particularly those who will live off-campus) and offer an orientation for City residents, elected officials and City staff to campus.
3. Expand and publicize the existing community service network, matching student and non-student volunteers to community needs/services.
4. Foster academic/City partnerships through internships, study groups and the formation of task forces on special issues.
5. Promote and educate citizens about available services for conflict resolution.
6. Explore mutual access to City and campus computer networks.
7. Encourage involvement of students and other short-term residents in community organizations such as civic associations and Neighborhood Watch.

8. Provide opportunities for non-resident employers, employees and students to become involved in social, cultural and civic life.
9. Encourage City Council members to have more of a presence on campus.
10. Encourage student representation on all City committees.
11. Provide voter orientation for students.
12. Establish an oversight unit within the City to assist in the coordination of student-related issues.
13. Update and distribute handbook explaining students' rights and responsibilities in the City.

Goal III PROMOTE A COORDINATED POLICY FOR ON- AND OFF-CAMPUS HOUSING.

Strategies/Actions:

1. Prepare an annual student housing report for review by the City and UMCP to include:
 - A. Inventory of campus housing.
 - B. Inventory of off-campus rental housing.
 - C. Vacancy rates on- and off-campus.
 - D. Student enrollment figures.
 - E. Goals for the number and location of student housing.
 - F. Current strategies for meeting student housing goals.
 - G. Status of rehab and/or conversion of residence halls.
2. Enact a zoning overlay district to address housing-related issues such as occupancy limits and number of parking spaces required.
3. Create a Local Development Corporation to acquire, rehabilitate and lease property in the vicinity of the University.
4. Improve the information and referral aspect of the Off-Campus Housing Service.
5. Convert vacant fraternities to graduate student housing.
6. Establish zoning code enforcement by the City to ensure compliance with occupancy restrictions.
7. Establish guidelines for student behavior in off-campus housing and find a way to extend University disciplinary processes to include these students.
8. Encourage the privatization of University-owned housing, where appropriate.
9. Build more on-campus housing and explore alternatives for financing campus housing.
10. Encourage the formation of student housing cooperatives as alternatives to group homes.

11. Consider opportunities for providing student housing in commercial areas and near the Metro station.
12. Provide housing referrals for visiting faculty and scholars.
13. Make on-campus housing more attractive and competitive in the local market place.

Goal IV DEVELOP A COORDINATED PROCESS FOR PHYSICAL, ECONOMIC DEVELOPMENT AND TRANSPORTATION PLANNING, AND FOR SIMILAR ISSUES WHICH IMPACT THE ENTIRE COMMUNITY.

Strategies/Actions:

1. Market the College Park community as a good place to live and do business.
2. Execute a memorandum of understanding on planning and development issues of mutual concern:
 - A. Location of major facilities on campus or in community.
 - B. Removal of properties from City tax rolls.
 - C. Stormwater management and other environmental issues.
 - D. Capital projects.
 - E. Traffic, parking and transportation issues.
 - F. Annexation.
3. Pursue joint planning and funding for projects of mutual benefit.
4. Encourage more citizen/student input into the planning process.
5. Establish a City/Campus strategic planning committee for long range issues.

Goal V ENCOURAGE PHYSICAL AND VISUAL INTEGRATION BETWEEN THE CITY AND CAMPUS.

Strategies/Actions:

1. Establish a hiker/biker system on campus that connects to a citywide system.
2. Develop a coordinated system of signs in the City and on-campus.
3. Encourage architectural compatibility with the campus in new development or revitalization projects in the vicinity of the University.
4. Establish a visitor center downtown with both City and campus information.
5. Construct "gateway" features at major access points to UMCP where none exist and include campus maps at both Metro stations.
6. Plan University/City collaborative promotional events in downtown locations.
7. Have City maps and information available on campus and at University College year-round.

8. Consider the impact on the City of location and design decisions for University projects and facilities.

Goal VI COORDINATE LEADERSHIP AND DECISION-MAKING PROCESSES.

Strategies/Actions:

1. Publish a resource guide of leadership opportunities for campus students and young persons in the community.
2. Share City/UMCP budget priorities and participate in lobbying, as appropriate.
3. Formalize the City/Campus Cooperation Committee by establishing by-laws regarding membership, meeting schedule, and record keeping.
4. Pool resources and develop joint positions where possible to influence decisions which affect the City/Campus community.
5. Obtain and review agendas of meetings of the Board of Regents for items of interest to the City.

First Year Priorities

- Issue a joint (City-University) annual report on the status of on- and off-campus housing.
- Develop a plan and draft legislation for a university impact overlay zone.
- Negotiate an agreement with Prince George's County for the City to perform zoning code enforcement.
- Develop and execute a memorandum of understanding between the City and UMCP on planning and development issues.
- Create a local development corporation.
- Adopt an urban design plan and design guidelines for Downtown College Park.
- Establish a City public relations function to, among other things, liaison with UMCP, access the campus computer network and write a town/gown column for the Municipal Scene and Outlook publications.

**COMMUNITY FACILITIES
AND SERVICES**

Community Facilities and Services

VISION STATEMENTS

PUBLIC FACILITIES, SERVICES AND REVENUES

The City is responsive to the needs of its citizens and recognizes that people are its most important resource and that safety and mutual well-being are dependent on social cohesiveness. The City supports all areas of education recognizing the broad impact of education on the future economic well-being of all City residents.

City revenues are adequate to provide the services required by citizens. There is flexibility to provide and evaluate changing needs for services. The City has full planning and zoning authority within its boundaries. Public facilities are planned and constructed to promote the efficient delivery of City services, safe and adequate working conditions and to meet public use needs. City Hall is the center of community activity. Service levels change to reflect the changing needs of the community.

NATURAL ENVIRONMENT

College Park is an environmentally sound "green city," characterized by a diversity of parks, open spaces, extensive woodlands and plantings throughout the City. Well-maintained bicycle/pedestrian paths which connect all neighborhoods, shopping areas, parks, the University, and the Metro stations are an integral part of the parkland and open space system. The City is litter free with reduced pollution of air, water and noise, effective stormwater management, and is active in applying conservation techniques. The natural environment contributes greatly to the visual, social and economic enjoyment of living, working, recreating, learning and shopping in College Park.

CRIME AND PUBLIC SAFETY

The entire community is actively involved in preventing crime and promoting public safety. There is close cooperation among the citizens, the City, the University, law enforcement and public safety agencies and neighboring communities to achieve a high level of public safety in a cost-effective manner.

Existing Conditions

PUBLIC SERVICES

The City of College Park was founded, for the most part, to improve and maintain the basic infrastructure of the area and to improve the delivery of needed services to residents. The City has done very well with this mission as evidenced by the results of a citywide survey in January 1993 where 72 percent of the respondents agreed that the City government is effective in delivering services. Particularly high ratings were given to trash collection and fire

Trash collection
by City Public Works
Department



protection while police services, parking enforcement, and planning and zoning services were ranked somewhat lower.

The survey did not distinguish between those services provided by the City government and those provided by other government entities. The City of College Park is not a full-service City; many functions are provided at the county level and some at the state or regional level. Prince George's County is responsible for providing police service, fire service, schools, libraries and health clinics for City residents. The Maryland-National Capital Park and Planning Commission (MNCPPC) is responsible for parks, recreation, planning and zoning; the Washington Suburban Sanitary Commission (WSSC) provides water and sewerage service; and the State of Maryland regulates critical areas such as woodlands, wetlands and floodplains.

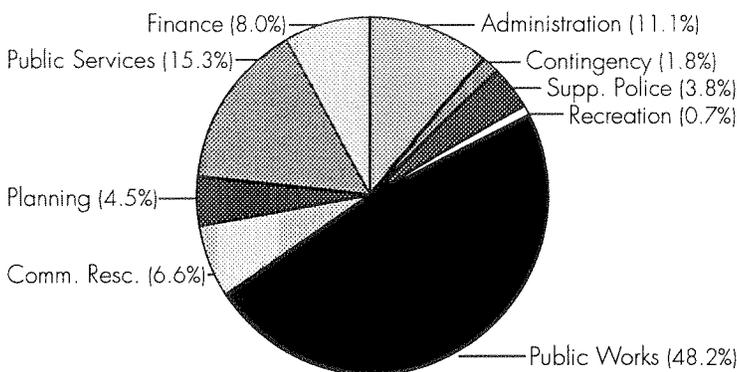
Services provided by the City fall under six departments. Almost half of the City's annual budget is spent by the *Public Works Department* (Figure 1). Services provided include solid waste collection, recycling, street cleaning and maintenance, leaf collection, snow and ice control, tree planting and maintenance, and engineering related to construction projects and traffic issues.

The *Public Services Department* is responsible for parking enforcement, code enforcement, including the licensing and inspection of all rental and commercial property, and animal control. The *Finance Department* prepares the City's annual budget, and handles accounting and collections. The *Administration Department* includes the Mayor and Council, City Manager, City Clerk, City Attorney, and the personnel function as well as support for the many City boards and commissions. The *Community Resources Department* delivers family-focused clinical services, a seniors program and information and referral regarding mediation services. The *Planning Department* is the City's newest department (reorganized from the Department of Economic and Community Development in 1988) and includes programs for community and economic development as well as a planning and zoning function.

A survey was conducted of selected municipalities in the Regional District (Prince George's and Montgomery Counties) with populations between 10,000–50,000 to compare services/departments and certain financial infor-

Figure 1

BUDGET EXPENDITURES, FY 1996, BY DEPARTMENT



Source: City of College Park Adopted Budget for Fiscal Year, 1996.

Table 1

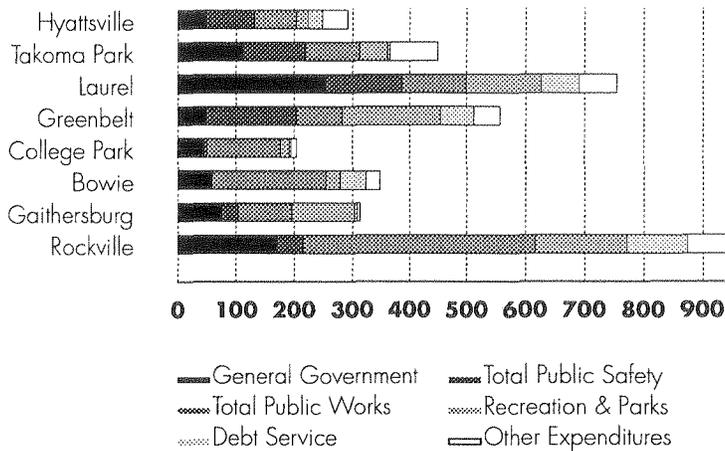
MUNICIPAL SURVEY OF SELECTED MUNICIPALITIES, FISCAL YEAR 1995

| | Hyattsville | Takoma Park | Laurel | Greenbelt | College Park | Bowie | Gaithersburg | Rockville |
|-----------------------------|--------------------|--------------------|---------------|------------------|---------------------|--------------|---------------------|------------------|
| | \$5,619,694 | \$9,568,899 | \$11,883,532 | \$12,272,000 | \$6,124,083 | \$16,005,200 | \$15,700,000 | \$48,344,602 |
| Operating Budget | \$690,900 | \$520,000 | \$1,586,000 | \$5,150,000 | \$1,699,000 | \$7,060,400 | \$4,400,000 | \$6,700,000 |
| Capital Budget | | | | | | | | |
| CIP (# of Years) | 1 | None | 5 | 5 | 5 | 6 | 5 | 6 |
| Outstanding Bonds | | | | | | | | |
| General Obligation | Yes | No | Yes | Yes | No | Yes | No | No |
| Revenue/Other | No | Yes | No | Yes | No | Yes | No | No |
| Tax Rate/\$100 | 1.250 | 1.792 | 1.420 | 1.355 | 0.550 | 0.730 | 0.530 | 0.820 |
| Council Members | 11 | 7 | 6 | 5 | 9 | 7 | 6 | 5 |
| At Large | 0 | 0 | 1 | Yes | 0 | Yes | Yes | Yes |
| Districts (#) | 5 | 3 | 2 | 0 | 4 | 0 | 0 | 0 |
| FTE's | 85.0 | 135.4 | 150.0 | 181.0 | 78.9 | 180.0 | 99.5 | 393.9 |
| Population | 13,864 | 16,724 | 19,453 | 20,561 | 23,714 | 37,890 | 44,717 | 45,079 |
| Employees/Capita | .006 | .008 | .008 | .009 | .003 | .005 | .002 | .009 |
| Departments/Services | 5 | 5 | 9 | 7 | 6 | 7 | 6 | 8 |
| Police (#/Town or Contract) | 29/T | 37/T | 47/T | 46/T | 4/C | 4/C | 30/T | 35/T |
| Public Works | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Recreation & Parks | Yes | Yes | Yes | Yes | No | Yes | Yes | Yes |
| Finance | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Human/Social Services | No | No | Yes | Yes | No | Yes | Yes | Yes |
| Planning/Community Devel. | No | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Economic Development | No | No | No | No | Yes | Yes | Yes | Yes |
| Code Enforcement/Permits | Yes | Yes | Yes | No | Yes | Yes | Yes | Yes |
| Senior Services | No | No | No | No | Yes | Yes | Yes | Yes |
| Youth/Family Services | No | No | Yes | Yes | Yes | Yes | No | Yes |

Source: A Financial Comparison of College Park and Other Maryland Municipalities, City of College Park, July, 1994.

Figure 2

MUNICIPAL EXPENDITURES, FY 1993, PER CAPITA BY FUNCTION



Source: A Financial Comparison of the City of College Park and Other Maryland Municipalities, City of College Park, July, 1994.

mation with the City of College Park (Table 1). The services delivered and the organizational structures of these municipalities are similar in many respects but with some noticeable differences. The number of employees per capita for the survey cities range from .002 (Gaithersburg) to .009 (Rockville). College Park has the second lowest ratio at .003.

Recreation. Of the eight municipalities surveyed, only the City of College Park does not have a recreation or parks division and consequently the City spends well below the survey average for recreational activities and parks (Figure 2, Municipal Expenditures Per Capita by Function). The City has an appointed Recreation Board charged with supplementing the events and activities provided by the M-NCPPC. The Recreation Board's budget in Fiscal Year 1995 was \$39,206. Recreational-related activities in the City are also performed in the Community Resources Department (programming) and in Public Works (maintenance of City park facilities).

Planning and Community Development. In the areas of planning and community development, all of the municipalities surveyed perform a community development function,

even if it is just to administer a Community Development Block Grant (CDBG) program. Planning and zoning activities, however, vary depending on whether or not the municipality has planning and zoning authority. In the survey, the cities of Laurel, Rockville and Gaithersburg have planning and zoning authority, while the others fall under the authority of the M-NCPPC. Statewide, 101 of the 152 municipalities exercise some form of planning and zoning authority and only three with a 1990 population of over 20,000 do not control planning and development issues within their boundaries. These three are College Park, Bowie and Greenbelt, all in Prince George's County.

The three municipalities have formed a working group to push for state and county legislation to give them more control over planning and zoning matters. All three cities currently have planning staffs, advisory planning commissions, and are actively involved in the planning and zoning process. The strategy being pursued calls for the municipalities to remain in the Regional District (Article 28 of State law) but to amend the law to give municipalities the option to exercise planning and zoning authority while M-NCPPC retains authority over regional issues such as transportation. This approach has widespread support from College Park residents as evidenced by the July 1994 citizen survey results. Eighty percent of the respondents said that the City alone or a combination of the City and the County should be deciding planning, zoning and development issues within the City of College Park. Only 3.4 percent said the County alone should be making these decisions.

Police Services. Public safety is another area where there are differences between the City of College Park and other municipalities. In the survey, all but the City of Bowie and the City of College Park have their own police departments. According to the survey, these forces range in size from 29 to 47 police officers (Table 1) and represent a per capita expenditure of between \$32 to \$157 (Figure 2). The City of College Park (and Bowie) provides supplemental police services by contract with the Prince George's County Police Department. The City hires four contract police officers which, in Fiscal Year 1992, represented a per capita expenditure of \$12.61, much less than the other survey cities.

In the 1993 Citizen Survey, 91 percent of the respondents said that the City should spend a medium or high level of effort controlling crime. In April 1994, the Mayor and City Council created the Police Services Review Committee and charged it with examining the status of public safety and police services in College Park. In February 1995, the Committee issued its report. The data collected showed an 8 percent increase in the City's total crime rate (primarily property crimes) between 1988 and 1992, a rate higher than most other municipalities in Prince George's County.

In a survey of a scientifically-selected sample of College Park residents (400 persons), the Committee learned that while citizens are concerned about crime, they are not convinced that more police is the answer. A near majority think that increasing the number of police officers would be reasonable, but only about 37 percent are willing to pay for it with increased rent or taxes. The Committee examined seven alternatives for improving City police services and ultimately recommended two for further consideration. They are:

1. Increase the number of contract police to a total of 10 and make changes in their management operations, functions and activities; and
2. Employ a Director of Public Safety to communicate with and coordinate all community resources to reduce crime in the City.

The City Council placed a referendum question on the November 7, 1995 election ballot that asked whether residents would be willing to raise the tax rate to \$1.22 per \$100.00 of assessed value to be used principally to finance a police department in the City of College Park. It was voted down.

PUBLIC FACILITIES

City Buildings. The City of College Park owns four buildings in four different locations (Map 1). In 1989, the firm of Frederick Ward and Associates was retained to evaluate these facilities relative to the current and future space needs of the City. The final report, released in January 1990, recommended that:

1. The Municipal Building be sold and employees relocated to a central facility in an alternate location;

2. The multi-purpose rooms at Davis Hall be renovated for use by the Department of Public Works' staff and the garage facility updated;
3. The Youth and Family Services Building leased from the M-NCPPC be abandoned and either a new replacement facility be constructed or the Community Resources Department relocated to a centralized location with other City services; and
4. The historic portion of the original elementary school building be renovated, the remaining structure demolished and new additions constructed to meet the needs of City government.

The current status of City facilities is as follows:
Municipal Center, 4500 Knox Road—Built in 1959, the Mayor and Council engaged a design-build contractor, in the summer of 1995, to renovate the building including replacement of the mechanical systems and redesigning the interior with space-efficient furnishings. When completed, the building will house the Departments of Administration, Finance, Planning, the Parking Enforcement Division of the Public Services Department, a community meeting room and the City Council Chambers.

College Park Elementary School Building, 4601 Calvert Road—All but the former College Park Library addition is being leased to the



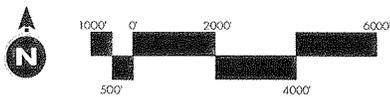
*City of College Park
Municipal Center at
4500 Knox Road*

Map 1

PUBLIC FACILITIES AND CITY OWNED BUILDINGS



Note: Other facilities that service the city are located outside the City boundaries



Friends Community School for use as a private elementary school. The school was deeded to the City by Prince George's County and must be retained for public use. The former library space was renovated for use by the City's Public Services Department (Administration and Code Enforcement programs) in conjunction with the renovation of the Municipal Center.

Davis Hall, 9217 51st Avenue—Interior space, for the administrative functions of the Public Works Department was recently renovated and the multi-purpose rooms for community use were retained. A new modular building was erected to the rear of Davis Hall to accommodate the dispatchers and other needs. The Public Works yard and garage are also at this location and plans for expanding the garage to facilitate the repair of large equipment are in progress.

Youth and Family Services Building, 9916 Rhode Island Avenue—The City purchased this site from the M-NCPPC and demolished the existing structure. A new building for the Community Resources Department and M-NCPPC Drop-In Center was dedicated on February 10, 1996.

Parks and Recreation Facilities. Primary responsibility for the acquisition, development, programming and maintenance of parks, open space and recreational facilities lies with the M-NCPPC. The City owns and maintains 14 acres of parkland for local residents. According to M-NCPPC, they have 660 acres of parkland and 15 acres of County Public School property (open space) that serve the City of College Park and vicinity. There is another 471 acres of passive open space contained in the areas surrounding the Indian Creek and Paint Branch stream valleys. A profile of parks and open space by neighborhood is shown in Table 2 and Map 2 .

The City is generally well served by park, recreation and open space facilities although there are some deficiencies. According to the National Recreation and Park Association and Maryland State standards, College Park falls short of the standard 15 acres of "local" parkland for every 1,000 people by approximately 90 acres. Because the opportunities to acquire additional acreage are limited, the development of new facilities to address the need is an alternative for the City. Two new facilities recently added in



College Park are Lake Artemesia and the College Park Community Center.

Police/Fire. The City of College Park falls within the boundaries of the Prince George's County Police, District I, Hyattsville. The police station is located in the new Hyattsville Justice Center on Route 1. In addition, the City's contract police have an office in Davis Hall, 9217 51st Avenue and a community policing outpost in Lakeland. The University of Maryland Police Department has two campus locations. The headquarters building is located at Route 1 and Rossborough Drive and the substation is on Knox Road in south campus. Blue Light PERT Phones, which provide a direct line to University Police, are located throughout the campus both inside and outside many academic buildings and residence halls. These phones, at no charge, notify police of a caller's exact location via computer at Police Headquarters.

College Park is served by two fire stations, the Branchville Volunteer Fire Company and Rescue Squad, 4905 Branchville Road, and the College Park Volunteer Fire Department, 8115 Baltimore Avenue. The latter is a new facility that opened on June 25, 1994 to replace the former station housed on University property on Route 1. The County standard is for properties to be within four minutes of an engine company and five minutes of a ladder truck. This standard is met in the City of College Park.

Health. The Prince George's County Health Department no longer operates any health clinics in College Park now that the College Park Center, Paint Branch Clinic, Attick Towers

*College Park Volunteer
Fire Department at
8115 Baltimore Avenue*

Map 2

PARK & RECREATION FACILITIES



- Park & Recreation Facility
 - Stream Valley Parkland
- See circulation chapter for hiker/biker trails

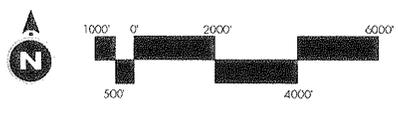


Table 2

PARK & RECREATION FACILITIES

1. Sunnyside Neighborhood Park

 Rhode Island Ave. and Odessa Rd., M-NCP&PC
2. Cherry Hill Road Community Park

 9300 Cherry Hill Road, M-NCP&PC
3. Cherry Hill Neighborhood Park

 Kiernan Rd. and 47th Ave., M-NCP&PC
4. Hollywood Road Tot Lot

 Hollywood Rd. and 48th Pl., City of College Park
5. Muskogee Street Tot Lot

 Narragansett Pkwy. and Muskogee St., City of College Park
6. Hollywood Community Park

 9700 Blk. 53rd Ave., M-NCP&PC
7. Davis Field Tot Lot

 5200 Blk. Kenesaw St., City of College Park
8. Duvall Field

 Rhode Island Ave. and Blackfoot Pl., City of College Park
9. Paint Branch Golf Course

 4690 University Blvd., M-NCP&PC
10. College Park Woods Neighborhood Park

 9119 St. Andrews Pl., M-NCP&PC
11. Buck Lodge Community Park

 Buck Lodge Road, M-NCP&PC
12. Crystal Springs Tot Lot

 8706 37th Ave., City of College Park
13. University of Maryland Golf Course

 University Blvd. and Stadium Dr., University of Maryland
14. University of Maryland Indoor Tennis Courts

 University Blvd. and Stadium Dr., University of Maryland
15. Acredale Community Park

 4200 Blk. Metzertott Rd., M-NCP&PC

16. Berwyn Neighborhood Playground

 Pontiac St. and 49th Ave., M-NCP&PC
17. James Adams Park

 Berwyn House Rd. and Rhode Island Ave., City of College Park
18. Lakeland Neighborhood Park

 4900 Lakeland Rd., M-NCP&PC
19. Paint Branch Neighborhood Park

 Pierce Ave. and Rhode Island Ave., M-NCP&PC
20. College Park Community Center

 5051 Pierce Ave., M-NCP&PC
21. Lake Artemesia

 Entrance at Greenbelt Rd. and Branchville Rd., M-NCP&PC
22. Columbia Avenue Tot Lot

 Columbia Ave. and College Ave., City of College Park
23. Ellen E. Linson Outdoor Swimming Pool

 5211 Paint Branch Pkwy., M-NCP&PC
24. Herbert W. Wells Ice Rink

 5211 Paint Branch Pkwy., M-NCP&PC
25. Calvert Road Community Park

 Paint Branch Pkwy. and Old Calvert Rd., M-NCP&PC
26. Calvert Neighborhood Park

 Drexel Rd. and Dartmouth Ave., M-NCP&PC

Source: College Park Planning Department, 1995.

| | | |
|---|---|--|
|  Baseball/Softball |  Golf |  Playground |
|  Basketball |  Handball |  Restrooms |
|  Disc Golf |  Horseshoe Pit |  Sitting Area |
|  Exercise Course |  Ice Skating |  Soccer |
|  Football |  Shelter |  Swimming |
|  Garden Plots |  Parking |  Tennis |
|  Gardens |  Picnic Area |  Volleyball |

Table 3

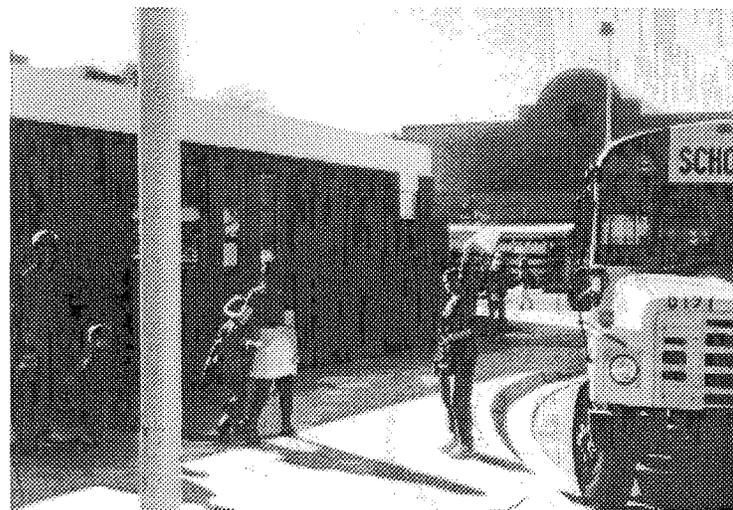
COMMUNITY SCHOOLS, COLLEGE PARK AND VICINITY

| Name | Address | Enrollment/Grade Levels | Type/Other |
|-----------------------------------|-----------------------|-------------------------|---------------------------------------|
| Pre-Schools | | | |
| Berwyn Baptist | 4720 Cherokee Lane | 52/3-4 | Christian |
| Hope Christian Academy | 5301 Edgewood Road | 20/3-4 | Christian |
| Childway | 9308 Cherry Hill Road | 82/2-4 | Traditional |
| College Park Nursery | 4512 College Avenue | 68/2-4 | Cooperative |
| St. Mark's† | 7501 Adelphi Road | 40/3-4 | Roman Catholic |
| Public Elementary Schools | | | |
| Cherokee Lane† | 9000 25th Avenue | 629/K-6 | Traditional Comprehensive |
| Hollywood | 9811 49th Avenue | 456/K-6 | Traditional Comprehensive |
| Paint Branch | 5101 Pierce Avenue | 541/K-6 | Science, Math & Technology |
| University Park* | 4315 Underwood Street | 616/K-6 | Traditional Comprehensive |
| Private Elementary Schools | | | |
| Berwyn Baptist | 4720 Cherokee Lane | 96/K-6 | Christian |
| Hope Christian Academy | 5301 Edgewood Road | 95/K-6 | Christian |
| Friends Community | 4601 Calvert Road | 135/K-6 | Society of Friends |
| Holy Redeemer | 4902 Berwyn Road | 261/K-8 | Catholic |
| St. Mark's† | 7501 Adelphi Road | 500/K-8 | Roman Catholic |
| Public Middle Schools | | | |
| Buck Lodge† | 8910 Riggs Road | 988/6-8 | Traditional Comprehensive |
| Greenbelt* | 8950 Edmonston Road | 625/7-8 | Traditional Comprehensive |
| Hyattsville† | 6001 42nd Avenue | 725/7-8 | Traditional Comprehensive |
| Public High Schools | | | |
| Eleanor Roosevelt* | 7601 Hanover Parkway | 2,826/9-12 | Science & Technology (SAT: 464/526) |
| Northwestern† | 7000 Adelphi Road | 2,122/9-12 | Collaborative Project (SAT: 355/380) |
| Parkdale§ | 6001 Good Luck Road | 1,700/9-12 | Traditional/University (SAT: 342/382) |

*University Park; †Adelphi; †Hyattsville; *Greenbelt; §Riverdale

Sources: Prince George's County Public Schools, 1994; Scholastic Aptitude Test (SAT) Results for Graduating Seniors, 1993-94.

The new College Park Community Center (background) was built next to the Paint Branch Elementary School



Adult Health Clinic and Spellman House Adult Health Clinic have closed. College Park residents have access to health care services at these County hospitals: Prince George's General Hospital, Greater Laurel-Beltsville Hospital and Doctors Hospital. Leland Memorial Hospital, the closest facility to College Park, has closed and will be reopened as a comprehensive-care facility for seniors.

Libraries. College Park residents are served by the Hyattsville Branch Library. No expansion of present facilities is anticipated through the year 2005. The former College Park Branch Library, which was a storefront-type operation with limited hours, is missed by neighborhood patrons. The Hornbake and McKeldin Libraries on campus may be used by residents but books may not be checked out unless you are affiliated with the University.

Schools. While there are only two public schools (both elementary) in the City of College Park, there are a total of 10 public schools serving City residents. In addition, there are five private elementary schools in the City. Table 3 lists these facilities along with enrollment and other information. College Park students also attend magnet schools throughout Prince George's County and Table 4 lists these schools and the number of College Park students in attendance.

Prince George's County has been under court-ordered desegregation since the early 1970's. Approximately 18,000 children from inner-beltway communities are bused with travel times up to one hour; there are no local school boundaries. A desegregation committee recently issued a report with recommendations for lifting the court order. The Turner Commission Report also recommends many changes in school management and administration. The quality of education in the County remains a major concern for City residents.

School enrollment in local public schools has increased significantly since 1989, particularly in the middle schools (Table 5). In fact, most schools serving the City of College Park are now very near capacity or exceed it. There is one unimproved school site within the City limits at 51st Avenue and Huron Street that has been retained by the Prince George's County Board of Education for a middle school.

Table 4

PRINCE GEORGE'S COUNTY MAGNET SCHOOL ENROLLMENT, COLLEGE PARK RESIDENTS

| Name | Number of Students |
|--|--------------------|
| Traditional/Classical & Academic Center | |
| Beltsville Elementary | 15 |
| Cooper Lane Elementary | 1 |
| Martin L. King Middle | 14 |
| High Point High | 30 |
| French Immersion | |
| Rogers Heights Elementary | 6 |
| Andrew Jackson Middle | 1 |
| Talented & Gifted | |
| Capitol Heights | 1 |
| Glenarden Woods Elementary | 2 |
| Oakcrest | 1 |
| Kenmoor Middle | 3 |
| Humanities & International Studies | |
| Andrew Jackson Middle | 1 |
| Montessori | |
| Matthew Henson | 8 |
| Thomas Johnson Middle | 1 |
| Creative/Visual & Performing Arts | |
| Thomas Pullen | 6 |
| Suitland High VPA | 1 |
| Science, Math & Technology | |
| John Carroll Elementary | 2 |
| Paint Branch Elementary | 260 |
| Nicholas Orem Middle | 15 |
| University High School | |
| Laurel High | 2 |
| Northwestern High | 1 |
| Parkdale High | 21 |
| Suitland High | 2 |

Sources: Prince George's County Board of Education, July, 1994.

University of Maryland. The City does not provide any direct services to the University of Maryland at College Park (UMCP) campus. The UMCP, while in the City's limits, operates much like a city itself with its own police department, a health center, extensive recreational facilities, retail stores and cultural attractions. Campus programs are primarily oriented to serve the

Table 5

PUBLIC SCHOOL CAPACITY AND ENROLLMENT, COLLEGE PARK AREA

| School | Enrollment | | | Capacity |
|---------------------------|--------------|--------------|------------|--------------|
| | 1989 | 1994 | % Change | |
| Elementary Schools | | | | |
| Cherokee Lane | 533 | 629 | 18% | 532 |
| Hollywood | 426 | 456 | 7% | 460 |
| Paint Branch | 537 | 541 | 0% | 558 |
| University Park | 591 | 616 | 4% | 534 |
| TOTAL | 1,554 | 2,242 | 44% | 2,084 |
| Middle Schools | | | | |
| Buck Lodge | 634 | 988 | 56% | 960 |
| Greenbelt | 507 | 625 | 23% | 800 |
| TOTAL | 1,141 | 1,613 | 30% | 1,760 |
| High School | | | | |
| Eleanor Roosevelt | 2,364 | 2,826 | 20% | 2,415 |

Sources: Prince George's County Public Schools, Department of Pupil Accounting and School Boundaries, September, 1989 and 1994 and City of College Park.

Figure 3

PUBLIC DEBT TO ASSESSABLE BASE, FY 1987 & FY 1992



Source: A Financial Comparison of the City of College Park and Other Maryland Municipalities, City of College Park, July, 1994.

students, faculty and staff on campus; however, there are non-academic services such as day care, mediation and recycling that are open to all. Because it is a public institution, the majority of the buildings and grounds are open for public use during normal business hours, but access is restricted to certain campus facilities such as indoor recreation facilities.

The UMCP is the City's major employer and landowner with approximately 8,000 jobs and a campus comprised of 1,580 acres and 346 buildings. It is exempt from real property taxes and as such does not contribute to the City's tax base. Expansion of the campus through the acquisition of additional City property is a concern for this reason. The campus has an ambitious capital improvements program including projects like the Maryland Center for the Performing Arts which will offer a 1,200 seat concert hall and four small theaters in addition to academic classrooms. The City receives amusement tax revenue from athletic events and other spectator activities.

FINANCIAL CONDITION

Budget. The City Charter requires the City to have a balanced budget where the total of proposed expenditures does not exceed the total of estimated income plus fund balance or retained earnings. The goal for fund balance is an amount equal to 25 percent of the ensuing year's expenditures. The adopted fiscal year 1996 operating budget is \$5,870,849. The City also has a five year capital improvement plan known as the capital budget or CIP. There are a total of 22 projects in the 1995-2000 CIP totaling \$3,778,000. The City has a pay-as-you-go policy for funding these projects and tries to leverage funds through grants and special assessments. Each year the CIP is adjusted by the Mayor and Council as part of the budget process.

The City currently has no debt. There is a debt limit of 10 percent of assessed real property value which is established by City Charter. That limit is presently equal to 32 million dollars; however, the City has limited debt affordability given its tax structure. The City may issue general obligation or revenue bonds if approved through a referendum. The City has no bond rating because it has never used these instruments to pay for projects.

The ratio of debt to assessable base is a tool to compare the level of indebtedness

relative to tax base. Figure 3 shows the different ratios for the survey cities. College Park and Gaithersburg stand out with ratios of less than one percent in Fiscal Year 1992. When compared with the seven other survey cities, the City of College Park has the lowest level of per capita revenues and expenditures and consequently a relatively small budget (Table 1).

Taxes and Revenue. The real and personal property tax rate increased to 57 cents/\$100 of assessed value in fiscal year 1996. The previous rate of 55 cents/\$100 had been in place for eight years. The City's tax rate is one of the lowest in the survey as well as the region. By law, the tax rate cannot increase by more than 2 cents per year. Each 1 cent of tax rate yields approximately \$40,900. The tax differential is the reduction in the Prince George's County tax rate for people living in a municipality with duplicate services. The current calculated rate is 23 cents/\$100 assessed value although it is being maintained at the fiscal year 1995 rate of 21 cents as a result of County legislation. The City has challenged this legislation.

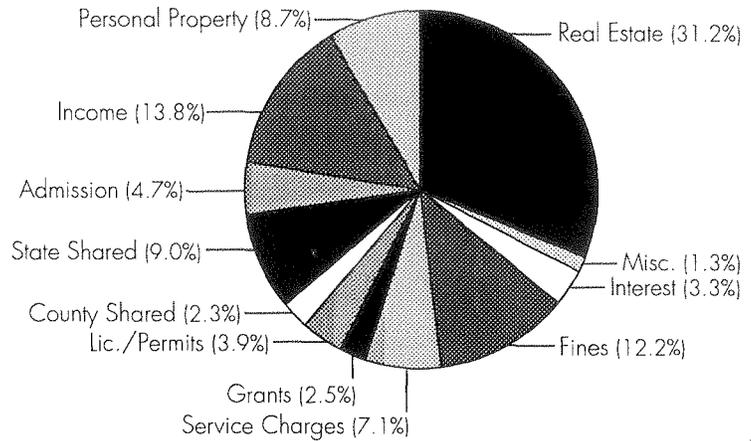
In addition to real estate and personal property taxes, the City's other major sources of revenue are income tax, admission tax, highway user tax, and fines. Figure 4 shows all projected revenue sources for fiscal year 1996. Revenues can be very difficult to track and predict from year to year. Recently they have been flat and the assessable real property tax base has fallen. The large student population causes income tax and highway user tax revenues to be less than other jurisdictions.

In the municipal survey, the rate of growth of assessable base and assessable base per capita for College Park was below average, reflecting the fact that it is an older, built-up community, not a growth area. The City also had the lowest level of per capita income and property tax revenues, and derives a significantly higher amount of revenues from fines and forfeitures, primarily from parking fines.

Civic Life. The Community Facilities and Services Work Group believes the mission of the City should be to build an infrastructure that supports and strengthens families and neighborhoods for a better city. This view goes beyond the bricks and mortar responsibilities of the City, to one of providing a positive and nurturing environment for all people in it. This means not only providing a healthy environment

Figure 4

**PROJECTED REVENUES BY CATEGORY, FY 1996
AS A PERCENTAGE OF TOTAL REVENUES**



Source: City of College Park Adopted Budget for Fiscal Year, 1996.



and programs and services to meet families needs, but also fostering social networks and a sense of community. People need to feel a part of their community and cities need the support and active participation of their residents.

The City's Senior Program provides transportation to medical appointments and shopping.

Major Issues

- Increasing City revenues and controlling taxes.
- Maintaining and improving City services.
- Providing adequate police services.
- Acquiring more planning and zoning authority.
- Better maintenance of City facilities, public open space and landscaped areas.
- Providing a city hall and town green to meet the needs of the community and staff.

Goals and Strategies

Goal I ENSURE THAT PUBLIC SERVICES MEET CITIZEN AND BUSINESS NEEDS IN AN EFFECTIVE AND EFFICIENT WAY.

Strategies/Actions:

1. Consolidate recreation-related functions of the City in one department.
2. Survey constituents every 2-5 years to assess service needs and level of satisfaction with existing services and delivery (through Municipal Scene or at polling places).
3. Meet with business leaders at least annually to discuss issues and concerns and share information.
4. Identify areas where the University of Maryland and City might share services.
5. Coordinate and disseminate information on eldercare and family-life education resources to the community.

Goal II ACQUIRE COMPLETE PLANNING AND ZONING AUTHORITY FOR THE CITY.

Strategies/Actions:

1. Work with other municipalities to draft state legislation to provide for local control of planning and zoning matters.
2. Request designation of College Park as a Revitalization Overlay District under CB-116-1993 to allow the exercise of power over variances and departures.
3. Research the costs and benefits of Geographic Information Services (GIS) mapping for the City.

Goal III ENSURE SAFE AND ADEQUATE FACILITIES FOR THE DELIVERY OF CITY SERVICES, INCLUDING A CITY HALL BUILDING AND GROUNDS THAT ARE A CENTER OF COMMUNITY ACTIVITIES.

Strategies/Actions:

1. Centralize the responsibility for the maintenance, design and construction of City facilities and provide the necessary personnel and resources.
2. Develop and implement a regular process for inspection, inventory, maintenance, repair and improvement of City facilities.
3. Conduct a feasibility study for providing a city hall and town green that meet the existing and future needs of the City. (Consult existing studies.)

Goal IV ENSURE THE APPROPRIATE USE/DEVELOPMENT OF VACANT PUBLIC LAND AND FACILITIES.

Strategies/Actions:

1. Maintain an inventory of all vacant public land and buildings.
2. Develop plans for the acquisition, disposition and use of City property.
3. Acquire public land/buildings when it is in the interest of the City.
4. Collaborate with other public entities on the sale/development of vacant public property.

Goal V ENSURE CITY REVENUES ARE ADEQUATE TO PROVIDE FOR CITY SERVICES.

Strategies/Actions:

1. Conduct an impact study to assess the costs and benefits of hosting the University of Maryland to the City and include recommendations regarding the Payment in Lieu of Taxes (PILOT).
2. Work with the University of Maryland at College Park (UMCP) to expand the opportunities for putting campus-related property on the tax rolls.
3. Prepare a comprehensive study of city services and revenue sources to include:
 - A. Existing and desired service levels.
 - B. Fiscal impact analysis.
 - C. Exploration of alternative and innovative revenue sources.
 - D. Tax base structure.
 - E. Recommendations for short- and long-term service levels and revenue sources.
4. Pursue annexation opportunities.
5. Require a fiscal impact analysis for major program changes.
6. Seek legislative changes that benefit the City's revenue stream (e.g., hotel/motel tax).
7. Consider selling City services to neighboring jurisdictions (e.g., animal control, parking collections) and/or purchasing City services from other jurisdictions.

Goal VI ENSURE THAT THE EDUCATION NEEDS OF THE COMMUNITY ARE MET.

Strategies/Actions:

1. Establish an annual briefing to the Mayor and Council on the state of public and private schools in the City.
2. Utilize the City's Youth and Family Services Department as a resource for local schools and life-long learning issues in the community as a whole.
3. Encourage City businesses to support local schools and education issues.
4. Assist students in fulfilling their requirements for Community Service in the City.

Goal VII ENCOURAGE THE ACQUISITION AND MAINTENANCE OF A DIVERSE SYSTEM OF PARKS, OPEN SPACES, AND WOODLAND AREAS.

Strategies/Actions:

1. Support state legislation to allow streetscaping to meet woodland conservation requirements in urban areas.
2. Prepare a campus-wide comprehensive storm water management plan to serve proposed development on the Campus and in the City.
3. Maintain an accurate inventory of local natural features.
4. Acquire properties in environmentally-sensitive areas (wetlands, woodlands, stream valleys) for preservation.
5. Develop a plan for the utilization of State Program Open Space (POS) funds.
6. Encourage the community to monitor the activities and maintenance at Lake Artemesia and other City recreation areas.

Goal VIII PREVENT CRIME AND ENSURE PUBLIC SAFETY.

Strategies/Actions:

1. Encourage the formation of neighborhood and business watch groups.
2. Implement the best method of providing police services in the City (increase contract police, establish City police force, expand Campus police role, or some combination).
3. Design all new facilities with safety and security in mind.
4. Implement a "night walk" program similar to the University's to ensure public safety.
5. Increase the visibility of the police in the City and provide more community outreach and education programs on public safety.
6. Expand community policing activities in the neighborhoods.
7. Maintain an aggressive code enforcement program.
8. Conduct an annual briefing on the status of crime and police services in the City.

Goal IX PROMOTE LANDSCAPING EFFORTS IN COMMERCIAL, RESIDENTIAL AND PUBLIC AREAS.

Strategies/Actions:

1. Implement a comprehensive landscaping plan and maintenance program in public areas to include a tree and plant inventory, regular pruning and servicing, and pest management.
2. Involve citizens by encouraging them to "adopt a planting strip" and take responsibility for maintaining it.
3. Identify unused or under-utilized paved areas that can be eliminated (parking spaces, roads and alleys).
4. Prepare a citywide "greenways" plan to promote continuous open space and landscaped areas.
5. Establish a "Tree Grant" program for businesses and residents as an incentive for the planting of trees.

Goal X PROMOTE AND APPLY CONSERVATION EFFORTS; REDUCE POLLUTION AND LITTER.

Strategies/Actions:

1. Support conservation education programs such as storm drain stenciling, stream teams, and the marking of streams and historical sites.
2. Expand recycling efforts.
3. Encourage major traffic generators to create incentives for car pooling and mass transit.
4. Recognize and promote environmentally-safe actions by residents (e.g., prudent use of pesticides and fertilizers, proper disposition of oil).

GOAL XI ENSURE THAT CITIZENS ARE WELL INFORMED ON CITY ISSUES AND ENCOURAGE ACTIVE INVOLVEMENT IN CIVIC LIFE.

Strategies/Actions:

1. Form community coalitions around major issues of concern.
2. Make government more accessible to the public by establishing community bulletin boards or kiosks, holding annual town meetings, and streamlining City Council meetings.
3. Increase the use of all media to better inform citizens.
4. Encourage more informal and personal contacts by elected officials (e.g., "neighborhood walks").

5. Establish regular City-sponsored community events and celebrations that could become City traditions.
6. Consider electing some or all council members "at large" to promote "citywide" issues.
7. Publish a detailed directory of City services, functions, contact persons and phone numbers.
8. Produce an annual report on City government.
9. Improve the format and appearance of the Municipal Scene to be more interesting, engaging and eye-catching.
10. Regularly provide information on City boards, committees and commissions, their charges, and how to become a member.
11. Work with civic and community organizations to increase their participation in government affairs and community problem-solving.
12. Support the establishment of an independent community newspaper.

First Year Priorities

- Devise a constituent survey of City services and conduct biannually.
- Conduct annexation study of unincorporated property around City limits.
- Assess the costs and benefits of hosting the University of Maryland at College Park, and revise the Payment in Lieu of Taxes (PILOT), if appropriate.
- Implement a Revitalization Overlay District in the City (CB-116-1993) to transfer authority for variances and departures to the City, and collaborate with State, County and local government officials for more planning and zoning authority.
- Draft legislation to provide for more City control over planning.
- Establish a City public information and public relations function (Municipal Scene, press releases, special events, etc.)
- Research pros and cons of holding "at large" Council elections.
- Implement improved police services
- Develop a plan for using Program Open Space (POS) funding.
- Develop a schedule and process to inspect, inventory, maintain and improve all City facilities.

**ECONOMIC
DEVELOPMENT**

Economic Development

VISION STATEMENT

COMMERCIAL LAND USES

A true "Town Center" is created in the downtown, featuring an attractive, pedestrian-oriented environment with diverse commercial, residential and public uses with adequate parking and easy access by foot, bicycle, mass transit and automobile. There are physical and economic linkages among all revitalized commercial areas of the city (Town Center, Berwyn Road, Hollywood, Metro Stations, North Route 1, and Greenbelt Road). These commercial areas complement one another while maintaining their own identities as focal points for their neighborhoods and for the City as a whole.

All businesses are involved in the community, offering goods and services which meet the diverse needs of residents, employees and students in College Park and attract customers from outside the City. Professional employment opportunities have increased. The transitions between commercial and residential land uses are designed to support and protect the residential neighborhoods.

Commercial growth has focused on revitalizing existing commercial areas, with new mixed-use land development on the east side of the College Park Metro Station and in the Town Center and controlled development on Route 1 and in the neighborhood centers.

Existing Conditions

Economic development offers something for everyone: increased sales for retailers; capital gains for property owners; increased loan business for local banks; an increased tax base for the municipality; shopping opportunities; and jobs for unemployed workers.

In May 1995, the unemployment rate in Prince George's County was 4.4 percent, lower than Maryland's and the nation's. Although unemployment figures for College Park are not available, the City tends to reflect County economic trends. Therefore, presumably the City's unemployment rate was also around 4.4 percent.

With such a low unemployment rate, job creation is not a primary economic development issue among College Park residents. As they expressed in Citywide surveys, residents are more concerned with cleaning up commercial districts and filling vacant storefronts with businesses catering to long-term residents. Similarly, focus groups of University of Maryland at College Park (UMCP) faculty and staff expressed a desire for more diverse goods and services in the City.

Therefore, the Economic Development Work Group focused on the revitalization of the City's retail commercial districts. This focus is also prudent because College Park lacks the raw materials and large tracts of land typically required by manufacturing and other industrial enterprises. Indeed, College Park has few manufacturing and industrial enterprises. Commercial uses in the City, with retail being the most prevalent, are described below. Following those descriptions is information on specific districts in the City (also shown in Map 1 and Table 1).

Map 1

COMMERCIAL AND INDUSTRIAL AREAS

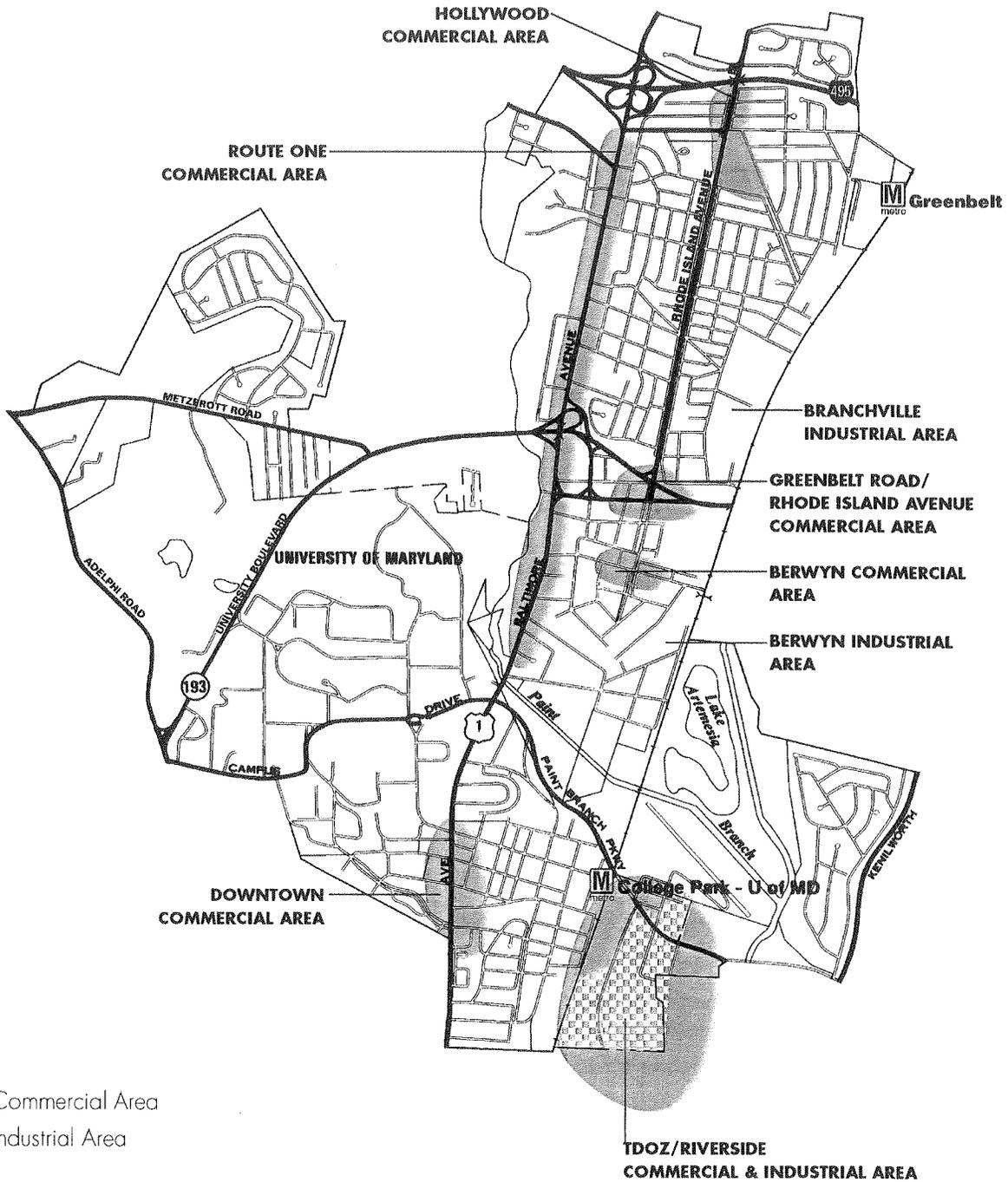


Table 1

BUSINESS MIX IN COMMERCIAL AREAS

| Trade Area | Berwyn | | Greenbelt Road/ Rhode Island Ave. | | Hollywood | |
|--|-----------|----------|--------------------------------------|----------|-----------|----------|
| | # | % | # | % | # | % |
| Office | 8 | 29.6 | 6 | 14.3 | 3 | 7.7 |
| Banking/S&I | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 |
| Retail Trade | 2 | 7.4 | 0 | 0.0 | 11 | 28.2 |
| Eating/Drinking/ Food Establishment | 2 | 7.4 | 4 | 9.5 | 3 | 7.7 |
| Retail Services | 4 | 14.8 | 4 | 9.5 | 16 | 41.0 |
| Other Commercial | 3 | 11.1 | 8 | 19.0 | 5 | 12.8 |
| Industrial Services | 6 | 22.2 | 17 | 40.5 | 0 | 0.0 |
| Manufacturing | 2 | 7.4 | 2 | 4.8 | 0 | 0.0 |
| Miscellaneous Retail | 0 | 0.0 | 1 | 2.4 | 1 | 2.6 |
| TOTAL | 27 | — | 42 | — | 39 | — |

Source: City of College Park, 1995.

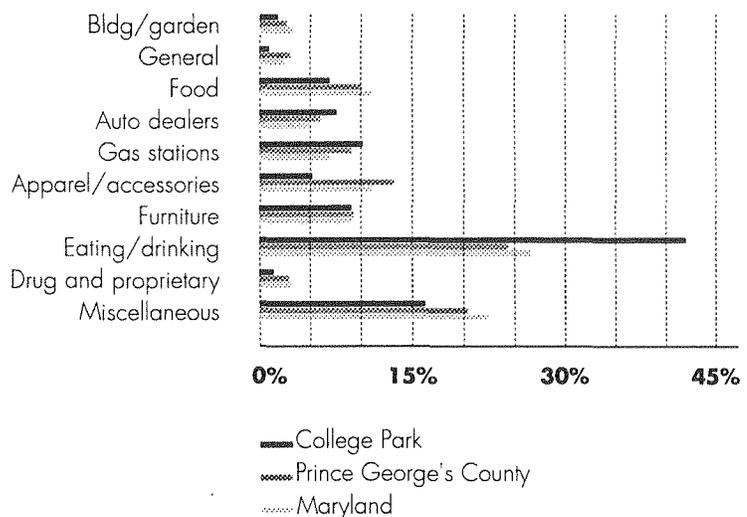
According to *The American Business Directory*, College Park has a total of 900 businesses. According to County Business Patterns (U.S. Department of Commerce) and the Economic Censuses (U.S. Bureau of the Census)¹, that number is much lower (approximately 600). City records indicate that the Directory is more accurate. However, census figures are useful for three reasons. First, they indicate the mix or type of businesses in College Park. Second, these figures provide a basis for comparing College Park to the County and the State. Finally, they illustrate changes over time. Census figures are used throughout the following discussion.

RETAIL

According to the *Census of Retail Trade*, in 1992 College Park had 153 retail establishments employing 2,267 people. The types of retail establishments in Prince George's County and the State of Maryland were more evenly distributed than they were in College Park (Figure 1). Food stores, apparel stores, eating and drinking places and miscellaneous retail stores (e.g., drug stores, liquor stores, florists, used-merchandise stores) comprised between 70 and 75 percent of retail establishments in both the County and the State. The

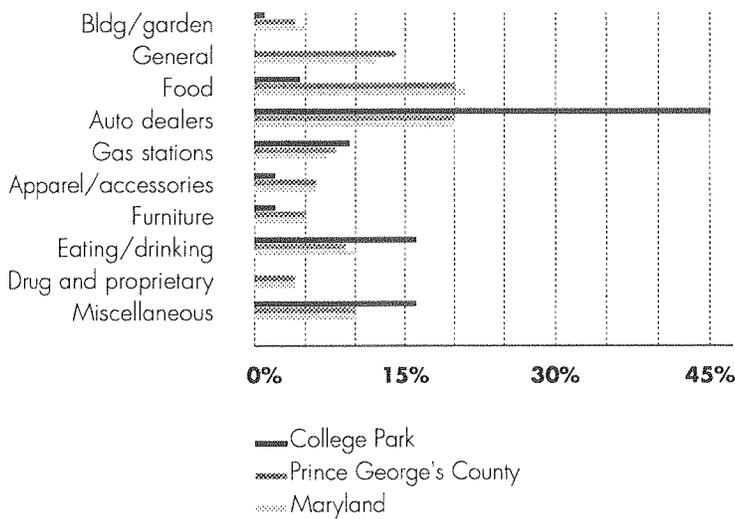
Figure 1

RETAIL ESTABLISHMENTS, 1992



Source: County Business Patterns, 1992.

Figure 2
RETAIL SALES, 1992



Source: County Business Patterns, 1992.



Eating establishments along Route 1

City, on the other hand, had a high concentration of eating and drinking places (42%), although the number of eating and drinking establishments in College Park increased at a slower rate between 1987 and 1992 than it did in the County and the State.

In addition to numbers of retail establishments, sales are an important indicator of retail trends. Retail sales were more evenly distributed throughout the State and County than they were in College Park (Figure 2). In College Park, automotive, eating and drinking and miscellaneous retail sales accounted for nearly 77 percent of all sales compared to 39 percent in the County and 40 percent in the State. College Park does not have a supermarket, so sales from food stores including convenience stores, accounted for only 4 percent of the City's total sales. This was a decrease of 29 percent from 1987. Food store sales rose in the County (22%) and the State (26%) between 1987 and 1992.

OFFICE

Office uses are permitted in the C-O (Commercial Office) and C-S-C (Commercial Shopping Center) and industrial zones due to their less intensive nature. Office use in College Park is dispersed throughout the City's commercial areas. The greatest concentration of offices is in the Riverside subdivision, which is part of the Transit District Overlay Zone (TDOZ) east of the new College Park Metrorail Station. Three office buildings totalling 620,000 square feet have located here recently and more intense, mixed-use development is anticipated when the TDDP is completed. The City's vacancy rate is 20 percent. (Prince George's County's is 19 percent.)

Outside of the TDOZ, the City has 14 office buildings most of which were constructed between 1965 and 1982. These buildings provide 400,000 square feet of leasable space.

INDUSTRIAL

College Park has three distinct areas zoned for industrial uses. Kropp's Addition (91 acres) in the TDOZ and Berwyn at the east end of Berwyn Road (30 acres) are zoned I-1 (Light Industrial). The area north of Greenbelt Road and west of the B&O Railroad tracks (32 acres) is zoned I-2 (Heavy Industrial) and is commonly known as the Branchville industrial area. The major employer in this area is J.L. Clarke Manufacturing or Stone Industrial Products. The company manufactured the first drinking straw. Today, it manufactures a variety of tubing products. Most of the area's other businesses are auto-related.

Industrial uses comprise about 30 percent of Berwyn's businesses: industrial services comprise about 20 percent and manufacturing about 10 percent. The only access to the industrial area is from Berwyn Road. An industrial access road from Greenbelt Road to Berwyn Road via the Clark Enterprises Inc. (CEI) property was previously recommended to divert truck traffic from local residential streets. The proposed road is no longer appropriate, however, since The Washington Post will construct a new printing plant on the CEI property with no access to 51st Avenue or Berwyn Road.

ROUTE 1 COMMERCIAL DISTRICT

Route 1 runs the length of the City and is a typical commercial strip. The area south of the University of Maryland at College Park is known as downtown and has a high concentration of inexpensive restaurants and bars as well as other uses associated with a college town. It also has some unique specialty stores, such as The Yarn Shop and Paperworks. However, according to survey respondents, College Park's downtown lacks a high quality, "white table cloth" restaurant. North of downtown, Route 1 has a high concentration of automotive dealers, service stations and fast food restaurants. The Economic Development Work Group did not focus on Route 1 or the Transit District Overlay Zone (TDOZ) east of the College Park Metrorail station because these areas were addressed in detail by other Work Groups.

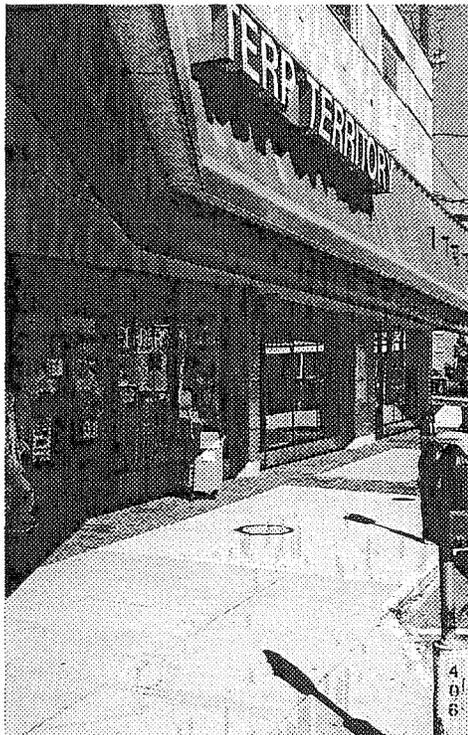
HOLLYWOOD COMMERCIAL DISTRICT

The Hollywood Commercial District comprises three shopping areas at the intersection of Rhode Island Avenue and Edgewood Road. This district includes all commercially zoned properties (C-S-C, C-1, and C-O) fronting on Edgewood Road or Rhode Island Avenue from the Capital Beltway to Muskogee Street. In 1994, about 40 percent (16 of 39) of the commercial district's businesses were retail services, such as dry cleaners and beauty parlors; 28 percent were retail trade, such as REI (Recreational Equipment, Inc.) the area's anchor retail store. Office uses, which comprise 56,700 square feet are concentrated near the Capital Beltway on both sides of Rhode Island Avenue.

Despite REI's regional attraction, it is the type of store frequented less than once a month by its regular customers. The types of other businesses in the Hollywood Commercial District



Top A shopping center in the Hollywood Commercial District

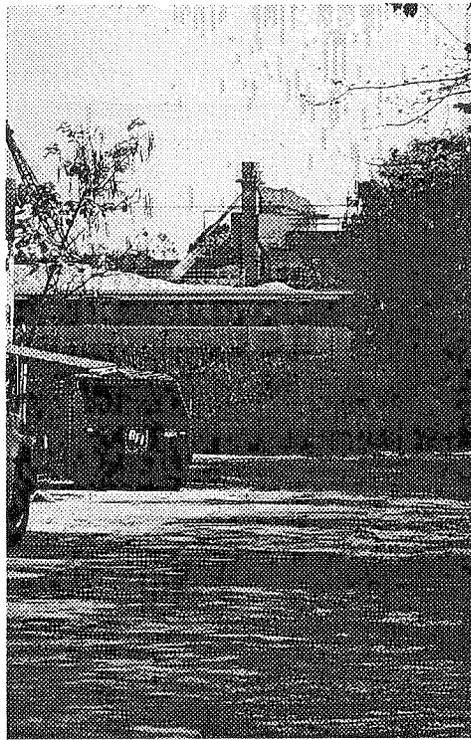


Bottom Student-oriented stores proliferate in downtown College Park

should expect more regular customers; however, 54 percent of residents shop there less than once a month (Table 2). Moreover, 27 percent of all survey respondents live in Hollywood. A Hollywood business owner who was leaving the area after eight years confirmed that "people don't patronize businesses within their community." The business owner suggested that the City do more to keep money in the community.

Participants in the Hollywood business and property-owner focus group expressed

Top The Metrorail passes through the Branchville Industrial Area



Bottom Specialized shops along Berwyn Road in the Berwyn Commercial District



enthusiasm about meeting as a focus group and discussed the idea of meeting regularly to develop ways to improve the commercial district. Currently, there is no formal business organization or merchants association in Hollywood and no Hollywood businesses belong to the Prince George's County or Baltimore/Washington Chambers of Commerce.

GREENBELT ROAD/RHODE ISLAND AVENUE COMMERCIAL DISTRICT

Industrial uses comprise about 41 percent of the 42 businesses at the intersection of Greenbelt Road and Rhode Island Avenue. Other uses include office, eating and drinking establishments, retail services and miscellaneous retail. According to the 1994 citywide survey, Greenbelt Road has the most regular customers of any shopping district, including downtown College Park (Table 2). Nearly one-quarter of respondents said they shop there more than once a week. However, respondents may have assumed that this area included Beltway Plaza, a popular shopping center within the City of Greenbelt's boundaries.

Focus group participants included business and property owners from the Branchville industrial area. All business and property owners cited poor access, crime and vandalism as the area's major weaknesses. However, they appreciated the University of Maryland market, as well as their location near the Beltway and near "good roads" with "a great deal of traffic." Four businesses, indicated that they belonged to a chamber of commerce.

BERWYN COMMERCIAL DISTRICT

Berwyn's small commercial district (27 businesses) is located at Berwyn Road and Rhode Island Avenue. Anchor businesses Smile Herb Shop and Beautiful Day attract customers from throughout the region. Nearly 80 percent of 1994 survey respondents said they shop on Berwyn Road less than once a month, but the number of non-respondents was greater than or equal to ten percent (Table 2). Approximately 30 percent of Berwyn's businesses are offices including academic associations, real estate and insurance.

Berwyn's business and property owners emphasized the need for physical improvements, primarily to discourage vandalism and promote public safety. They also expressed concerns about trucks travelling along Berwyn Road, particularly those making deliveries. Berwyn Road merchants have recently formed a commercial district association to address these and other common problems.

MAJOR EMPLOYERS

The dominant economic influence in College Park is the University of Maryland at College Park and its related facilities. The growth of the University has both positive and negative

Table 2

COLLEGE PARK RESIDENTS SHOPPING PATTERNS

| How often do you shop in: | More than once a week | Once a week | Once a month | Less than once a month |
|---------------------------|-----------------------|-------------|--------------|------------------------|
| Downtown College Park | 11.2% | 13.6% | 17.9% | 57.3% |
| Elsewhere on Rt. 1 | 9.1% | 19.4% | 23.9% | 27.6% |
| Berwyn Road | 2.6% | 6.4% | 12.3% | 78.8% |
| Greenbelt Road | 24.3% | 26.3% | 14.0% | 35.4% |
| Hollywood | 12.6% | 15.6% | 18.3% | 53.5% |

Source: College Park Citizen Survey, 1994.

Top The U.S. Archives facility on the UMCP Campus employs 800 people.

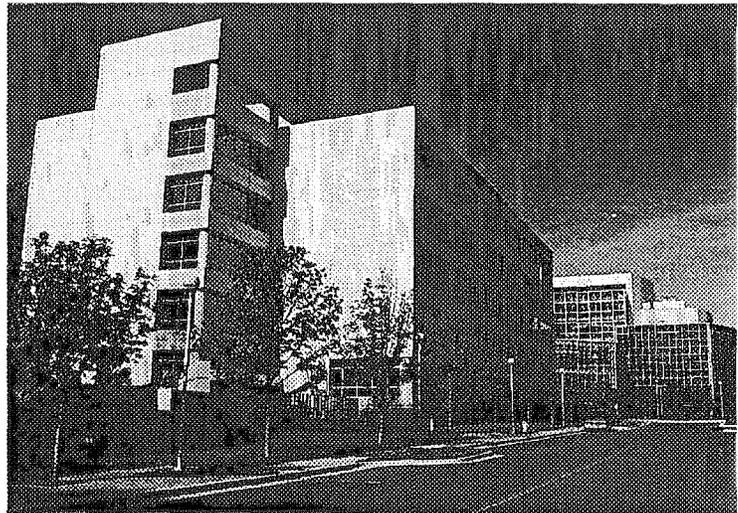
Bottom The University of Maryland is the area's largest employer.

impacts on the local economy. It stimulates the local economy's real estate, finance, retail and construction sectors. However, as a State institution, it does not contribute to the City's tax roles and is not required to comply with local zoning regulations. Moreover, many students live in private and University-owned off-campus housing and have a significant impact on the City's residential neighborhoods.

The University employs approximately 10,000 people including graduate assistants and has an enrollment of approximately 32,500 students. These groups constitute both daytime and evening populations with retail and service needs. In addition, the University continues to improve and rehabilitate its facilities with the construction of major facilities such as the Maryland Center for the Performing Arts (320,000 square feet), Campus Recreation Center (240,000 square feet) and the Computer and Space Sciences Building (55,000 square feet). Furthermore, the U.S. Archives has located a 1.7 million square foot facility on campus with 800 employees.

Another major employer is the University of Maryland University College which employs about 1,300 people. Headquartered in College Park, University College has 20 locations in Maryland as well as locations in 22 countries.

The City's other major employers include the American Center for Physics (250 employees; 120,000 square feet) and the U.S. Department of Agriculture (850 employees; 350,000 square feet).



PROPOSED NEW DEVELOPMENT

Major new development includes The Washington Post, which will relocate its Washington printing and distribution plant to College Park. The 330,000 square foot facility will employ an estimated 250 people at the facility. Riggs National Bank will construct a 150,000 square foot building in the TDOZ and relocate 550 employees from Washington, D.C. and Fairfax, Virginia.

Three major projects are planned at Route 1 and the Capital Beltway. First, the Michael Company has rezoned the parcel at the southwest corner C-O (Commercial Office) to C-S-C (Commercial, Shopping Center) in order to construct a 210,000 square foot shopping center. The City has successfully negotiated with the developer to annex this parcel. Second, Federal Realty Investment Trust is proposing constructing a 410,000 square foot retail center, a 410,000 square foot office building and a motel on the northwest corner. Finally, The Jefferson at College Park, a mixed-use project consisting of a small retail/office center and 224 apartment units in eight buildings, is planned for the northeast corner.

setbacks with seas of parking as problems in most commercial districts and described many commercial districts as "unattractive."

- Vacant commercial properties. Vacant storefronts give the impression that a commercial district is unsuccessful, resulting in more vacancies, vandalism and increasing deterioration of the area.
- Traffic congestion and lack of parking. Street layout and circulation patterns create traffic problems in several of the City's commercial areas. The age of most of the City's commercial districts means that they do not meet current off-street parking requirements.
- Threats to public safety. Business and property owners in the more remote commercial and industrial areas expressed concerns about public safety, such as crime and vandalism, slow police response time and inadequate lighting.
- Lack of City-University-business coordination. Although relations between the City and the University have improved, there is great potential for creating economic development partnerships among the City, University and businesses.

Major Issues

- Need for a better mix of businesses. According to Citywide surveys conducted in 1993 and 1994, the majority of College Park residents do not regularly shop in College Park because their shopping needs are not met in the City.
- Lack of attention to economic development issues. The City does not do enough to foster a positive business climate according to business focus group participants. Residents' comments on the 1993 Citywide survey reflect the absence of and need for an economic development program: "Devise ways to bring new businesses to the City"; "Renovate existing commercial areas"; and "Have more basic stores within walking distance."
- Lack of communication. Focus group participants felt that there is a lack of communication among the businesses themselves as well as a lack of marketing efforts.
- Unattractive commercial and industrial properties. The City's commercial districts are aging and many could use a facelift. Focus group participants cited poor lighting, old signs and large

Goals and Strategies

Goal I IMPROVE THE MIX OF GOODS AND SERVICES PROVIDED WITHIN THE CITY TO BETTER MEET THE NEEDS OF AREA RESIDENTS, EMPLOYEES AND STUDENTS.

Goal II ENCOURAGE DESIRABLE BUSINESSES AND USES TO STAY AND THRIVE IN COLLEGE PARK (EXPANSION/RETENTION).

Goal III AGGRESSIVELY ATTRACT BUSINESSES TO COMPLEMENT THE EXISTING MIX, OR TO ACHIEVE THE DESIRED MIX (RECRUITMENT).

Strategies/Actions:

1. Create an economic development program.
 - A. Engage a local economic development coordinator/program manager.
 - B. Create and maintain a central database with current information on retail, office and industrial space, buildings, employers and employees, housing, vacant land, development projects and activities, and disseminate this information.

- C. Conduct commercial district inventories and market analyses to identify the existing mix of businesses, to assess zoning, land uses and vacancies and prime development sites, to evaluate the real estate market, to identify unique features or opportunities, to evaluate competition and to determine unmet market potential.
- D. Target national, regional and local businesses that are under represented in the City or commercial district.
- E. Network with the community (e.g., property owners, merchants, lending institutions, UMCP) to locate retail prospects and entrepreneurs.
- F. Establish a "real estate roundtable" linking commercial real estate brokers and economic development organizations. Work together to attract and retain office and retail tenants.
- G. Offer public relations support to new retail businesses.
- H. Explore the availability of federal, state and local resources to assist business start-ups, retentions and expansions.
2. Minimize bureaucratic delay and streamline procedures.
 3. Develop City preferences for local trades and businesses in procurement policies.
 4. Create a Local Economic Development Corporation (LDC).

Goal IV MAKE COLLEGE PARK A DESTINATION POINT/ATTRACT NEW CUSTOMERS.

Strategies/Actions:

1. Upgrade the commercial areas so that they are attractive and safe and provide a unified, positive image of the community.
 - A. Develop a commercial district clean-up program.
 - B. Bury utilities in all commercial districts.
 - C. Develop a plan for guidance signs to direct customers to commercial districts and parking areas.
 - D. Improve appearance with landscaping, lighting, facade improvements and street furniture streetscaping.
2. Promote College Park's commercial districts to area residents, employees and University students as a place to shop and do business.
3. Explore alternatives for increasing parking supply in commercial districts, where needed.
4. Work with merchants and property owners to improve public safety in their business districts.

5. Assist merchants and property owners in improving access to their premises.

GOAL V PROMOTE INTERACTION BETWEEN BUSINESSES, THE CITY AND THE UNIVERSITY.

Strategies/Actions:

1. Encourage the formation of merchants' associations and management districts.
2. Establish an economic development partnership between the University, the City and each business district to address commercial revitalization needs and accomplish economic development goals.
3. Work with the University's on-campus incubator to encourage its entrepreneurs to stay in College Park.
4. Explore the possibility of starting a retail incubator (a building providing below-market rents and low-cost support services to small start-up businesses) in one or more of College Park's commercial districts.
5. Develop a City orientation packet for new City, University and private sector employees.
6. Coordinate City, University and business efforts to attract special events.
7. Post maps and other information about College Park at or near the Metro Station.
8. Encourage businesses to hire City residents.

First Year Priorities

- Engage a local economic development coordinator/program manager.
- Subscribe to publications/lead sheets such as "Retail Hotline" to track which businesses are expanding in Maryland and the region and to pursue them if they are a good "fit."
- Create and maintain a central database with current information on retail, office and industrial space, employers, housing and vacant land.
- Conduct commercial district inventories and market analyses to identify the existing mix of businesses, to assess zoning, land use, vacancies and prime development sites and to identify development opportunities.

¹ 1992 Census of Retail Trade; 1992 Census of Wholesale Trade; 1992 Census of Service Industries; 1992 Census of Construction Industries.

NEIGHBORHOODS

Neighborhoods

VISION STATEMENTS

RESIDENTIAL LAND USES

The City consists of a variety of interconnected residential neighborhoods, including quality affordable single- and multi-family structures. All residential neighborhoods are attractive and well-maintained, with landscaping, lighting and parks, and sidewalks where feasible.

The University and City have worked together to make adequate, affordable, desirable and safe housing available on campus. Elected and administrative officials of the City and University cooperate to preserve the character of residential communities. The City fairly and effectively regulates group housing within all neighborhoods.

COMMERCIAL LAND USES

A true "Town Center" is created in the downtown, featuring an attractive, pedestrian-oriented environment with diverse commercial, residential and public uses, which has adequate parking and easy access by foot, bicycle, mass transit, and automobile. There are physical and economic linkages among all revitalized commercial areas of the city (Town Center, Berwyn Road, Hollywood, Metro Stations, North Route 1, and Greenbelt Road). These commercial areas complement one another while maintaining their own identities as focal points for their neighborhoods and for the City as a whole.

All businesses are involved in the community, offering goods and services which meet the diverse needs of residents, employees and students in College Park, and attract customers from outside the City. Professional employment

opportunities have increased. The transitions between commercial and residential land uses are designed to support and protect the residential neighborhoods.

Commercial growth has focused on revitalizing existing commercial areas, with new mixed-use land development on the east side of the College Park Metro Station and in the Town Center, and controlled development on Route 1 and in the neighborhood centers.

NATURAL ENVIRONMENT

College Park is an environmentally-sound "green city," characterized by a diversity of parks, open spaces, extensive woodlands and plantings throughout the City. Well-maintained bicycle/pedestrian paths which connect all neighborhoods, shopping areas, parks, the University, and Metro, are an integral part of the parkland and open space system. The City is litter free with reduced pollution of air, water and noise, effective stormwater management, and is active in applying conservation techniques. The natural environment contributes greatly to the visual, social and economic enjoyment of living, working, recreating, learning and shopping in College Park.

CRIME AND PUBLIC SAFETY

The entire community is actively involved in preventing crime and promoting public safety. There is close cooperation among the citizens, the City, the University, law enforcement and public safety agencies and neighboring communities to achieve a high level of public safety in a cost-effective manner.

Introduction

Ask a College Park resident where he lives and most likely he will respond with the name of his neighborhood. Despite a range of ages, interests and incomes, College Park residents have one thing in common: they identify with their neighborhoods. Residents define their neighborhoods as “stable.” They enjoy the quality of life there and they want to preserve it. The first goal developed by the Neighborhoods Work Group reflects this desire: “Retain/Preserve the unique character of each neighborhood.”

Existing Conditions

Each of College Park’s eleven neighborhoods consists of a unique combination of physical conditions and social elements which define its “character.” Physical conditions are those that contribute to neighborhood satisfaction or dissatisfaction: wooded lots, large lots, attractive yards, streets or houses in need of repair, noise, and litter. Social elements also contribute to neighborhood character. Location, demographics, housing and amenities play a part, as does “sense of community”—residents’ feelings about their neighborhood and their neighbors, as well as the existence of viable and effective neighborhood organizations. This section illustrates College Park’s character by briefly describing the existing situation citywide. Details about neighborhood character are addressed in the individual neighborhood sections of this chapter.

PHYSICAL CONDITIONS

Generally, residents are satisfied with the condition of their city. Respondents to both the 1993 Visioning survey and the 1994 Comprehensive Plan survey agreed that houses and apartments are well maintained and are not in need of repair, and that noise and litter are not problems. Nearly 70 percent of Visioning survey respondents said that College Park presents a positive visual image. The greatest problem identified by the 1993 survey respondents was traffic congestion (70% said it was a problem). About half of the Visioning survey respondents said that vandalism and other crime were problems. Comprehensive Plan survey respondents rated none of the following physical conditions as

serious problems citywide: streets in need of repair, poor street lighting, property crime, and lack of off-street parking. The individual neighborhood chapters will address residents’ responses about their own neighborhoods.

HOUSING

City residents appreciate their neighborhoods’ “aesthetically pleasing architecture....” Housing styles within each neighborhood vary nearly as much as they do throughout the entire city. Houses include 19th century Victorians in Old Town; 1940s colonials in Calvert Hills; 1950s bungalows in Hollywood; and 1980s townhouses in Berwyn.

AMENITIES/COMMUNITY FACILITIES

Each neighborhood offers a unique package of amenities, including parks and recreation facilities and historic and cultural resources. Community facilities and services such as churches, schools and community centers add to a neighborhood’s offerings. The Community Profile chapter describes the City’s historic and cultural resources. The individual neighborhood chapters will identify the amenities and community facilities available in each neighborhood.

SENSE OF COMMUNITY

Residents agree that their neighbors are friendly and supportive. Every neighborhood is represented by a civic or citizens association that meets to discuss issues of particular concern to neighborhood residents. Many associations sponsor annual community events, such as picnics, potlucks or Christmas tree lighting celebrations.

About half of College Park’s neighborhoods have instituted Neighborhood Watch to reduce the incidence of crime by enhancing neighborhood security, heightening the community’s power of observation, and encouraging mutual assistance and concern among neighbors.

COMMUNITY DEVELOPMENT

BLOCK GRANT ELIGIBILITY

The City of College Park participates in the State of Maryland Community Development Block Grant (CDBG) program. The City may apply to the State for funds to carry out revitalization activities in eligible areas. An area is CDBG-eligible if the majority of its residents are low- and moderate-income (80% or less than the area median income). Several College Park neighborhoods are CDBG eligible, due to their

high proportion of student residents. Map 1 shows the CDBG eligible areas of the City.

Major Issues

College Park's neighborhoods face several major challenges. Most of these are directly or indirectly related to the presence of the University of Maryland, so they will continue to be major issues for the foreseeable future. These citywide challenges are detailed below.

LAND USE AND ZONING

As an older, built-up community, many of College Park's residential areas are characterized by small houses and lots. When most of College Park's housing was constructed, the County did not have zoning regulations. This presents a dilemma to homeowners who want to improve or expand their residence because proposed improvements may put their property out of compliance with current zoning regulations. In order to comply with the Zoning Ordinance, property owners must apply to Prince George's County for a validation of existing conditions, or for a waiver or variance from zoning requirements. Collectively, these are known as appeals.

Between 1988 and 1995, property owners throughout College Park filed 107 applications for appeals with Prince George's County. The greatest proportion of appeals came from Hollywood, Daniels Park and Calvert Hills (Figure 1).

AGING POPULATION

College Park's senior population (65 and over) is growing more rapidly than the County's and the State's (54% between 1980 and 1990, as opposed to 31%). Seniors will find it increasingly difficult to maintain their homes, because many of them will live alone in single-family homes. Moreover, the City's housing stock, which is heavily concentrated in single-family detached units, is aging and therefore requires more maintenance than newer housing.

HOUSING STOCK

The City has an aging housing stock which consists primarily of (71%) single-family detached units. Nearly 50 percent of the City's housing units were constructed before 1959; 82 percent were built before 1969; and only

10 percent were built between 1980 and 1990. While the City's housing stock is generally affordable, it offers a limited range of housing types and very little new construction.

Neighborhood residents have expressed concerns about and sometimes strong opposition to the location of homes for special populations in their neighborhoods. These homes accommodate groups of up to eight individuals who require intensive assistance or supervision. Groups range from juvenile offenders to elderly or disabled individuals. Neighborhood residents are concerned that such institutional uses are not compatible with the residential character of their neighborhoods. They have also expressed the desire for notification before group homes locate in their neighborhood.

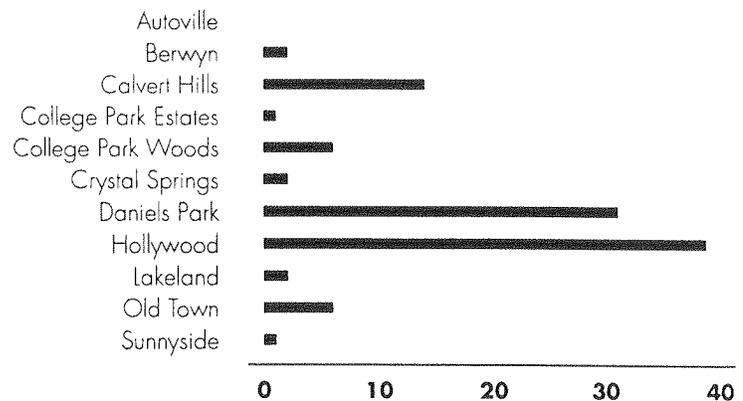
INFILL DEVELOPMENT OPPORTUNITIES

Although College Park's neighborhoods are built out, individual undeveloped parcels are present in many neighborhoods. These parcels, typically zoned R-55 (single-family detached residential), present opportunities for new housing. Figure 2 shows the density of each neighborhood in College Park in terms of the number of persons per acre and the number of housing units per acre.

The Prince George's County Code does not contain specific guidelines for infill development. It addresses only basic zoning consid-

Figure 1

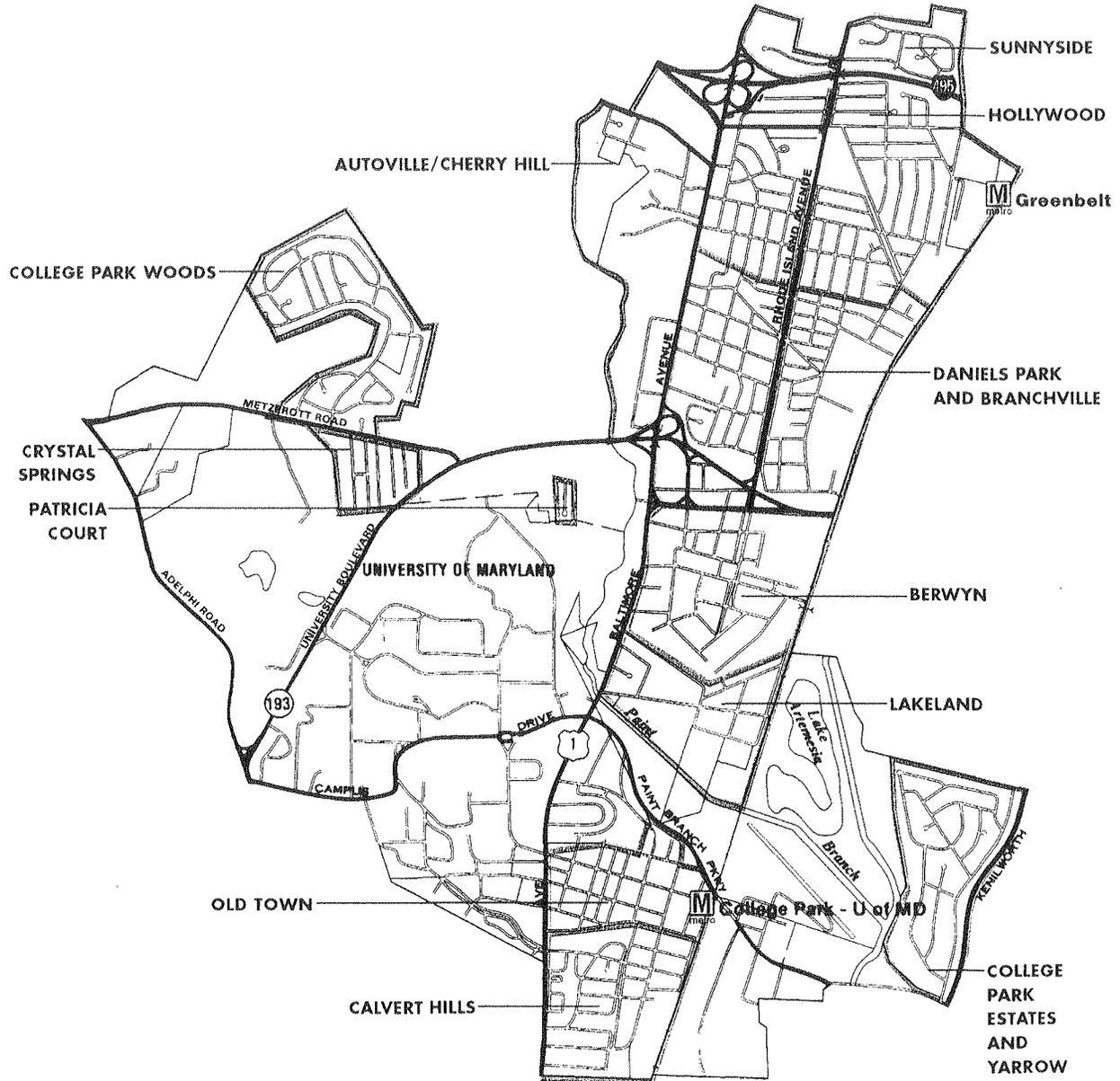
NEIGHBORHOOD APPEALS, 1988-1995
CITY OF COLLEGE PARK



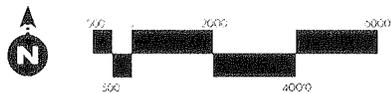
Source: College Park Planning Department, 1995.

Map 1

NEIGHBORHOODS



Neighborhood Boundaries
CDBG Eligible Areas



erations such as the minimum allowed setbacks and lot coverage. Design guidelines are particularly important for infill development because they ensure that such development fits the architectural character of the existing neighborhood.

GROUP RENTAL HOUSING

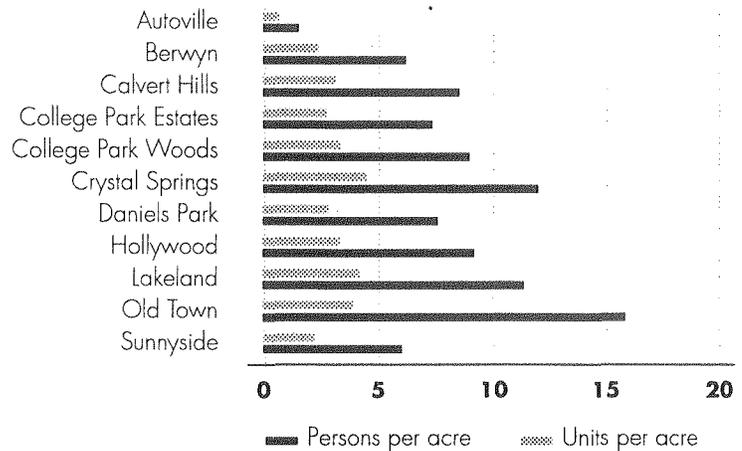
In addition to having an increasingly elderly population, College Park has a heavy concentration (45%) of 18 to 24 year olds. The City's population is younger than the County's and the State's. Tensions may arise because the older and younger groups find themselves as neighbors. Typically, however, tensions exist between long-term and short-term residents, regardless of their age. These residents find themselves as neighbors despite different interests, values and lifestyles. Long-term residents believe their quality of life declines as more single-family homes are converted to group rentals.

Conversions of single-family, owner-occupied housing to group-rental housing is of major concern to many College Park residents, particularly those located closest to the University. Sixty percent of 1993 survey respondents and forty-nine percent of 1994 survey respondents indicated that conversions were a problem. Visioning forum participants listed it second among residential areas' weaknesses, and key leaders listed it first among College Park's most serious liabilities. The 1994 survey contained additional questions about problems which might be associated with large groups of students living in neighborhoods. These problems included declining property values, houses in need of repair, unenforced speed limits and lack of off-street parking. Between thirty-four and fifty-two percent of residents cited these problems as among the City's most serious.

The conversion of owner-occupied housing to renter-occupied housing has been a trend in College Park for at least a decade. Figure 3 shows the percentage of owner- and renter-occupied property in each neighborhood. The rate at which conversions are occurring is steadily increasing. Moreover, conversions are projected to increase through 2010. A review of City records indicates that many single-family homes were not put up for sale before they became rentals. Presumably, many homeowners are opting to maintain ownership and rent to students when they move from College Park.

Figure 2

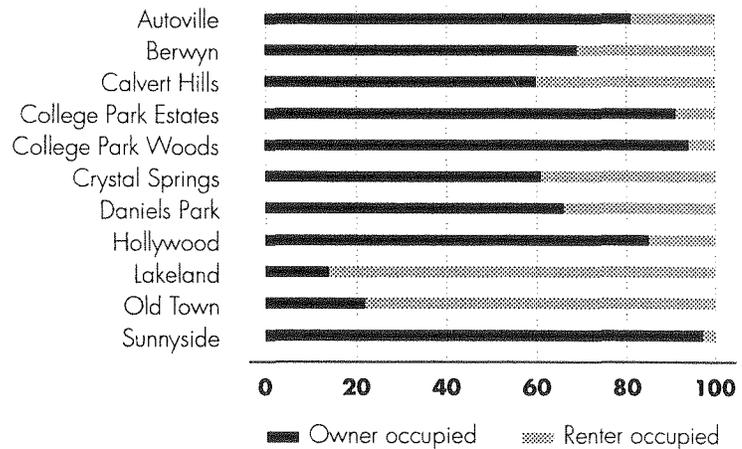
NEIGHBORHOOD DENSITY, CITY OF COLLEGE PARK



Source: College Park Planning Department, 1995.

Figure 3

OWNER AND RENTER OCCUPANCY, CITY OF COLLEGE PARK



Source: College Park Planning Department, 1995; Rental Unit List, Public Services Department, 1995.

ACCESS

Work group members expressed concerns about sacrificing neighborhood character at the expense of improving automobile access. Many of College Park's neighborhoods are not directly accessible to one another by car or bicycle. Typically, a driver or bicyclist must take Route 1 or another major roadway in order to travel between neighborhoods.

The Rhode Island Avenue right-of-way has the potential to serve as a major link between most College Park neighborhoods. Until 1958, the right-of-way was the trolley line between Washington, D.C. and Laurel. The City has been working for several years to acquire the right-of-way to construct a hiker-biker trail. Currently, the State is exploring reintroducing the trolley. The Calvert Hills Citizens Association opposes this proposal; the Berwyn District Civic Association is awaiting more information before taking a position.

One argument against reintroducing the trolley to College Park is the availability of alternative forms of transportation. Metrobus serves the entire City. Metrorail opened two stations on its new Green Line (College Park/University of Maryland and Greenbelt) in December 1993. Maryland Rail Commuter Service (MARC) serving commuters along the Baltimore - Washington corridor also stops in College Park.

Like many suburban communities, most of College Park's neighborhoods are not within easy walking distance (10 minutes) of a commercial district where essential goods may be purchased. Every neighborhood is within easy walking distance of a park.

The following goals and strategies address the major issues outlined above. Each neighborhood chapter concludes with major neighborhood issues and recommendations for addressing them. These recommendations should be reviewed, revised and updated regularly through neighborhood civic associations.

Goals and Strategies

Goal I. RETAIN/PRESERVE THE UNIQUE CHARACTER OF EACH NEIGHBORHOOD.

Strategies/Actions:

1. Seek City/University cooperation to preserve the character of residential communities.
2. Obtain planning and zoning authority for the City of College Park.
3. Consult with each College Park neighborhood adjacent to the Beltway to determine the most effective method of noise control.
4. Work with civic associations to improve communication between students and permanent City residents.
5. Ensure that land use within existing commercial areas is compatible with the character of the adjacent residential neighborhoods.
6. Consider designating eligible areas within neighborhoods as historic districts.
7. Require parking in new, redeveloped or revitalized areas to be sufficient and compatible with the community.

Goal II. MAKE NEIGHBORHOODS ACCESSIBLE TO EACH OTHER BY AUTOMOBILE, PUBLIC TRANSIT, WALKING PATHS AND BICYCLE PATHS.

Strategies/Actions:

1. Encourage methods of transportation that limit the negative impact on the environment.
2. Coordinate bus routes with one-way streets and parking restrictions.
3. Construct sidewalks and widen existing ones, where appropriate. Consider developing a "school safety plan" focusing improvements around public school facilities.
4. Improve/complete hiker-biker trails to link neighborhoods.
5. Establish a system of signs directing bicycle and pedestrian traffic between neighborhoods and coordinate with the trails sign effort.

Goal III. PROVIDE AND MAINTAIN AMENITIES SUCH AS LIGHTING, PARKS, TOT LOTS AND SIDEWALKS TO MEET THE NEEDS OF THE NEIGHBORHOOD.

Strategies/Actions:

1. Review the City's Pavement Maintenance Management System for improvements and include sidewalks in this system.
2. Install historic light fixtures as appropriate.

3. Conduct annual citywide inspections of all parks and recreation facilities to ensure that safety regulations are met and compliance with the Americans with Disabilities Act (ADA)

Goal IV. PROVIDE HOUSING OPPORTUNITIES FOR A DIVERSE POPULATION.

Strategies/Actions:

1. Establish an overlay zone to address housing-related issues.
2. Explore adopting an accessory apartment ordinance.
3. Identify gaps in the supply of and demand for housing of all types.
4. Explore the availability of federal, state and local resources to help preserve, rehabilitate, construct and purchase housing in College Park and to allow aging residents to remain in their homes.
5. Encourage infill development on vacant parcels and develop design guidelines for construction.

Goal V. CONTROL RENTAL SPECULATION IN RESIDENTIAL ZONES.

Strategies/Actions:

1. Treat rental properties in residential zones as businesses (e.g., impose differential tax rates and charges for City services).
2. Explore the advantages and disadvantages of rent control in College Park.
3. Hold landlords accountable for tenant violations of local ordinances by:
 - including a lease clause which stipulates that renters convicted of multiple local ordinance violations shall have their lease terminated; and
 - revoking City rental permits of landlords who fail to initiate and pursue summary proceedings for eviction.

Goal VI. BEAUTIFY PUBLIC AND PRIVATE PROPERTY.

Strategies/Actions:

1. Preserve woodlands, wetlands and other natural environments.
2. Increase resources for more comprehensive code enforcement.
3. Emphasize and accentuate entryways into College Park and into each neighborhood.
4. Encourage neighborhood residents and civic associations to improve and maintain public spaces.

5. Research and publicize the availability of funds for beautification and other environmental enhancements.

Goal VII. IMPROVE NEIGHBORHOOD SAFETY.

Strategies/Actions:

1. Ensure accessibility for emergency vehicles.
2. Promote physical improvements such as lighting, sidewalk repair and hedge trimming.
3. Encourage Neighborhood Watch programs and coordination among them.
4. Increase police presence around Metro stations at late hours.
5. Install emergency "blue phones" to police, where needed.
6. Install pedestrian crossing lights at major intersections, where needed.
7. Target chronic problem houses for corrective action (e.g., code enforcement, police patrols).

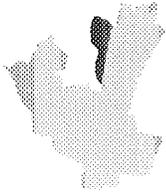
Goal VIII. IMPROVE THE NEIGHBORHOOD ENVIRONMENT FOR YOUTH ACTIVITIES.

Strategies/Actions:

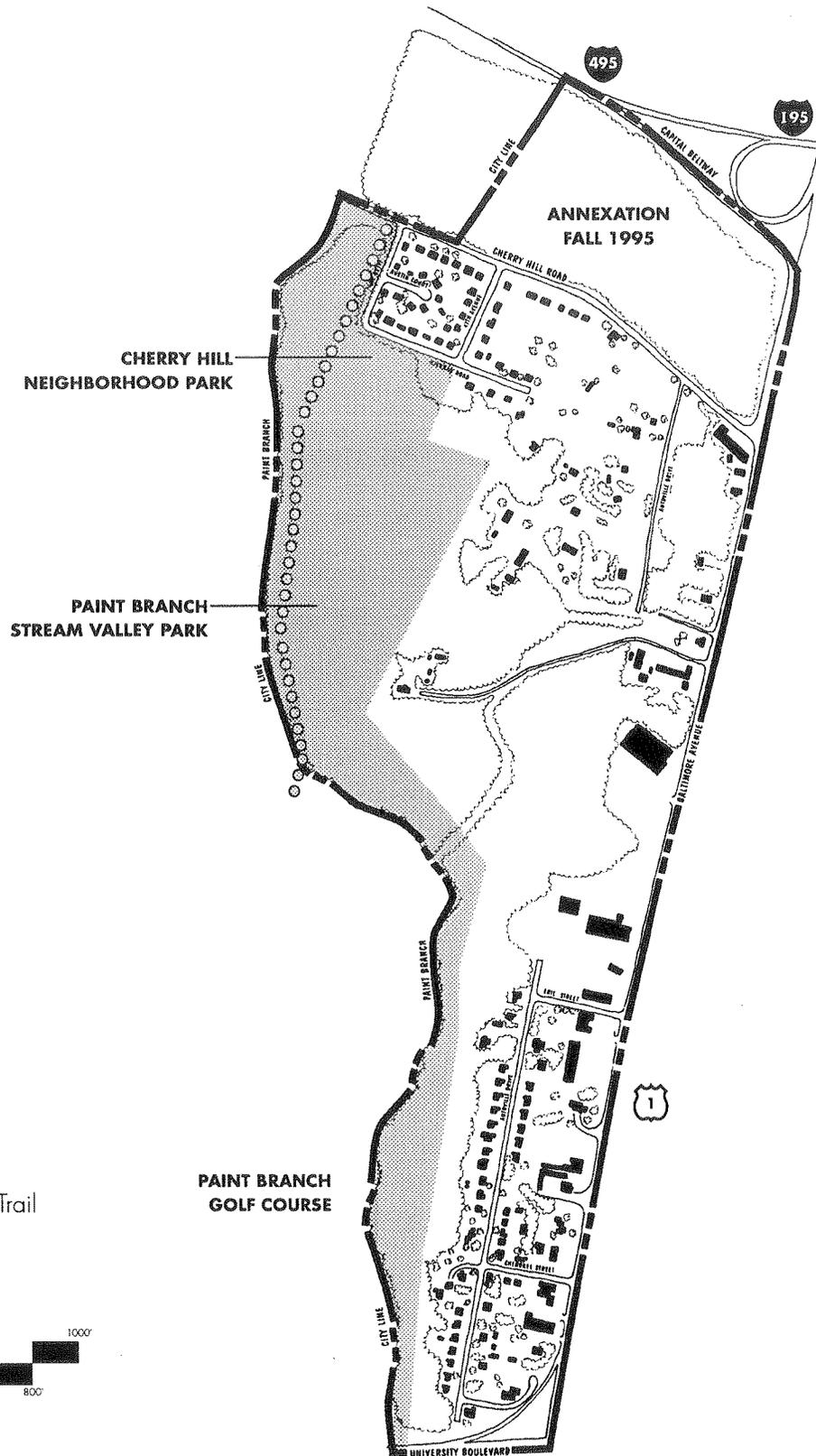
1. The University and the City should work together to encourage volunteering. Explore an "Adopt-a-Project" approach.
2. Investigate participation in the block parents program to create safe havens for City youth.

First Year Priorities

- Pursue legislation for local planning and zoning authority with the support of other municipalities.
- Conduct neighborhood safety assessments to determine specific improvements needed (including but not limited to sidewalks, lighting, tree-trimming, emergency "blue phones", pedestrian crossing lights).

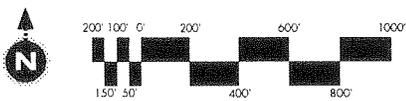


AUTOVILLE/CHERRY HILL



○ ○ ○ ○ Funded Hiker/Biker Trail

▨ Open-Space Zoning



AUTOVILLE/CHERRY HILL

VITAL STATISTICS

| | | | |
|--------------------------------|-----------|-------------------------------------|-----------|
| Land Area | 211 acres | Total Housing Units | 118 |
| Total Population | 323 | % One Unit Detached | 93% |
| Density | | % Two or More Units Attached | 7% |
| Units Per Acre | 0.56 | % Owner Occupied | 81% |
| Population Per Acre | 1.5 | % Renter Occupied | 19% |
| Median Household Income | \$27,371 | Mean Sale Price | |
| Median Family Income | \$41,875 | Autoville 1991 | \$153,500 |
| | | Cherry Hill 1994 | \$97,000 |

Election District 4

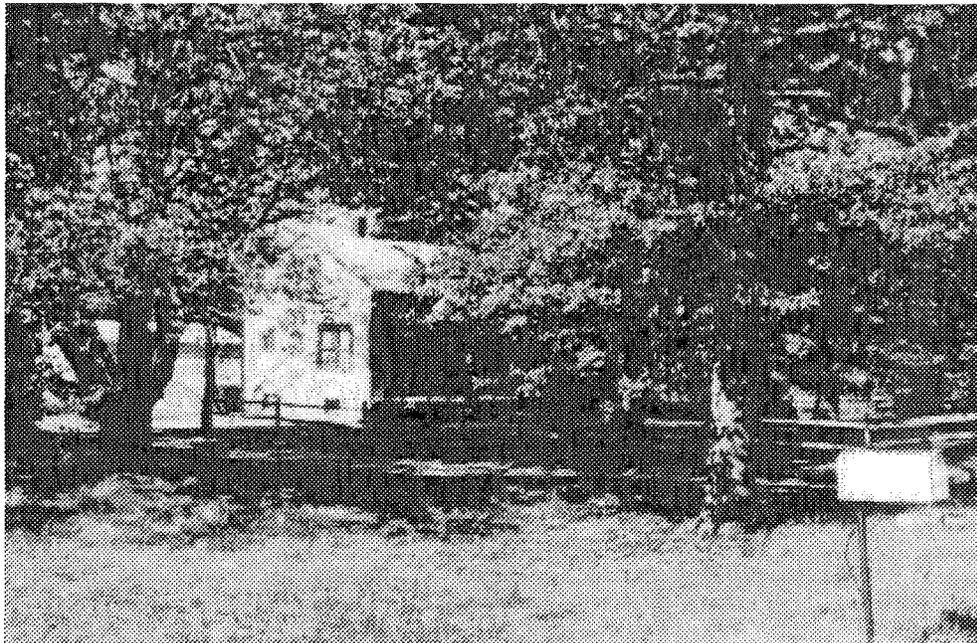
Major Subdivisions Autoville, Cherry Hill

Neighborhood Organization North College Park Citizens Association, Neighborhood Watch in Autoville

Year Annexed Part of the original corporate limits, 1945

Zoning (most to least) R-55, O-S, C-O, C-S-C, C-2

Sources: 1990 Census of Population; College Park Planning Department, 1995; Remax Multiple Listing Service, 1995.



Character

The U.S. Census, College Park surveys and the Neighborhoods Work Group considered the Autoville and Cherry Hill neighborhoods as one neighborhood. The small Cherry Hill neighborhood consists of four intersecting streets south of Cherry Hill Road. Forty-eight single-family houses are situated on 51 lots ranging in size from 6,000 square feet to over 15,000 square feet.

Autoville, which is southeast of Cherry Hill, is a long, narrow neighborhood bordered by open space and Paint Branch Stream to the west and commercial uses to the east. The neighborhood has a remote feeling: it is wooded and sparsely populated. More than any other College Park neighborhood, Autoville gives the impression of what this area must have been like at the turn of the century.

In 1903, Frederick L. Middleton, who owned 67 acres on the west side of the Baltimore-Washington Turnpike (Route 1) just north of Branchville, offered his land for sale. It was described as:

approximately 70 acres, fronting 3/4 mile on the Pike near Berwyn and Branchville... advantageous for subdividing into Villa sites... high ground, within one-half mile of

the Baltimore and Ohio Railroad and the electric railroad to Washington and Laurel.¹

The initial buyer of the property did not develop it. In 1908, Edward Daniels, who had developed Daniels Park, purchased the land and had it platted to form the Autoville subdivision. Autoville consisted of eight blocks. The lots which fronted directly on the Turnpike were 100 x 200 feet. Most of the lots south of Erie Street are still 100 x 200 feet; those north of Erie Street fronting on Route 1 are larger.

Hillcrest, a 1909 Queen Anne/transitional style residence, was the first building constructed in Autoville. Its distinguishing features are a four-story octagonal corner tower and a variety of surface materials which range from brick to fishscale shingle. Today, Hillcrest is a motor hotel in need of repair. It has been surveyed by Prince George's County for historic resources status.

Today, Autoville is adjacent to a section of the Route 1 commercial strip where auto-related uses predominate. Some residents complain that vehicles awaiting service obstruct their access to and from their homes. They also say that due to the westward slope, runoff from some businesses drains into their neighborhood.

Despite these more urban problems, living in Autoville/Cherry Hill has many of the advantages of rural life. A majority of residents



Cherry Hill
Neighborhood Park at
47th Avenue and
Kiernan Road

say that noise, litter, vandalism and other crimes are not concerns, and that their neighbors are friendly and supportive.

Work Group members observed that access to the neighborhood, as well as circulation within the neighborhood are problems.

Autoville Drive is a north-south road which runs nearly the entire length of Autoville, but it is discontinuous. Residents living in the northern part of Autoville must take Route 1 to visit their neighbors in the southern part of Autoville. No street connects the entire neighborhood. Only Cherry Hill Road provides access between Cherry Hill and Autoville.

All of the streets in Cherry Hill are City streets and Cherry Hill residents receive City services such as leaf and snow removal, gypsy moth spraying and street repair. Some Autoville residents live on private streets that do not meet City standards, so they do not receive many of these City services, although they do receive garbage collection.

Access to Autoville/Cherry Hill for pedestrians and bicyclists is dangerous. Sidewalks along Route 1 are not continuous. There are no sidewalks along Cherry Hill Road and most often no shoulder. Further, there are no sidewalks or hiker-biker paths within the neighborhood. Hiker-biker paths are planned to all local destinations with completion of the Paint Branch Stream Valley trail.

Cherry Hill Neighborhood Park on 47th Avenue and Kiernan Road serves the Autoville/Cherry Hill neighborhood. The park is a Maryland-National Capital Park and Planning Commission facility adjacent to the woods. It has a play area, picnic tables, baseball field and basketball court.

Within and adjacent to Autoville/Cherry Hill are three large, undeveloped parcels. First, the Michaels Company is undergoing a County rezoning from C-O (commercial-office) to C-S-C (commercial shopping center) in order to construct a 210,000 square foot strip shopping center at the southwest corner of Route 1 and the Beltway. The City has successfully negotiated with the developer to annex this parcel. Second, the three-acre parcel at the southwest corner of Route 1 and Cherry Hill Road is zoned C-S-C but contains covenants restricting its use to hotel/motel or other uses permitted in the C-O zone. Finally, the largest undeveloped tract of land in Autoville (21.4 acres), known as the Mazza property, is zoned C-O. This parcel

is located west of Route 1, east and west of Autoville Drive and northeast of Little Paint Branch Creek. The Approved Master Plan for College Park (1989) recommends that the property be developed with high-quality townhouse offices.

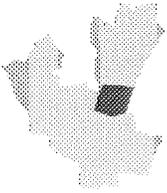
Neighborhood Issues

1. Conversion of residential areas to commercial uses.
2. Traffic and noise associated with the proposed shopping center development on Cherry Hill Road.
3. Absence of internal connector street.
4. Absence of a buffer between residential and commercial uses.
5. The nature and quality of future commercial development.

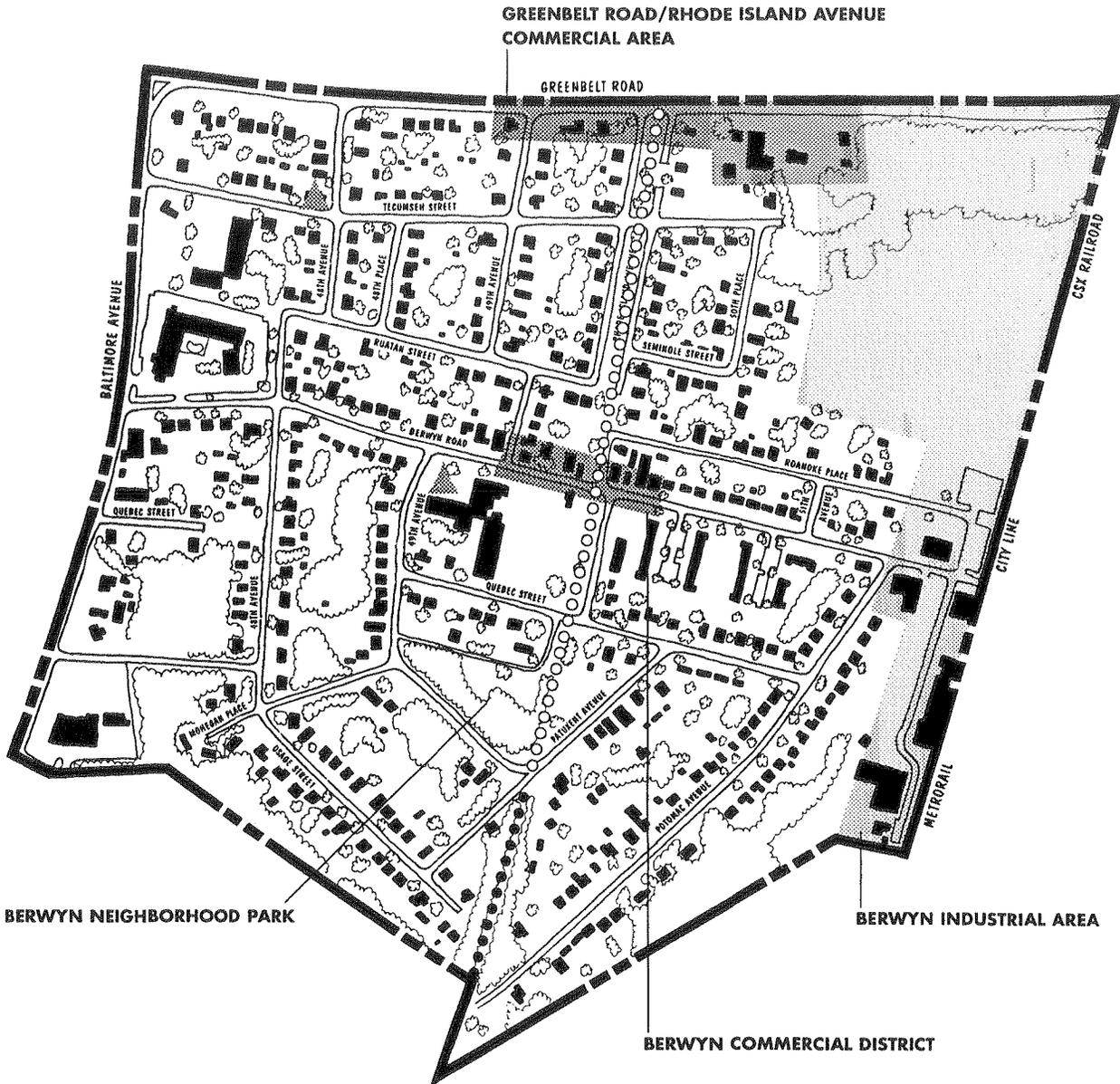
Recommendations

1. Install sidewalks/shoulder along Cherry Hill Road.
2. Investigate illegal vehicle storage in parking lots and alleys by Route 1 businesses.
3. Repave Cherry Hill Road.
4. Ensure that City services are made available on a consistent basis to eligible residences (i.e., those on City streets).
5. Improve Cherry Hill Neighborhood Park by installing basketball hoop backboards, providing picnic tables and enclosing the basketball court with a fence.
6. Install street lights at the end of Kiernan Drive.
7. Explore the advantages and disadvantages of connecting the northern and southern ends of Autoville by completing Autoville Drive, restricting it to local traffic.
8. Establish a Route 1 Overlay Zone which includes design and development guidelines and a design review process for future development.
9. Provide access to Paint Branch hiker-biker trail.

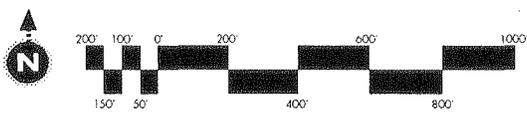
¹Prince George's County Historic Preservation Commission.



BERWYN



- Existing Hiker/Biker Trail
- Proposed Hiker/Biker Trail
- ▲ Community Churches



VITAL STATISTICS

| | | | |
|--------------------------------|-----------|-------------------------------------|-----------|
| Land Area | 174 acres | Total Housing Units | 395 |
| Total Population | 1,082 | % One Unit Detached | 81% |
| Density | | % Two or More Units Attached | 19% |
| Units Per Acre | 2.3 | % Owner Occupied | 69% |
| Population Per Acre | 6.2 | % Renter Occupied | 31% |
| Median Household Income | \$29,574* | Mean Sale Price | \$124,330 |
| Median Family Income | \$37,804* | | |

Election District 2

Major Subdivisions Central Heights, 1890

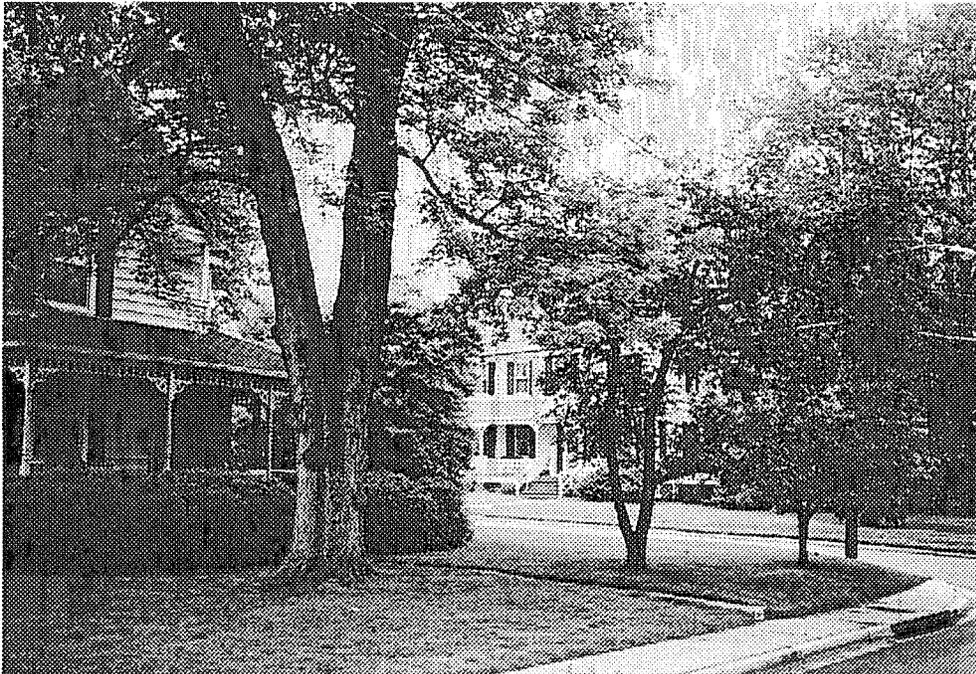
Neighborhood Organization Berwyn District Civic Organization, Neighborhood Watch

Year Annexed Part of the original corporate limits, 1945

Zoning (most to least) R-55, F-1, R-18, C-A

*Includes Lakeland

Source: 1990 Census of Population; College Park Planning Department, 1995; Remax Multiple Listing Service, 1995.





The Lake House is identified as an historic site by the Prince George's County Historic Preservation Commission.

Character

Berwyn, one of College Park's oldest neighborhoods, developed along the Baltimore and Ohio Railroad. Originally named Central Heights, the 1890 subdivision consisted of 15 houses and a store on the west side of the railroad tracks. In 1896, the subdivision was renamed Berwyn after Berwyn Chapel, the new Presbyterian church.

The parsonage of the Presbyterian Church, Lake House, is still standing today. It is a Prince George's County historic site, described by the County Historic Preservation Commission as an outstanding example of a late Victorian Queen Anne-style house. According to the Commission, the house served as the parsonage of the Berwyn Presbyterian Church between 1919 and the late 1950s. It is the only surviving Queen Anne-style dwelling from the Central Heights subdivision.

Berwyn is characterized by a rectilinear street network and an eclectic mix of housing types on medium-sized lots. Typically, two or more small lots have been combined to create medium-sized building sites (Figure 1). Housing types include Victorians, bungalows and cottages. There also is a block of 1980s townhouses.

Access within Berwyn is limited. The only sidewalks in the neighborhood are on Berwyn Road. Customers of Berwyn's commercial district may park on the street and walk to the businesses, though even these sidewalks are discontinuous and some do not have curb cuts, limiting wheelchair and stroller access.

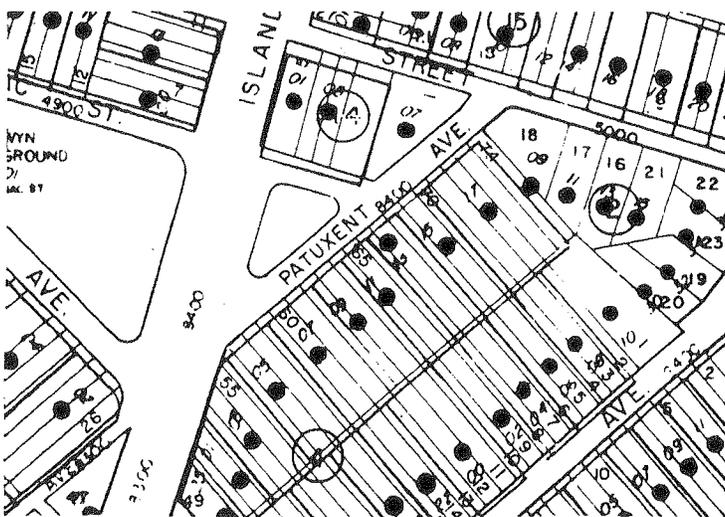
The overpass which extends from the end of Berwyn Road over the railroad and Metro tracks offers pedestrian and bicycle access between Berwyn and Berwyn Heights, as well as a view of Lake Artemesia.

Currently, the Rhode Island Avenue right-of-way is narrow and not clearly defined. When it is completed, the Rhode Island hiker-biker path will offer access between Berwyn and its neighbors to the north and south.

Vehicles may access Berwyn from Route 1 and from Greenbelt Road. Several north-south streets are discontinuous, though they would appear to connect Berwyn to Daniels Park and Hollywood since they have the same name in each neighborhood. The City recently has received numerous requests from Berwyn res-

Figure 1

LOTS & LAYOUT OF BUILDING SITES



Source: 1991 MNCPPC premise address map.

idents to install speed humps to slow traffic along neighborhood streets.

Berwyn's small commercial district at Berwyn Road and Rhode Island Avenue provides much of the neighborhood's unique flavor. The area is zoned C-A (ancillary commercial), which permits retail and service commercial uses convenient to the surrounding neighborhood. Buildings are an eclectic mix of architectural styles, materials and sizes. Some of the retail and service shops are located in converted residential structures.

Anchor businesses Smile Herb Shop and Beautiful Day (health food store and cafe) attract customers from throughout the region. Customers often use part of the Rhode Island Avenue right-of-way for parking, resulting in erratic parking patterns and sometimes blocking the pedestrian path. A survey of business owners, taken as part of The Urban Design Concept for Berwyn Road Commercial Area Study (MNCPPC, 1990), indicated that circulation and parking ranked high among improvement options for the commercial area. Business and property owners participating in a 1994 focus group agreed.

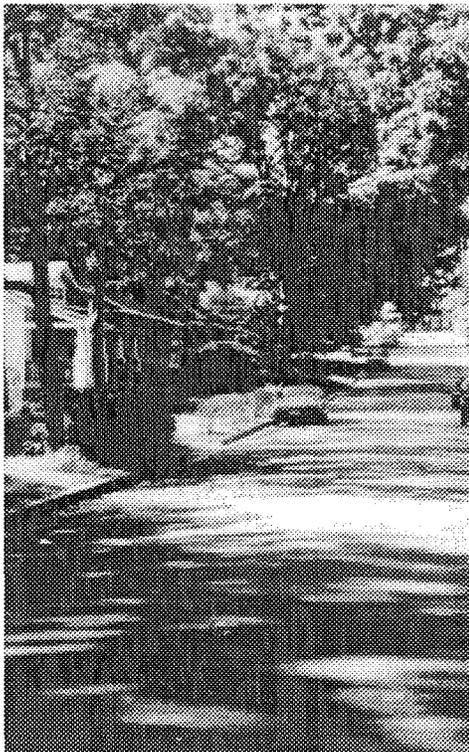
According to the study, a "negative visual image," creating a need for facade improvements, was another major concern among business owners. The report recommended improvements (Figure 2). Berwyn Road merchants have recently formed a commercial district association to address common problems.

The Berwyn industrial area, where most of the area's offices are also located, contains approximately 27 acres at the east end of Berwyn Road extending north to Greenbelt Road. According to the study, delivery trucks and other commercial traffic occasionally block movement in one direction on Berwyn Road and cause other disruptions to the residential character of the neighborhood. The Washington Post recently chose the Berwyn industrial area as the site for their new printing plant. This facility will be a 324,00 square foot building operating 24 hours a day and employing 200 persons. The neighborhood association supports this use although it precludes construction of a previously proposed road through the site to divert industrial traffic from the residential area.

The Berwyn and Lakeland neighborhoods experienced a myriad of public safety problems in the early 1990s. In 1995, a Prince



Top The Smile Herb Shop on Berwyn Road attracts shoppers from outside the area



Bottom Osage Street is a typical residential street in the Berwyn neighborhood.

George's County police officer was assigned to the neighborhoods under the Community Oriented Policing Systems (COPS) Program. COPS officers are responsible for developing and implementing pro-active strategies aimed at addressing identified community problems.

Despite public safety problems, Berwyn residents describe their neighborhood as friendly and supportive. The neighborhood holds at least two annual events, Berwyn Day and a barbecue, bonfire and sing-along. Both events

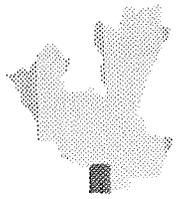
take place at Berwyn Neighborhood Playground, a focal point for the community. Holy Redeemer Church also serves as a gathering place for Berwyn residents. The church has a large meeting space which was used, for example, to accommodate residents interested in forming a Neighborhood Watch.

Neighborhood Issues

1. Circulation
 - a. Lack of off-street parking and restricted two-hour parking in front of businesses.
 - b. Increasing traffic, including trucks, on Berwyn Road.
 - c. Loading and unloading of trucks on Berwyn Road.
 - d. Speeding on neighborhood streets.
2. Public Safety
 - a. Vandalism at the railroad tracks and the overpass.

Recommendations

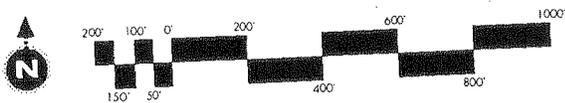
1. Implement the recommendations of Urban Design Concept Plan for Berwyn Road Commercial Area.
2. Erect a fence at the tracks near the old MARC station stop.
3. Complete and landscape the Rhode Island Avenue hiker-biker path.
4. Investigate designating Berwyn Road and parts of Berwyn as historic sites.
5. Extend Rhode Island Avenue from Tecumseh to Greenbelt Road.
6. Construct sidewalks and curb cuts where appropriate.
7. Study the traffic in Berwyn and determine the need for speed humps.



CALVERT HILLS



●●●● Existing Hiker/Biker Trail



CALVERT HILLS

VITAL STATISTICS

| | | | |
|--------------------------------|-----------|-------------------------------------|-----------|
| Land Area | 148 acres | Total Housing Units | 459 |
| Total Population | 1,258 | % One Unit Detached | 73% |
| Density | | % Two or More Units Attached | 27% |
| Units Per Acre | 3.1 | % Owner Occupied | 60% |
| Population Per Acre | 8.5 | % Renter Occupied | 40% |
| Median Household Income | \$51,486 | Mean Sale Price | \$183,886 |
| Median Family Income | \$56,186 | | |

Election District 3

Major Subdivisions College Park Homes, Johnson & Curriden's Subdivisions

Neighborhood Organization Calvert Hills Citizens Association, Neighborhood Watch

Year Annexed Part of the original corporate limits, 1945

Zoning (most to least) R-55, O-S, R-18, RT., R-10

Source: 1990 Census of Population; College Park Planning Department, 1995; Remax Multiple Listing Service, 1995.



Character

Much of Calvert Hills was subdivided around the turn of the century, but much of the neighborhood's housing was constructed in 1941. The neighborhood's proximity to the University made it attractive to individuals affiliated with the University. Today, many of Calvert Hills' residents remain professionals.

LAND USE

A rectilinear street layout and single-family detached homes predominate in Calvert Hills (Figure 1). Housing styles include cape cods, bungalows and colonials. The average lot size is between 6,500 and 7,200 square feet. Most of the neighborhood's multi-family units are located just off Route 1, at the neighborhood's western boundary. This housing is an example of multi-family housing that fits in with the neighborhood, since it resembles large single-family detached units in the colonial style.

Vacant parcels on Calvert Road present development opportunities for similar "multiplex" units which could address the issue of rising land prices without compromising the character of the neighborhood.

When most of Calvert Hills' housing was constructed, Prince George's County did not have zoning regulations. Therefore, many of the houses are out of compliance with current regulations or they will be put out of compliance with new construction, such as an addition. In order to comply with the Zoning Ordinance, property owners must apply to the County for a validation of existing conditions, or for a waiver or variance from zoning requirements. Collectively, these are known as appeals. Fourteen percent of all College Park appeals between 1988 and 1995 came from Calvert Hills. This was the greatest number, after Hollywood and Daniels Park. Unlike Hollywood and Daniels Park, however, a greater majority of Calvert Hills cases (29%) were validations (Table 1).

AMENITIES

Calvert Hills slopes gradually from Route 1, east to the Baltimore and Ohio Railroad tracks. This slope helps storm water runoff drain into Guilford Run and it contributes to the neighborhood's relative quiet, despite Calvert Hills' proximity to Route 1.

Calvert Park is a 25-acre park located near the B & O Railroad tracks at Drexel Road and Dartmouth Avenue. Part of the park consists of a



Typical housing along Dartmouth Avenue

play area, picnic area, athletic facilities and parking; the remainder is wooded. The Maryland-National Capital Park and Planning Commission rents out the sheltered picnic area for large gatherings.

Cattail Hill is the area north of Beechwood Road and south of Guilford Road between Route 1 and the service road. One long-time resident believes it derives its name from the shape of the area. The City repaved the road and replaced curbs in the fall of 1994. Work Group members observed that the area could be improved with landscaping. The Tree and Landscape Board, a City committee, is reviewing landscape plans for Cattail Hill. The Board will then explore funding sources.

CIRCULATION

MARC and Metrorail stations are located at the neighborhood's eastern boundary. The main vehicular access to the stations is from Calvert Road. The City's Calvert Road streetscape project was completed with the opening of Metro's Green Line in 1993. Calvert Road was improved with landscaped medians, wide sidewalks, brick pavers and decorative raised crosswalks. The University Shuttle offers a special service to nonstudents between the east side of the Metro station and the Stamp Student Union building on campus.

Pedestrians can access local destinations using neighborhood sidewalks, although not all streets have sidewalks. In some places, such as along Bowdoin Avenue, the Citizens Association opposes sidewalk construction. The Association explains that sidewalk construction at this location would reduce residents' front yards and eliminate the open space buffer between the CSX Railroad tracks and the street if the present two-way vehicular traffic is maintained.

Bicycle routes or hiker-biker paths are planned to all major City destinations. The Rhode Island Avenue right-of-way currently is a citywide hiker-biker path in need of improvement. This right-of-way, which was once a trolley line, bisects Calvert Hills. In fact, a recent study examines the feasibility of resurrecting the trolley and relocating the National Capital Trolley Museum, possibly to College Park. The Calvert Hills Citizens Association opposes reopening the trolley line for several reasons. The Association believes a working trolley would disrupt the neighborhood and pose a safety hazard to children. The

Table 1

CALVERT HILLS APPEALS, 1988–NOVEMBER 1995

| Type of Appeal | Number of Appeals | Percent |
|------------------------------|-------------------|---------|
| Validate existing building | 5 | 29.4% |
| Garage/carport | 3 | 17.6% |
| Deck | 2 | 11.8% |
| Addition (% of lot coverage) | 2 | 11.8% |
| Addition | 2 | 11.8% |
| Porch/patio | 2 | 11.8% |
| Gazebo | 1 | 5.9% |
| TOTAL | 17 | |

Source: City of College Park, November, 1995.

Association also believes that the project would waste State money on a transportation alternative that is no longer needed with the advent of Metrorail and Metro bus.

Calvert Hills has no north-south access for motor vehicles. Rhode Island Avenue is the major north-south right-of-way, but it is discontinuous. Therefore, internal streets are quiet. To ensure that they remain quiet, the City instituted permit parking on selected neighborhood streets when the Metro station opened. Residents have requested the installation of speed humps and barricades on streets where speeding is a problem. Many streets are one-way. All of these factors make street signs particularly important; however, many street signs are missing and people unfamiliar with the neighborhood have difficulty locating streets.

LANDMARKS

At the east end of Calvert Road, near the Metro and MARC stations, is the post office. The post office leases its building and occupies only a portion of it. Next door to the post office is the first College Park Volunteer Fire Department building. Constructed in 1926, it was occupied by the fire department for 20 years. The building was subsequently used as a polling place and as an interim town hall. Today, it is used for storage.

Also located on Calvert Road is the old College Park Elementary School, which the City acquired from the County in 1978, when the County closed the public school. The building



houses Friends Community (elementary) School. It also housed a Prince George's County branch library until that branch was closed in 1994.

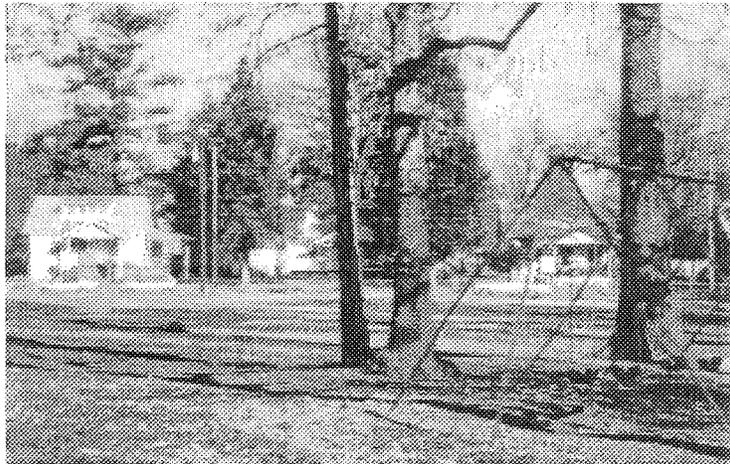
In 1994, Calvert Hills and Old Town residents circulated a petition and appeared before the City Council to express their interest in relocating some City departments to the former library space and reserving some space for community use. In 1995, the City Council approved the relocation of its Public Services Department from the Municipal Center on Knox Road to the vacant library space and to reserve some space for community use.

COMMUNITY LIFE

The Calvert Hills Citizens Association recently consolidated with Calvert Hills Neighborhood Watch. Together, they sponsor three annual events: two summer potluck picnics in Calvert Park and a Christmas tree lighting on Amherst Road and Dartmouth Avenue. All Calvert Hills residents are members of the Citizens Association which meets and publishes a newsletter quarterly.

*Top Calvert Road
Streetscape
approaching the
College Park Metro
Station*

*Bottom Calvert
Neighborhood Park
looking towards Erskine
Road*

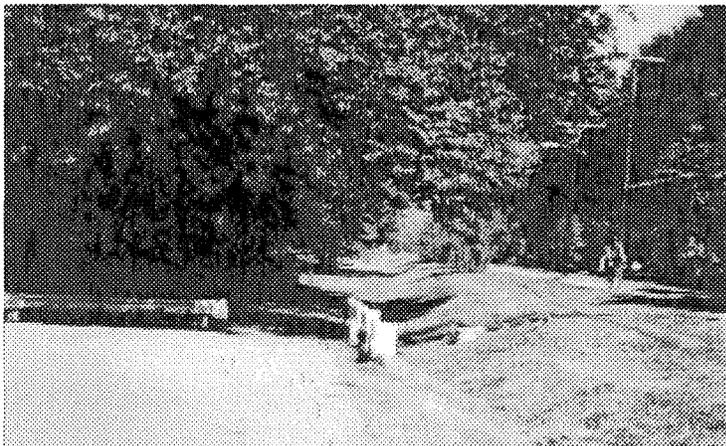


Neighborhood Issues

1. Development around the Metro station (see TDOZ section).
2. The quality of infill development.

Recommendations

1. Circulation
 - a. Acquire the Rhode Island Avenue right-of-way, develop it as a hiker-biker path and enhance it with landscaping.
 - b. Resurface Wake Forest Drive.
 - c. Replace missing street signs.
2. Community Development
 - a. Develop a community center at the old library facility.
 - b. Preserve the neighborhood's residential character.
 - c. Explore the type and location of infill development along Calvert Road.
 - d. Explore limited commercial or institutional use of the old Volunteer Fire Department building and the post office.
3. Natural Environment
 - a. Obtain funding to upgrade and beautify Cattail Hill.
4. Public Safety
 - a. Provide better signage as to the dangers at the train crossing.
 - b. Restore the stop sign at Bowdoin Avenue and Calvert Road.
 - c. Require CSX engines to blow their whistles at Calvert Road.
 - d. Improve the MARC shelter and post train schedules.



*Undeveloped portions
of the Rhode Island
Avenue Right-of-Way*

COLLEGE PARK ESTATES/YARROW

VITAL STATISTICS

| | | | |
|--------------------------------|-----------|-------------------------------------|-----------|
| Land Area | 114 acres | Total Housing Units | 307 |
| Total Population | 841 | % One Unit Detached | 100% |
| Density | | % Two or More Units Attached | 0% |
| Units Per Acre | 2.7 | % Owner Occupied | 91% |
| Population Per Acre | 7.4 | % Renter Occupied | 9% |
| Median Household Income | \$63,508 | Mean Sale Price | \$187,533 |
| Median Family Income | \$70,415 | | |

Election District 3

Major Subdivisions Yarrow, 1948; College Park Estates, 1958

Neighborhood Organizations College Park Estates Civic Association, Yarrow Citizens Association, Neighborhood Watch

Year Annexed Part of the original corporate limits, 1945

Zoning (most to least) R-55, O-S

Source: 1990 Census of Population; College Park Planning Department, 1995; Remax Multiple Listing Service, 1995.



Character

College Park Estates and Yarrow essentially comprise one neighborhood. The U.S. Census regards them as one, they have similar demographics and they share the same physical characteristics.

Located at the City's eastern boundary, College Park Estates and Yarrow are near the historic College Park Airport and Calvert Road Community Park. Both of these amenities are accessible from Old Calvert Road, off Kenilworth Avenue, and both are Prince George's County facilities. The airport is the oldest continuously operating airport in the world. The Wright brothers trained pilots there. The 25-acre park has a play area, picnic areas, a horseshoe pit, frisbee golf course and volleyball and tennis courts.

The neighborhood is zoned R-55 (single-family detached residential) and O-S (open space). Its topography is hilly. There are no parks or tot lots in the neighborhood; however, several large parks, including Lake Artemesia, the Indian Creek and Paint Branch Stream Valley Parks and Calvert Road Community Park, discussed above, are adjacent to the south and west. A hiker-biker trail, whose entrance is at the intersection of Sweetbriar Drive and Vassar

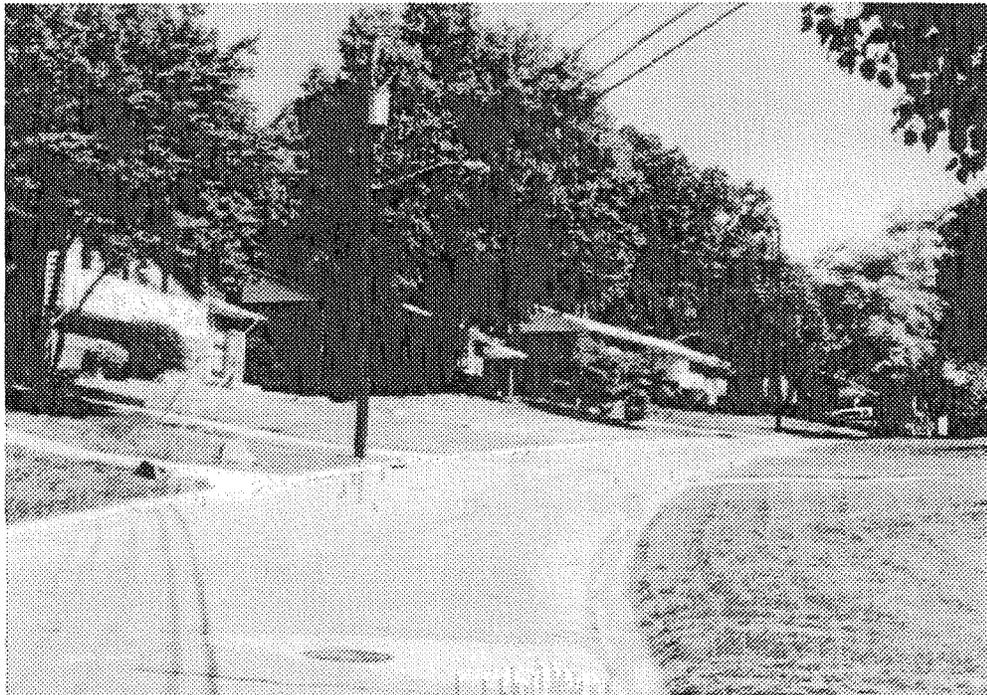
Drive, connects the neighborhood with Lake Artemesia and the airport.

Kenilworth Avenue runs along the eastern boundary of College Park Estates/Yarrow. A wooded area between Kenilworth Avenue and Edmonston Road serves as a sound barrier. The City owns nine feet of the wooded area; the rest belongs to the State.

The Town of Berwyn Heights is adjacent to the north. According to one long-time resident, College Park Estates/Yarrow residents have considered joining Berwyn Heights, particularly after Calvert Road was closed and the neighborhood was cut off from the rest of College Park.

Calvert Road was permanently closed in 1989 because of Metro construction. The east entrance of the Metro station is located at the end of Paint Branch Parkway, about one mile west of the neighborhood. The opening of Paint Branch Parkway in 1995 improved access to College Park for neighborhood residents. East-West Highway and Greenbelt Road are alternative routes to most City neighborhoods.

Wide streets in a curvilinear street pattern, cul-de-sacs and medium to large lots characterize College Park Estates/Yarrow. The largest lots, measuring up to one acre, overlook the stream valley parks at the neighborhood's western boundary. Housing types and styles



Bryn Mawr Road is a typical residential street in the College Park Estates neighborhood.

include ranch, colonial and split foyer. Yards are well-maintained.

To maintain the existing neighborhood character, Yarrow residents adopted covenants that contain setback requirements for dwelling units and accessory structures, and minimum cost and ground-floor size requirements for dwelling units. A neighborhood committee of three reviews development requests to ensure that the covenants are not violated. Committee members are appointed by the president of the Citizens Association.

Edmonston Avenue is the only vehicular access into College Park Estates/Yarrow. Brick ground signs mark the entryways at Radcliffe Drive, Wellesley Drive and Bryn Mawr Road. Metrobus has several stops on Edmonston Road. The neighborhood has no sidewalks.

Neighborhood Issues

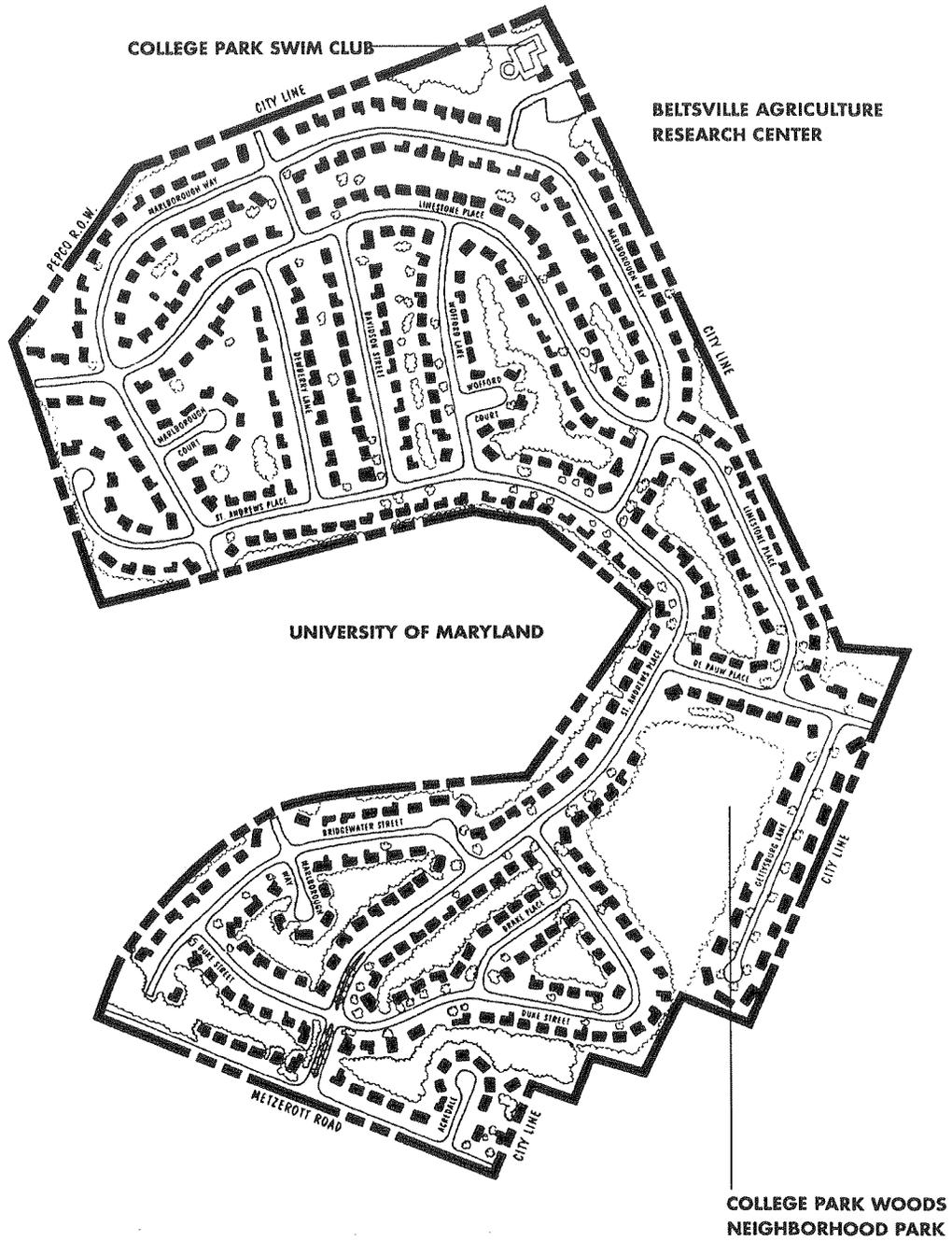
1. No tot lot
2. Planned widening of Kenilworth Avenue
3. Isolation
4. Development in the Metro station area.

Recommendations.

1. Honor existing covenants and strengthen the capability to enforce them.
2. Maintain a dense buffer between Kenilworth Avenue and Edmonston Road.
3. Develop a tot lot which is centrally located.
4. Regularly inspect the City-owned bridge at the City line on Edmonston.



COLLEGE PARK WOODS



COLLEGE PARK WOODS

VITAL STATISTICS

| | | | |
|--------------------------------|-----------|-------------------------------------|-----------|
| Land Area | 146 acres | Total Housing Units | 482 |
| Total Population | 1,321 | % One Unit Detached | 100% |
| Density | | % Two or More Units Attached | 0% |
| Units Per Acre | 3.3 | % Owner Occupied | 94% |
| Population Per Acre | 9.0 | % Renter Occupied | 6% |
| Median Household Income | \$70,966 | Mean Sale Price | \$173,967 |
| Median Family Income | \$76,832 | | |

Election District 4

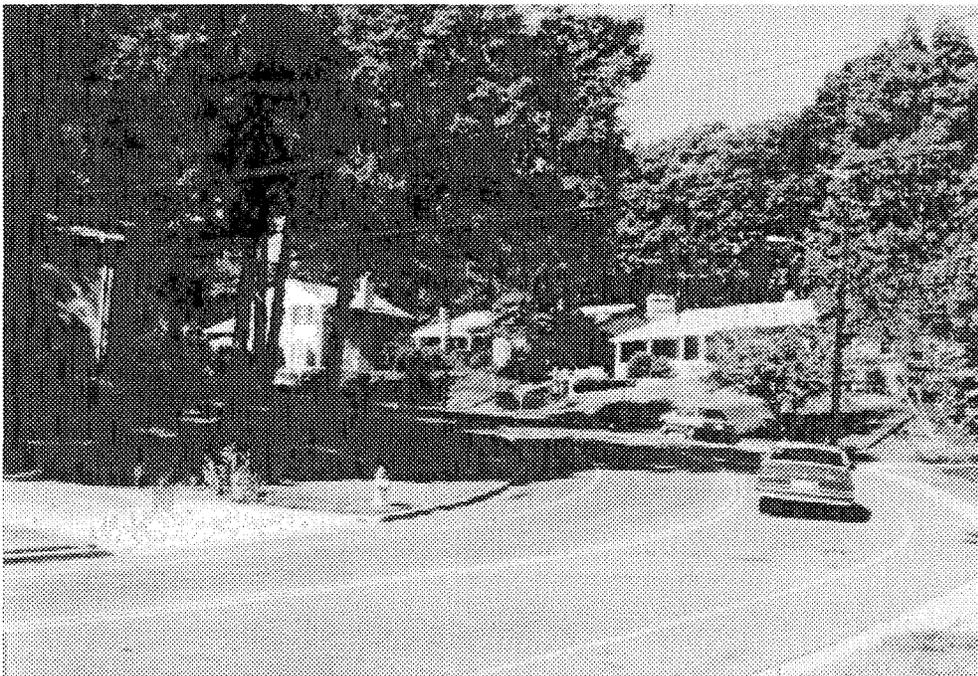
Major Subdivisions College Park Woods, Acredale Court

Neighborhood Organization West College Park Citizens Association

Year Annexed 1959

Zoning (most to least) R-55, O-S, R-R, R-80

Source: 1990 Census of Population; College Park Planning Department, 1995;
Remax Multiple Listing Service, 1995.



Character

Gateway signs welcome visitors to College Park Woods, a relatively isolated subdivision in the northwestern portion of the City. College Park Woods is the only major subdivision besides College Park Estates/Yarrow that is not contiguous to Route 1. St. Andrews Place, off Metzert Road, is the only access into the subdivision. Metrobuses stop along Metzert Road.

College Park Woods is adjacent to unincorporated Buck Lodge to the west and Acredale to the east. Acredale has initiated the annexation process; Buck Lodge is formally considering a petition to join the City of College Park.

College Park Woods surrounds a portion of the University of Maryland campus. Residents name open space as one of their neighborhood's main assets. The neighborhood is somewhat hilly, with medium to large lots arranged along curvilinear streets. Work Group members noted that yards are well-kept and landscaping is mature. Housing consists of colonials, split foyers and ramblers. The newest units, which were constructed in 1973, are on Gettysburg Lane, which is zoned R-R. These

houses tend to be larger and more expensive than the others.

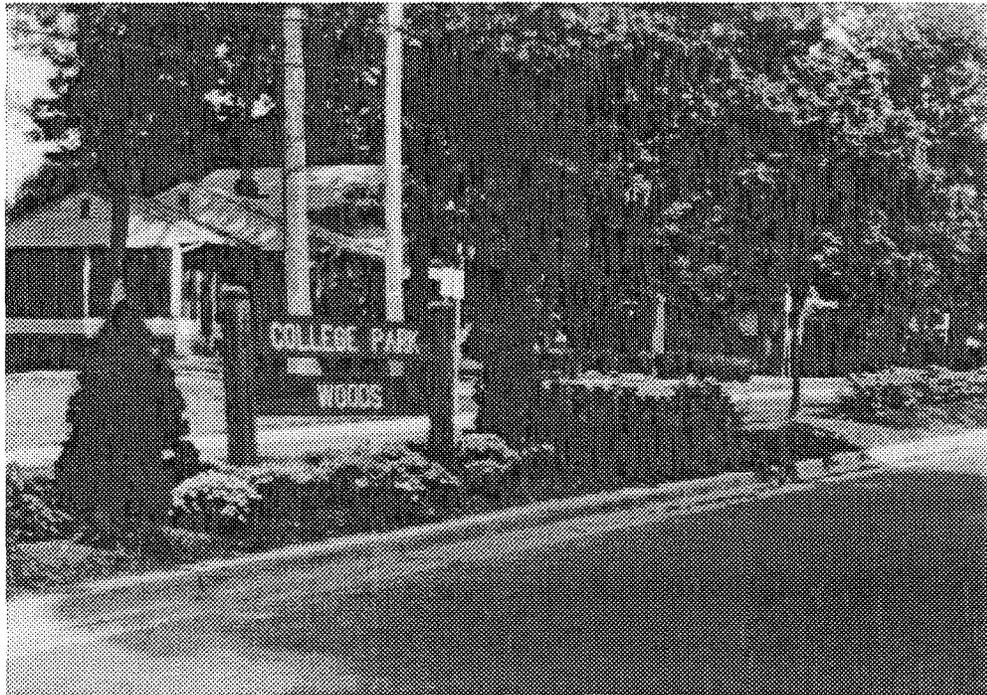
Residents enjoy a neighborhood park, a swimming pool and clubhouse, and adjacent Buck Lodge Community Park. Park facilities include play areas, athletic facilities (tennis court, basketball court, baseball field and mobile volleyball net poles) and picnic areas. Membership in the pool is required, but it is open to nonresidents. College Park Woods has no sidewalks nor are there sidewalks between the neighborhood and local destinations.

Neighborhood Issues

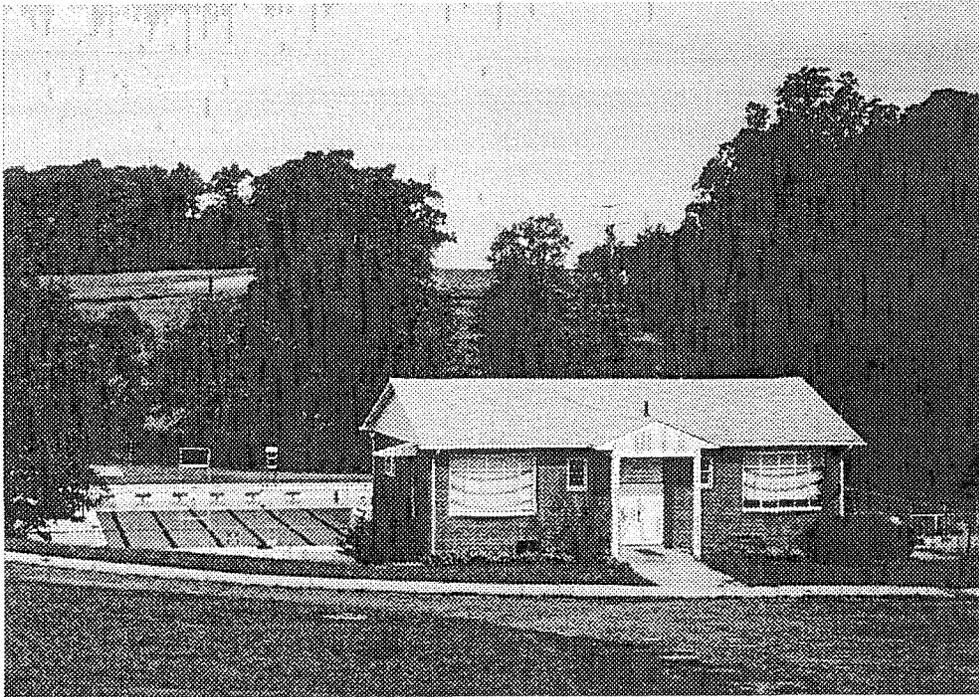
1. Annexation
2. North campus plans for development.

Recommendations

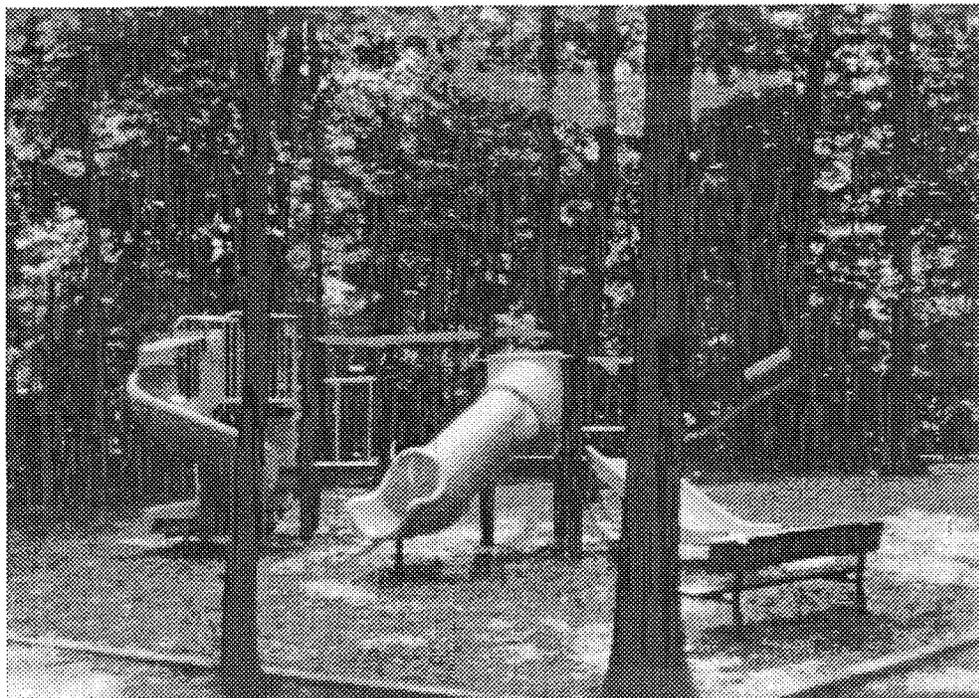
1. Construct a bicycle path on Metzert Road.
2. Review the environmental impact of PEPCO lines, the Beltsville Agricultural Research Center and the University on the stream system off Marlborough Way.



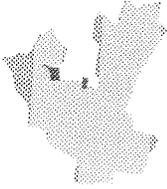
Entrance to College Park Woods from Metzert Road



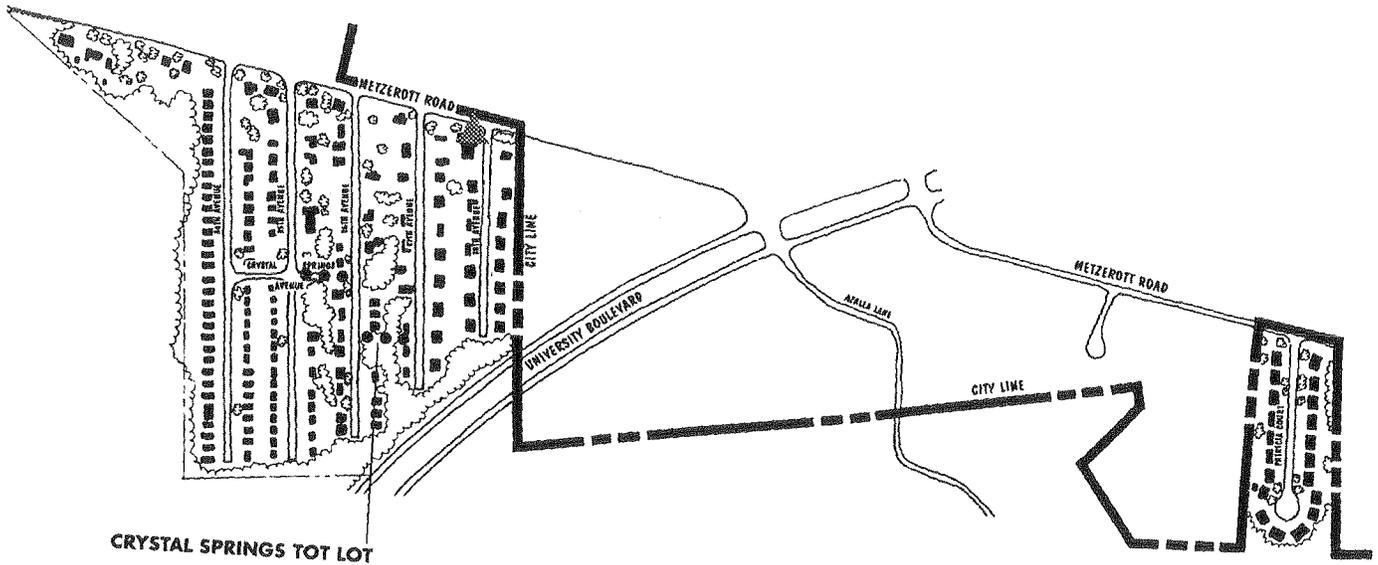
*College Park Woods
Swim Club*



*College Park Woods
Neighborhood Park*

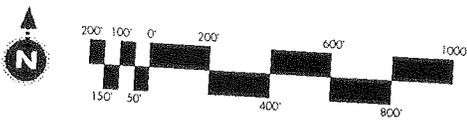


CRYSTAL SPRINGS/PATRICIA COURT



UNIVERSITY OF MARYLAND

- Community Church
- Pedestrian Walkways



CRYSTAL SPRINGS/PATRICIA COURT

VITAL STATISTICS

| | | | |
|--------------------------------|-----------|-------------------------------------|-----------|
| Land Area | 42 acres | Total Housing Units | 183 |
| Total Population | 501 | % One Unit Detached | 100% |
| Density | | % Two or More Units Attached | 0% |
| Units Per Acre | 4.4 | % Owner Occupied | 61% |
| Population Per Acre | 12.0 | % Renter Occupied | 39% |
| Median Household Income | \$52,936* | Mean Sale Price | \$139,278 |
| Median Family Income | \$57,076* | | |

Election District 4

Major Subdivisions Crystal Springs

Neighborhood Organizations West College Park Civic Association

Year Annexed 1983

Zoning (most to least) R-55, O-S

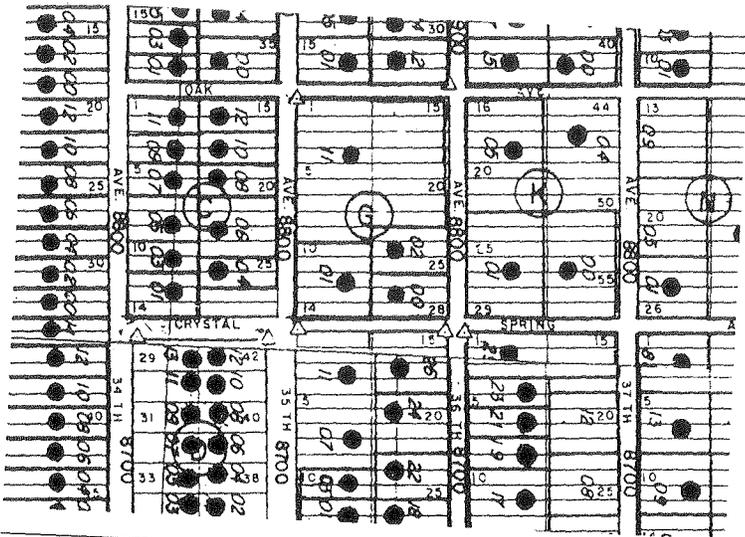
* Does not include Patricia Court

Source: 1990 Census of Population; College Park Planning Department, 1995;
Remax Multiple Listing Service, 1995.



Figure 1

LOTS & LAYOUT OF BUILDING SITES



Source: 1991 M-NCPPC premise address map.

Character

Crystal Springs is a single-family residential neighborhood in the R-55 zone (single-family detached). Most of the houses in this neighborhood occupy several small lots combined to meet or exceed 5,000 square feet (Figure 1).

A large number of rental units, many students and inadequate off-street parking contribute to traffic circulation problems in this neighborhood. Compounding the circulation problems are narrow streets and the street layout: five parallel dead-end streets with only one mid-block connection, Crystal Springs Avenue, between 34th Avenue and 35th Avenue. There are no sidewalks, but there two pedestrian walkways — one links 35th and 36th Streets as a continuation of Crystal Springs Avenue and the other is adjacent to the lot between 36th and 37th Streets.

Some of Crystal Springs' streets do not meet City standards. The City's Fiscal Year 1996 budget proposes a project to improve 36th Avenue. Proposed improvements include widening and paving the street and installing curbs and gutters.

The Crystal Springs Tot Lot on 37th Avenue is a City facility that was completed in 1989. Before the tot lot was constructed, the neighborhood was without internal open space, although it borders the University of Maryland at College Park (UMCP) campus. An expansion of the tot lot is proposed in the City's Fiscal Year 1996 Capital Budget using Program Open Space grant funds.

Many student residents take advantage of Crystal Springs' proximity to UMCP by walking to campus along informal paths. In fact, Work Group members observed footpaths as evidence that residents have created their own shortcut from 37th Avenue to campus via University Boulevard.

Crystal Springs is accessible to motor vehicles from Metzert Road, as is Patricia Court, a single cul-de-sac off Metzert Road, which is within the City's boundaries. There are bus stops along Metzert Road. There are neither sidewalks nor hiker-biker paths from Crystal Springs to local destinations.



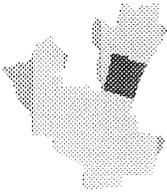
The narrow width of 36th Avenue makes access difficult

Neighborhood Issues

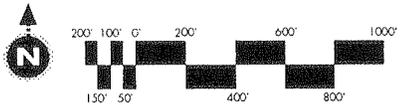
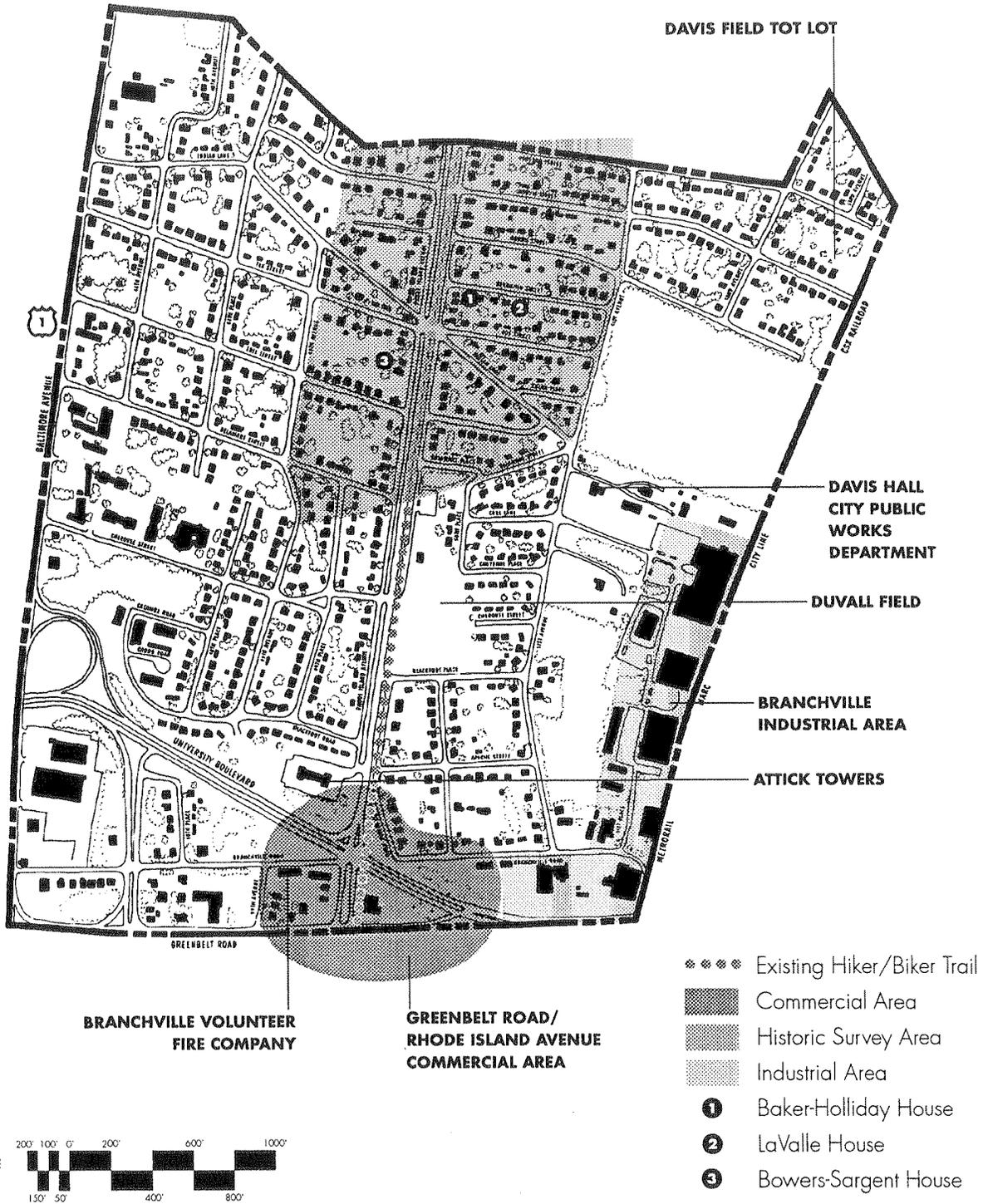
1. Circulation
 - a. Narrow streets
 - b. Awkward street layout
2. Rental Properties
 - a. Houses in need of repair
 - b. Noise
 - c. Litter
 - d. Unenforced speed limits
 - e. Lack of off-street parking

Recommendations

1. Convert "paper streets" to throughways.
2. Widen the streets.
3. Allow parking on one side of the street only.
4. Provide a connector street between 34th and 36th streets.
5. Install cautionary traffic signals (blinking yellow, crossing sign and crosswalk) from 38th Street across University Boulevard.
6. Install sidewalks where feasible.
7. Work with UMCP to develop a safe connection to campus.
8. Acquire land and design expansion of the Crystal Springs Tot Lot as open space.
9. Develop a plan for using CDBG funds to finance infrastructure improvements.
10. Meet with neighborhood residents to assess their needs and desires for improvements.



DANIELS PARK/BRANCHVILLE



DANIELS PARK/BRANCHVILLE

VITAL STATISTICS

| | | | |
|--------------------------------|-----------|-------------------------------------|-----------|
| Land Area | 337 acres | Total Housing Units | 933 |
| Total Population | 2,556 | % One Unit Detached | 81% |
| Density | | % Two or More Units Attached | 19% |
| Units Per Acre | 2.8 | % Owner Occupied | 66% |
| Population Per Acre | 7.6 | % Renter Occupied | 34% |
| Median Household Income | \$34,759 | Mean Sale Price | \$124,577 |
| Median Family Income | \$45,692 | | |

Election District 1, 2

Major Subdivisions Daniels Park, 1905; Locust Spring, 1907; Oak Spring, 1942

Neighborhood Organizations North College Park Citizens Association

Year Annexed Part of the original corporate limits, 1945

Zoning (most to least) R-55, I-2, R-18, C-S-C, O-S, RT, R-10

*Source: 1990 Census of Population; College Park Planning Department, 1995;
Remax Multiple Listing Service, 1995.*



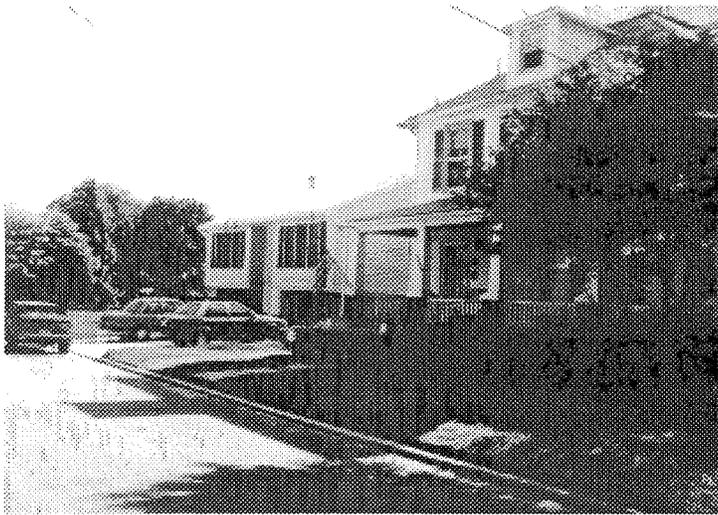
Character

HISTORY

Daniels Park developed along the streetcar line (now Rhode Island Avenue), which was extended through College Park and Branchville to Laurel just after the turn of the century. The land along this new transportation artery was gradually bought up by land speculators and subdivided into residential suburbs.

In 1905, developer Edward Daniels, who lived in Berwyn, began purchasing land in the area of Branchville, a small railroad village just

Housing variety along Geronimo Street



north of the Charlton Heights and Central Heights subdivisions. Daniels first purchased 12-1/4 acres of land and platted a small residential subdivision which he called Daniels Park. One year later, Daniels purchased 35 more acres adjacent to the east of his first subdivision. This land included the streetcar line. He called this section Addition to Daniels Park.

This section of the Plan discusses Daniels Park and Branchville, since they are in close proximity to one another, have similar demographics and were addressed together in the citywide surveys. The Oak Spring subdivision, created in 1942, joined Daniels Park to the north and Branchville to the south.

HOUSING

Oak Spring is characterized by brick Cape Cods. Modest detached suburban housing, such as the bungalow, is representative of Daniels Park. Frame houses are the most common, but there are also a number of houses constructed of molded concrete blocks. Daniels Park has been recognized as an historic community by Prince George's County and could in the future be considered as an historic district. Three houses in Daniels Park have been surveyed for historic resources status. The Baker-Holiday House, a large Colonial Revival Foursquare, is a good example of a house type that was popular in developing suburbs during the first decade of the twentieth century: tall and square with wrap-around veranda and a pyramidal roof. Today, the Baker-Holiday House is a prominent visual feature of the Daniels Park neighborhood. The Bower-Sargent House is a 1909 bungalow which stands on one of the subdivision's original lots. The LaValle House is an example of a late Victorian dwelling.

Daniels Park has housing for a variety of ages and income levels. Attick Towers, on the northwest corner of Greenbelt Road and Rhode Island Avenue, is a 108-unit high-rise apartment building for low- and moderate-income seniors or individuals of any age with disabilities. The U.S. Department of Housing and Urban Development, under contract with the College Park Housing Authority, constructed the units in 1972. Eighty percent of Attick Towers' admissions come from outside College Park, perhaps due to the income restrictions.

Another multifamily complex is Ferris Manor Apartments on Cherokee Street, just east of Route 1. Ferris Manor has 60 garden-style

Table 1

DANIELS PARK/BRANCHVILLE APPEALS, 1988—NOVEMBER 1995

| Type of Appeal | Number of Appeals | Percent |
|------------------------------|-------------------|---------|
| Validate existing building | 10 | 24.4% |
| Garage/carport | 10 | 24.4% |
| Addition (% of lot coverage) | 7 | 17.1% |
| Porch/patio | 4 | 9.8% |
| Addition | 3 | 7.3% |
| Deck | 3 | 7.3% |
| New house | 2 | 4.9% |
| Commercial building | 2 | 4.9% |
| TOTAL | 41 | |

Source: City of College Park, November, 1995.

apartment units. A new 30-unit townhouse development, College Park Mews, is under construction at the northeast corner of Route 1 and University Boulevard. The development includes a tot lot to be conveyed to the City.

LAND USE

When most of Daniels Park/Branchville's housing was constructed, the County did not have zoning regulations. Therefore, many of the houses are out of compliance with current regulations or they will be put out of compliance with new construction, such as an addition. In order to comply with the Zoning Ordinance, property owners must apply to Prince George's County for a validation of existing conditions, or for a waiver or variance from zoning requirements. Collectively, these are known as appeals. Twenty-nine percent of all College Park appeals between 1988 and 1995 came from Daniels Park/Branchville. This was the greatest number, after Hollywood. Fifty percent of the cases were validations or requests to construct a garage or carport (Table 1).

Daniels Park/Branchville consists of small- to medium-sized lots on a rectilinear street network. The lots surrounding Rhode Island Avenue tend to be small, but have been combined in twos and threes to make homesites of 5,000 to 7,500 square feet (Figure 1). Most individual homesites on lots west of Rhode Island Avenue range in size from 5,000 to 6,000 square feet.

CIRCULATION

The lack of sidewalks in Daniels Park/Branchville is particularly dangerous and inconvenient since many Attick Towers residents walk regularly, and Duvall Field, discussed below, is a major destination point for City residents of all ages.

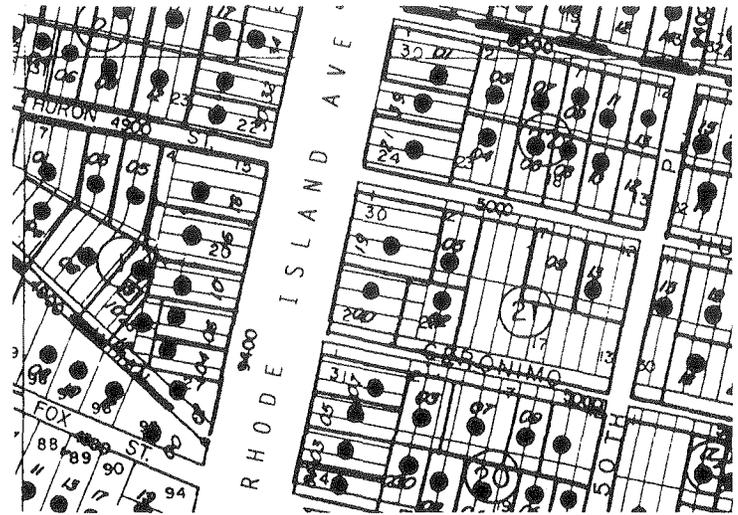
Although bicycle paths are planned to improve access between the neighborhood and major destination points, the only existing bicycle path is the paved shoulder on Rhode Island Avenue. Metro bus and Shuttle UM serve the neighborhood via Rhode Island Avenue.

PROPOSED IMPROVEMENTS

In 1993, the Maryland-National Park and Planning Commission completed "Streetscape Concepts for Greenbelt Road," which the City of College Park had requested under the Prince George's County Aid to Municipalities Program (Figure 2). The concept plans proposed

Figure 1

LOTS & LAYOUT OF BUILDING SITES



Source: 1991 M-NCPPC premise address map.

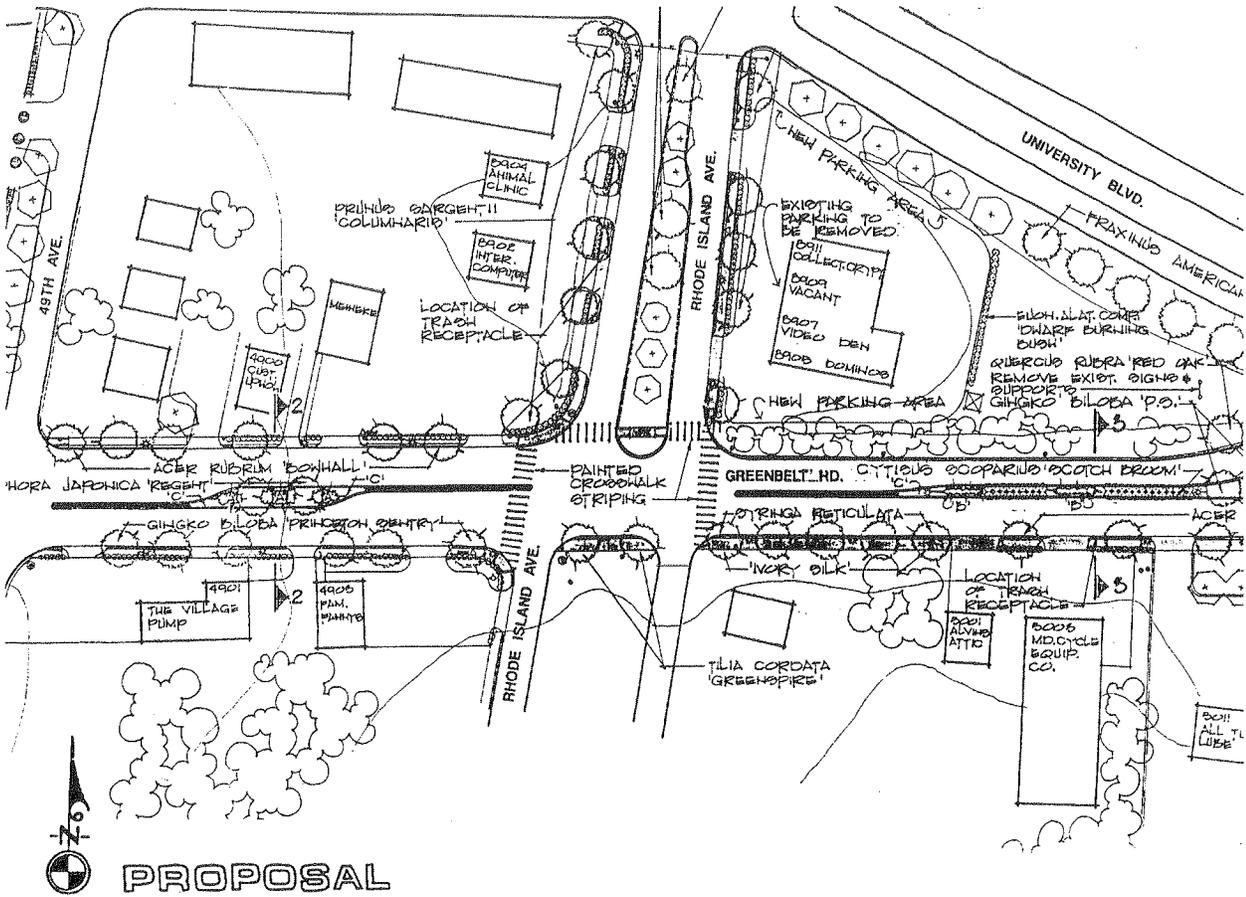


Baseball field at Duvall Field

improvements for the corridor that included curbs, sidewalks, medians, street trees, landscaping, lighting, a gateway sign and furnishings. The City has not appropriated monies to fund this project.

Figure 2

STREETSCAPE CONCEPTS FOR GREENBELT ROAD



Source: "Streetscape Concepts for Greenbelt Road" M-NCPPC, 1992.

AMENITIES

Central to Daniels Park/Branchville and perhaps to the entire City is Duvall Field. This recreational facility is City owned and operated. It consists of lighted baseball, soccer and football fields, a concession area and a play area with a variety of equipment for children. In addition to sporting events, Duvall Field hosts summer concerts. There are fifty-five parking spaces on site. Parking is by permit only on the residential streets adjacent to Duvall Field. The neighborhood's other park is Davis Field Tot Lot, a City facility on the neighborhood's border with Hollywood.

On 51st Avenue, at the neighborhood's eastern boundary, is Davis Hall. In addition to housing the City's Public Works Department, Davis Hall serves as community meeting space after hours.

The large vacant parcel adjacent to Davis Hall to the north is zoned R-55. This parcel is owned by the Prince George's County Board of Education. The Board is retaining the parcel for use as a middle school, although it has no immediate plans for construction.

COMMERCIAL/INDUSTRIAL USES

A commercial use of historic interest is Jenkins Garage on Route 1, which has been serving the travelling public since pre-Colonial days. This property and the U-Haul property are immediately north of the Veterans Memorial on the northeast corner of Greenbelt Road and Route 1. If they were consolidated, these parcels could provide much needed open space along the Route 1 Corridor.

The commercial area at Greenbelt Road/Rhode Island Avenue technically is in Daniels Park/Branchville, although it is not a neighborhood commercial district. Its location along two major arterials makes the commercial area more accessible to cars than to pedestrians and its mix of businesses is not typical of a neighborhood shopping district.

Branchville Industrial Area, zoned I-2 (heavy industrial) is located at the eastern boundary of Daniels Park off Branchville Road and 51st Avenue. The industrial area may be accessed from Route 1 via Indian Lane or from Rhode Island Avenue via Branchville Road, though the service road parallel to Rhode Island Avenue makes access to Branchville Road awkward. A wooded strip of land buffers the industrial area from the residential part of the neighborhood. Major businesses in the industrial area include Stone Industrial Products, manufacturer of tubing products, and a variety of auto-related enterprises.

Neighborhood Issues

1. Community Development
 - a. Use of the vacant Board of Education property.
2. Public Safety
 - a. Lack of sidewalks.
 - b. The neighborhoods' relationship to the industrial area.

Recommendations

1. Circulation
 - a. Provide access to the industrial area from Greenbelt Road and improve access to the industrial area from Rhode Island Avenue.
 - b. Reexamine the traffic patterns proposed in the Greenbelt Road Streetscape Plan.
 - c. Install street signs where needed, particularly along service roads and the CSX Railroad tracks.
 - d. Construct sidewalks along Cherokee Street and Blackfoot Road and connect them with the sidewalks in College Park Mews.
2. Community Development
 - a. Meet with area residents to determine whether to pursue historic district designation.
3. Economic Development
 - a. Provide financial assistance for business expansion.
4. Natural Environment
 - a. Maintain existing green space.
 - b. Follow up with the State regarding annual emissions testing for Stone Industrial.
 - c. Encourage the Board of Education to deed the parcel of land north of Davis Hall to the City or to Prince George's County for open space, if deemed surplus by the Board of Education.
 - d. Install landscaping along the CSX Railroad tracks.
 - e. Encourage the City to acquire the Jenkins Garage and U-Haul sites.
5. Public Safety
 - a. Install sidewalks to and between major destinations.
 - b. Assess the condition of the play area at Duvall Field and take measures necessary to ensure public safety (repair, replace, maintain).

VITAL STATISTICS

| | | | |
|--------------------------------|-----------|-------------------------------------|-----------|
| Land Area | 363 acres | Total Housing Units | 1,214 |
| Total Population | 3,326 | % One Unit Detached | 99% |
| Density | | % Two or More Units Attached | 1% |
| Units Per Acre | 3.3 | % Owner Occupied | 85% |
| Population Per Acre | 9.1 | % Renter Occupied | 15% |
| Median Household Income | \$47,265 | Mean Sale Price | \$120,764 |
| Median Family Income | \$48,298 | | |

Election District 1

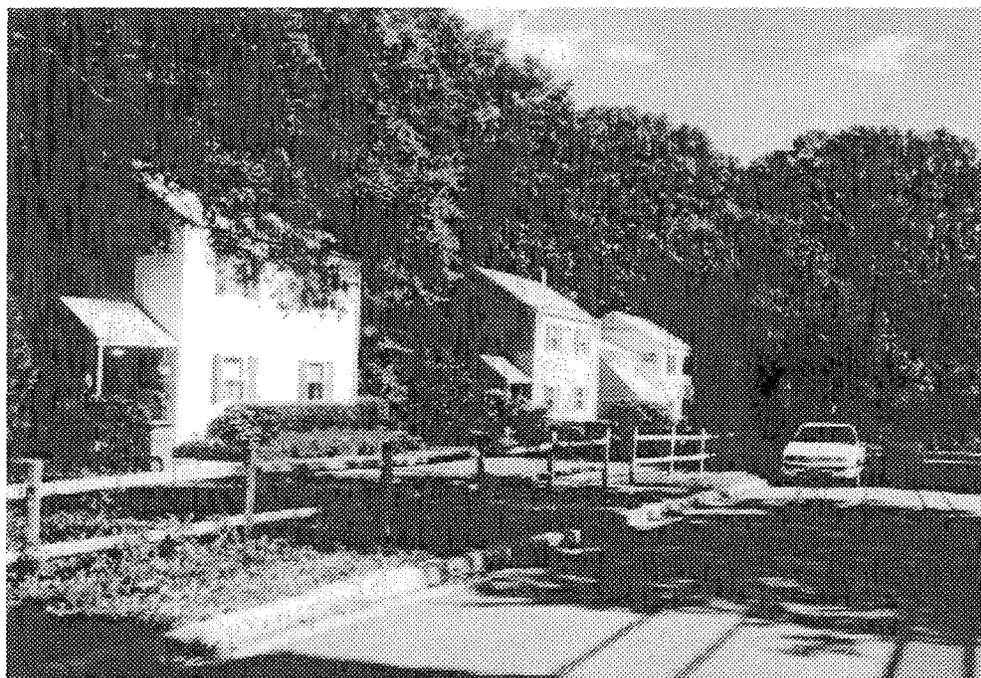
Major Subdivisions Hollywood on the Hill, Addition to Hollywood, Edgewood Knolls

Neighborhood Organizations North College Park Citizens Association

Year Annexed In original 1945 corporate limits up to Edgewood Road; area north of Edgewood Road, south of Beltway annexed in 1953

Zoning (most to least) R-55, C-S-C, O-S, C-O, C-1, R-18

Source: 1990 Census of Population; College Park Planning Department, 1995; Remax Multiple Listing Service, 1995.



Character

CIRCULATION

Hollywood is College Park's largest neighborhood, both in area and in population. Hollywood is easily accessible by car and by public transportation. It is close to the Capital Beltway and the Greenbelt Metro and MARC stations, and it is served by Metro bus and Shuttle UM, the University's shuttle bus. With the advent of Metro, the City instituted permit parking in those portions of the neighborhood closest to the station.

The ease of access within Hollywood and between Hollywood and adjacent neighborhoods varies. The street layout is predominantly rectilinear, a fairly standard layout. However, three factors complicate traffic patterns. First, many of Hollywood's streets are one way. Second, service roads parallel the stretch of Rhode Island Avenue that runs through the neighborhood. Finally, the City has installed speed humps and/or bollards on many streets in response to residents' complaints of speeding.

One proposal for improving circulation in Hollywood is to extend Narragansett Parkway. Planning funds for this proposal were in the City's Fiscal Year 1995 Capital Budget. The 600 foot Parkway extension will complete the

two-way traffic pattern existing along the rest of Narragansett Parkway if the project proceeds.

Sunnyside to the north and Daniels Park to the south may be accessed from Hollywood by car or bus via Rhode Island Avenue. Several north-south streets west of Rhode Island Avenue are discontinuous, though they would appear to connect Hollywood with Daniels Park and Berwyn since they have the same name in both neighborhoods. Edgewood Road links Hollywood with Cherry Hill Road to access the northern part of Autoville. Several streets in Autoville are aligned with Hollywood streets of the same name. Work Group members observed that many streets were in need of repair.

Some streets in Hollywood have sidewalks; others do not. Typically, streets east of Rhode Island Avenue have sidewalks; streets west of Rhode Island Avenue do not. Pedestrians may walk from the east side of Rhode Island Avenue to the Metro station as well as to local parks, tot lots and Duvall Field. Bicycle paths are planned to all major destinations and local schools; Rhode Island Avenue shoulders are paved for use as hiker-biker paths.

HOUSING

Housing types and ages, as well as lot sizes, vary throughout Hollywood. The oldest housing



Mangum Road is a typical residential street north of Lackawanna Street

was constructed in the 1920s and 1930s, in the neighborhood's southern section, between Daniels Park and Hollywood Road. Nineteen thirty's and 1940's bungalows and Cape Cods distinguish the middle section of the neighborhood between Hollywood and Laguna Roads. The Buck-Singleton House, a Prince George's County historic resource, is located here. Standing out among its neighbors, the Buck-Singleton House is an early twentieth-century Victorian-style house. Brick ramblers represent the northeastern portion of Hollywood which developed during the 1950s. During the 1960s and 1970s, brick split-levels were constructed in the northwestern portion of the neighborhood.

Lot sizes reflect the year in which particular sections of Hollywood were subdivided. Generally, the older units occupy 6,000 square foot building sites comprised of 3,000 square foot lots (25' x 120'). The units located north of Lackawanna Street, which were constructed more recently, occupy 5,500 square foot lots (50' x 110') (Figure 1).

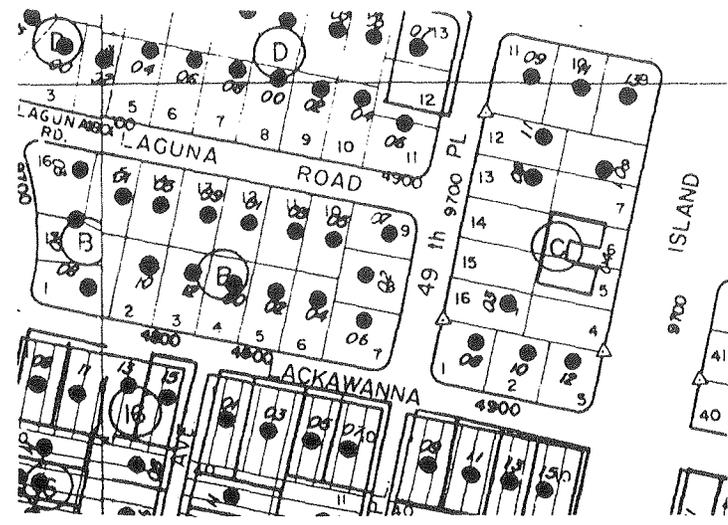
LAND USE

When most of Hollywood's housing was constructed, Prince George's County did not have zoning regulations. Therefore, many of the houses are out of compliance with current regulations or they will be put out of compliance with new construction, such as an addition. In order to comply with the Zoning Ordinance, property owners must apply to the County for a validation of existing conditions, or for a waiver or variance from zoning requirements. Collectively, these are known as appeals. Between 1988 and 1995, the greatest percentage of College Park appeals (36%) came from Hollywood. This was the greatest number in the City. Forty percent of the cases were validations or requests to exceed the 30 percent maximum lot coverage requirement in order to construct an addition (Table 1).

Properties are often found to be out of compliance with the County Code when owners put them up for sale. In order to sell a property that is not in compliance, it must be validated. Hollywood may have had the highest percentage of appeals in the City (38%) because its housing stock had one of the highest turnover rates in College Park. Another reason is that it has the most housing units of any neighborhood in College Park.

Figure 1

LOTS & LAYOUT OF BUILDING SITES



Source: 1991 M-NCPPC premise address map.

Table 1

HOLLYWOOD APPEALS, 1988—NOVEMBER 1995

| Type of Appeal | Number of Appeals | Percent |
|------------------------------|-------------------|---------|
| Validate existing building | 8 | 19.5% |
| Addition (% of lot coverage) | 8 | 19.5% |
| Deck | 7 | 17.1% |
| Porch/patio | 7 | 17.1% |
| Addition | 5 | 12.2% |
| Garage/carport | 4 | 9.8% |
| Dog pen | 1 | 2.4% |
| Commercial building | 1 | 2.4% |
| TOTAL | 41 | |

Source: City of College Park, November, 1995.

COMMERCIAL/INDUSTRIAL USES

The Hollywood Commercial District includes properties zoned C-S-C, C-1, and C-O that front on Edgewood Road or Rhode Island Avenue and extends from the Beltway to Muskogee Street. Rhode Island Avenue links the properties together, although the service roads can make accessing individual businesses difficult. Circulation between properties also can be difficult because the shops and offices are often divided by streets.

The area's anchor retail store is REI (Recreational Equipment, Inc.), a popular chain with a regional draw. Other retail uses include a florist, carry-outs, beauty shops and a convenience store. Office uses are concentrated closer to the Beltway, on both sides of Rhode Island Avenue. The City's Youth and Family Services Department occupies a new building on the northwest corner of Rhode Island Avenue and Nantucket Road.

Hollywood's location is considered a major asset by merchants who own businesses in the Hollywood Commercial District. However, merchants complain that their customers often have difficulty finding their businesses, and access can be cumbersome. Moreover, customers often express frustration with traffic congestion around Rhode Island Avenue and Edgewood Road.

In addition to traffic problems, Hollywood business and property owners say that the commercial district has vacant stores, poor lighting, large setbacks with seas of parking and generally lacks aesthetics. Some of these problems may be attributed to the age of the commercial district which was constructed in the 1960s. Another reason for these problems may be the district's location "off the beaten path."

Despite REI's regional attraction, the rest of the businesses in the commercial district rely on local traffic. But local residents alone cannot sustain the commercial district. In 1994, the vacancy rate in the Hollywood commercial district was 23 percent. Moreover, 54 percent of survey respondents shop there less than once a month. Perhaps the amount of commercially-zoned land is excessive for a neighborhood commercial district.

AMENITIES

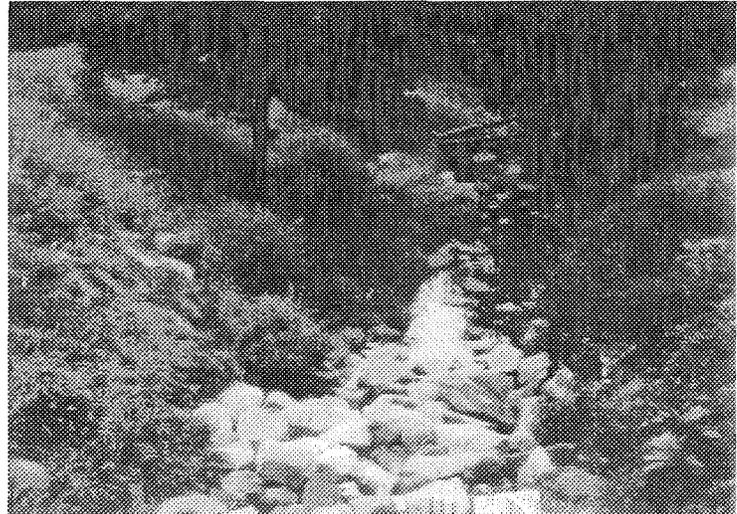
Hollywood offers a number of parks and recreation opportunities. There are three City-owned lot lots at convenient locations throughout the neighborhood. A large (24-acre) M-NCPPC facility, Hollywood Community Park, contains three play areas, picnic areas and athletic facilities.

The creation of Narragansett Run is a County- and State-funded project recently ini-



Hollywood Commercial District at the north-east corner of Rhode Island Avenue and Edgewood Road

tiated to restore that urban stream. Inspired by the work of the College Park Committee for a Better Environment at Guilford Run (along Guilford Drive west of Route 1), the City asked the County to study improvements to Narragansett ditch. The concept is to restore the urban stream by planting its banks with trees and shrubs. Not only do such improvements make urban streams more attractive, they aid in pollution control.



Narragansett Ditch, proposed to be restored as an urban stream similar to Guilford Run

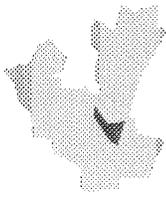
Neighborhood Issues

1. Circulation
 - a. Traffic congestion at the intersection of Rhode Island Avenue and Edgewood Road.
 - b. Difficulty accessing Hollywood Commercial District.
2. Hollywood Commercial District
 - a. Unattractive/not well maintained.
 - b. Vacant stores.
3. Maintenance/rehabilitation of residential properties.
4. Future plans for the large, undeveloped parcel at Lackawanna Street and the B&O Railroad tracks.

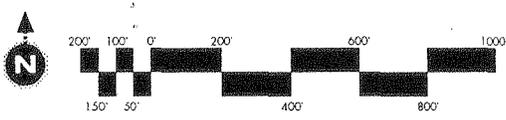
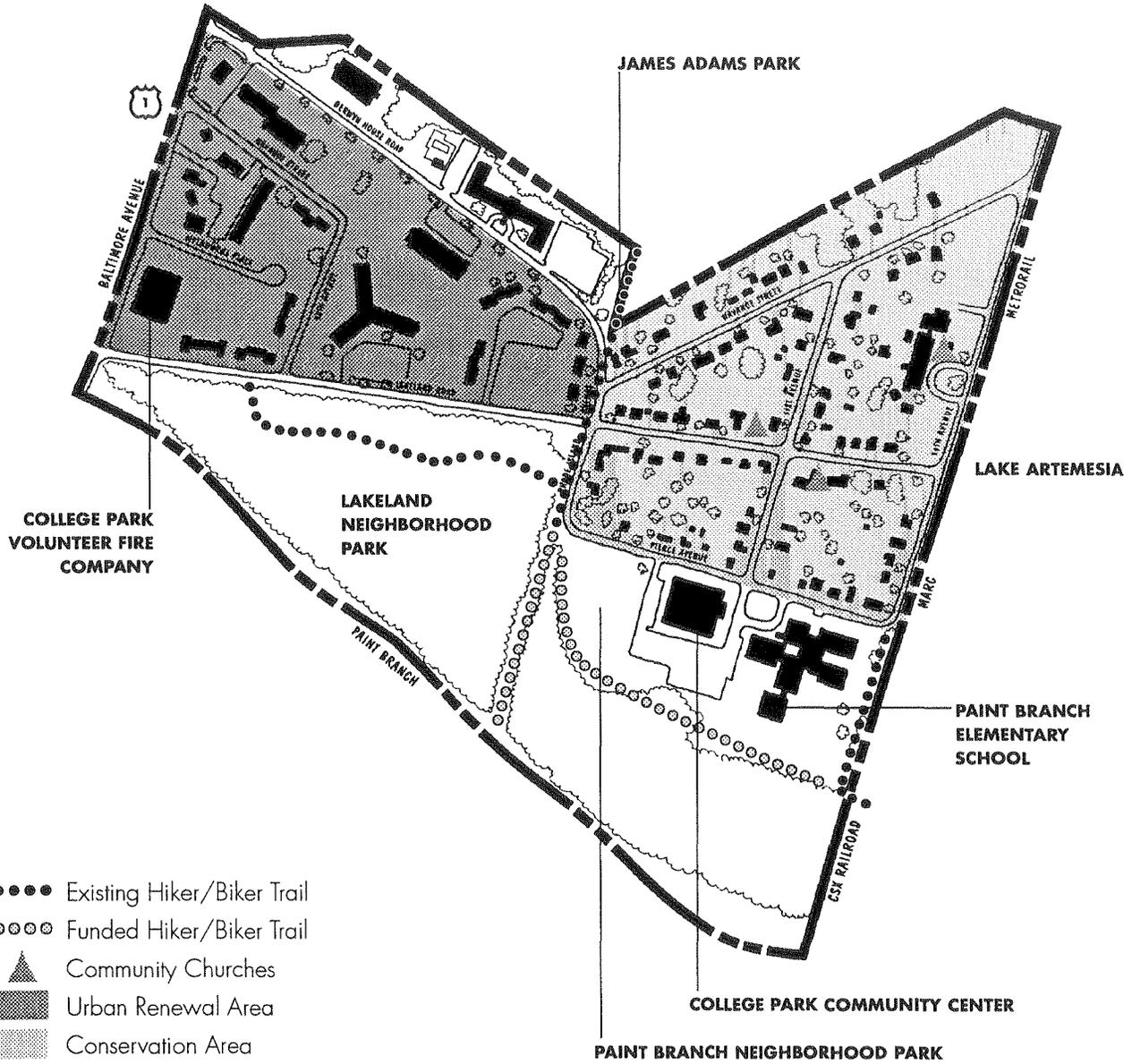
3. Circulation
 - a. Install sidewalks to major neighborhood destinations.
 - b. Construct a roundabout at Edgewood Road and Rhode Island Avenue.
 - c. Install a four-way stop sign at Hollywood Road and Rhode Island Avenue.
 - d. Have the City assume responsibility for Rhode Island Avenue.
 - e. Study and implement the best way to ease movement from one center to another within the Hollywood Commercial District.
 - f. Improve access to the commercial district from Rhode Island Avenue.
4. Natural Environment
 - a. Explore the possibility of expanding Hollywood Community Park to the south.

Recommendations

1. Public safety
 - a. Construct railings on the plank bridge in Davis Tot Lot.
2. Economic and Community Development
 - a. Consider rezoning surplus commercial property south of Edgewood Road; concentrate commercial revitalization efforts north of Edgewood Road.
 - b. Attract a grocery store to the Hollywood Commercial District.
 - c. Develop a use for the abandoned gas station at Edgewood Road and Rhode Island Avenue.
 - d. Assess community credit needs for economic and community development (e.g., small business loans and rehabilitation loans).



LAKELAND



VITAL STATISTICS

| | | | |
|--------------------------------|-----------|-------------------------------------|-----------|
| Land Area | 133 acres | Total Housing Units | 555 |
| Total Population | 1,521 | % One Unit Detached | 15% |
| Density | | % Two or More Units Attached | 85% |
| Units Per Acre | 4.2 | % Owner Occupied | 14% |
| Population Per Acre | 11.4 | % Renter Occupied | 86% |
| Median Household Income | \$29,574* | Mean Sale Price | \$120,000 |
| Median Family Income | \$37,804* | | |

Election District 2

Major Subdivisions Lakeland, 1890

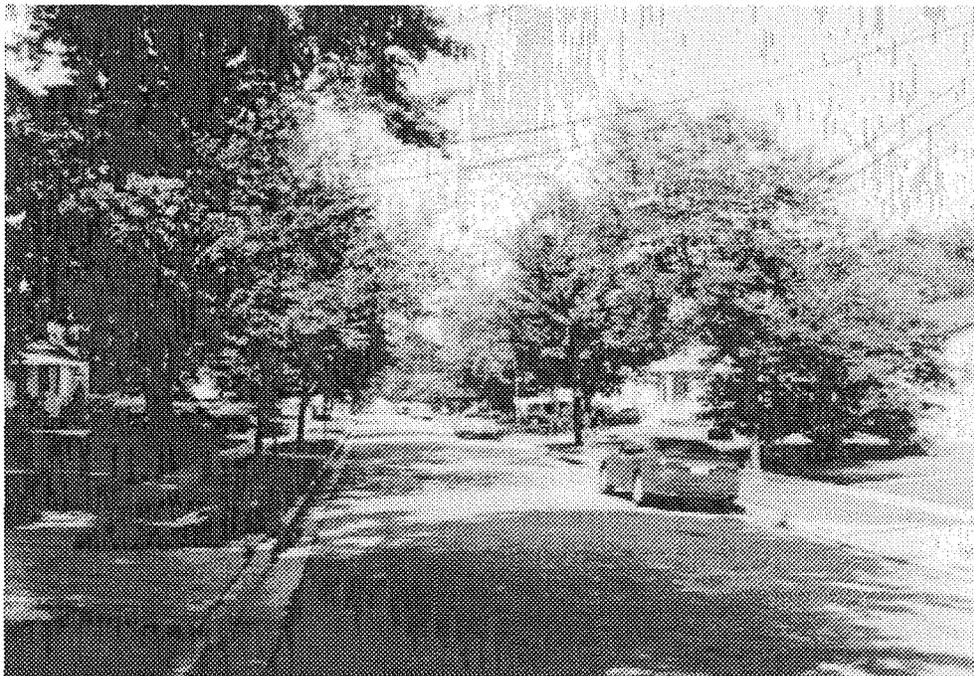
Neighborhood Organizations Lakeland Civic Association, Neighborhood Watch

Year Annexed Part of the original corporate limits, 1945

Zoning (most to least) O-S, R-55, R-R, R-10, R-T

* Includes Berwyn

Source: 1990 Census of Population; College Park Planning Department, 1995;
Remax Multiple Listing Service, 1995.



Character

HISTORY

Lakeland was one of the first African-American subdivisions in Prince George's County. It was subdivided and developed in the early 1890s by Edwin Newman who envisioned it as an exclusive resort-type community around Lake Artemesia. Lakeland played a significant role in African-American education in Prince George's County. Lakeland High School, completed in 1928, was one of the first high schools established for African-Americans in Prince George's County. In 1983, the school was converted into a Korean Catholic Mission, which it remains today.

In the 1970s, the City designated Lakeland an Urban Renewal Area and received funds from the U.S. Department of Housing and Urban Development to "achieve the highest attainable development standard in the best interests of the existing Lakeland community and commensurate with market capabilities" (Urban Renewal Plan for the Lakeland Urban Renewal Area, August 1970). Much of Lakeland's housing was substandard and/or located in the floodplain (of Paint Branch Creek and Indian Creek) and neighborhood streets needed improvements to ensure safety and access.

Before Urban Renewal, Lakeland occupied both sides of the Baltimore and Ohio (B&O) Railroad tracks. A mix of commercial uses, single-family and multifamily residential units stretched from the neighborhood's western boundary at Route 1 to Rhode Island Avenue. Single-family homes were located in the area between Rhode Island Avenue and the railroad tracks, and a few (about 20) single family homes were scattered on the east side of the tracks at Lake Artemesia.

The City purchased most of the land in Lakeland ostensibly to improve health and safety conditions for neighborhood residents. Land that was not acquired was still subject to rehabilitation. Residents were notified of the project and were given the option to "sell and move" or "rebuild and stay," according to one long-time resident. HUD and the State paid relocation expenses, which often exceeded the value of the existing houses. Substandard houses were razed, fill was added to bring the neighborhood out of the floodplain, and new housing was constructed.

The area east of Rhode Island Avenue and west of the railroad tracks was least disturbed, retaining its single-family character. This area was called the Conservation Area. The area east of Route 1 and west of Rhode Island Avenue was the Urban Renewal Area. Here,



*Lakeland Urban
Renewal area along
Lakeland Road*

single-family and low-density multifamily housing was razed and high-density multifamily and townhouses were constructed in their place. Houses in the section east of the railroad tracks were razed and were not rebuilt.

HOUSING

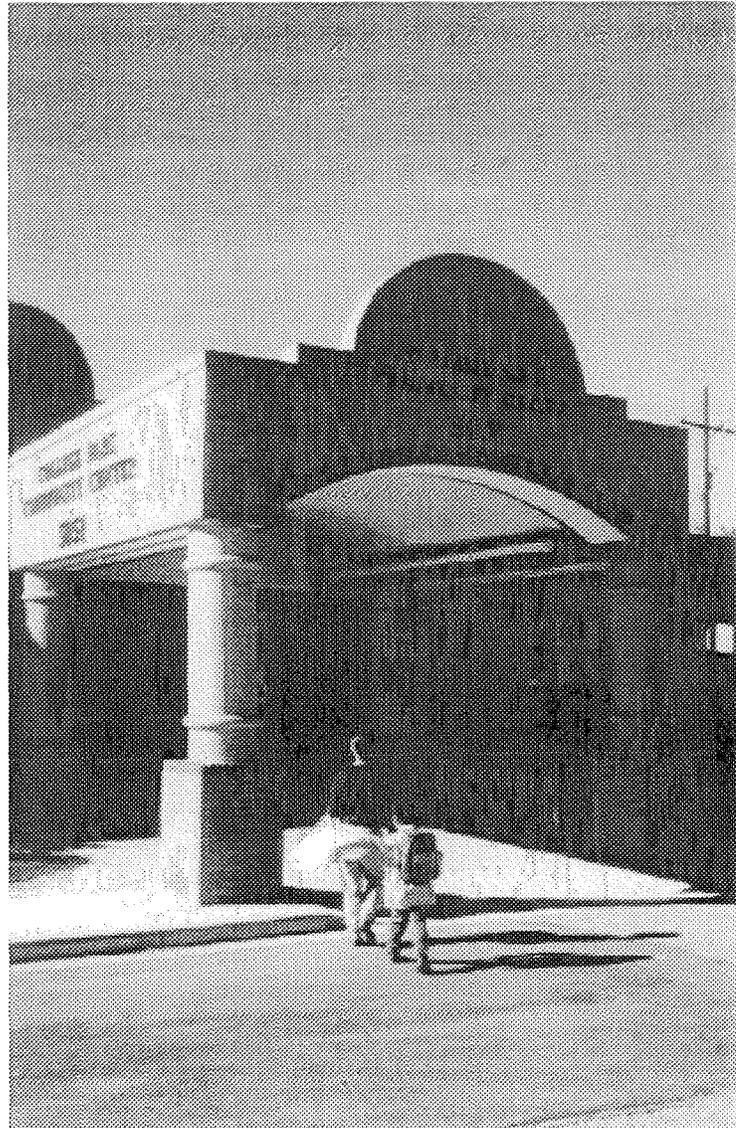
Lakeland has a variety of housing types and styles, including split foyers and bungalows, as well as a range of construction materials, including brick, masonry, wood and stone. The neighborhood's housing falls into one of two age groups: pre-1939 (the Conservation Area) or 1970s (the Urban Renewal Area). A number of vacant parcels were created in the Conservation Area as a result of Urban Renewal. Although most parcels were too small for houses, several parcels presented opportunities for infill development. In 1995, the City awarded two Lakeland parcels to a local design-build team as part of the State of Maryland's Affordable Design-Development Competition. The winning team worked with a jury of local residents to modify the original design so the new units would fit in with the existing housing.

Many of the neighborhood's original houses are on Navahoe Street, which was at the heart of the Conservation Area. Multifamily residential buildings and townhouses are clustered around one of Lakeland's entrances on the corner of Route 1 and Berwyn House Road. They are Spellman House, with 140 units for seniors; the 120-unit Berkley Apartments, occupied mainly by University of Maryland at College Park (UMCP) students; the 18-unit Lakeland Park Townhouse Condominiums; the 24-unit Alden Park Townhouses; and the 132-unit Berwyn House Apartments. All of these buildings were constructed during Urban Renewal.

Interestingly, it is the Urban Renewal Area that is eligible for State Community Development Block Grant (CDBG) funds, which are available to areas with a majority of low- and moderate-income households. The Urban Renewal Area is eligible, due to the large number of resident students and seniors who lower the area's average household income.

LAND USE

Unlike most of College Park's neighborhoods, the zoning in Lakeland is not predominantly R-55, single-family detached residential dwelling



units. In fact, one of the greatest single uses in Lakeland is parks/open space.

On the west side of the B&O Railroad tracks are two large parks, Paint Branch Neighborhood Park and Lakeland Park, as well as the College Park Community Center which opened in March 1995. These are Maryland-National Capital Park and Planning facilities, except for the wooded portion of Lakeland Park, which is City owned and maintained. James Adams Park on Berwyn House Road was recently completed and named for a local resident.

On the east side of the tracks is Lake Artemesia, which was improved in 1992 after Metrorail construction. The Washington

The College Park Community Center, a M+NCPPC facility, provides many recreational opportunities

Metropolitan Area Transit Authority (WMATA), in exchange for fill to construct Metro's Green Line, expanded Lake Artemesia and improved the area around it. The area consists of extensive open space, a wooded area and hiker-biker trails. Access to Lake Artemesia from Lakeland is limited. Only a hiker-biker path provides a link. Lake Artemesia is owned and operated by the Maryland-National Capital Park and Planning Commission.

CIRCULATION

The only vehicular access to Lakeland is from Route 1. Vehicles may enter the neighborhood on Berwyn House Road, Navahoe Street or Lakeland Road. There is no vehicular access between Lakeland and Berwyn, the adjoining neighborhood to the north. Paint Branch Parkway separates Lakeland from Old Town, the neighborhood to the south.

One of the problems cited by the Urban Renewal plan was Lakeland's "isolation... from neighboring communities because of poor or non-existent means of access." Specifically, the Urban Renewal plan proposed construction of a "new" 48th Avenue (the old one was abandoned during Urban Renewal) which would serve as "a major arterial...that will ultimately continue north of Berwyn House Road and south of Lakeland Road," but that street never materi-

alized. The Urban Renewal program did not improve Lakeland's access. Lakeland remains fairly isolated from its neighbors, though pedestrians may access Berwyn via the Rhode Island Avenue hiker-biker path.

Public transportation does not directly serve Lakeland. Residents have access to both Metrobus and Shuttle UM buses running along Route 1. The closest Metrorail and MARC stations are on Calvert Road.

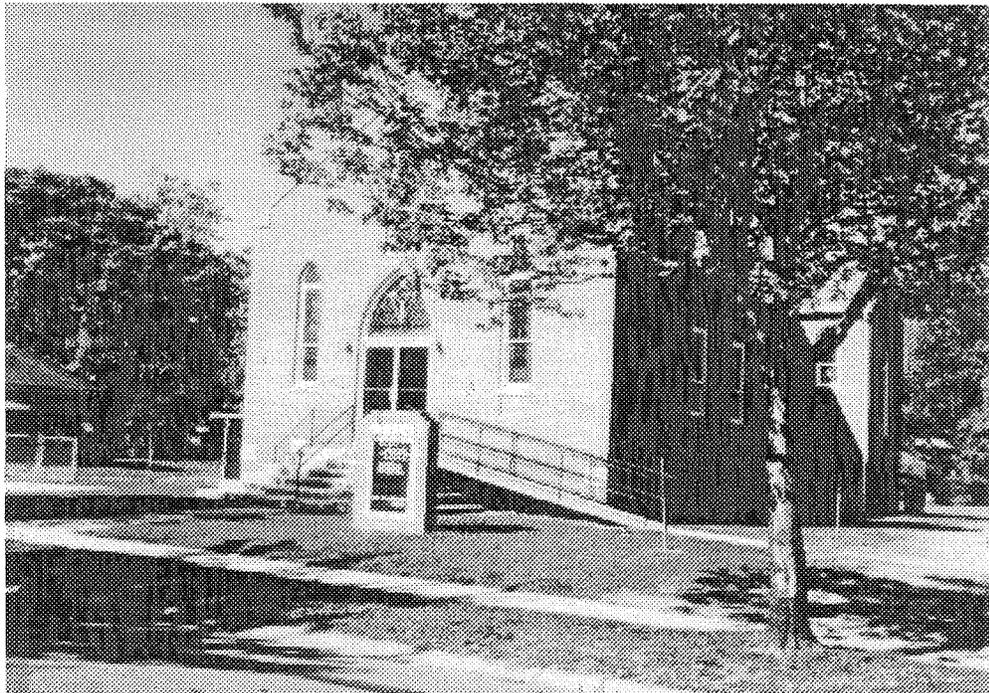
The layout of Lakeland's streets is not a typical one. The streets are like spokes of a wheel. Lakeland Road is the only through street. Most lots are large; some are as large as 12,000 square feet. Work Group members observed that the area had tree-lined streets and that the streets themselves were in good condition.

COMMUNITY LIFE

Lakeland has many long-time residents whose parents and grandparents lived in the neighborhood. The low turnover rate of housing in Lakeland illustrates the neighborhood's stability. In both 1991 and 1994, less than one percent of Lakeland's households moved. This was the lowest rate in College Park.

When residents move, they often return. Former residents who live out of State return to Lakeland to visit and to attend community

A community church along Lakeland Road



events such as Lakeland Day, where long-time residents share the history of their neighborhood with the younger generation. These events are sponsored by the Lakeland Civic Association.

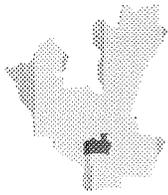
The Civic Association was active in community affairs before Urban Renewal and became even more active during the planning stages of the project. The Civic Association continues to meet monthly and to initiate neighborhood projects such as tutoring school children. Recently, a group of concerned individuals representing the residents, businesses, churches, schools and government formed Lakeland Action. This group is focussed on improving the quality of life for Lakeland families.

Neighborhood Issues

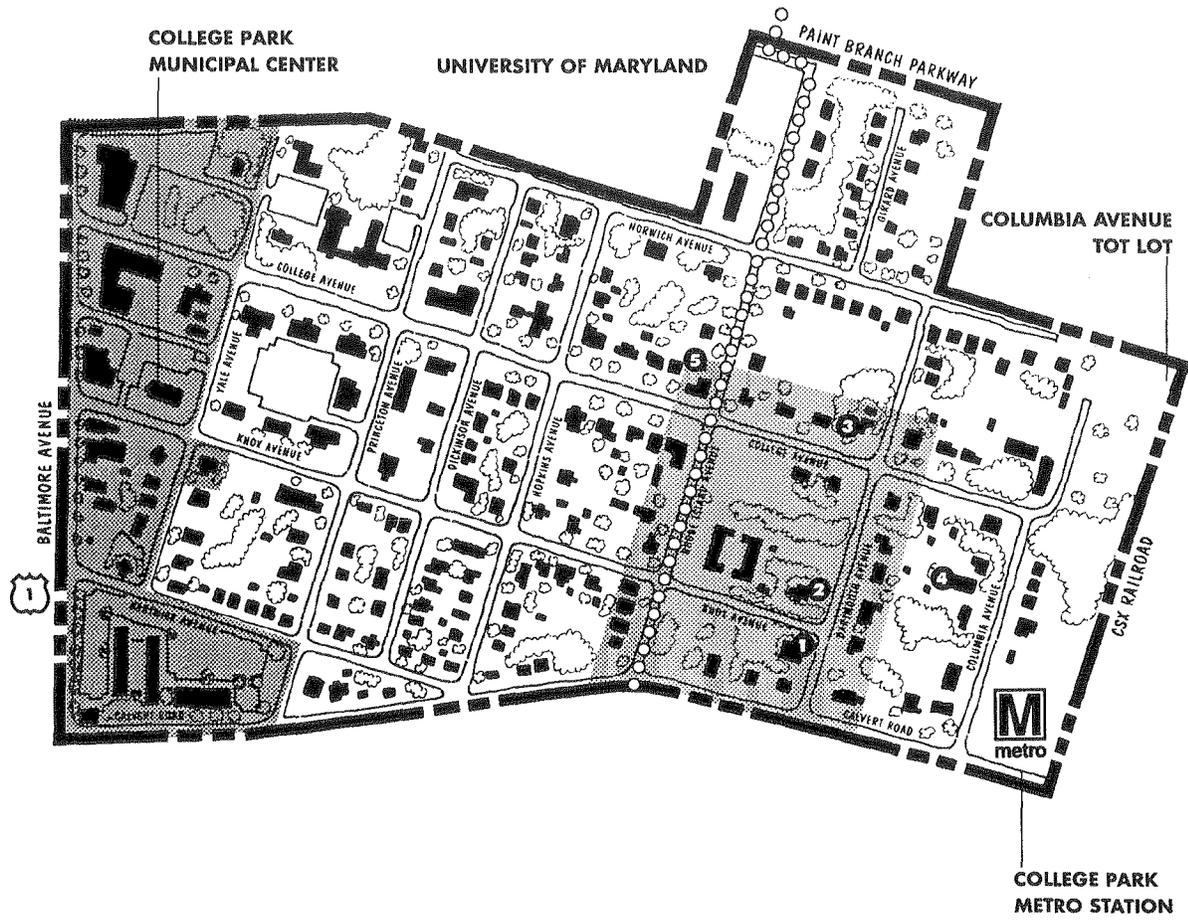
1. Demographics
 - a. Aging population
2. Public Safety
 - a. Drugs
3. Circulation
 - a. Lack of access between Lakeland and adjacent neighborhoods

Recommendations

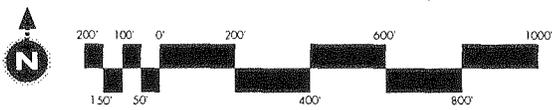
1. Amenities
 - a. Install a drinking fountain at Lakeland Park.
2. Circulation
 - a. Connect Lakeland and Old Town via the Rhode Island Avenue hiker-biker path.
3. Natural Environment
 - a. Increase plantings along the railroad tracks.
4. Public Safety
 - a. Increase police activity and drug enforcement.
 - b. Install a pedestrian warning signal, coordinated with the traffic signals, at the fire station on Melbourne Place.



OLD TOWN



- o o o o Proposed Hiker/Biker Trail
- ▨ Commercial Area
- ▨ Historic Survey Area
- ① College Park Woman's Club—4711 Knox Road
- ② McDonnell House—7400 Dartmouth Avenue
- ③ Cory House—4710 College Avenue
- ④ Taliaferro House—7406 Columbia Avenue
- ⑤ Holbrook House—4618 College Avenue



VITAL STATISTICS

| | | | |
|--------------------------------|-----------|-------------------------------------|-----------|
| Land Area | 100 acres | Total Housing Units | 378 * |
| Total Population | 1,578 | % One Unit Detached | 39%* |
| Density | | % Two or More Units Attached | 61%* |
| Units Per Acre | 3.8 | % Owner Occupied | 22%* |
| Population Per Acre | 15.8 | % Renter Occupied | 78%* |
| Median Household Income | \$27,500 | Mean Sale Price | \$161,075 |
| Median Family Income | \$34,722 | | |

Election District 3

Major Subdivisions Johnsons & Curriden's, 1889

Neighborhood Organizations Old Town Civic Association

Year Annexed Part of the original corporate limits, 1945

Zoning (most to least) R-18, R-55, C-1, C-SC

* Does not include 23 fraternity and sorority houses located in Old Town Neighborhood.
 Source: 1990 Census of Population; College Park Planning Department, 1995;
 Remax Multiple Listing Service, 1995.



Character

HISTORY

Before Old Town became the original subdivision of College Park, it was part of Riversdale, the Calvert family estate. After Charles B. Calvert died in 1864, the estate was divided among his heirs. One of the heirs, Ella Calvert Campbell, sold her share (approximately 130 acres) to real estate developers John O. Johnson and Samuel Curriden, who proceeded to plat and develop the subdivision of College Park.

The subdivision was served by the College Station stop of the Baltimore and Ohio (B&O) Railroad, and homes were built for people associated with the Maryland Agricultural College (now the University of Maryland at College Park). Old Town residents say their neighborhood's historic architecture and mature landscaping make it particularly attractive.

The oldest buildings in College Park date from the late Victorian period. After 1914, when the State took over the administration of the college and embarked on an ambitious expansion program, both the new college structures and the nearby subdivision dwellings began to reflect the influence of the Colonial Revival.

Many of Old Town's original buildings and one of the buildings from the Calvert family estate are still standing. In fact, part of Old Town has been surveyed and is being considered for historic district designation by Prince George's County.

Built in 1927, the Holbrook House is a Sears, Roebuck and Company Catalog House



The College Park Survey Area, in the vicinity of Rhode Island, College and Dartmouth Avenues and Calvert Road, contains buildings in a range of forms and styles from the first third of the twentieth century. Historic buildings include Cory House, McDonnell House and Taliaferro House, late nineteenth-century residences in the Queen Anne style; Holbrook House, a 1927 Sears, Roebuck and Company Alhambra model mail-order house; and the Harrison Store and Trolley Stop Shop.

LAND USE

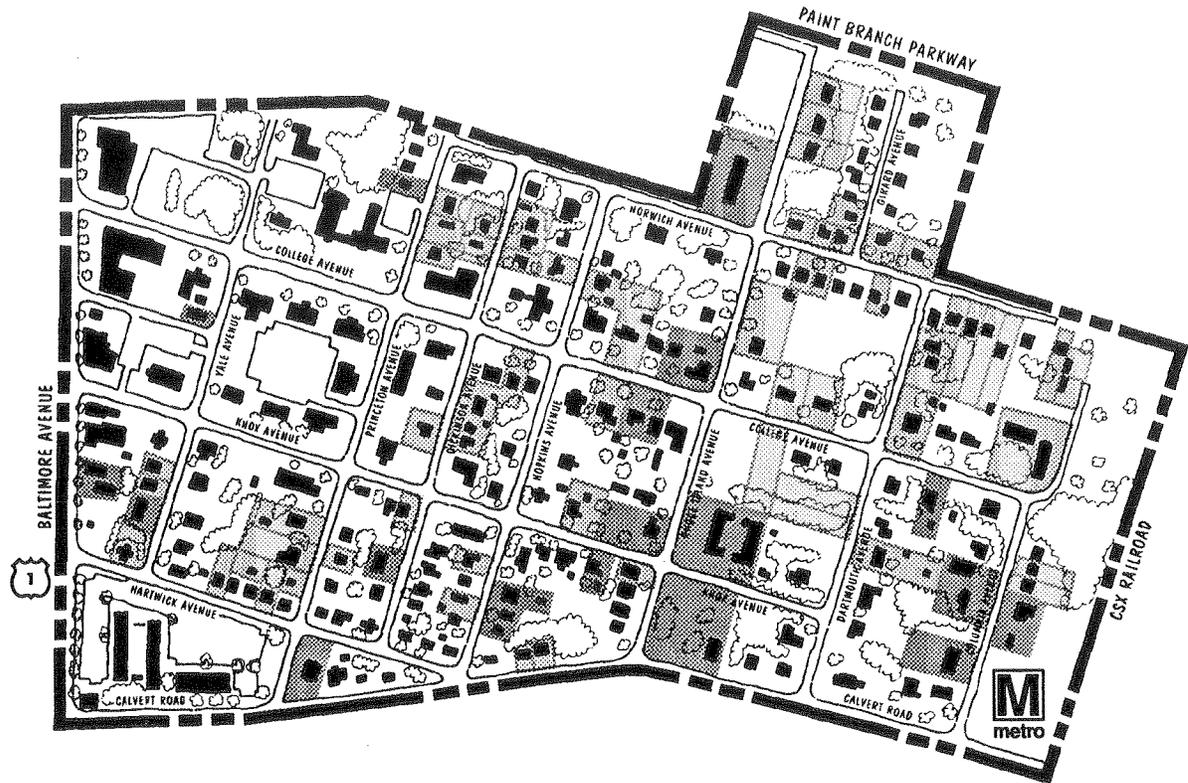
Zoning and land use at the intersection of College and Rhode Island Avenues illustrate the diversity which characterizes Old Town. Businessman Wirt Harrison seized the opportunity to open a grocery store here when, at the turn of the century, the trolley line was extended from Washington, D.C. along the right-of-way which is now Rhode Island Avenue. The northwest corner where the grocery store stood is zoned C-1 (local commercial, existing) but contains a four-unit apartment building and retail space. The northeast corner is zoned C-1 but contains a single-family unit which houses offices. The southeast corner is zoned R-55 (single-family detached residential) but currently is vacant. The southwest corner is zoned R-18 (multifamily medium density residential) and contains a vacant apartment building which served as a fraternity house but was condemned by the City and boarded up. Today, Old Town does not have a neighborhood commercial district, though businesses on Route 1, Knox Road and Yale and College Avenues are within easy walking distance.

Poor maintenance and even condemnation of housing units are not uncommon in Old Town due to the high number and percentage of renters (Map 2). The City has condemned other privately owned Greek houses for poor maintenance which threatened the health and safety of its occupants and neighbors. Most of the approximately 20 fraternities and sororities in Old Town are privately owned; those on the "Graham Cracker" at College Avenue, Princeton Avenue, Knox Road and Yale Avenue are owned by the University (Map 3).

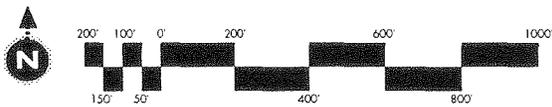
Conversions of single-family houses to group rentals is a trend throughout the City, but it is particularly prevalent in Old Town. A review of City records indicate that many single family homes were not put up for sale before they

Map 2

RENTAL PROPERTIES

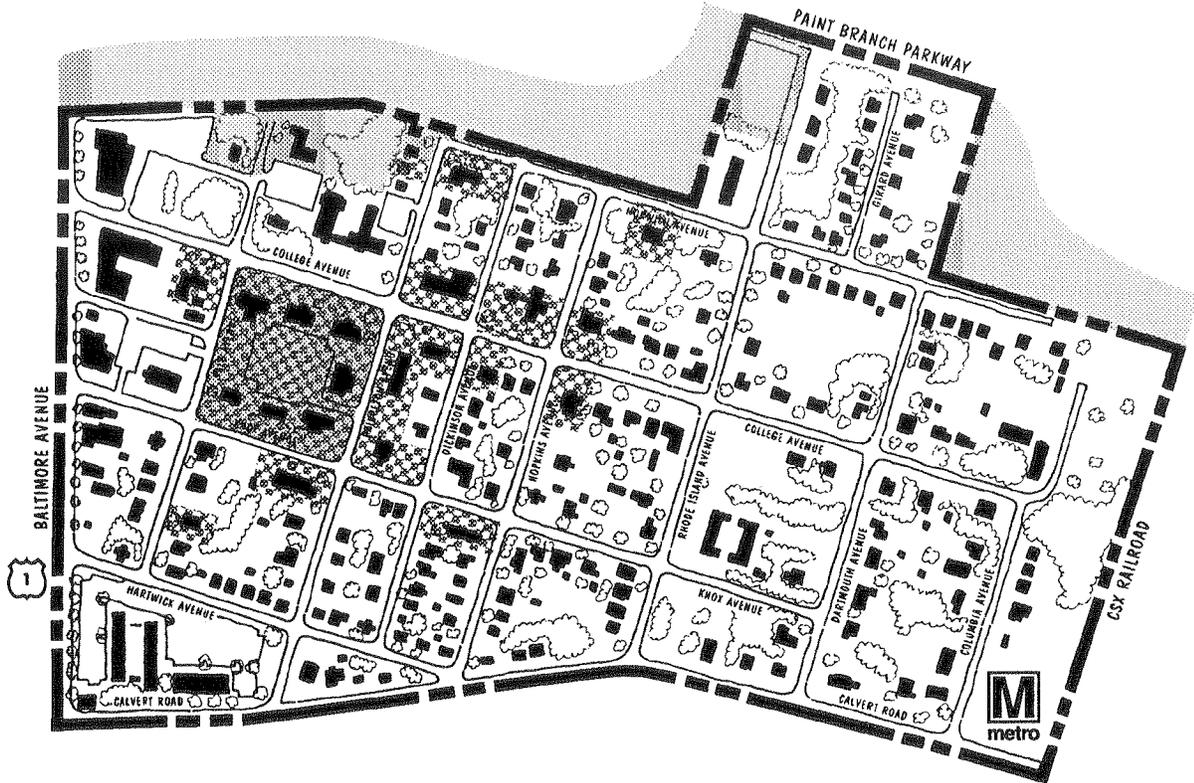


-  Multi-Family Units
-  Single Family Units

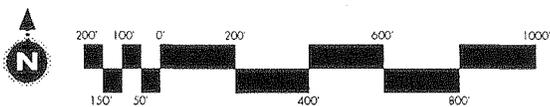


Map 3

UNIVERSITY OF MARYLAND PROPERTY & FRATERNITY AND SORORITY HOUSES



-  Fraternity/Sorority Houses
-  University of Maryland Property





Sorority Houses located along College Avenue

became rentals. Thus, many homeowners are opting to maintain ownership and rent to students when they move from College Park.

Many of Old Town's problems are typical of those associated with neighborhoods located near large universities, particularly where long-term residents live next door to fraternities, sororities or student group houses. Neighborhood residents cite problems often associated with large groups of students: noise and litter, vandalism, houses in need of repair, and lack of off-street parking/parking on lawns. In addition, Work Group members observed that street signs were missing and streets needed cleaning.

CIRCULATION

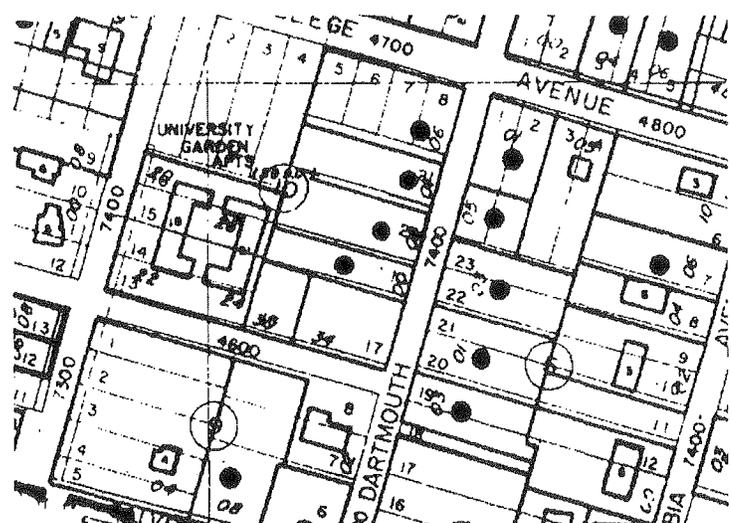
Old Town's road network and lot sizes are fairly traditional, reflecting its age. Narrow streets are laid out on a grid and lots tend to be small, though lot sizes do vary. Most streets have sidewalks on at least one side and the neighborhood provides several modern public transportation conveniences.

The blocks in the western part of the neighborhood, in the vicinity of Princeton Avenue, Norwich Road, Hopkins Avenue and Knox Road, contain small lots (25' x 100') which have been combined to create medium building sites (50' x 100' minimum) for single-

family detached houses and larger lots for multi-family units, including fraternity and sorority houses and commercial establishments. The lots in the eastern part of Old Town are larger, at

Figure 1

LOTS & LAYOUT OF BUILDING SITES



Source: 1991 M-NCPPC premise address map.

least 50' x 100', and have been combined to create large homesites (Figure 1).

College Park's MARC and Metro stations are located at the end of Calvert Road, on the border between Old Town and Calvert Hills. Riders can walk, bicycle, or ride Metrobus or Shuttle UM to and from the stations. The City instituted permit parking throughout Old Town due to the neighborhood's proximity to the MARC and Metro stations as well as to the University.

Route 1, via College Avenue, or Knox or Calvert Roads, is the primary vehicular access to and from Old Town, though cars may enter the neighborhood from Calvert Hills to the south. Old Town is accessible to pedestrians and bicyclists from Kropp's Addition, the industrial subdivision to the east via a tunnel under the railroad and Metro tracks. Paint Branch Parkway runs along the neighborhood's northern boundary, but it does not intersect any neighborhood streets.

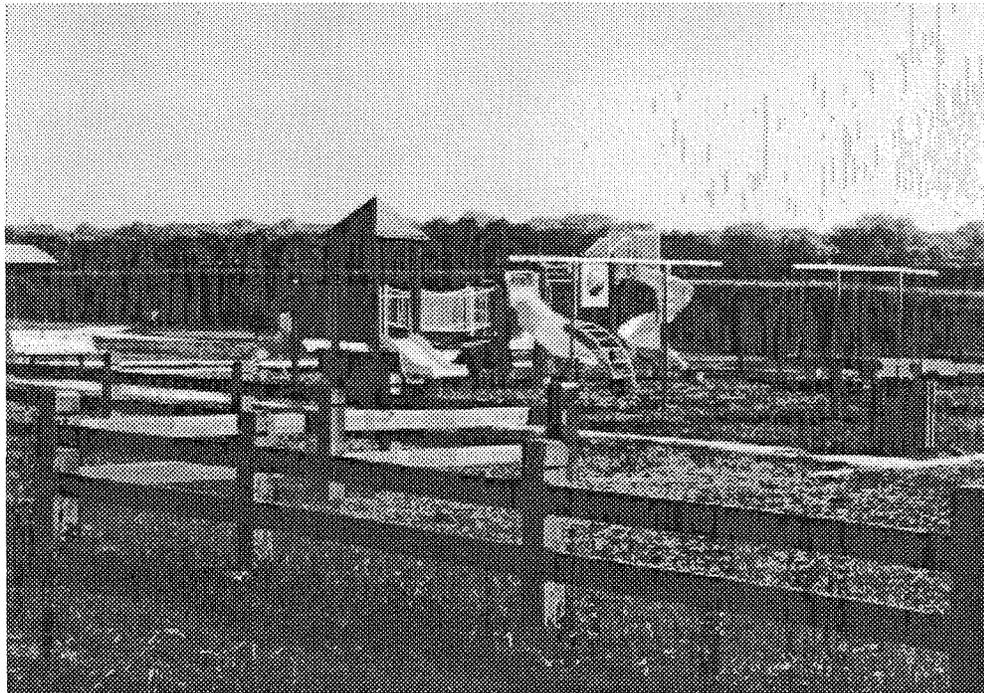
AMENITIES

Old Town's tot lot, Columbia Avenue Tot Lot, recently was expanded and improved by the Washington Metropolitan Area Transit Authority in exchange for its use as a staging area during the construction of Metro's Green Line. In addition to standard play equipment, the new 1.4 acre tot lot includes a picnic area and a volleyball court.

College Park's Municipal Center on Knox Road is in Old Town. The 1959 building currently houses the City's Administration, Finance, Planning and Public Services departments.

Neighborhood Issues

1. Housing
 - a. The nature and quality of infill housing
2. Public Safety
 - a. Noise
 - b. Litter
 - c. Vandalism
 - d. Security around the Metro station
 - e. Inadequate code enforcement
 - f. Reckless driving
3. Student Rental Properties
 - a. Conversions of owner occupied to group rentals
 - b. Houses in need of repair
 - c. Lack of off-street parking
 - d. Lack of communication, cooperation between landlords and the City; between landlords and the University



Columbia Avenue Tot Lot was improved after Metro construction was completed

VITAL STATISTICS

| | | | |
|--------------------------------|----------|-------------------------------------|-----------|
| Land Area | 79 acres | Total Housing Units | 173 |
| Total Population | 474 | % One Unit Detached | 100% |
| Density | | % Two or More Units Attached | 0% |
| Units Per Acre | 2.2 | % Owner Occupied | 97% |
| Population Per Acre | 6.0 | % Renter Occupied | 3% |
| Median Household Income | \$38,333 | Mean Sale Price | \$132,500 |
| Median Family Income | \$39,615 | | |

Election District 1

Major Subdivisions Sunnyside, 1954

Neighborhood Organizations North College Park Citizens Association

Year Annexed 1956

Zoning (most to least) R-55, R-R, M-X-T

Source: 1990 Census of Population; College Park Planning Department, 1995; Remax Multiple Listing Service, 1995.



Character

Sunnyside is the only College Park neighborhood north of the Capital Beltway. The Beltway defines the neighborhood's southern boundary and the Beltsville Agricultural Research Center (BARC) forms its northern boundary. Rhode Island Avenue divides the neighborhood in half with residences located on the east side and the State Police Barracks, Sunnyside Neighborhood Park (a 3.6-acre park with play and picnic areas; athletic facilities, including an outdoor racquetball court, tennis court and half-court basketball; and a parking lot), and vacant mixed-use (M-X-T) zoned property on the west side.

This vacant property fronts on Route 1 and is a 9.6 acre site planned for major development. M-X-T zoning requires three of the following four uses: retail, office or research or industrial, residential, or hotel/motel. The developer of this site is proposing to construct 6,000 square feet of commercial space, 6,000 square feet of office space and 224 luxury apartment units. Access to the site will be from Route 1. The impact of this development on Sunnyside residents will be minimal, since the site is accessible only from Route 1 and Sunnyside's existing residences are accessible only from Rhode Island Avenue.

Development on BARC property may also affect Sunnyside residents. A proposed two-story office building complex for 1,500 USDA employees has been sited south of Sunnyside Avenue and adjacent to this community. The

project is currently under review by the Secretary of the Department of Agriculture and its implementation is uncertain.

Sunnyside's houses are on medium-sized lots (approximately 7,200 s.f.) on a curvilinear street layout. There are three cul-de-sacs which create unusually shaped lots. Housing is typical of 1950s and 1960s suburban development, with a combination of split-levels, Cape Cods and ranch houses. Work Group members commented that mature landscaping made the yards attractive.

Public transportation is available to Sunnyside residents, though it is somewhat inconvenient. Metrobuses run along Rhode Island Avenue, but the closest stop is at Rhode Island Avenue and Edgewood Road, about a quarter mile from the entrance to Sunnyside. The closest Metro station is the Greenbelt station which is at the end of Lackawanna Street at Hollywood's eastern boundary, about one mile from Sunnyside.

Sidewalks in Sunnyside lead to local destinations such as parks, local schools and Duvall Field. Although hiker-biker trails are planned to all local destinations, there currently are none.

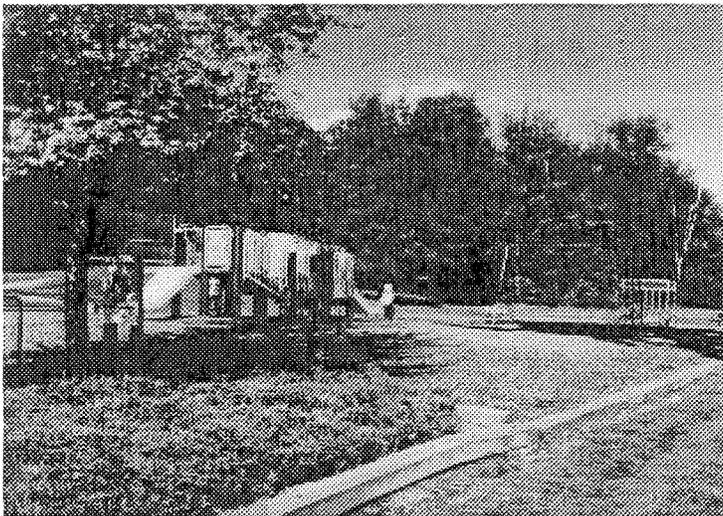
Neighborhood Issues

1. The impact of major new development.

Recommendations

1. Circulation
 - a. Develop Sunnyside Park bike trails.

*Sunnyside
Neighborhood Park at
Odessa Road and
Rhode Island Avenue*



ROUTE ONE

Route One

VISION STATEMENT

ROUTE 1 CORRIDOR

Route 1 is the "Main Street" of College Park, a boulevard with an inspiring visual image that emphasizes the pedestrian quality of the street.

The corridor has been revitalized to provide an appropriate mix of shopping, institutional, service, office, residential and open space uses which serve residents, the University population and visitors. The width of pavement has not increased and new development has been permitted to locate near the road, creating a corridor that is comfortable for pedestrians and bicycles. Alternative traffic routes for commuter and "through" traffic have been developed and provide other access points to the University.

Existing Conditions

U.S. Route 1 (Baltimore Avenue) is College Park's Main Street, serving as both a commercial corridor and main access road. Route 1 is the only north-south route through the City and is vital to intracity as well as intercity circulation. There are three distinct segments of Route 1 in College Park. The segment south of Campus Drive is known as downtown College Park and is addressed specifically in the Town/Center Metro portion of this plan. Maryland Route 193 divides Route 1 into two corridors between Campus Drive and the Capital Beltway and these corridors are the main focus of this section (Figure 1).

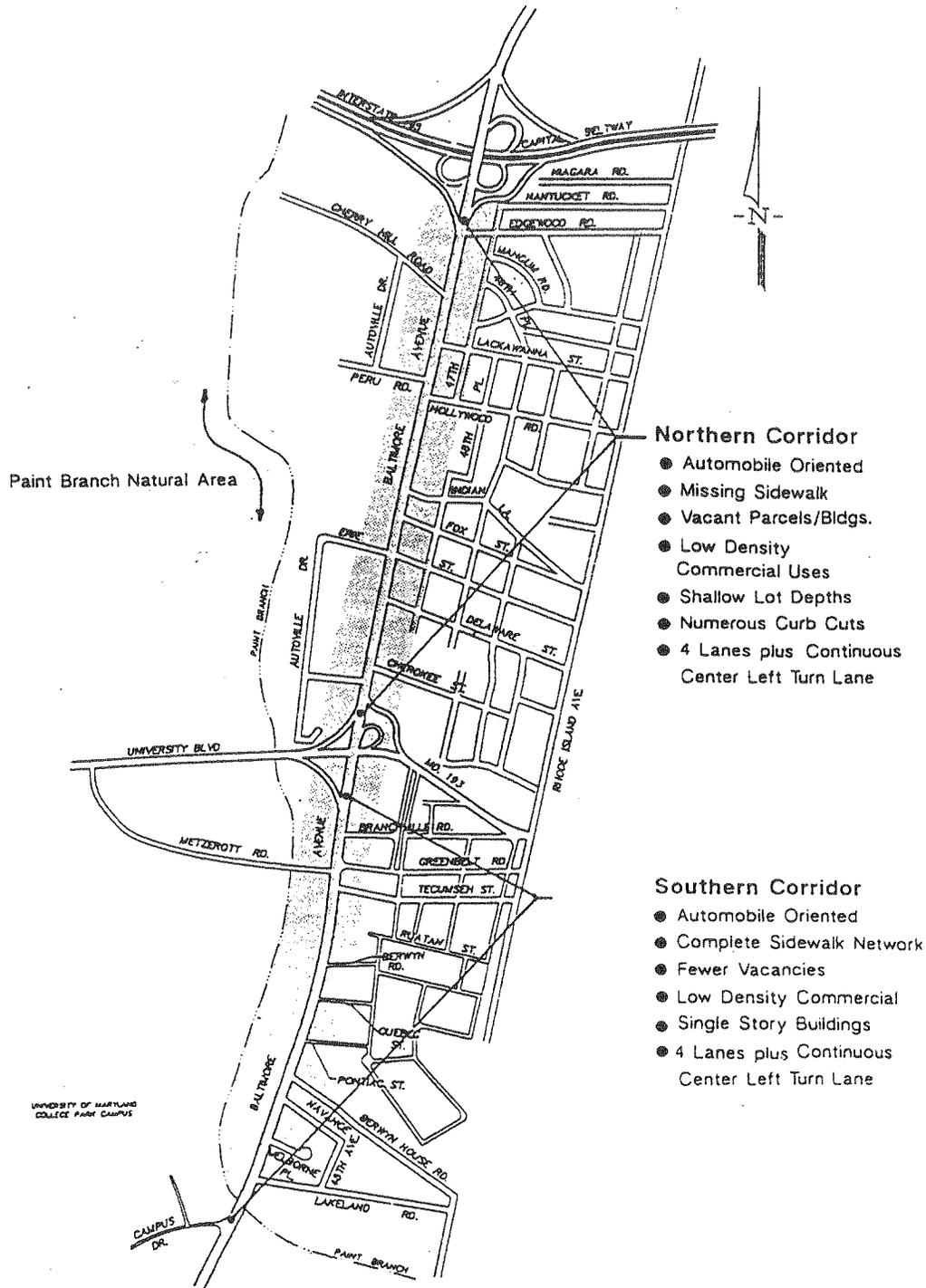
Currently, Route 1 is characterized by inadequate provisions for pedestrian movement and safety; continuous uncontrolled left-turn lanes ("suicide lanes"); difficult to access cross-streets; an increasing traffic accident rate; inadequate alternatives to the automobile; visual pollution such as utility poles and wires and minimal

Route 1 is the only north-south road through the City



Figure 1

BALTIMORE AVENUE IMPROVEMENTS STUDY



Source: "Baltimore Avenue Improvement Study" by Chester Environmental, 1995.

landscaping. During the visioning process, more than 30 key community leaders identified the revitalization of Route 1 as one of the City's leading challenges. Route 1 traffic congestion, safety problems and aesthetics were frequently cited as liabilities.

Although state owned Route 1 is no longer a major gateway into Washington, D.C., it still figures prominently in the Baltimore-Washington regional highway network and is a major approach to the University of Maryland. Current average daily traffic (ADT) along Route 1 ranges from 40,650 vehicles per day south of Route 193 to 60,000 vehicles per day north of Maryland Route 193. Future traffic volumes for these two sections are projected at 69,100 and 76,500 respectively for the year 2010. Such predictions are supported by proposed major development in the vicinity of Route 1 and the Capital Beltway, including a 350,000 square foot office complex proposed by the U.S Department of Agriculture, and new residential and commercial shopping facilities.

LAND USE AND ZONING

Route 1 is five-lane highway, with the fifth lane being a continuous center turning lane. The Route 1 corridor is a "strip" of commercial enterprises, most of which are single-story stand-alone structures. This strip is bounded on the east by residential neighborhoods and on the west by the University of Maryland, and north of Maryland Route 193, a low-density residential neighborhood. These uses all combine to create a chaotic mix of pedestrian, bicycle and automotive traffic.

The most frequent zoning category along Route 1 is C-S-C (Commercial Shopping Center). C-S-C permits a broad range of commercial uses by right as well as additional uses by special exception. Typical permitted uses include a wide variety of retail sales and services, including restaurants, motels, banks, boutiques and professional offices. Service stations, car dealerships and drive-through restaurants are permitted in the C-S-C zone by special exception.

Many of the auto related uses dominating Route 1 established themselves before the existing zoning was put in place. Filling stations, new and used car dealerships, the sale of recreational vehicles, auto parts and auto repairs comprise approximately 25 percent of total retail and service businesses. Complimenting these uses are travel lodges



and motels, offering a variety of overnight accommodations for tourists visiting the University and the metropolitan area.

Route 1 businesses are typically located on small lots with little or no congruity in terms of setback, landscaping, signage or parking lot layout. Moreover, the transition from commercial to residential uses off Route 1 is an abrupt one. Commercial uses on the east side of Route 1 are characterized by shallow lot depths of approximately 100 feet. Immediately behind these commercial establishments are College Park's residential neighborhoods. Conflicts between Route 1 commercial and adjacent residential uses include noise, visual blight, spill-over traffic and parking.

VEHICULAR AND PEDESTRIAN SAFETY

From the pedestrian's perspective, Route 1 is not a safe place to walk. Sidewalks, if present, are narrow and are immediately adjacent to the heavily travelled highway. Signs and utility poles are often located in the middle of sidewalks, blocking a pedestrian's passage. Designated crosswalks and safety islands are generally lacking, as are amenities such as benches, bus shelters, trash receptacles, and street directories. Large stretches of Route 1 offer a streetscape unadorned by shrubbery or trees. Traffic accidents have shown an increased frequency on Route 1, along with increasing traffic volumes. State Highway Administration figures show a 54 percent increase in accidents along Route 1 from 1990 to 1992. Table 1 shows Route 1 intersections with the most accidents.

Auto-related businesses dominate the north Route 1 corridor

Problems related to vehicular traffic flow include the following:

- Confusing traffic patterns.
- Multiple traffic conflict patterns.
- Overuse of paved surfaces.
- Backing vehicles into high volume traffic.
- Lack of space to merge.
- Small parcels with many access points.

STREETSCAPE

North of downtown, Route 1 is a five-lane highway with a right-of-way ranging from 55 feet to 100 feet in width, averaging about 86 feet. The center lane acts as a left turn lane for both northbound and southbound motorists permitting unrestricted left turns. The width of traffic lanes varies from ten to eleven feet north of Lakeland Road and is considered deficient by today's standards.

Building parcels are characterized by individual curb cuts, sometimes several on a single property, limited parking, and narrow or missing sidewalks. Existing sidewalks lie right against traffic, with no grass area or planting strip to buffer or safeguard pedestrians. Also lacking is

separate service road access, for deliveries and local commercial traffic. Motorists who wish to visit adjoining businesses must reenter onto Route 1 to reach their destination.

In contrast, Route 1 through downtown College Park has been developed as a four-lane road with a landscaped, divided median separating northbound and southbound motorists and has delineated crosswalks. Curb cuts are limited and pedestrian traffic is protected from vehicular traffic by buffers, including plantings, structures, parking and pavement.

The Baltimore Avenue Improvements Study, commissioned by the City in the spring of 1994, offers a detailed analysis of the existing Route 1 streetscape from Paint Branch Parkway north to the Capital Beltway. The City's consultant, Chester Environmental, sets forth numerous recommendations for the redesign and reconstruction of Route 1. The study's major recommendation is to create a four lane divided collector with landscaped median and pedestrian amenities within a 100-foot right-of-way. Additional recommendations include placing overhead utilities underground, establishing a new pattern of traffic signal (Figure 2), constructing new pedestrian

Table 1

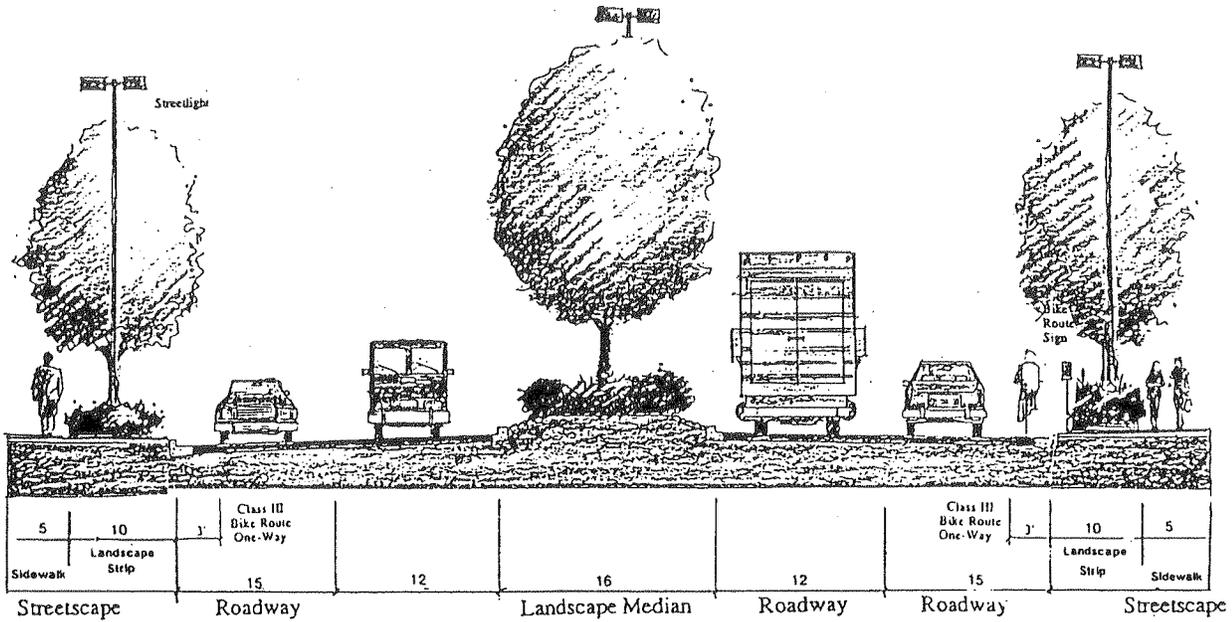
ROUTE 1 INTERSECTIONS WITH 10+ ACCIDENTS

| Site of Accident | Number of Accidents | | | Total |
|--|----------------------------|-------------|-------------|--------------|
| | 1990 | 1991 | 1992 | |
| Melbourne Place to Navahoe Street | 5 | 4 | 5 | 14 |
| Navahoe Street | 7 | 7 | 13 | 27 |
| Quebec Street to Berwyn Road | 3 | 3 | 4 | 10 |
| Berwyn Road to Tecumseh Street | 7 | 3 | 5 | 15 |
| Greenbelt/Metzerott Road | 4 | 12 | 17 | 33 |
| Delaware Street to Erie Street | 4 | 3 | 3 | 10 |
| Erie Street to Fox Street | 2 | 4 | 6 | 12 |
| Fox Street | 3 | 5 | 4 | 12 |
| Indian Lane to Hollywood Road | 5 | 3 | 5 | 13 |
| Hollywood Road | 3 | 5 | 4 | 12 |
| Lackawanna Street to Cherry Hill/City Limits | 4 | 8 | 7 | 19 |
| Cherry Hill/City Limits | 12 | 7 | 9 | 28 |
| Cherry Hill/City Limits to Spur to Cherry Hill | 1 | 4 | 6 | 11 |
| Spur to Cherry Hill to Edgewood/Ramp from I-95 | 10 | 11 | 4 | 25 |
| Edgewood/Ramp from I-95 | 10 | 11 | 4 | 25 |
| TOTALS | 80 | 90 | 96 | 266 |

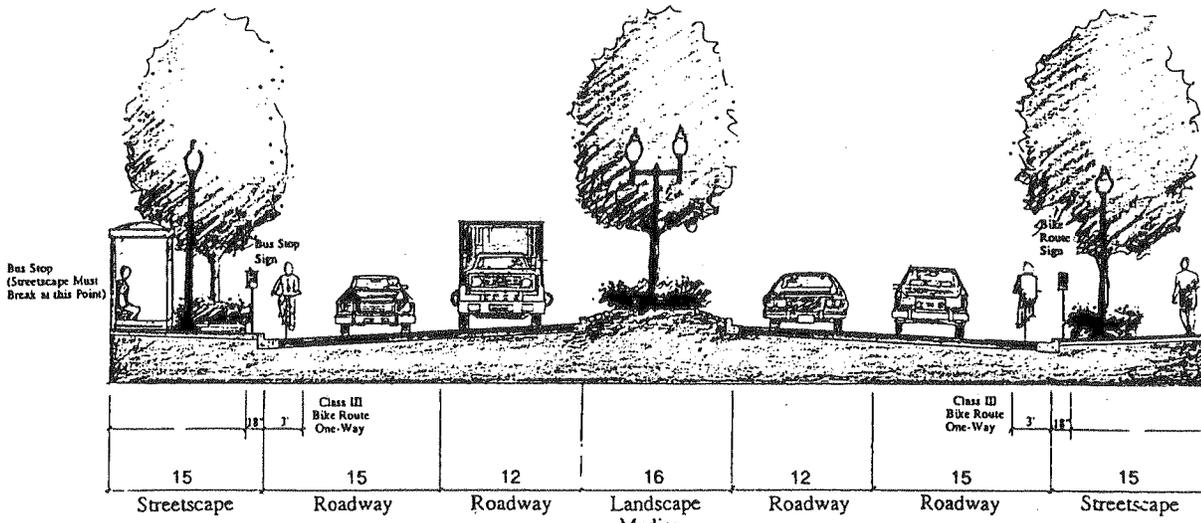
Source: Maryland State Highway Administration/Chester Environmental, 1995.

Figure 3

PROPOSED BALTIMORE AVENUE IMPROVEMENTS



North Corridor, from Route 193 to I-95, 100' right-of-way

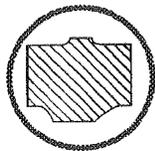
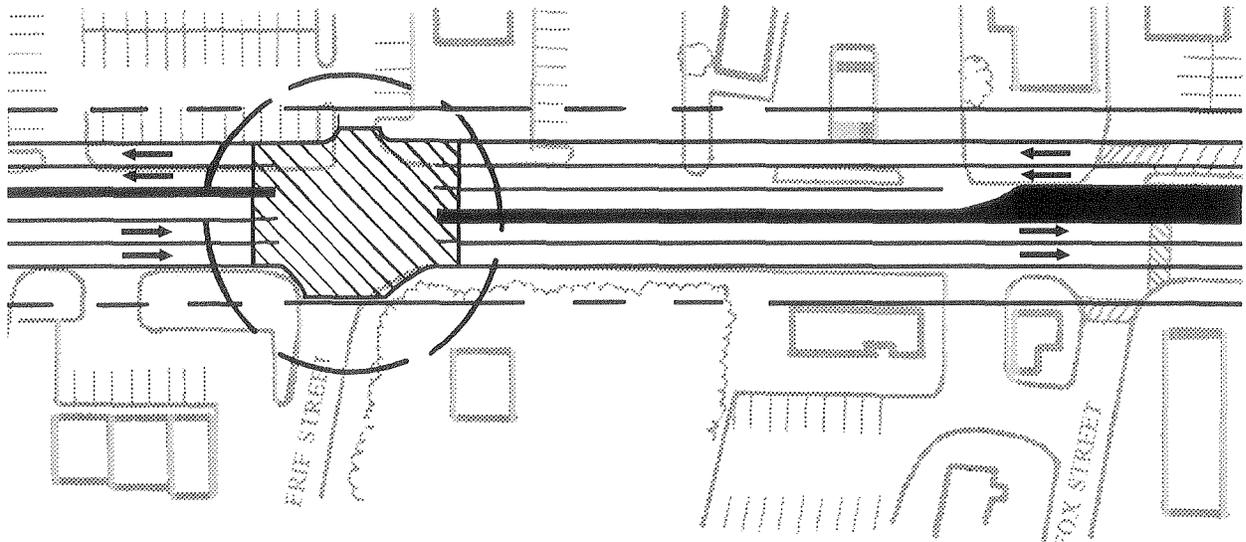


South Corridor, from Lakeland Road to Route 193, 100' right-of-way

Source: "Baltimore Avenue Improvement Study" by Chester Environmental, 1995.

Figure 4

PROPOSED PLAN FOR NORTHERN SECTION OF ROUTE ONE



Intersection with special crosswalk treatment

Existing Conditions
Proposed Conditions

North → Not drawn to scale

Source: "Baltimore Avenue Improvement Study" by Chester Environmental, 1995.

crosswalks and bus shelters, and making improvements in street lighting. Figure 3 shows the recommended cross-sections for Route 1. Figure 4 shows an excerpt from the conceptual plan for reconstruction of the corridor.

AESTHETICS

Results from a citywide survey distributed both on- and off-campus in February of 1993 as part of the visioning process indicate that residents feel quite strongly that Route 1's negative appearance should be addressed. Seventy-six percent of respondents off-campus and 92 percent of respondents on-campus expressed

the belief that Route 1 revitalization should receive either a medium or a high level of attention. Sixty percent of respondents off-campus and 66 percent of respondents on-campus disagreed or strongly disagreed with the statement that the Route 1 corridor presents a positive visual image.

The image of Route 1 is that of a sprawling commercial strip of low-profile buildings on a sea of pavement. Motorists and pedestrians see a hodgepodge of uses and a clutter of signs competing for attention, framed by the omnipresent utility poles.



Top Sign clutter is an obvious problem

Bottom A key concern of citizens is the lack of aesthetics along Route 1

A study of signs along Route 1 undertaken by the MNCPPC in the spring of 1993 found that for the sample of 18 businesses surveyed along Route 1 an average of 13 signs existed per site. Of the 18 sites, 16 (89%) had one or more illegal signs. The study recommended more restrictive sign regulations, amortization of non-conforming signs and better sign code enforcement.

Major Issues

- Need for road improvements. The current Route 1 cross-section does not meet today's highway standards and cannot safely handle existing traffic volumes. Reconstruction of Route 1 offers the opportunity to underground utilities, landscape the corridor, and redevelop underused or inappropriately developed parcels.
- Lack of pedestrian amenities. Heavy truck and vehicular traffic, excessive speeds, noise, fumes, and safety concerns discourage pedestrian traffic. Walk intervals are too abbreviated for pedestrians to comfortably cross Route 1. Narrow sidewalks or the absence of sidewalks position pedestrians too close to travel lanes.
- Need for redevelopment. Existing land use controls are not adequate to regulate development along the corridor. Design guidelines and site plan review are needed to insure better quality development and aesthetics. Sign controls and screening of parking need to be enforced. Existing parcels need to be combined to provide larger building sites.

Goals and Strategies

Goal 1 IMPROVE TRAFFIC FLOW AND CONTROL ON U.S. ROUTE 1.

Strategies/Actions:

1. Reduce University of Maryland commuter traffic and through traffic on Route 1.
 - A. Direct University commuters to routes other than Route 1 through the use of signs and message boards on interstate highways (i.e., I-495, I-95).
 - B. Provide students, particularly freshmen, with material on commuting alternatives to Route 1.
 - C. Provide specific incentives/disincentives to encourage students and faculty to use transit options.
 - D. Examine the feasibility of establishing park and ride lots inside the Beltway served by people-movers to the campus.
 - E. Slow through-traffic through downtown.
2. Vigorously monitor traffic and enforce all traffic-related regulations on Route 1.
3. Implement the recommendations of the Baltimore Avenue Improvements Study dated

May 1995 for the area from Lakeland Road to the Beltway:

A. Construct a new, four-lane median-divided highway with improved sidewalks and landscaping within a 100 foot right-of-way.

B. Improve specific accident-prone intersections:

1. Consider eliminating the existing intersection at Edgewood Road and Route 1 and replacing with a service road.
2. Replace the partially-dedicated right-turn lane off eastbound I-495 ramp to Route 1 with a fully-dedicated right-turn lane to Cherry Hill Road.
3. Create a dedicated right-turn lane from Route 1 to Maryland Route 193 westbound and allow for an additional lane on westbound ramp.
- C. Reposition Route 1 traffic signals.
 1. Eliminate traffic signals at Route 1 and:
 - a. Navahoe Street
 - b. Fox Street
 - c. Edgewood Road (if intersection is reconfigured)
 2. Install traffic signals at Route 1 and:
 - a. Berwyn House Road
 - b. Cherokee Street
 - c. Erie Street
 - d. Hollywood Road
- D. Permit right turns only from the following intersections onto Route 1:
 1. Navahoe Street
 2. Pontiac Street
 3. Quebec Street
 4. Tecumseh Street
 5. Lackawanna Street
 6. Indian Lane
 7. Fox Street
 8. Delaware Street

E. Consolidate business entrances/exits to reduce the number of traffic conflict points on Route 1.

F. Provide access between adjacent parking lots to allow for shared parking and access.

Goal II MAKE ROUTE 1 PEDESTRIAN-FRIENDLY AND IMPROVE ITS APPEARANCE WITH UNIFYING ELEMENTS.

Strategies/Actions:

1. Provide for and widen sidewalks consistent with recommendations in the Baltimore Avenue Improvements Study dated May 1995.
 - A. Design the South Corridor, (Lakeland Road to University Boulevard) as an

extension of downtown College Park, with 10 foot wide sidewalks and landscaping adjacent to the curb.

B. Design the North Corridor, (University Boulevard to the Beltway) with 5 foot sidewalks separated from the curb by a minimum 8 foot landscaped strip.

2. Provide distinctive landscaping and street furniture appropriate to each section of the corridor to include bike racks, kiosks, bus shelters, streetlights, benches and trash receptacles.
3. Reduce street clutter by placing newspaper vending machines in central locations.
4. Lengthen pedestrian crosswalk time at signalized intersections.
5. Use colored asphalt with a distinctive pattern to reconstruct pedestrian crosswalks at intersections.
6. Require low berms, wood or masonry walls, and landscaping to separate public sidewalks from adjoining surface parking lots.
7. Extend sidewalks from Route 1 along the intersecting streets, where practical.

Goal III DIVERT BICYCLES FROM ROUTE 1 TO SAFER ROUTES.

Strategies/Actions:

1. Use signs to direct bicyclists to bicycle paths along Rhode Island Avenue from Route 1.
2. Develop and distribute bicycle trail maps to make the public aware of alternate routes for bicyclists.

Goal IV PROMOTE THE UPGRADING AND/OR REDEVELOPMENT OF AGING OR OBSOLETE PROPERTY ALONG THE ROUTE 1 CORRIDOR.

Strategies/Actions:

1. Improve the image of the City at both the north and south ends (gateways) of Route 1.
2. Establish a Route 1 Overlay Zone to include new design and development guidelines and a design review process.
3. Develop and enforce sign regulations and provide incentives (grants, low-interest loans and design services) to facilitate compliance.
4. Intensify enforcement of the City's existing commercial and industrial building maintenance code and coordinate activity with other Route 1 efforts.
5. Establish one or more priority areas along Route 1 to concentrate reinvestment so improvements will be more visible. Possible

priority areas might include the intersection of Greenbelt Road and Route 1; Route 1 between Melbourne Place and Greenbelt Road; and Route 1 from Hollywood Road to the Beltway.

6. Address overhead utility lines by doing the following:
 - A. Bury lines; or
 - B. Relocate lines to the back of lots; or
 - C. Consolidate the number of utility poles.

Goal V PROVIDE ADEQUATE OFF-STREET PARKING.

Strategies/Actions:

1. Build one or more parking structures in downtown College Park.
2. Encourage adjoining commercial properties to share parking.

Goal VI CREATE ORGANIZATIONAL CAPACITY TO PROMOTE CHANGES ALONG THE CORRIDOR.

Strategies/Actions

1. Have contact persons designated at City, County, University and State agencies to act as liaisons for Route 1 issues.
2. Establish a Local Development Corporation to acquire, sell and lease property.
3. Establish a Visitors' Center/Information Center along the Corridor. (Possibly join forces with the University at their location.)
4. Continue College Park's support of Route 1 Partnership's efforts to market the Route 1 corridor, including development of promotional materials, staging of events, business recruitment and support of existing businesses.
5. Create a full-time economic development position at the City level.
6. Establish an action committee made up of businesses and property owners along the Route 1 corridor to bring about visible changes.
7. Establish a Route 1 Commercial District Management Authority.

Capital Beltway, specifically for UMCP students and employees.

- Work cooperatively with UMCP and SHA on to develop a plan which would direct motorists to routes other than Route 1 through the use of signs, logos, ad campaigns and other means.
- Pursue implementation and funding for design and construction of Baltimore Avenue as recommended in the Baltimore Avenue Improvements Study.
- Continue City's support of Route 1 Partnership's efforts to market Route 1 corridor.
- Commit staff resources to pursue drafting and implementation of Route 1 overlay zone, with design guidelines and a design review process.
- Fund and hire a full-time economic development coordinator for the City of College Park.
- Work cooperatively with the UMCP to create a Local Development Corporation to acquire, sell and lease property to facilitate redevelopment along Route 1.
- Establish an action committee of Route 1 business and property owners to bring about visible changes.

First Year Priorities

- Work cooperatively with the University of Maryland at College Park (UMCP) and the Maryland State Highway Administration (SHA) to undertake a detailed feasibility study for establishing park and ride lots inside the

TOWN CENTER/METRO



Town Center/Metro

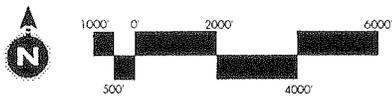
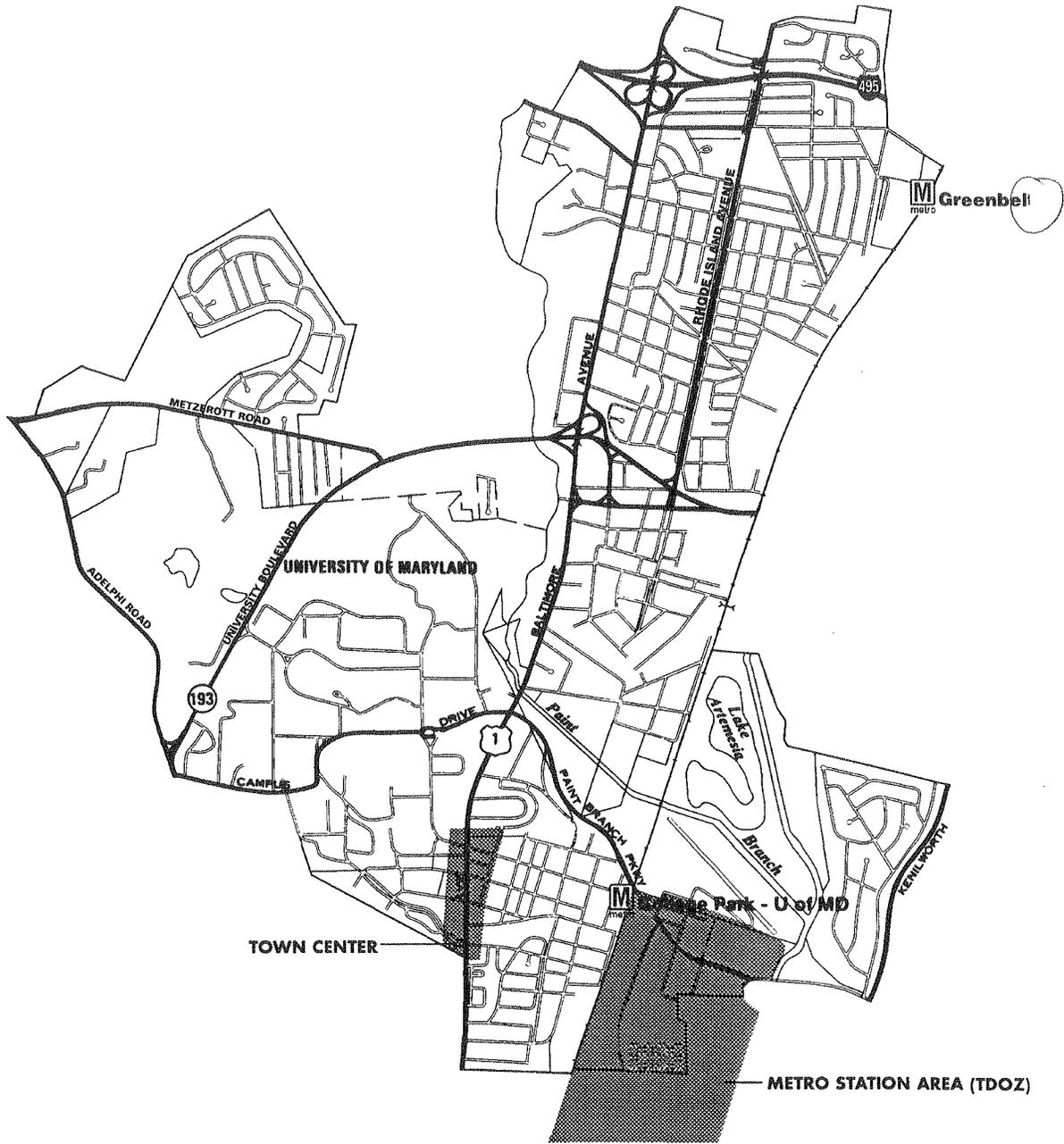
Introduction

There are two major opportunity areas for revitalization in the City, the area around the College Park Metro Station and the Route 1 Corridor, particularly downtown College Park (Town Center). Because these areas have the potential for enhancing the City's image and contributing to the overall quality of life, attention was devoted to exploring the urban design principles, types of land uses and physical design plans appropriate to them. They were studied in conjunction with one another because of their close proximity (about a mile apart), and the desire to make them two distinct yet compatible, not competitive, places. Map 1 shows their locations.

A College Park Town Center/Metro Design Charrette was held over the course of six days in September 1994 in order to involve all of the stakeholders from these areas in an intense and fast-paced examination of problems and solutions. The charrette opened with a public presentation and discussion of general urban design issues and a visual preference survey of other places. It included interviews with key property owners, civic groups, consultants and the University of Maryland. It concluded with a public presentation of both short- and long-term design/development plans for both areas. These are meant to show opportunities and possibilities and to depict the desired character of these areas as stated in the goals of the Town Center/Metro Work Group. The plans are conceptual in nature and are not meant to be final plans.

Map 1

TOWN CENTER AND COLLEGE PARK METRO STATION AREA (TDOZ)



VISION STATEMENT

COMMERCIAL LAND USES

A true "Town Center" is created in the downtown, featuring an attractive, pedestrian-oriented environment with diverse commercial, residential and public uses, which has adequate parking and easy access by foot, bicycle, mass transit, and automobile. There are physical and economic linkages among all revitalized commercial areas of the City (Town Center, Berwyn Road, Hollywood, Metro Station, North Route 1 and Greenbelt Road). These commercial areas complement one another while maintaining their own identities as focal points for their neighborhoods and for the City as a whole.

All businesses are involved in the community, offering goods and services which meet the diverse needs of residents, employees and students in College Park, and attract customers from outside the City. Professional employment opportunities have increased. The transitions between commercial and residential land uses are designed to support and protect the residential neighborhoods.

Commercial growth has focused on revitalizing existing commercial areas, with new mixed-use land development on the east side of College Park Metro station and in the Town Center, and controlled development on Route 1 and in the neighborhood.

Existing Conditions

BACKGROUND

The heart of College Park is downtown on Route 1 adjacent to the University and near the College Park Metro Station. This area contains the Municipal Center and the highest concentration of retailers and service providers in the City. This is where the focal point of the entire community or the town center wants to be. The vision of creating a true town center in downtown College Park is shared by 56 percent of City residents and 69 percent of campus respondents to the January 1993 citizen survey. When asked in a July 1994 citizen survey to name the three things that would be most important for developing a town center downtown, respondents said, 1) a plaza or town green, 2) more benches, landscaping and public art, and 3) more parking.

The idea for a town center is not new. In January 1992, a Regional/Urban Design Assistance Team (R/UDAT) of the American Institute of Architects (AIA) sponsored by Prince George's County, focused on inner-Beltway communities. One of its key recommendations for all of the communities examined, including College Park, was to create a central town meeting space or town center to encourage participation in civic affairs and foster a sense of community. It stated that to be successful in

The retail core downtown is bisected by Route 1

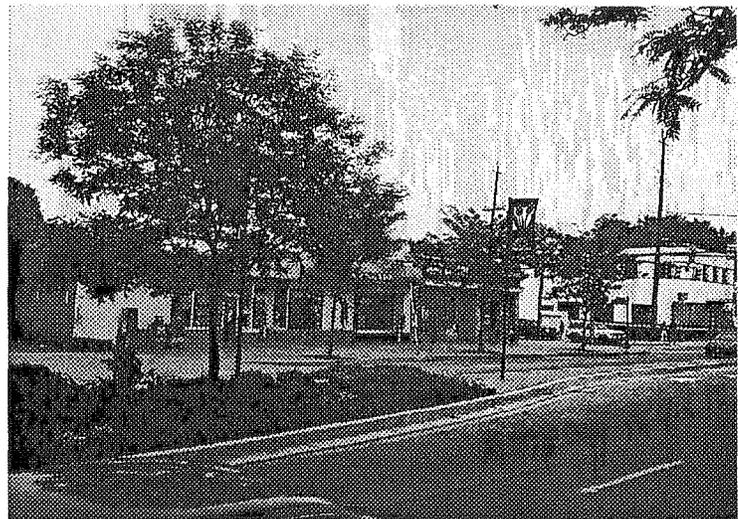
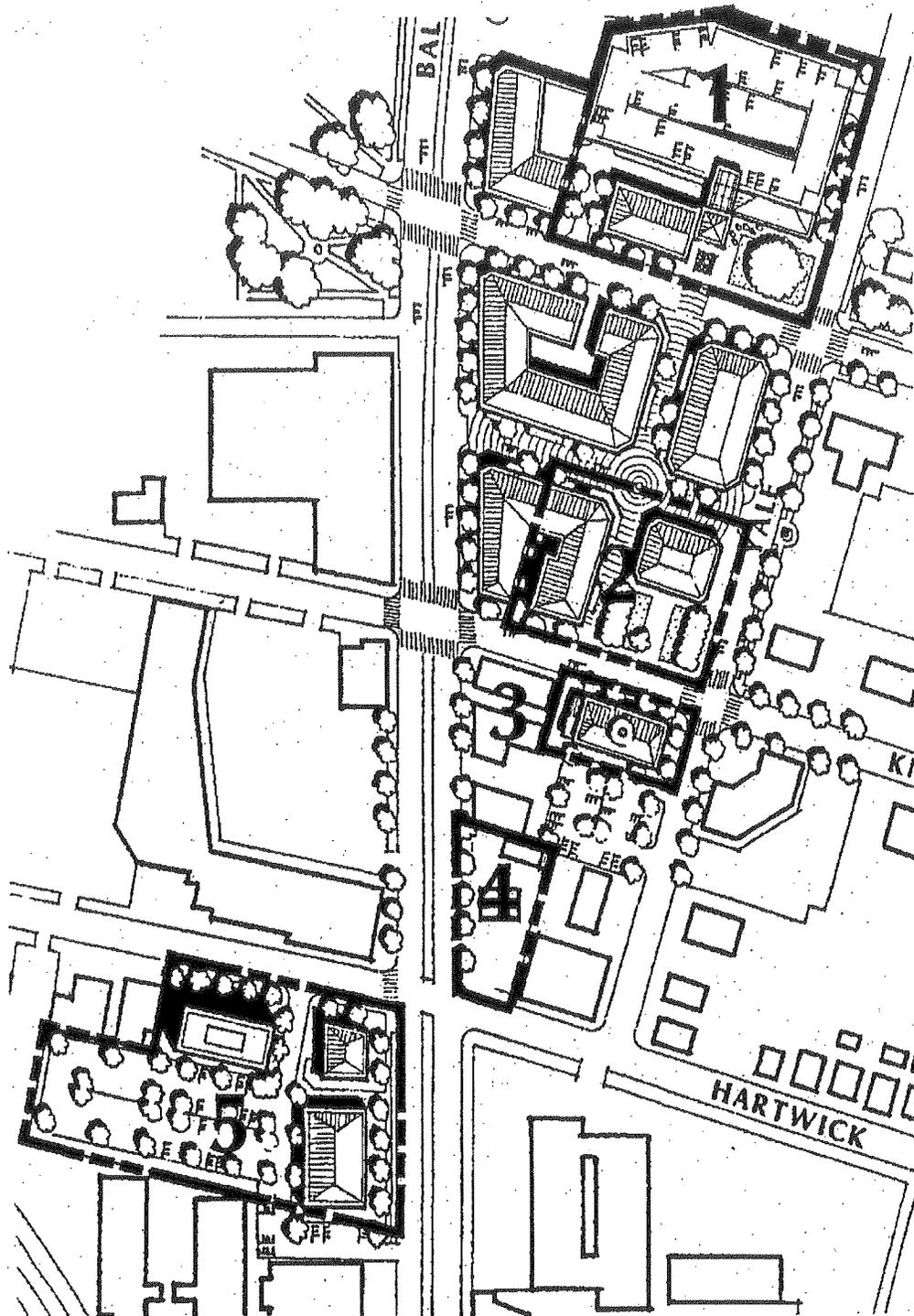


Figure 1

TOWN CENTER OPPORTUNITY SITES



Source: "Opportunities for Downtown Development: by Halcyon Ltd. & LDR International, Inc., 1991.

Figure 2
VIEW OF TOWN SQUARE



Source: "Opportunities for Downtown Development: by Halcyon Ltd. & LDR International, Inc., 1991.

creating community identity and a sense of place, the town center needs to be conveniently located and well designed.

In January 1991, the City commissioned consultants to evaluate the overall market conditions in Downtown College Park and look at five specific sites for their development potential. The final report, *Opportunities for Downtown Development*, Halcyon Ltd. and LDR International, Inc., included proposed development projects, financial proforma and implementation strategies for these sites but fell victim to an economic downturn and political inaction. The development sites studied are shown in Figure 1. Figure 2 depicts a town center vision along Knox Road. The report's recommendations were reexamined by the Work Group and remain valid. Key recommendations include:

1. Encourage the development of an active, compact and balanced town center.
2. Establish new development patterns that mitigate the impact of traffic along Route 1 and increase connections between the east and west sides of downtown.
3. Emphasize the important role of the City through the strategic disposition of its own properties and use of education, incentives and controls to encourage private development.
4. Mitigate the impacts of student housing by discouraging student housing east of Route 1 and encouraging medium-density student housing west of Route 1 and south of campus.
5. Encourage the concentration of retail within the core area.
6. Establish design guidelines to create a quality pedestrian environment and an urban sense of place.
7. Build institutional capabilities in the public and private sector to facilitate implementation.

RECENT STUDIES

The Town Center/Metro Work Group commissioned two efforts which have served to reinforce the recommendations that have been made in the past for Downtown College Park. These are summarized below.

Comparative College Town Study. This study was conducted by the University of Maryland School of Architecture to compare the quality and character of Downtown College Park with other more vibrant and attractive college downtowns in terms of their

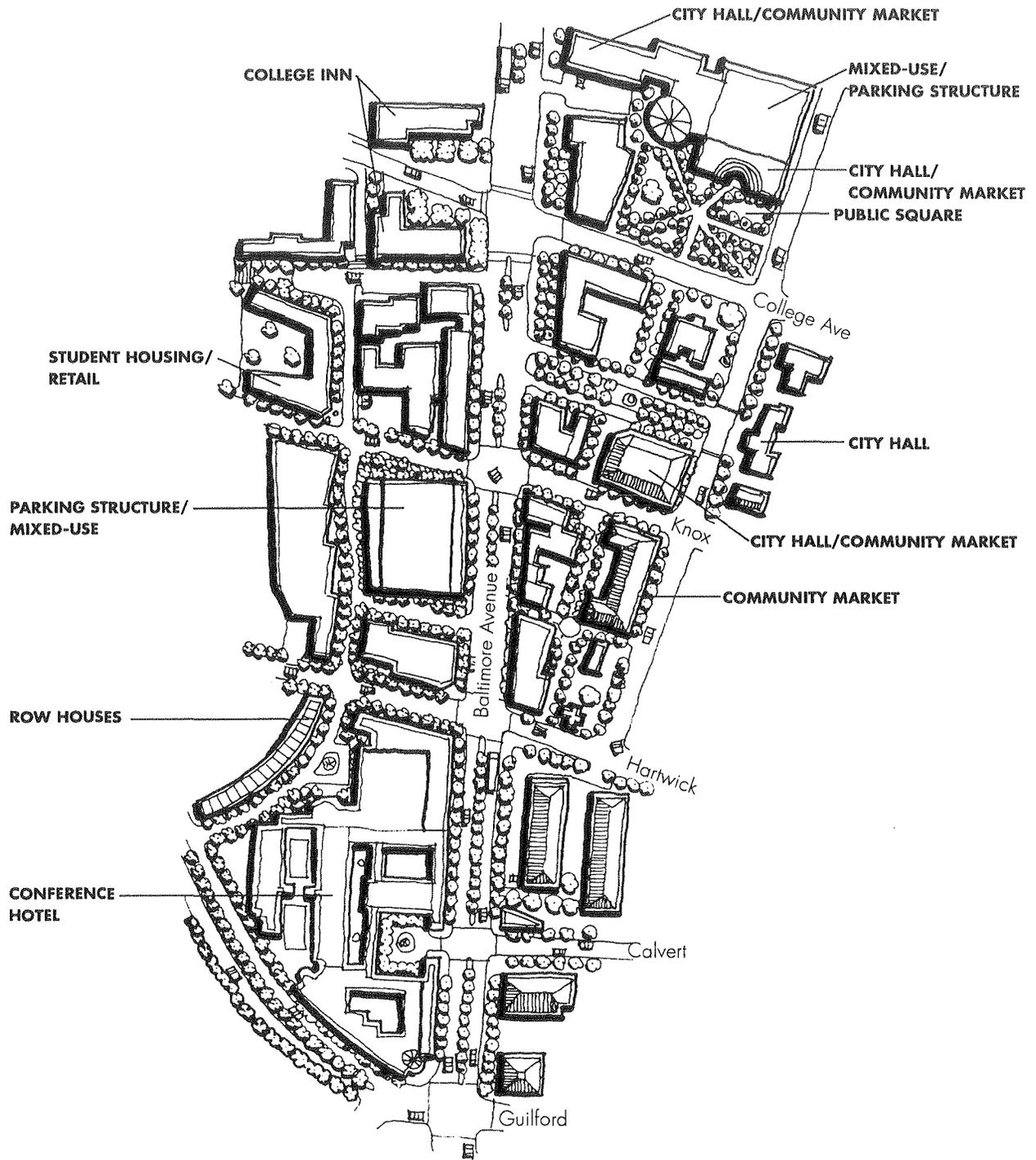
appearance and commercial activity. Due to time and budget constraints, only the towns of Princeton, New Jersey and Chapel Hill, North Carolina were studied in detail, although information was collected on many others. The study analyzed land use, public space, street width and character, parcel, building and retail frontages, block size, street network, building heights, and parking.

The study concluded that Downtown College Park could become more town-like in character and less of a commercial strip if the City, University and private sector worked together toward that goal. Specifically, it recommended a better mix of uses including a vertical mix, buildings fronting directly on the street, parking consolidated in garages or in lots behind buildings, wider sidewalks, a town square or green, minimum and maximum building heights (2-6 stories), better continuity of pedestrian spaces and many other specific design guidelines.

Town Center/Metro Charrette. The firm of Cho, Wilks and Benn was retained to facilitate and lead two design teams made up of City staff, MNCPPC staff (as resources) and Work Group members in a charrette process. The Town Center design team evaluated pedestrian and vehicular circulation, landscaping and open space, parking, building massing, and downtown amenities. Two major issues emerged—the need to form more positive and distinctive gateways to downtown, and the need for better connections in terms of access, arrangement of land uses, streetscaping and building fabric. The team produced two schemes for redevelopment showing possible short- and long-term scenarios. Figure 3 depicts a long-term plan for a Town Center downtown. Figures 4A–D show the proposed character of long term development at key locations.

Figure 3

PROPOSED LONG TERM PLAN FOR TOWN CENTER



Source: Town Center/Metro Design Charrette, September, 1994.

Figure 4

TOWN CENTER CHARACTER

A. LEHIGH ROAD

Existing



Proposed



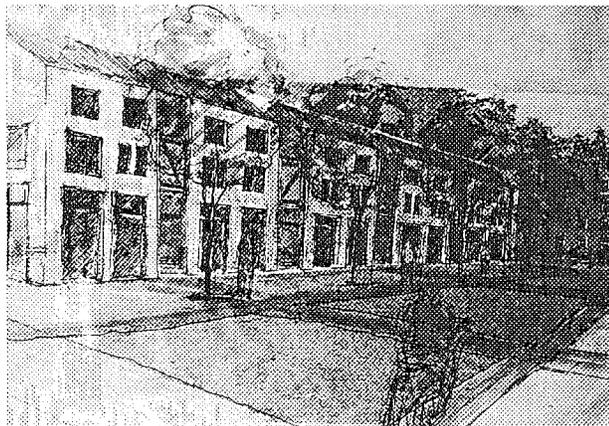
Source: College Park Town Center/Metro Design Charrette, September, 1994.

B. STERLING PLACE

Existing



Proposed



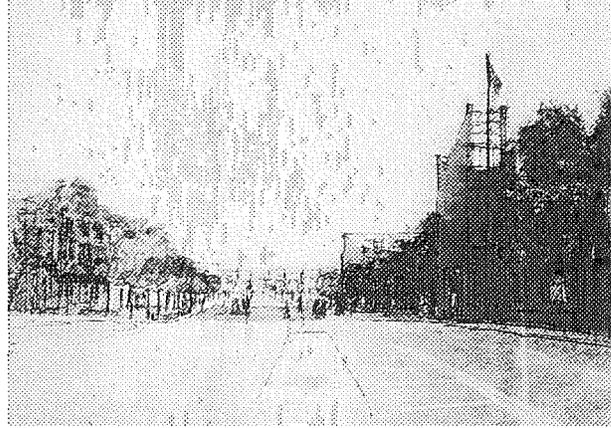
Source: College Park Town Center/Metro Design Charrette, September, 1994.

C. ROUTE 1, NORTH OF TOWN CENTER

Existing



Proposed



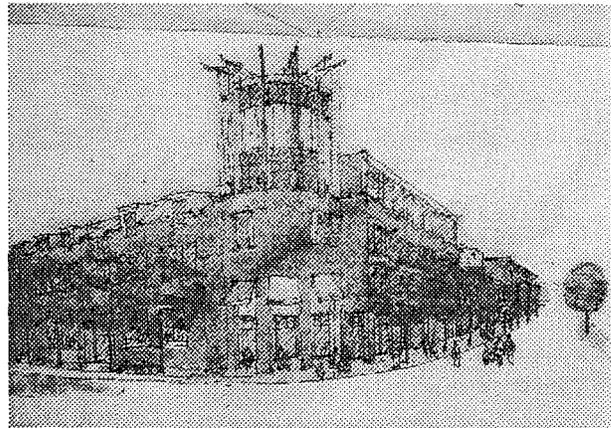
Source: College Park Town Center/Metro Design Charrette, September, 1994.

D. ROUTE 1, SOUTH OF TOWN CENTER

Existing



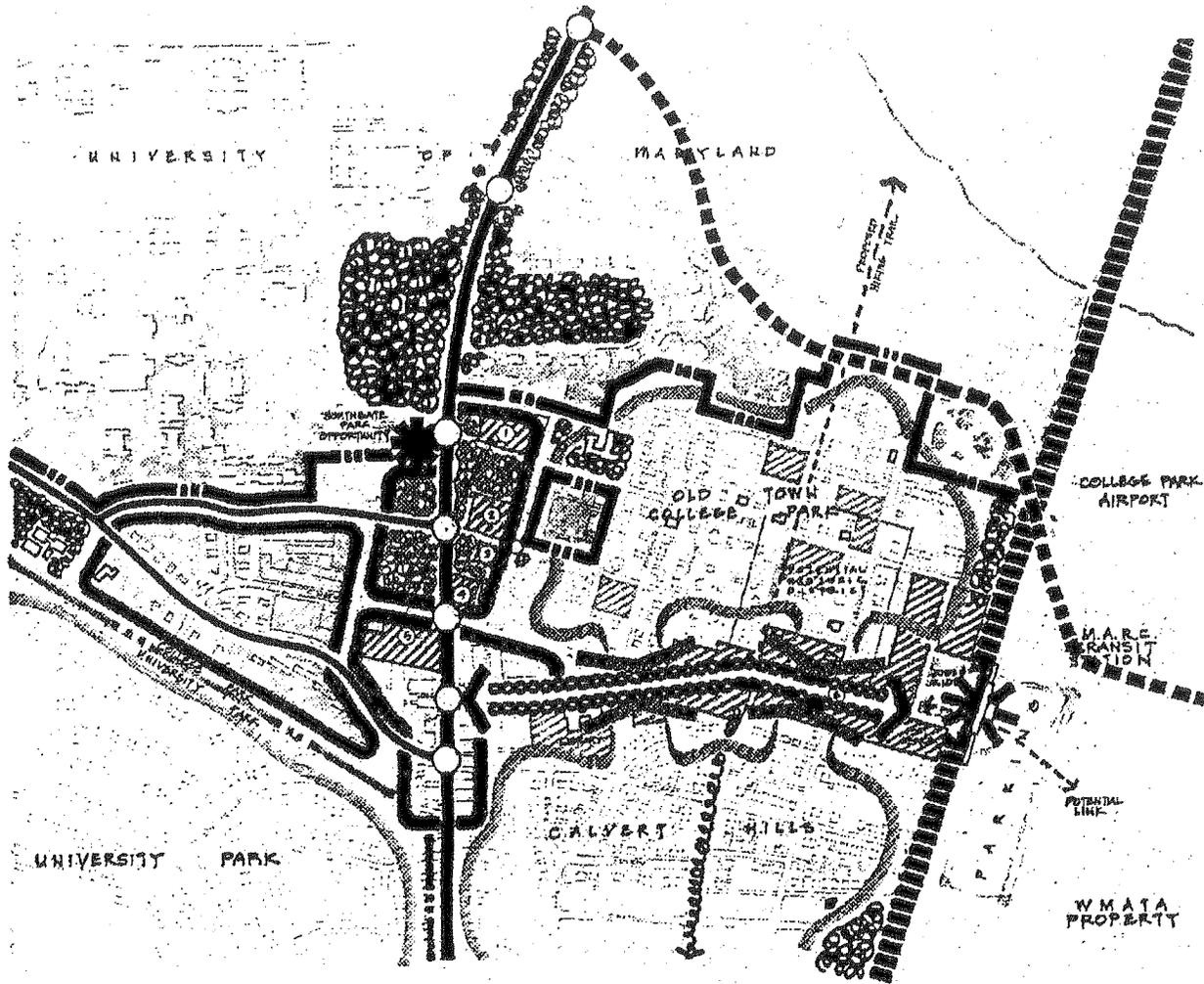
Proposed



Source: College Park Town Center/Metro Design Charrette, September, 1994.

Figure 5

DOWNTOWN COLLEGE PARK & ENVIRONS



LEGEND

- RETAIL CORE 
- OFFICE / MIXED USE 
- LOW DENSITY RESIDENTIAL 
- MEDIUM DENSITY RESIDENTIAL 

- SPECIFIC SITES (1 THRU 6) 
- VACANT PROPERTY 

Source: "Opportunities for Downtown Development" by Halcyon Ltd. & LDR International, Inc., 1991.

CURRENT SITUATION

Land Use and Zoning. Downtown College Park is primarily zoned C-S-C (commercial shopping center) although there are a few C-O (commercial office) sites. Downtown's retail core is located between College Avenue and Hartwick Road and is only two blocks long and only one block deep on either side of Route 1. Between Hartwick Road and Guilford Road is an office/mixed use district. The area on Knox Road west of Route 1 is a medium-density residential area of mostly students. Single-family residential neighborhoods are to the east and south (Figure 5).

Pedestrian and Vehicular Circulation/

Streetscape. Heavily traveled Route 1 splits the Downtown in half and serves as the main shopping street. There are six intersecting streets; all but one (Hartwick and Route 1) is signalized. Pedestrian crossings are dangerous and curb cuts between intersections complicate movement.

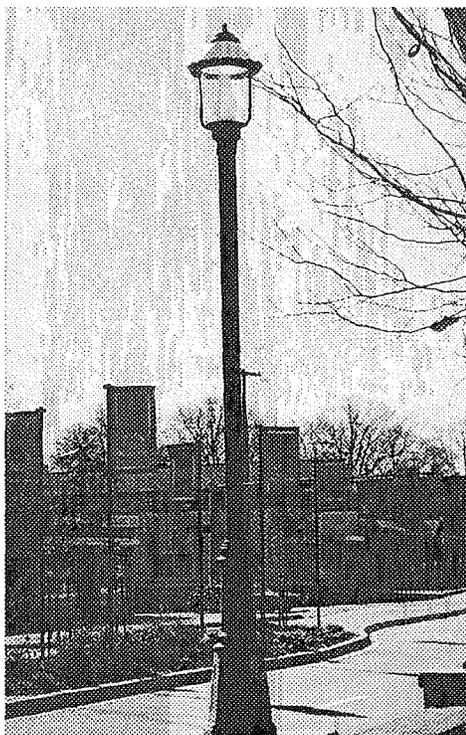
The City implemented a streetscape program to widen sidewalks, install brick pavers, create turning lanes and landscaped medians, add street trees, and install decorative banners and street signs. This, in turn, spurred local merchants and property owners to improve their property with facade renovations, many assisted by a special City program. In recognition of its commercial revitalization achievements, the Governor of Maryland designated College Park one of the first Maryland Main Street Communities.

Parking. Parking downtown is provided in surface lots that are metered by the City or privately owned. Parking is prohibited on Route 1 and limited on-street parking is available on the side streets. Complaints about the lack of parking and over-zealous parking enforcement are common. A 1989 study by the Prince George's County Parking Authority indicated a deficit of 300 parking spaces in downtown College Park and suggested alternative sites for a parking garage. Subsequent studies have recommended building structured parking in conjunction with future new development.

Architecture and Design. The character of downtown is mixed. Much of it, though, has a suburban character with parking in front of the buildings, buildings that don't address the street or enclose it, and access oriented to vehicles rather than pedestrians. Commercial facades and signage are uncoordinated in scale,



Top Congestion on Route 1 in downtown



Bottom Successful streetscaping along Route 1 in downtown

materials and location, and landscaping is inadequate in most places.

Business Mix/Market. Downtown primarily serves a local, university-related population. It is not considered a frequent shopping destination by members of the larger community although survey and focus group results have indicated that residents desire to have access to a broader array of retail stores and services. Historically, College Park's occupancy, rents and sales trends have indicated a strong, if somewhat spe-



The College Park Shopping Center is automobile-oriented

cialized, market although recent vacancies have caused concern. There are four office buildings and approximately 85 retail and service businesses in downtown College Park.

Organizations. The Downtown College Park Management Authority was started in 1988 after the State passed enabling legislation permitting the formation of commercial district management authorities (CDMA's). CDMA's are permitted to collect mandatory fees to be used for promotion, advertising, security, amenities and other management activities within the district. This group represents an important partnership between the City and the business community and has also worked effectively with the campus. It sponsors special events, conducts promotions, and produces a downtown guide and newsletter among other things.

Major Issues

- Need for town center to provide focal point for the community.
- Lack of pedestrian quality and urbanism.
- Desire for mixed use environment including residential, public and civic space.
- Need to develop organizational capacity to marshal resources and implement plans.
- The supply and location of parking.
- Defining an appropriate image and identity.
- The role of the University of Maryland at College Park in revitalization.

Goals and Strategies

Goal I CREATE A QUALITY PEDESTRIAN AND URBAN ENVIRONMENT.

Strategies/Actions:

1. Provide kiosk business directories/locators and require street numbers on all commercial buildings.
2. Establish a required building setback (build to line) on Baltimore Avenue.
3. Use landmarks as focal points, where possible, to enhance views.
4. Provide landscaping in parking lots and screen parking from the street.
5. Make the entries to downtown more prominent by locating buildings closer to the street.
6. Make streetscape improvements along the commercial portion of streets that intersect with Route 1.
7. Encourage a variety of building heights with a minimum of two stories.
8. Encourage the use of awnings on storefronts along Route 1.

Goal II. ENCOURAGE THE DEVELOPMENT OF CENTERS TO MEET THE CIVIC, COMMUNITY, CONVENIENCE, AND STUDENT NEEDS OF COLLEGE PARK WITHIN THE DOWNTOWN AREA.

Strategies/Actions:

1. Provide a Municipal Building (City Hall) which has a symbolic presence and a suitably-sized public meeting space.
2. Attract uses and activities such as art or craft galleries, cinemas, farmers markets, cafes, restaurants and boutiques.
3. Provide town greens, plazas or squares as reference/focal points of civic life.
4. Cluster student-related activities on the west side of Route 1 and civic and community uses on the east side.
5. Encourage adaptive reuse of the former fire station on Route 1 to make it part of the fabric of downtown.

Goal III. ENCOURAGE INNOVATIVE, USER-FRIENDLY AND EFFICIENT PARKING MANAGEMENT AND SUPPLY STRATEGIES.

Strategies/Actions:

1. Provide attractive, structured parking in appropriate locations.
2. Regularly review meter fees and fines and make adjustments as appropriate.
3. Develop a comprehensive employee permit parking program.
4. Establish a business parking validation or token program.

Goal IV. IMPROVE ACCESS FOR PEDESTRIANS, BICYCLES AND VEHICLES IN AND AROUND THE TOWN CENTER.

Strategies/Actions:

1. Make crossing Route 1 safer for pedestrians by increasing the “walk” time and widening the crosswalks.
2. Create north/south circulation paths that provide an alternative to Route 1.
3. Provide more bicycle racks.
4. Provide a traffic signal at the intersection of Route 1 and Hartwick Road.

Goal V. PROMOTE MIXED-USE DEVELOPMENT AND A VARIETY OF HOUSING OPPORTUNITIES THAT MEET THE NEEDS OF A DIVERSE COLLEGE PARK POPULATION AND COMPLEMENT THE TDOZ USES.

Strategies/Actions:

1. Request the Mixed-Use-Town-Center (MUTC) zone for downtown College Park and prepare the required Town Center Development Plan.
2. Pursue public/private partnerships for identified development projects.
3. Promote residential use above ground-floor retail.

Goal VI. PROMOTE PUBLIC SAFETY THROUGH APPROPRIATE ENVIRONMENTAL DESIGN.

Strategies/Actions:

1. Remove graffiti and litter promptly.
2. Improve the pedestrian lighting on U.S. 1, side streets and parking lots.
3. Locate storefronts along the street.
4. Encourage sidewalk cafes.

Goal VII. PROMOTE AN IDENTITY CONSISTENT WITH A PEDESTRIAN-FRIENDLY (MAIN STREET) IMAGE.

Strategies/Actions:

1. Create design guidelines for rehabilitation and new construction and a design review process to address building placement, architectural design, materials and signage.
2. Program more special events and activities.
3. Convert empty storefronts to display space.
4. Locate parking behind or to the side of buildings, not in front.
5. Provide coordinated streetscape amenities (benches, trash receptacles, bus shelters, lighting, bike racks) of similar design.

Goal VIII. PROVIDE A TRANSITIONAL AREA BETWEEN COMMERCIAL USES AND ABUTTING SINGLE-FAMILY RESIDENCES.

Strategies/Actions:

1. Provide dense landscape buffers.
2. Build townhouses between commercial and single-family residential (e.g., Ballston).
3. Locate small public or institutional office buildings to serve as a buffer.

First Year Priorities

- Rezone downtown to the Mixed Use Town Center (MUTC) zone.
 - Adopt design guidelines and institute site plan and design review for all new construction and renovation projects.
 - Adopt an urban design plan to guide future development.
- Establish public/private partnerships for planning, development and financing on key sites.
- Create a local development corporation to identify opportunities, pursue funding and implement projects.

COLLEGE PARK METRO STATION AREA

VISION STATEMENT

METRO STATIONS DEVELOPMENT

Development at both Metro stations is attractive, pedestrian-friendly, well-planned and landscaped with adequate parking. Metro has attracted high-quality development and employment opportunities to the area. Metro has helped attract government and university research-oriented industries and the City engages in marketing to encourage this type of development while maintaining and expanding parkland. Both stations are linked to regional bicycle path systems and provide adequate bicycle parking and locker facilities.

The east side of the College Park station is a pedestrian-friendly, mixed-use (residential, commercial, office) "urban" neighborhood of offices, shops, services and housing. The west side of the station has retained its present low-density, residential character. The station is well-landscaped, well-maintained and safe.

Metro development on the east side of the College Park station includes a recreational and cultural complex "anchored" by the Airport Museum. Traffic to and from Metro and the pedestrian traffic along the corridor between the Metro and the Museum Complex supports the businesses and institutions on the east side of the station.

Existing Conditions

BACKGROUND

In 1989, the Prince George's County Council initiated the Transit District Overlay Zone (TDOZ) for the College Park-Riverdale Transit District and established a preliminary TDOZ boundary and study area (see Figure 1). It wasn't until July 1993, at the City's urging, that the planning process got underway. By this time, the RiverSide subdivision, a 135 acre office park of 2 million square feet within the TDOZ, had been approved and the first building in the park, the American Center for Physics, had just opened. The TDOZ planning process is still underway and is projected to be completed in November 1996 when a draft Transit District Development Plan (TDDP) is forwarded to the County Planning Board and later to the County Council.

The TDOZ is a mapped zone superimposed over other zones which may modify the requirements for development within the zones or propose changes of existing underlying zoning. The elements contained in a TDDP may be in the form of mandatory requirements which must be adhered to or may be general guidelines to be used in the development review process. The County Zoning Ordinance (Section 27-548) lists the specific purposes of a TDOZ. These are as follows:

1. To enhance the development opportunities in the vicinity of transit stations.
2. To promote the use of transit.
3. To increase the return on investment in a transit system and improve local tax revenues.
4. To create a process which coordinates public policy decisions, supports regional and local growth and development strategies, and creates conditions which make joint development possible.
5. To create a process which overcomes deficiencies in ordinary planning processes and removes obstacles not addressed in those processes.
6. To minimize the costs of extending public services and facilities by encouraging appropriate development.

7. To provide mechanisms to assist in financing public and private costs associated with development.
8. To provide for convenient and efficient pedestrian and vehicular access to Metro stations.
9. To attract an appropriate mix of land uses.
10. To encourage uses which complement and enhance the character of the area.
11. To insure that developments within the Transit District possess a desirable urban design relationship with one another, the Metro station and adjoining areas.
12. To provide flexibility in the design and layout of buildings and structures, and to promote a coordinated and integrated development scheme.
13. To provide a wide range of housing available to all socioeconomic groups.

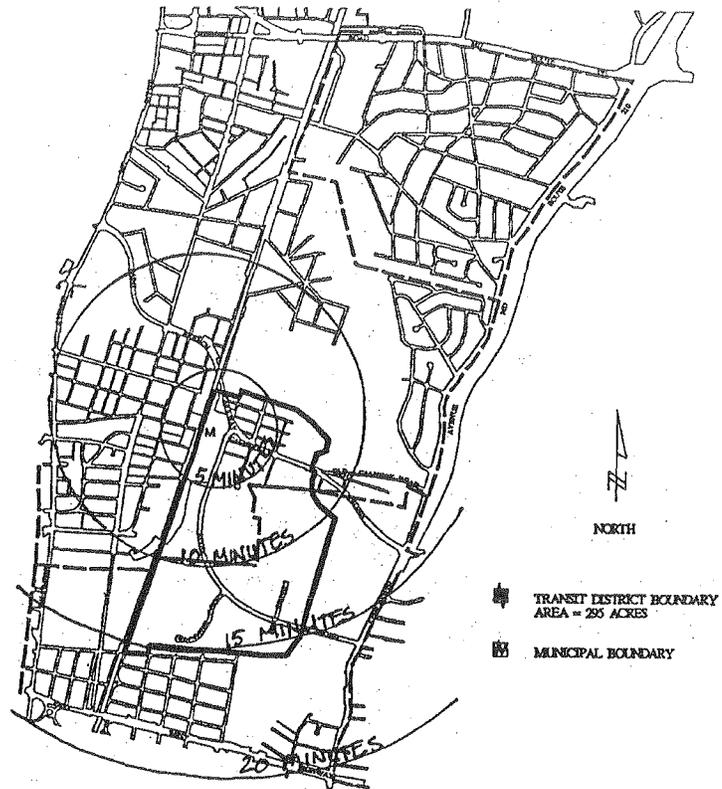
The College Park-University of Maryland Station opened on December 11, 1993 on the Green Line. The Green Line, however, is not slated to be completed until 1999, and riders must transfer to the Red Line at the Fort Totten Station to access the rest of the Metrorail system. Planning for the regional system dates back to the mid-1960's. A University of Maryland Urban Studies and Planning Studio in the spring of 1994 used the College Park Station as a case study to learn about the complexities of transportation planning and the reasons for the long delay in opening the station as well as the choice of station location over a mile from the center of the UMCP campus. The results were presented orally to citizens and others, and a written report, "Metro Stop? Metro: Stop! The Politics of Transportation Planning" was issued. The report underscored the many different public interests at work and the powerful issues of culture, politics and economics involved in the process.

The planning process is now focused on development near the College Park station now that it is open. The issues of culture, politics and economics are still present and must be resolved in this phase. There have been loud public debates over whether or not housing should be included in the TDOZ area, how much density should be permitted, and how tall new buildings should be. These issues present real challenges for producing a consensus plan.

The City's vision for the area, created in 1992 during an inclusive strategic visioning process, has

Figure 1

TDOZ STUDY AREA & WALKING DISTANCES

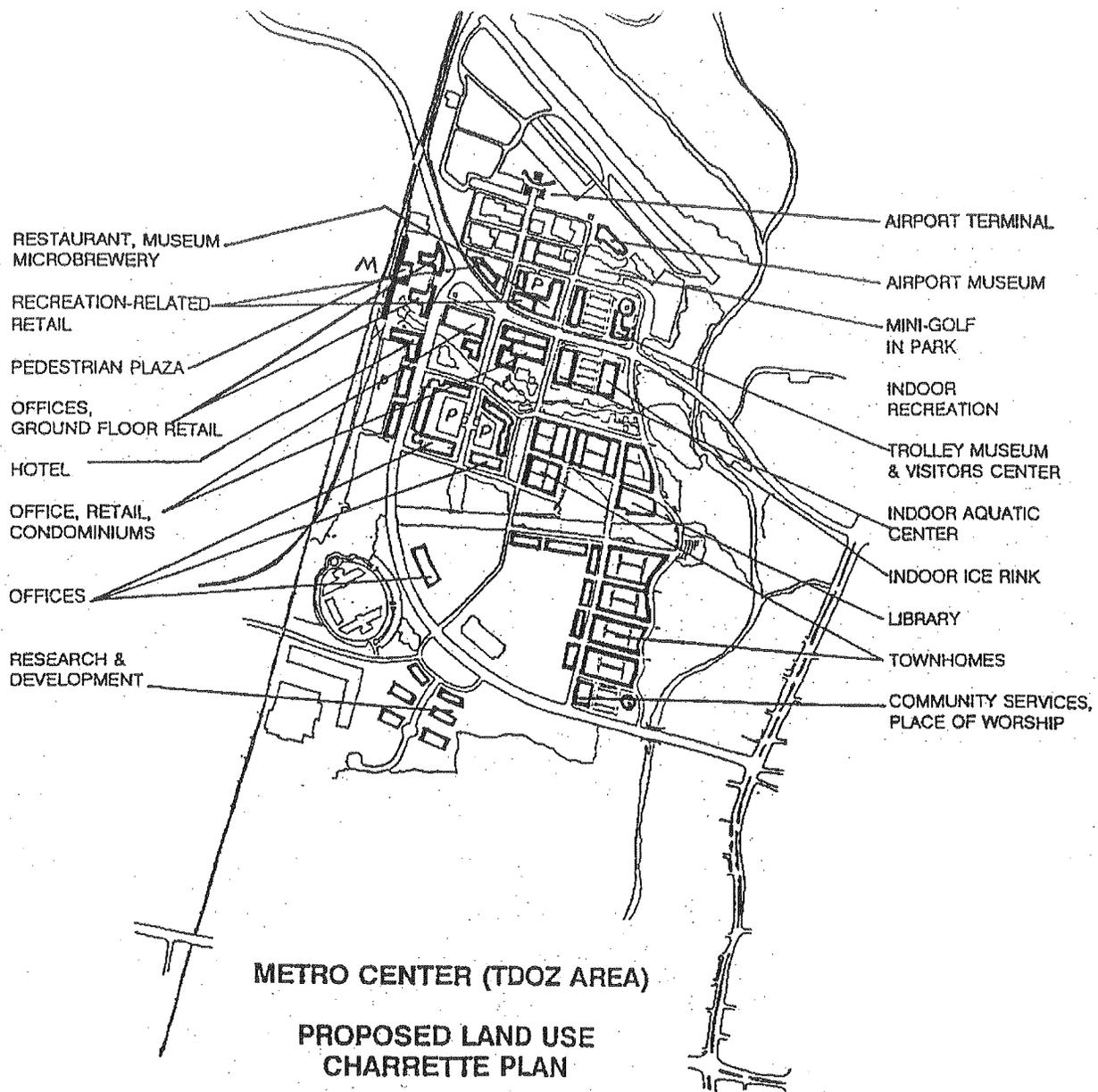


Source: The Maryland-National Capital Park and Planning Commission, January, 1994.

come under fire by some residents during the public participation process for the TDOZ. It calls for mixed-uses including housing in the station area and a medium-density, pedestrian-friendly "urban" neighborhood that draws on Annapolis, Alexandria and Georgetown as models. The College Park Town Center/Metro Charrette explored how the City's vision might be implemented in the transit area and what it might look like. Figure 2 shows the long-term development plan produced during the charrette and Figures 3 through 6 are sketches depicting the desired character of the area. Town Center/Metro Work Group members have expressed concern that the charrette plan does not quite live up to their goals for the area because land uses appear segregated and the form depicted is too suburban.

Figure 2

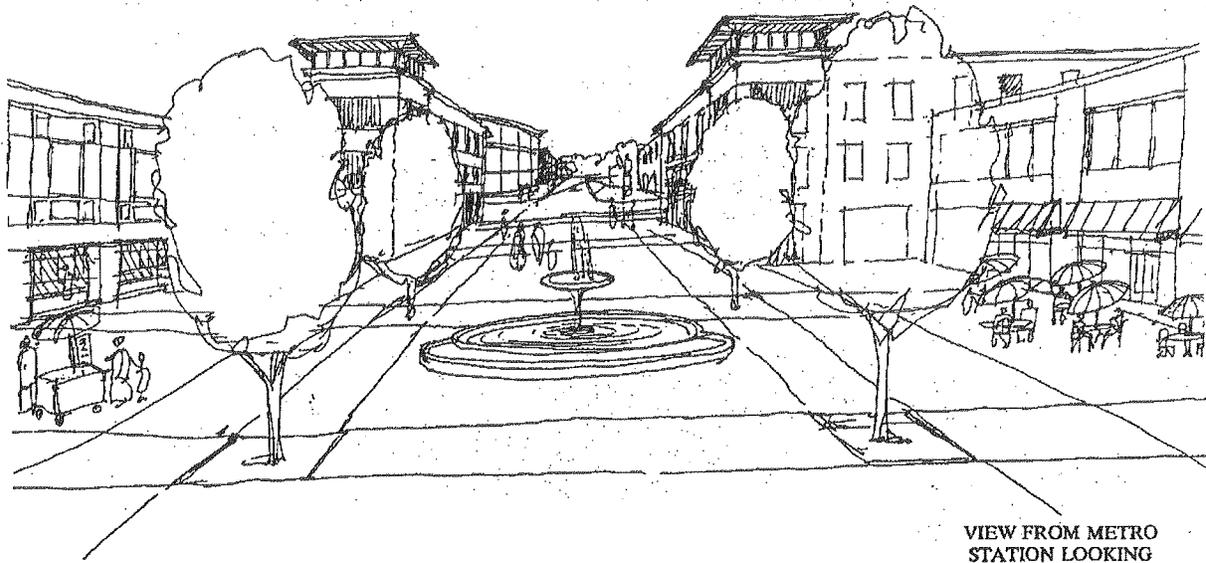
PROPOSED LONG-TERM DEVELOPMENT PLAN



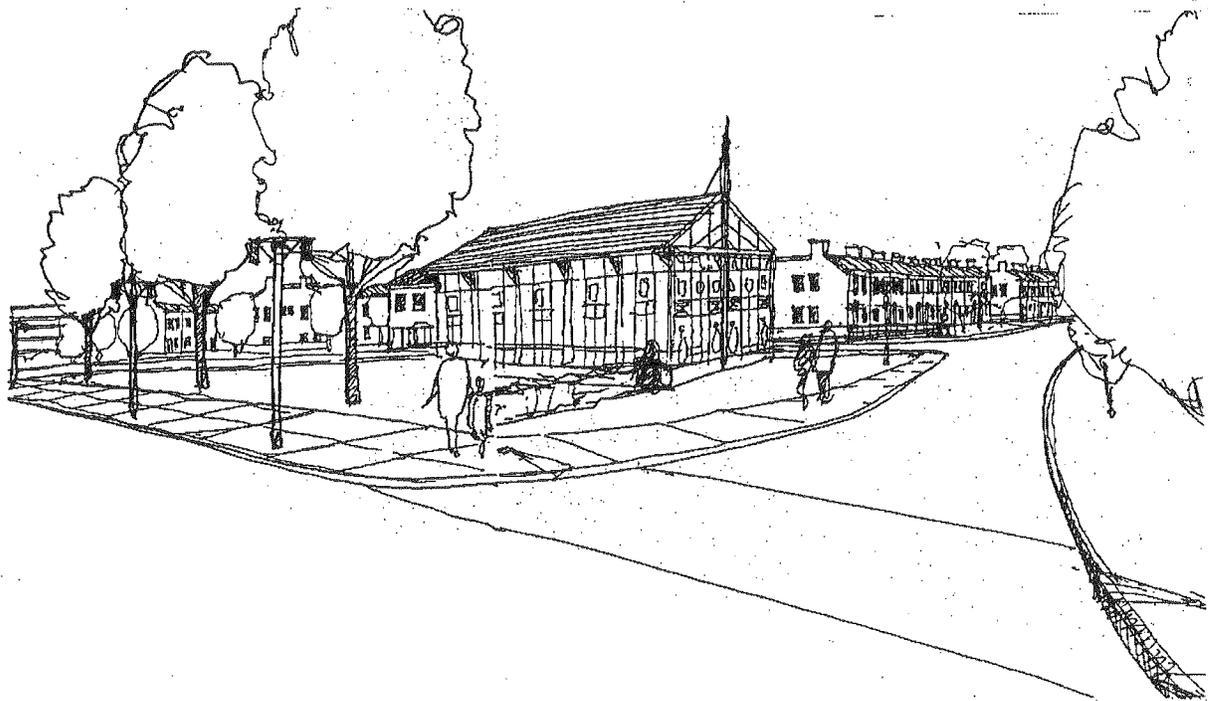
Source: College Park Town Center/Metro Design Charrette, September, 1994.

Figures 3 & 4

PROPOSED METRO AREA SKETCHES



VIEW FROM METRO
STATION LOOKING
EAST

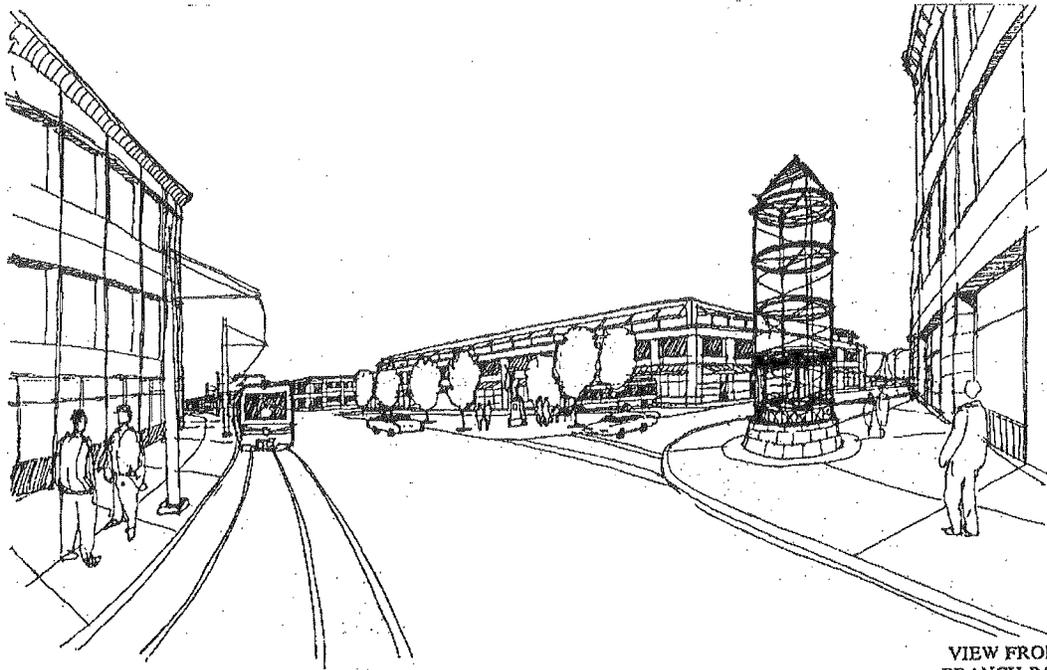


VIEW FROM RIVER
ROAD LOOKING
NORTH

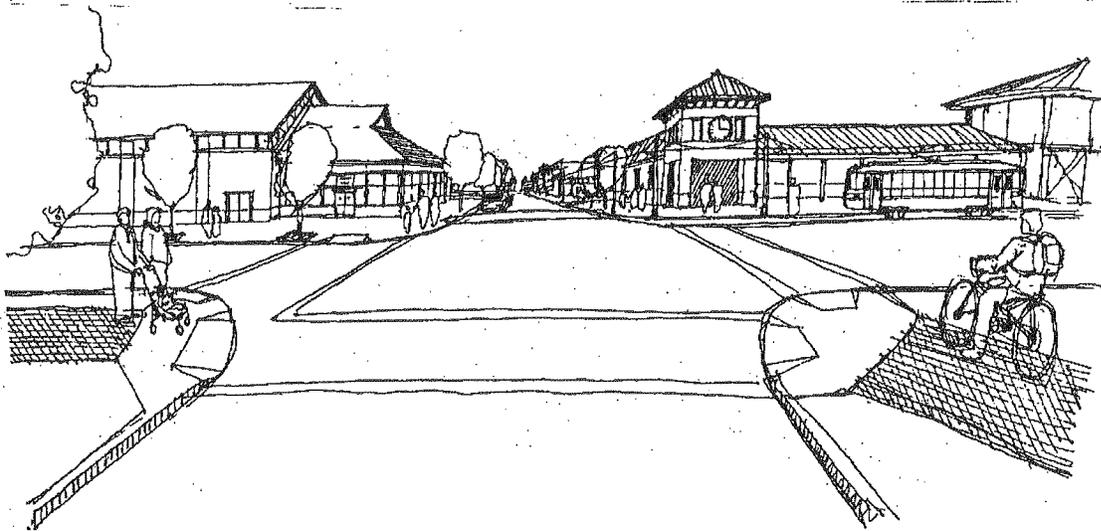
Source: College Park Town Center/Metro Design Charrette, September, 1994.

Figures 5 & 6

PROPOSED METRO AREA SKETCHES



VIEW FROM PAINT
BRANCH PARKWAY
LOOKING EAST
(METRO TO RIGHT)



VIEW FROM PAINT
BRANCH PARKWAY
LOOKING WEST
TOWARDS METRO

Source: College Park Town Center/Metro Design Charrette, September, 1994.

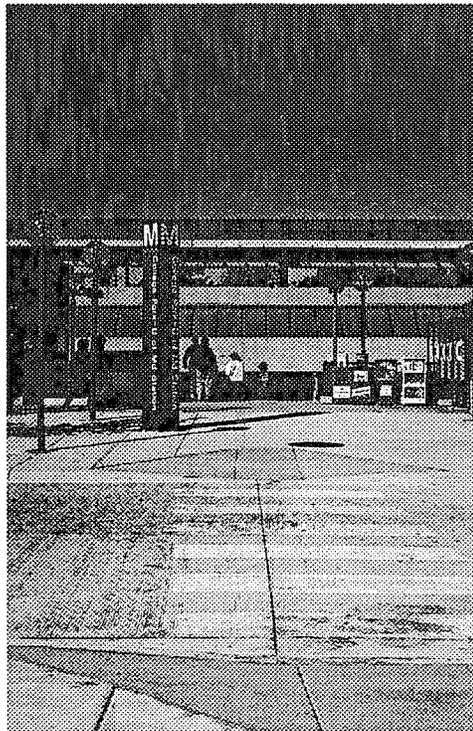
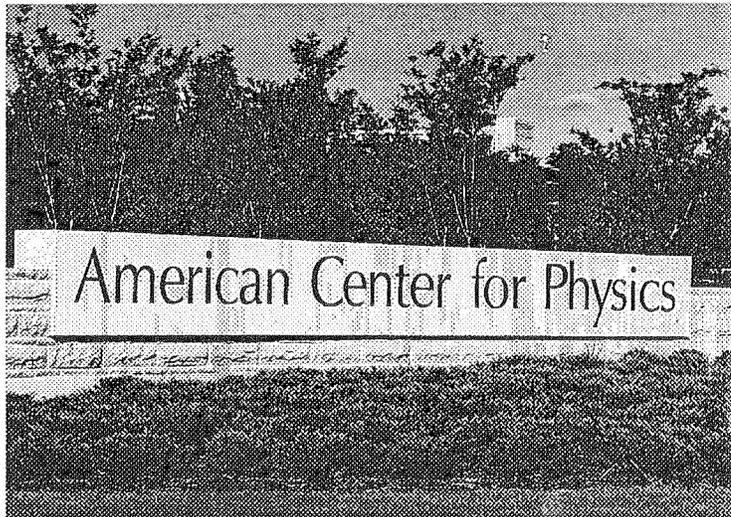
A UMCP architecture studio on town planning during the fall of 1993 selected the TDOZ area as its study area. The students were required to design a new town (streets, businesses, public and civic spaces) based on the principles and techniques of neo-traditionalism (new urbanism) and transit-oriented development. While their work is theoretical (they were not required to maintain the existing roads or buildings in the TDOZ), it illustrates what it is possible to achieve through conscientious comprehensive planning and urban design. Figure 7 shows a student plan for the TDOZ area.¹

TRENDS

Looking at the types of uses and densities that are proposed nationwide in transit areas outside of the central business district, there are several trends. These are: 1) to include a residential component in densities far higher than the average in the community, 2) to reduce setback and parking requirements, 3) to provide density bonuses for public and private amenities, and 4) to adopt site plan and development standards that are more typical of urban centers.² The trends can be seen locally in station areas that were studied and toured by the Work Group in Ballston, Clarendon, Braddock Road, King Street, Bethesda and Silver Spring. The State of Maryland is also promoting transit-oriented design and is offering technical and financial assistance to planners and developers to remake transit station areas into livable places that allow people to take advantage of existing transit service.

LAND USE AND ZONING

The TDOZ contains approximately 293 acres on the east side of the station—about half of the land area is in the City of College Park and half is in the Town of Riverdale. The area in College Park is within a 10 minute walk or 2,640 feet of the Metro Station (Figure 1). The area north of Paint Branch Parkway (and west of 52nd Avenue) is in the Kropps Addition subdivision which consists of low-rise industrial and warehouse uses in the light industrial (I-1) zone. East of 52nd Avenue is open space (O-S) and rural residential (R-R) zoned property owned by the Maryland-National Capital Park and Planning Commission (M-NCPPC) and currently being used as a maintenance facility. The 94th Aero Squadron is also located here. Other property in the City south of Paint Branch



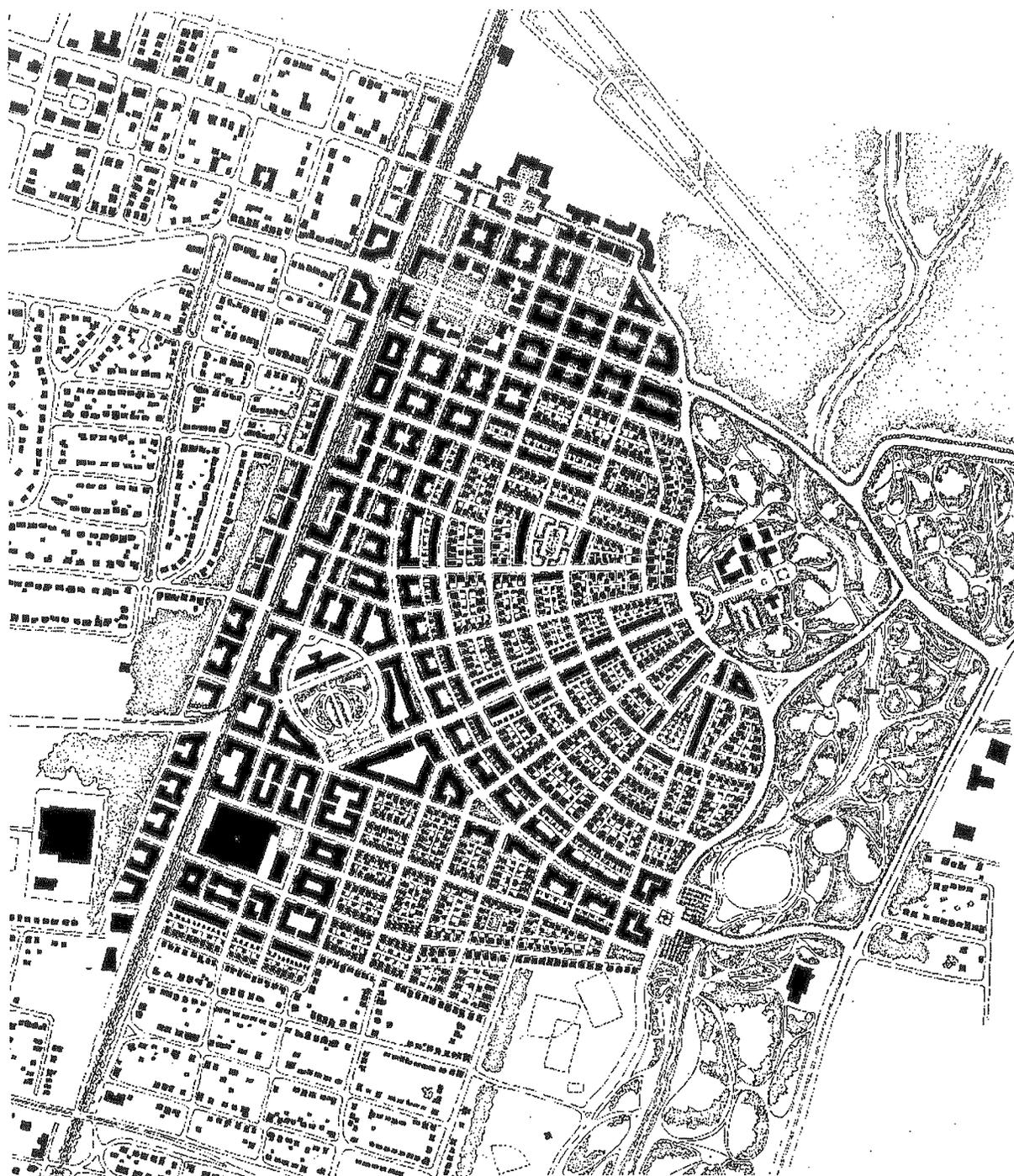
Top The American Center for Physics is one of several new facilities in RiverSide

Bottom East side of the College Park Green Line Metro station

Parkway is developed with the Herbert Wells Ice Rink and Ellen E. Linson Pool as well as 287,759 square feet of buildings owned by Litton Industries. There are also nine acres of R-R zoned land adjacent to the station and River Road that are vacant. The American Center for Physics building straddles the College Park and Riverdale border.

The area in Riverdale consists primarily of the RiverSide subdivision where the 337,000 square foot USDA building recently opened and

Figure 7
TDOZ STUDENT PLAN



5

Source: "Making Towns: Principles & Techniques" by UMCP School of Architecture, 1994.

the 150,000 square foot Riggs Operations Center is currently under construction. Figure 9 shows the existing zoning in the TDOZ and Figure 10 shows property ownership.

While the zoning may be changed as part of the TDDP, recently approved development in the TDOZ under existing zoning has begun to determine the character of the area without the benefit of the additional controls and guidelines of a TDDP. This has resulted in suburban office-type development with large surface parking lots and very little relationship to the Metro station.

TRANSPORTATION

The road network in the TDOZ is made up of the Paint Branch Parkway (relocated Calvert Road), a five-lane undivided collector road connecting Kenilworth Avenue with Route 1; River Road, a four-lane divided collector road from Kenilworth Avenue to Paint Branch Parkway running through the RiverSide subdivision; and the grid of City streets remaining in Kropps Addition (College Avenue, Lehigh Road, Corporal Frank Scott Drive and 52nd Avenue). Hiker-biker trails are provided along the collectors and the area is served by Metrobus and MARC commuter rail as well as Metrorail. The University of Maryland shuttle bus provides limited service between the station and campus and is proposed to be expanded to serve office workers within the TDOZ.

ENVIRONMENT

The station area falls within the Northeast Branch watershed of the Anacostia River and the few significant natural areas remaining are primarily located on parkland or protected in conservation areas. Approximately 97 acres or 33 percent of the TDOZ is within the 100-year floodplain. Most of this area (62 acres) is in Kropp's Addition and is already developed. There are development constraints related to the floodplain and requirements of the County's Floodplain Ordinance must be met for any substantial rehabilitation or new construction. There are also 17 acres of nontidal wetlands remaining in the TDOZ. Approval to disturb a total of eight acres of nontidal wetlands was previously obtained for construction of the College Park Metro Station, River Road and the RiverSide subdivision.

The TDOZ has 66 acres of woodlands located in a narrow strip along the floodplain of the Northeast Branch, a few undeveloped areas and previously approved tree conser-

vation plans. The Woodland Conservation and Tree Preservation Acts will apply to all future development within the TDOZ based on underlying zoning, however, the minimum thresholds can be increased through the TDOZ process. Migrant songbirds are the only significant flora and fauna that remains due to habitat degradation from development.

Approximately 39 acres in the TDOZ have been identified as a natural reserve area which should be prohibited from development and preserved in its natural state. This area is important to the ecological system, and includes streams and their buffers, undeveloped floodplain and adjacent nontidal wetlands. Preservation of this area is consistent with the State Planning Act of 1992 dealing with sensitive areas.

URBAN DESIGN

The TDOZ is currently comprised of large, vacant areas combined with existing development in certain sections. Land uses are segregated into separate office, industrial and recreational areas. The topography of the area is flat and generally open to the winds with little shade. Views are generally indistinctive, and there is no visual unity or theme in the architecture or streetscapes.



The USDA office building in RiverSide

Generally speaking, the character of a town is determined by the size and quality of the spaces that are defined by its streets. Successful streets make a place where pedestrians as well as motorists feel comfortable. The proportion of adjacent building heights to street width is an important design element that establishes character and hierarchical order in a plan. The existing street network in the TDOZ (except in Kropps Addition) is too sparse and ill-defined to provide the basis for much character or order.

The TDDP offers a significant opportunity to improve the existing situation. Two natural vantage points, the Metro Station and River Road bridge over the Northeast Branch, offer sweeping views of the area and need to be capitalized on. The stream valley park, the College Park Airport and Museum and the nearby University are all assets that could help create the identity and sense of place that the area currently lacks. Constraints exist, but through the application of appropriate urban design, they can be overcome.

ECONOMIC CONDITIONS/ MARKET STUDY

A market analysis report was prepared by Basile Baumann Prost and Associates, Inc. in September 1994 for M-NCPPC to assess the ability of the market to absorb residential, retail and office uses in the TDOZ over the short-term (2-5 years), mid-term (5-10 years) and long-term (10-20 years). Over the projection period (1996-2020), the market absorption potential is forecast to be between 1.1 and 2.1 million square feet of build-to-suit office space, 580 to 1,000 dwelling units, 67,000 to 130,000 square feet of support retail and 150 to 250 hotel rooms (hotel/conference center). This is a total of 2.5 to 3.5 million square feet of space within 96 to 109 acres at an average floor area ratio (FAR) ranging from 0.51 to 0.74.

The market study supports the concept of a community of mixed uses with higher-intensity development and public amenities provided closest to the station and lower-intensity floor area ratios provided outside of the immediate station area. It also recognizes that market absorption could occur at different levels depending on market acceptance, public policy and financial feasibility.

Major Issues

- Determining the mix of land uses and densities that will meet the purposes of the TDOZ and address the concerns of adjoining neighborhoods.
- Achieving quality development and community character.
- Preserving the residential character of the west side of the station

Goal and Strategies

Goal I. CREATE A PEDESTRIAN-ORIENTED ENVIRONMENT.

Strategies/Actions:

1. Integrate and link all uses in the TDOZ to the station through a separate, direct and continuous system of attractively landscaped sidewalks and pathways.
2. Use highly-visible and attractive directional and informational signs to identify flow of vehicles and pedestrians.
3. Provide shelter, seating and lighting along walkways and at bus stops, where appropriate.
4. Locate a mix of activities within a 5-10 minute walk of the station.
5. Design and locate parking to emphasize the movement of pedestrians.

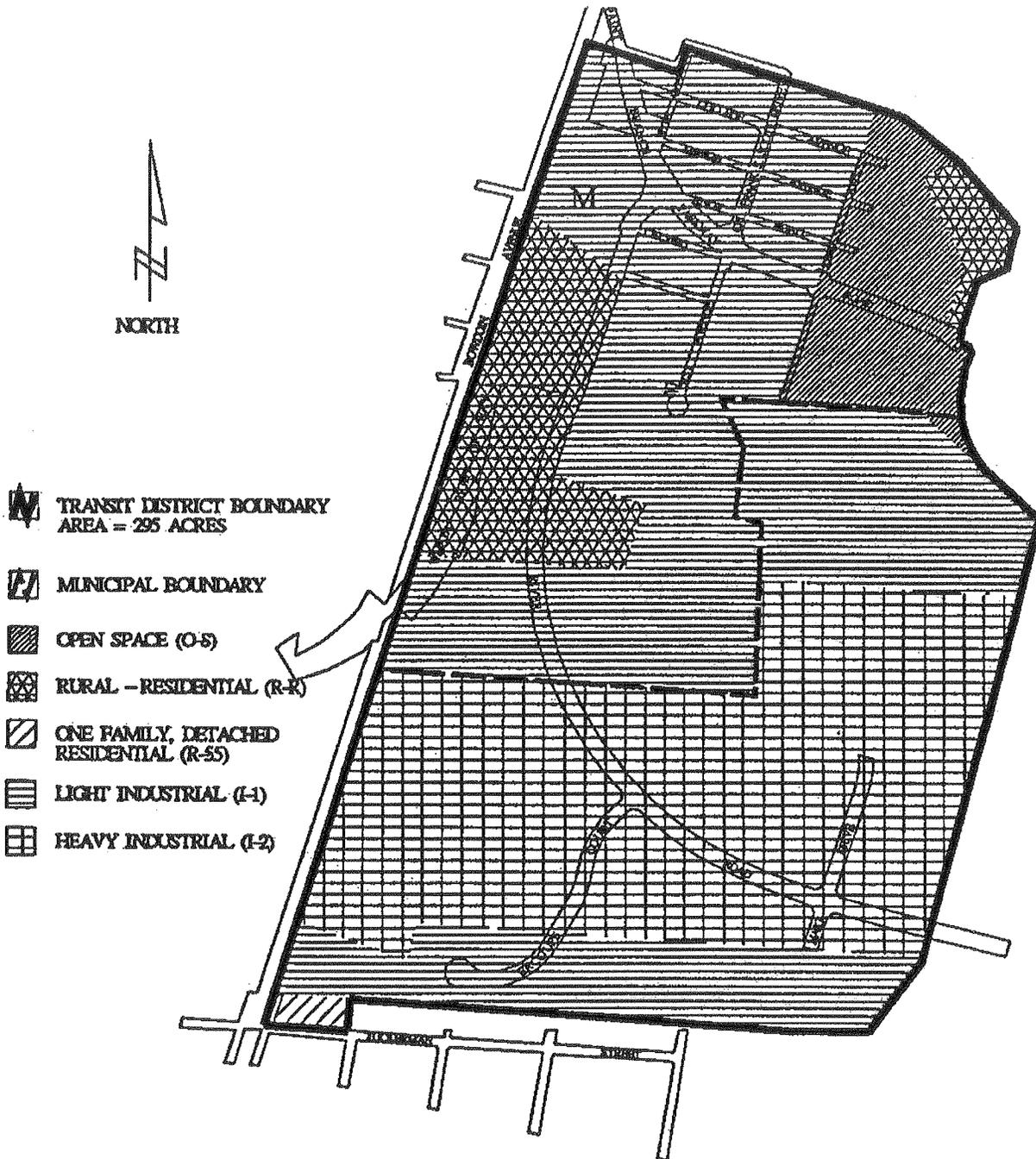
Goal II. ASSURE PUBLIC SAFETY THROUGH APPROPRIATE DESIGN AND LAND USE.

Strategies/Actions:

1. Encourage activity by zoning for mixed-uses including predominantly owner-occupied, high-quality residential uses that will create a 24-hour presence.
2. Design and maintain parking lots and pedestrian areas that are safe, well lit and easily identifiable.
3. Provide clear and direct pathways to buildings, residences, commercial and retail uses.
4. Promote building design that incorporates large windows facing streets, sidewalks and parking.

Figure 8

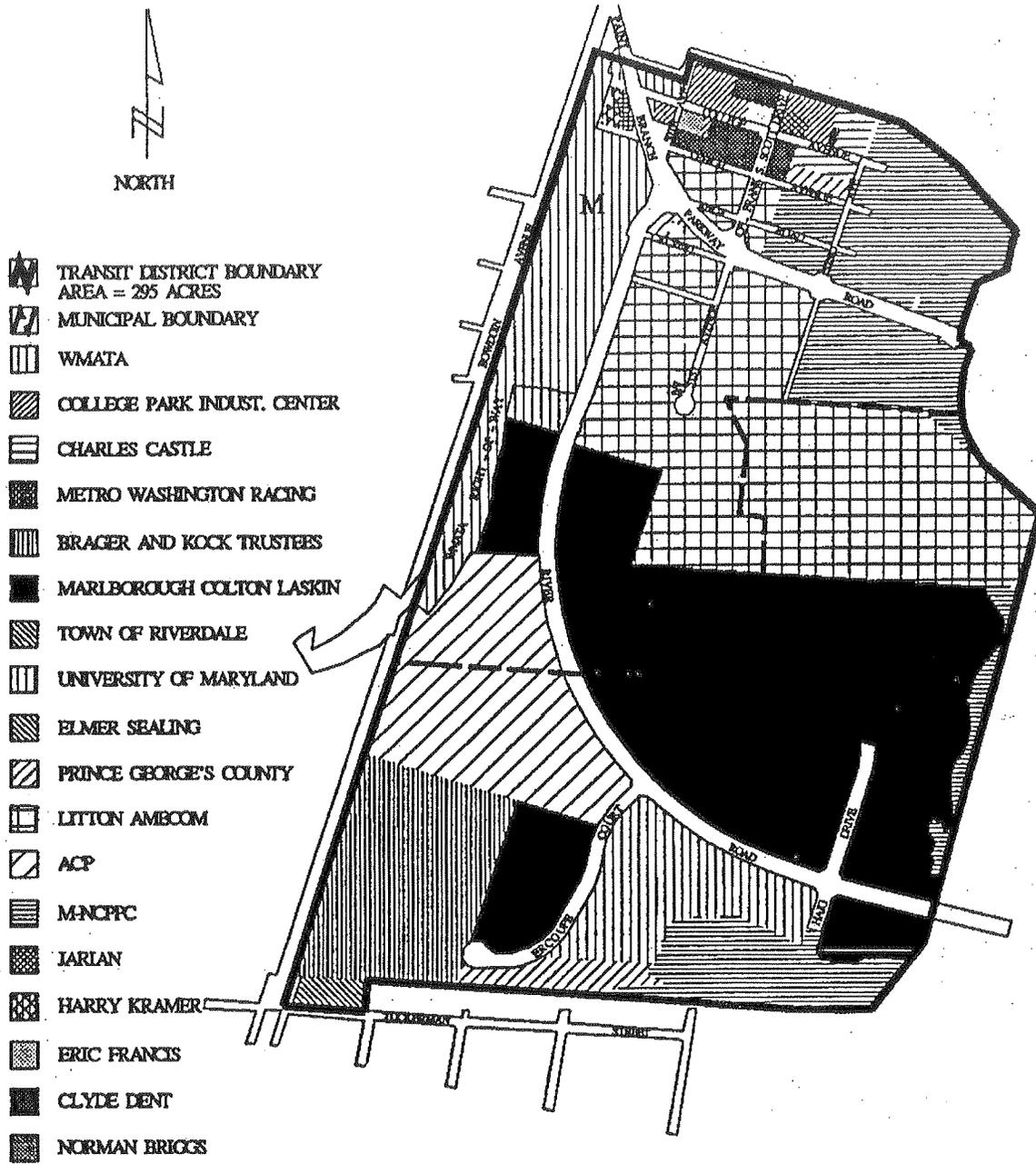
EXISTING ZONING IN TDOZ AREA



Source: The Maryland-National Capital Park and Planning Commission, March, 1994.

Figure 9

OWNERSHIP IN TDOZ AREA



Source: The Maryland-National Capital Park and Planning Commission, March 1994; Prince George's County tax assessor/treasury office, January, 1994.

Goal III. PROVIDE A DIVERSE MIX OF COMPLEMENTARY LAND USES WITHIN THE TDOZ TO INCLUDE RESIDENTIAL, OFFICE, RETAIL, HOTEL, CULTURAL AND RECREATIONAL USES.

Strategies/Actions:

1. Make the area adjacent to the Metro station a functional focal point or an activity center.
2. Provide a variety of housing opportunities (with an emphasis on owner-occupied) within walking distance of the station.
3. Provide retail and service uses (including day care) that are compatible with the uses in the Town Center.
4. Encourage the development of tax-paying office uses related to government, University-related research, trade associations, high technology and other professional functions.
5. Create a museum/cultural/recreational complex centered on the College Park Airport Museum.
 - A. Support the relocation of the Trolley Museum to the TDOZ.
 - B. Redevelop the existing pool and ice rink area to include an indoor ice rink and pool facility.
6. Provide public open spaces appropriate to adjacent uses.

Goal IV. CREATE AN OVERALL DEVELOPMENT PLAN IN THE TDOZ AREA THAT IS MEDIUM-SCALE IN FORM AND DENSITY.

Strategies/Actions:

1. Concentrate a variety of uses near the station along block fronts.
2. Do not zone large tracts of land for single uses.
3. Encourage a mix of uses within buildings (e.g. ground floor retail and upper floor offices and residential).
4. Allow for land use intensity that is greatest near the Metro station and along major transit corridors (Paint Branch Parkway and River Road).
5. Establish a hierarchy of streets (arterial, collector, local, alley) and design each street cross-section to suit its specific function in the area.
6. Require development to be primarily mid-rise (4-7 stories).

Goal V. ACHIEVE A HIGH-QUALITY AESTHETIC CHARACTER.

Strategies/Actions:

1. Establish design standards and regulations to include at least the following:
 - A. Setback or building frontage line.
 - B. Location of parking.
 - C. Building elements, features and materials.
 - D. Building configuration and height.
 - E. Landscaping.
 - F. Streetscaping (sidewalk paving, landscaping, lighting, street furniture).
 - G. Density.
2. Provide public spaces (squares, plazas, fountains, vest pocket parks) as focal points.
3. Promote the installation of art in public places.

Goal VI. CREATE A TRANSPORTATION SYSTEM THAT IS HARMONIOUS WITH THE PEDESTRIAN ENVIRONMENT AND SUPPORTS TRANSIT OPERATIONS.

Strategies/Actions:

1. Provide shuttle bus service to meet the needs of the community and new development within the TDOZ.
2. Consolidate parking spaces in parking structures at convenient locations and discourage large surface parking lots.
3. Enhance MARC station facilities and physically integrate with the Metro station.
4. Locate bus stops within a short walking distance of the front entrance of offices and major destinations and provide bus pull-out bays where possible.
5. Delineate and construct connecting bike lanes and routes between the stations and major transit corridors and destinations.
6. Use Transportation Demand Management techniques to reduce the number of automobile trips (carpooling, staggered work hours, transit subsidies).
7. Enhance frequency and convenience of bus service between the TDOZ, downtown and neighborhoods.
8. Incorporate buffers (landscaping or parked cars) between the roadway and sidewalks.
9. Provide waiting areas for transit riders in locations that won't impede pedestrian circulation.
10. Design streets and intersections to accommodate transit vehicles.

11. Require clustered development of commercial office projects to reduce parking requirements and enable centralized transit stops.
12. Provide secure bicycle storage facilities.
13. Provide crosswalks and phased traffic signals to accommodate pedestrian movements.

Goal VII. PRESERVE THE LOW-DENSITY RESIDENTIAL CHARACTER OF THE NEIGHBORHOODS TO THE WEST OF THE STATION.

Strategies/Actions:

1. Do not extend the TDOZ boundary to the west side of the station.

Goal VIII. CONSERVE AND ENHANCE EXISTING NATURAL RESOURCES IN THE TDOZ AREA.

Strategies/Actions:

1. Consider incentives for developers to permanently set aside natural areas for preservation or to create environmental trusts.
2. Preserve existing natural resources and environmental features as open space amenities.
3. Encourage design that allows for nature to be integrated into the plan, not separated or isolated.

First Year Priorities

- Participate with M-NCPPC in preparation of a consensus TDOZ plan:
 - Define mandatory design standards and regulations as part of the plan.
 - Zone the properties within the TDOZ to provide maximum flexibility in terms of uses.
 - Focus planning and development efforts within the College Park city limits or the 10 minute walk zone.
- Work with the private sector and WMATA's joint development program to get desired development.

¹Neo-traditionalism or new urbanism are names given to the movement pioneered by Andres Duany and Elizabeth Plater-Zyberk that promotes the use of traditional patterns of settlement as an alternative to suburban sprawl. Transit Oriented Development (TOD) has been pioneered by Peter Calthorpe and codified in a TOD ordinance.

²Zoning News, APA, September, 1994, "Zoning for Transit: A New Orientation".

IMPLEMENTATION

Implementation

This section is divided into two parts—an economic impact analysis of all proposed goals and strategies, and a recommended first year work plan.

Linda P. Raab, AICP, was retained to work with the College Park planning staff to analyze the economic impacts of goals and strategies developed during the second phase of the comprehensive planning process. The purpose of the analysis was to provide a preliminary assessment of the impacts of each strategy/action on the City's budget. Wherever possible, costs or revenues were estimated, and an attempt was made to identify short and long term economic impacts. For the purposes of this plan, short term is defined as between 1 and 5 years, while long term is defined as between 6 and 15 years. The analysis also identified agencies, both public and private, that would be responsible for carrying out each strategy/action.

The economic impact analysis is organized by work group and contains an analysis of each goal and strategy. Some strategies/actions are analyzed individually while others are treated together. Strategies/actions are cross-referenced among work groups to the extent possible.

The first year work plan represents priority actions that are recommended for implementation or initiation during the first year after the plan is adopted. Priorities from each work group are included but redundancies between work groups have been eliminated. The format is similar to the economic impact analysis, and includes an estimate of how long an action will take to execute (timeframe). It is important not to expect short-term solutions to long-term problems. The work plan is a starting point and must be regularly reviewed and updated.

CIRCULATION

| Strategy/Action | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party | |
|--|---|--|--|--|
| I. REDUCE VEHICULAR CONGESTION. | | | | |
| I. 1. | Improve the intracity public transportation service available to College Park residents and visitors. Consider the following options: | | | |
| I. 1. A. | Use of UMCP Shuttle Bus. | <ul style="list-style-type: none"> Residents would purchase bus passes. Routes might be added into City. | <ul style="list-style-type: none"> Minimal impact if no additional routes. Operating budget impact if City required to share costs; would be negotiated with University. | City Pub Works |
| I. 1. B. | Establishing local van or taxi service and expanding the local Dial-a-Ride Bus service. | <ul style="list-style-type: none"> Currently service available only for seniors; provided 5 days per week; could not utilize for service expansion without additional personnel and equipment At first, trial service under contract with private van or taxi company. Later, larger contract with private company or City could provide service. | Short: Operating budget for contract. Long: Operating budget impact if service contracted out or capital and operating budget impacts if City provides service. | City Pub Works |
| I. 1. C. | Consider using electric or natural gas buses if cost effective and environmentally sound. | <ul style="list-style-type: none"> Impact depends on option chosen. City operates one bus to transport seniors from Spellman House and Attick Towers to medical care and shopping. If bus is replaced with a bus powered by electricity or natural gas, the additional impact is the difference between a conventionally-powered bus and the electric or natural gas-powered bus. The operating impact is the difference between the cost of maintaining the conventionally-powered bus and the electric or natural gas-powered bus. | Short: Capital budget impact in the year the electric or natural gas powered bus is purchased. Long: Continuing operating budget impact to maintain bus. | City Com Res City Pub Works |
| I. 2. | Ensure employers and developers provide commuting alternatives in their development proposals to the City. | <ul style="list-style-type: none"> Staff already doing. | No impact. | City Planning |
| I. 3. | Encourage local businesses to provide van service to and from MARC, the Metro stations and the College Park Airport. | <ul style="list-style-type: none"> None | No impact. | City Planning |
| I. 4. | Encourage commuting options by UMCP and other major area employers to include telecommuting, flexible hours, carpooling and mass transit. | <ul style="list-style-type: none"> Carpooling and mass transit requires employer support. Telecommuting and flexible hours are employer policies | No impact. | City Planning |
| I. 5. | Direct motorists to major destinations through the use of signs and logos and new technology such as "Intelligent Vehicle Highway Transportation Systems". | <ul style="list-style-type: none"> Examples include computer message boards, traffic signals with underground detectors and synchronized traffic signals on heavily-traveled roadways. Need coordination among State Highway Administration, City and University staff. Preliminary discussion already underway. Program likely to develop incrementally beginning with staff discussions, progressing to installation of signs and ultimately computerized traffic control. | Short: Operating budget for staff time, signs to be purchased and installed by SHA and University. Long: No impact. | City Planning City Pub Works |
| I. 6. | Provide University of Maryland students with material on commuting alternatives. | <ul style="list-style-type: none"> Responsibility of University. | No impact. | UMCP |
| I. 7. | Establish Park-and-Ride lots inside of the Capital Beltway, specifically for UMCP students and employees, to be served by shuttle buses or other alternative means. | <ul style="list-style-type: none"> Requires detailed feasibility study. Also requires involvement of, and later support from, the University and SHA. Would likely require financial commitments from the University and the SHA. | Short: Shared cost with University, SHA and County; minimal operating budget impact for City share. Long: No impact. Other agencies would fund. | City Planning UMCP SHA County |

CIRCULATION

| Strategy/Action | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party | |
|---|--|--|---|--|
| II. DEVELOP APPROPRIATE TRAVEL PATHS TO ACCOMMODATE PEDESTRIANS, VEHICLES, BICYCLES AND PUBLIC TRANSIT WHICH IS INTRACITY, INTERCITY, OR SERVES THE SURROUNDING AREAS (INTERMODAL TRANSPORTATION). | | | | |
| II. 1. | Study the need for a new road from Edgewood Road to the Greenbelt Metro Station. | <ul style="list-style-type: none"> Requires detailed feasibility study. Requires coordination with Greenbelt, WMATA, County. | Short: Operating cost for City share of feasibility study. Long: Capital cost to be shared with WMATA, P.G. County, City of Greenbelt. | City Pub Works WMATA County Greenbelt |
| II. 2. | Develop and implement a City/Campus Trails Master Plan. | | | |
| II. 2. A. | Establish bike lanes or adequate curb lanes on new or refurbished roads. | Short: Operating budget impact for City staff to complete the plan and work with University staff. Long: Substantial capital budget impact to construct recommended facilities; some facilities responsibility of University; costs could be offset with Project Open Space (POS) grant funds; operating budget impact to maintain facilities that are City responsibilities. | City Planning City Pub Works UMCP | |
| II. 2. B. | Ensure the accommodation of bicyclists (who commute on all classes of roads) in the planning, design and construction phases of road and highway development. | | | |
| II. 2. C. | Establish bicycle path along Rhode Island Avenue, south of Greenbelt Road to City limits with Riverdale. | | | |
| II. 2. D. | Use the "1991 (or current) Guide for the Development of Bicycle Facilities" by the American Association of State Highway and Transportation Officials" when planning new road construction. | | | |
| II. 2. E. | Transfer control of Rhode Island Avenue, from Route 193 to northern City limits, from the County to the City in order to retain shoulders for bicycle use. | <ul style="list-style-type: none"> County willing to transfer to City. City evaluating whether to assume control. Street needs improvements, such as curb and gutter. | Substantial capital operating budget impact to bring street into compliance with City road standards. | City Planning City Pub Works M-NCPPC County |
| III. PROTECT AND ENHANCE ENVIRONMENTAL QUALITY BY EMPLOYING COMPREHENSIVE LAND USE AND TRANSPORTATION PLANNING TECHNIQUES. | | | | |
| III. 1. | Update zoning ordinances with text that reinforces "transit friendly" planning. | | | |
| III. 2. | Consider using mixed-use zoning in commercial areas to allow for residential uses. | Short: Operating budget impact for planning staff time to do a study or for a consultant contract. Long: Minimal, if any. | City Planning M-NCPPC | |
| III. 3. | Provide incentives (grants, public amenities, waivers) for increasing development densities along transit corridors (Route 1, TDOZ). | | | |
| III. 4. | Foster the creation of multi-use activity centers. | | | |
| III. 5. | Encourage the development of strategically located park and ride facilities by major employers integrating convenience oriented site amenities (ATMs, postal services, dry cleaning, news center, fast food). | | | |
| | <ul style="list-style-type: none"> Requires study that would include evaluation of zoning ordinances and, may involve developing new zoning classification. Under current zoning administration, would require coordination with and the support of County Planning Board. | | | |

CIRCULATION

| Strategy/Action | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party |
|--|--|--|--|
| IV. ENSURE THAT TRANSPORTATION FACILITIES ARE AESTHETICALLY PLEASING, SAFE AND USER FRIENDLY. | | | |
| IV. 1. Install MARC and Metro directional and Kiss-and-Ride signs along Route 1 and on Calvert Road for the College Park Station. | <ul style="list-style-type: none"> • Would require approval of SHA for Route 1 and the City for Calvert Road. • City should request that County State Railroads, SHA and WMATA install these signs. | Short: Operating budget impact for City staff to correspond and meet with appropriate officials. Long: Operating budget impact for staff to maintain communication; possible capital budget impact if City decides to share costs of signs. | City Planning City Pub Works |
| IV. 2. Post all transit schedules in College Park MARC and Metro stations and other appropriate public places. | <ul style="list-style-type: none"> • Would require approval of the State Railroad Administration. • City should request that the State Railroad Administration install these signs. | No impact. | City Planning SRA |
| IV. 3. Post, in appropriate public places, readable, comprehensive maps that show MARC, Metrorail, Metrobus and UMCP shuttle routes with hiker-biker trail connections. | <ul style="list-style-type: none"> • MARC and Metro maps and schedules are available. • City would have to obtain hiker-biker maps and coordinate with University; could be a map resulting from or an implementation strategy of the Trails Master Plan. • Also secure data and maps from College Park Bicycle Coalition. • Overlay MARC, Metro and Trails maps over a street base map. • Requires coordination with University, SHA, WMATA and State Railroads. • Need kiosks or sign boards to display maps in public places. | Short: Operating budget for planning staff time to coordinate the effort, consultant or additional staff time to prepare maps, capital outlay in public works if signs are needed; potential capital budget impact if structures are required. Long: Operating budget impact for staff to keep current maps and schedules at the various distribution points; capital budget impact if structures are required. | City Planning City Pub Works SRA WMATA SHA UMCP |
| IV. 4. Sponsor public forums, as needed, with WMATA where citizens can pose questions and make suggestions. | <ul style="list-style-type: none"> • Requires coordination with WMATA. • City staff likely to help with logistics, publicity. | Short: Operating budget for minimal staff time. Long: None, or minimal operating budget impact if future forums held. | City Planning WMATA |
| IV. 5. Provide pedestrian amenities such as wider sidewalks, street furniture, lighting, planters, bus shelters, information kiosks and landscaping along major transportation routes. | <ul style="list-style-type: none"> • Some of these items already in place in Knox Road, Calvert Road and Route 1. • Would involve an assessment of needs and a program for scheduling these improvements. • Might end up as a new capital project or an enhancement of an existing project. • Requires coordination and funding agreements with SHA, WMATA, University; grant funds may be available. | Short: Operating budget impact for staff or consultant to recommend types of improvements and locations for them and schedules for installing them. Long: Continuing impact on capital budget as improvements are put in place, continuing impact on operating budget to maintain, repair and replace improvements; some grant funding and cost sharing agreements possible. | City Planning City Pub Works WMATA SHA UMCP |
| IV. 6. Develop a procedure for identifying missing street and directional signs and replacing them. | None. | Short: Operating budget impact as procedure developed along with some capital outlay to replace some signs immediately. Long: Continued though less operating budget impact as program implemented; potential capital budget impact if program involves substantial capital funding. | City Pub Works |
| IV. 7. Install concrete raised medians along heavily traveled roads such as along Route 1, to serve as pedestrian islands. | <ul style="list-style-type: none"> • Would require consensus of SHA. In the case of Route 1, temporary measure (prior to reconstruction of Route 1) to provide additional pedestrian safeguard. | SHA to pay for improvements. | SHA City Pub Works |

CIRCULATION

| Strategy/Action | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party |
|--|--|---|--|
| V. ENCOURAGE/PROMOTE GREATER BICYCLE RIDERSHIP IN THE CITY. | | | |
| V. 1. | Ensure that information on bicycle trails is up-to-date and readily accessible . | <ul style="list-style-type: none"> See Strategy IV.1.C that recommends placing MARC, Metro and hiker/biker information and maps in public places. | See Strategy IV.1.C. |
| V. 2. | Promote bicycle usage on campus. | | |
| V. 2. A. | Improve effectiveness of bicycle liaison activities. | <ul style="list-style-type: none"> Might be recommendation in the Trails Master Plan. University responsibility. | No impact. City Planning UMCP |
| V. 2. B. | Establish a "Bicycle Loaner" Program centered on campus, in which students can use (borrow) unclaimed, easily identifiable bicycles to commute on- and off-campus. | <ul style="list-style-type: none"> Should be researched as part of the Trails Master Plan. Requires coordination with and support of the University. | Short: No impact. Operating included in Trails Master Plan. Long: Operating budget impact if City decides to establish or contribute to a bicycle loan program. City Planning UMCP |
| V. 3. | Place increased emphasis on bicycle safety. | | |
| V. 3. A. | Educate the public about bicycle safety. | <ul style="list-style-type: none"> Staff would coordinate with Bicycle Coalition. | Short: Minimal operating budget impact for staff to meet with Bicycle Coalition. Long: Minimal or none. City Planning Private |
| V. 3. B. | Give priority to the enforcement of traffic laws, as pertains to bicycles. | <ul style="list-style-type: none"> None | No impact. |
| V. 3. C. | Provide separate corridors for bicyclists and pedestrians citywide and on campus. | <ul style="list-style-type: none"> See Strategies II.2.A. and II.2.C., which recommend bike lanes for new roads and separate corridors for bikers. | See Strategies II.2.A. and II.2.C. |
| V. 3. D. | Establish bike lanes or adequate curb lanes on new or refurbished roads. | <ul style="list-style-type: none"> See Strategy II.2.A. which recommends bike lanes or curb lanes for new or refurbished roads. | See Strategy II.2.A. |
| V. 4. | Provide bicycle storage community-wide. | | |
| V. 4. A. | Install protected, lighted and visible bicycle racks near all public buildings on- and off-campus and in commercial areas and places of employment. | <ul style="list-style-type: none"> Bicycle racks already in place at some locations. Trails Master Plan could recommend additional locations. Installation of bike racks could be conditions of site plan approval for new construction and renovations. Some bike racks installed by City. Cost for looped bike rack: \$50-\$100. | Short: No impact. Included in Trails Master Plan. Long: Capital budget impact to install lights and bicycle racks; operating budget impact to maintain; offset by employers who provide. City Planning City Pub Works Business Community |
| V. 4. B. | Provide bicycle lockers at Metro. | <ul style="list-style-type: none"> Bike racks already in place in some locations. Requires coordination with and support of WMATA. Should be researched as part of the Trails Master Plan. | Short: No impact. Included in Trails Master Plan. Long: Substantial capital budget impact if facilities are constructed; could be offset with grant funds; operating budget impact to maintain. City Planning City Pub Works WMATA |

CITY/UNIVERSITY RELATIONS

| Strategy/Action | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party | |
|---|--|---|--|-----------------------|
| I. CREATE A COLLEGE TOWN ATMOSPHERE. | | | | |
| I. 1. | Promote social, cultural and other events between University and City (e.g., town/University theater, regular coffee house events). | • Requires staff time. | Continuing operating budget impact for half-time staff person. | City Pub Serv |
| I. 2. | Attract bookstores, coffee houses, art shops and other college related businesses. | • Part of economic development program | See Strategy ED-III-1.A. | |
| I. 3. | Encourage ticket outlets off-campus for campus events (e.g., Municipal Center, Visitor Center, local businesses). | • Ties in with recommendation for Visitor Center and Strategy I.1. | See Strategy CU-1.1. | |
| I. 4. | Maximize opportunities for faculty, staff and graduate students to live in College Park. | • Ties in with recommendation from Economic Development Work Group for a Local Development Corporation | See Strategy ED-I.4. | |
| II. ENCOURAGE A MORE UNIFIED COMMUNITY THROUGH IMPROVED INTERACTION, COMMUNICATION AND INFORMATION AND RESOURCE SHARING. | | | | |
| II. 1. | Improve information exchange by using existing media (e.g., cable TV, radio and newsletters) and/or developing a joint City/University instrument. | <ul style="list-style-type: none"> • Impact depends on media used. • Written communication could be relatively inexpensive to produce although staff time is required. • Something involving cable TV more expensive especially if new equipment is required. • Assume using existing print media at first; cable TV in far future. | Short: Operating budget impact for staff time to utilize existing media. Long: Continuing capital budget impact to purchase new equipment and replace it as it becomes obsolescent; operating budget impact for contractor to maintain equipment and tape the programs; additional operating budget impact for staff time to supervise and monitor contractor and the programming | City Admin |
| II. 2. | Improve orientation of students to the City and offer an orientation program to City residents, elected officials and City staff to Campus. | <ul style="list-style-type: none"> • City staff already doing its own orientation program for students; could expand for students living off campus. • Could request participation in University's student orientation program. | No impact | City Pub Serv UMCP |
| II. 3. | Expand and publicize community service network, matching student volunteers to community needs/services. | • Need coordination with University's new community service program. | No impact. | City Com Res |
| II. 4. | Foster academic/City partnerships through internships, study groups and the formation of task forces on special issues. | • None | Minimal impact; could involve stipend for interns. | All City Depts |
| II. 5. | Promote and educate citizens about available services for conflict resolution. | • City and University jointly sponsor a mediation program that responds to requests for mediation of disputes between the City and University communities. | Minimal impact. | City Com Res |
| II. 6. | Explore mutual access to City and Campus computer networks. | <ul style="list-style-type: none"> • Requires detailed study of hardware and software needs. • Also requires support of and cooperation with University. • Once implemented, hardware, computer experts and customer assistance staff needed. • Expensive even if City and University share equally. | Short: Operating Budget impact for staff to evaluate feasibility. Long: Likely to have significant on-going operating and capital budget impacts. | City Finance |
| II. 7. | Encourage involvement of students and other short-term residents in community organizations such as civic associations and Neighborhood Watch. | • Rely on existing network of community organizations. | No impact. | Business Community |
| II. 8. | Provide opportunities for non-resident employers, employees and students to become involved in social, cultural and civic life. | • Rely on existing networks. | Minimal impact. | Others |
| II. 9. | Encourage City Council members to have more of a presence on campus. | • Rely on existing networks. | Minimal impact. | City Council |

CITY/UNIVERSITY RELATIONS

| Strategy/Action | | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party |
|---|--|---|--|--|
| II. 10. | Encourage student representation on all City committees. | <ul style="list-style-type: none"> • Rely on existing networks. | Minimal impact. | Others |
| II. 11. | Provide voter orientation to all students. | <ul style="list-style-type: none"> • Could be part of an orientation package. | Minimal impact. | City Pub Serv |
| II. 12. | Establish an oversight unit within the City to assist in the coordination of student-related issues. | <ul style="list-style-type: none"> • All City departments must deal with these issues. | No impact. | All City Depts |
| II. 13. | Update handbook explaining students' rights and responsibilities in the City. | <ul style="list-style-type: none"> • Handbook last published in 1988. • Assume City staff would update and produce camera-ready copy. • Printing cost estimate about \$1.00 per booklet, 8.5 x 11 white paper with covers. | Short: Operating budget impact for staff to update and to print handbook. Long: Continuing operating budget impact for staff to update and for printing. | City Pub Serv |
| III. PROMOTE A COORDINATED POLICY FOR ON AND OFF-CAMPUS HOUSING. | | | | |
| III. 1. | Prepare an annual student housing report for review by the City and University to include: | | | |
| III. 1. A. | Inventory of campus housing | <ul style="list-style-type: none"> • Requires staff time to gather data, draft report, secure adoption by City and University officials. • Requires support of and coordination with University. • Requires continuous record-keeping and data updates. • Represents an opportunity for University and City to work together and to demonstrate a joint commitment to addressing student housing needs. | Short: Substantial operating budget impact for staff to do the first year report; could be offset with University commitment of staff and funds. Long: Continuing operating budget impact for staff to update the report each year. | City Pub Serv City Planning UMCP |
| III. 1. B. | Inventory of off-campus rental housing | | | |
| III. 1. C. | Vacancy rates on- and off-campus | | | |
| III. 1. D. | Student enrollment figures | | | |
| III. 1. E. | Goals for the number and location of student housing | | | |
| III. 1. F. | Strategies for meeting housing goals | | | |
| III. 1. G. | Status of rehab and/or conversion of residence halls | | | |
| III. 2. | Enact a zoning overlay district to address housing-related issues such as occupancy limits and number of parking spaces required. | <ul style="list-style-type: none"> • Requires text amendment by Prince George's County District Council. • Also recommended by Neighborhoods Work Group, Strategy NGH-I.8. • Similar to Route 1 Corridor Work Group's recommendation for a Route 1 Overlay Zone in Strategy RT1-IV.2. | Short: Operating budget impact for staff time to prepare and lobby for text amendment. Long: No impact. | City Planning M-NCPPC |
| III. 3. | Create a Local Development Corporation to acquire, rehabilitate and sell property in the vicinity of the University. | <ul style="list-style-type: none"> • Also recommended by Economic Development Work Group. | See Strategy ED-I.4. | |
| III. 4. | Improve the information and referral aspect of the Off-Campus Housing Service. | <ul style="list-style-type: none"> • Requires staff time to work with University. • Ties in with recommendation for preparation of an annual housing report, Strategy CU-III.1. | Short: Minimal staff time to work with University. Long: No impact | City Pub Serv City Planning UMCP |
| III. 5. | Convert vacant fraternities to graduate student housing. | <ul style="list-style-type: none"> • Issue to be considered by LDC. • Ties in with Strategy ED-I.4. | No impact. | |
| III. 6. | Establish zoning code enforcement by the City to ensure compliance with occupancy restrictions. | <ul style="list-style-type: none"> • Code enforcement from M-NCPPC, which was done in response to complaints, no longer available. • Enabling legislation for City to assume responsibility enacted. • Also recommended by Neighborhoods Work Group. | Continuing operating budget impact. See Strategy NGH-VI.2 for economic impact. | City Pub Serv City Planning |
| III. 7. | Establish guidelines for student behavior in off-campus housing and find a way to extend University disciplinary processes to include these students | <ul style="list-style-type: none"> • Requires Board of Regents to revise student disciplinary policies. University authority explained in Attorney General Opinion 82-002. | No impact. | City Admin UMCP |

CITY/UNIVERSITY RELATIONS

| Strategy/Action | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party |
|---|---|--|------------------------|
| III. 8. Encourage the privatization of University-owned student housing, where appropriate. | <ul style="list-style-type: none"> • Would place tax-exempt publicly-owned property on the tax rolls. • Two graduate apartment complexes recently transferred to private ownership. • City policy to encourage and support additional privatization. | Positive revenue impact; magnitude depends on assessed value and City tax rate. | City Admin UMCP |
| III. 9. Build more on-campus housing and explore alternatives to financing campus housing. | Involves City officials supporting state legislative changes regarding on-campus housing. | No impact. | City Admin UMCP |
| III. 10. Encourage student housing cooperatives as alternatives to group homes. | <ul style="list-style-type: none"> • Issue to be considered by LDC. • Ties in with Economic Development Work Group's recommendation a local development corporation. | See Strategy III.4. | |
| III. 11. Consider opportunities for providing student housing in commercial areas and near the Metro station. | <ul style="list-style-type: none"> • Residential properties usually not as valuable as commercial properties. • Property taxes on residential usually less than on commercial. • Property near Metro usually expensive; might be difficult for developer to provide housing. • Residential generally requires more City services than commercial. | <ul style="list-style-type: none"> • Revenue impact likely to be negative; assessed value of residential likely to be lower than commercial. • Operating budget impact likely to be greater for residential than for commercial. | City Finance |
| III. 12. Provide housing referrals for visiting faculty and scholars. | <ul style="list-style-type: none"> • Issue to be considered by LDC. • Ties in with Economic Development Work Group's recommendation for a local development corporation. | See Strategy III.4. | |
| III. 13. Make on-campus housing more attractive and competitive in the local marketplace. | Installment payment plans, the Point Plan for meals and other changes have been initiated. | No impact. | UM |
| IV. DEVELOP A COORDINATED PROCESS FOR PHYSICAL, ECONOMIC DEVELOPMENT AND TRANSPORTATION PLANNING and FOR SIMILAR ISSUES WHICH IMPACT THE ENTIRE COMMUNITY. | | | |
| IV. 1. Market the College Park community as a good place to live and do business. | <ul style="list-style-type: none"> • Ties in with recommendations about economic development. | See Strategies ED-I, II and III. | |
| IV. 2. Execute a memo of understanding on planning and development issues of mutual concern: | <ul style="list-style-type: none"> • Requires considerable staff time of several City departments: planning, public works, finance. | Short: Operating budget impact for staff work to prepare report. | City Admin and Depts |
| IV. 2. A. Location of major facilities on campus or in community | <ul style="list-style-type: none"> • Likely to be a major work effort. • Memo of understanding already adopted concerning student housing. See ED-I-4. | Long: Continuing operating budget likely; extent depends on follow up to initial report. | UMCP |
| IV. 2. B. Removal of properties from City tax rolls. | | | |
| IV. 2. C. Stormwater management and other environmental issues | | | |
| IV. 2. D. Capital projects | | | |
| IV. 2. E. Traffic, parking and transportation issues | | | |
| IV. 2. F. Annexation | | | |
| IV. 2. G. Establish a City/Campus strategic planning committee for long-range issues. | | | |
| IV. 3. Pursue joint planning and funding for joint projects of mutual benefit. | <ul style="list-style-type: none"> • Impact depends on nature and sizes of projects, e.g. parking garage. | Potential continuing operating and capital budget impacts. | All City Depts UMCP |
| IV. 4. Encourage more citizen/student input into the planning process. | On-going staff activity. | Minimal impact. | City Admin |
| IV. 5. Establish a city-campus strategic planning committee for long range issues. | <ul style="list-style-type: none"> • Relates to IV.2. | Minimal impact. | City Admin UMCP |
| V. ENCOURAGE PHYSICAL AND VISUAL INTEGRATION BETWEEN THE CITY AND CAMPUS. | | | |

CITY/UNIVERSITY RELATIONS

| Strategy/Action | | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party | | |
|-----------------|--|--|---|---|----------------|------|
| V. 1. | Establish a bike trail system on campus and connect to citywide system. | <ul style="list-style-type: none"> Ties in with Circulation Work Group's recommendation CIR-II.2.B. for a City-Campus Trails Master Plan. | - See Strategy CIR-II.2.B. | | | |
| V. 2. | Develop a coordinated system of signs in the University and the City. | <ul style="list-style-type: none"> Similar to Circulation Work Group's recommendations for directional signage. | Capital budget impact for the purchase and installation of signs for which the City would be responsible; University responsible for on-campus signs and other University-related signs. See Strategies CIR-I-5 and CIR-IV.1.A, IV-4. | <table border="1"> <tr><td>City Pub Works</td></tr> <tr><td>UMCP</td></tr> </table> | City Pub Works | UMCP |
| City Pub Works | | | | | | |
| UMCP | | | | | | |
| V. 3. | Encourage architectural compatibility with the Campus in new development or revitalization projects. | <ul style="list-style-type: none"> Requires support of M-NCPPC. Also requires staff time to review proposals and to advocate City's position at Planning Board Meetings. | Continuing operating budget impact for staff time. | City Planning | | |
| V. 4. | Establish a visitor center downtown with both City and Campus information. | <ul style="list-style-type: none"> University visitor center located at the Dairy. Need for City to continue working with University to place more information about the City at the University's existing site. | Minimal impact. | <table border="1"> <tr><td>City Admin</td></tr> <tr><td>UMCP</td></tr> </table> | City Admin | UMCP |
| City Admin | | | | | | |
| UMCP | | | | | | |
| V. 5. | Construct "gateway" features at major access points to the University where none exist and include campus maps at both Metro stations. | <ul style="list-style-type: none"> Ties in with Circulation Work Group's recommendation for signs, maps and logos at Metro stations and other public places. University responsibility. | See Strategies CIR-I-5 and IV.1.A.,B.,C No impact. | UM | | |
| V. 6. | Plan University-City collaborative promotional events in downtown locations. | <ul style="list-style-type: none"> Ties in with earlier work group recommendation for promoting social and cultural events between the City and the University. | See Strategy CU-I.1. | | | |
| V. 7. | Have City maps and information available on campus and at University College year-round. | <ul style="list-style-type: none"> Might involve printing more maps than before and distributing them to more places. | Minimal impact. | City Planning | | |
| V. 8. | Consider impact on the City of location and design decisions for University projects/facilities. | <ul style="list-style-type: none"> Economic development issue Reviewing and monitoring University projects part of Economic Development coordinator's work program. | See Strategy ED-I.1. | <table border="1"> <tr><td>City Planning</td></tr> <tr><td>UMCP</td></tr> </table> | City Planning | UMCP |
| City Planning | | | | | | |
| UMCP | | | | | | |
| VI. | COORDINATE LEADERSHIP AND DECISION-MAKING PROCESSES. | | | | | |
| VI. 1. | Publish a Resource Guide of Leadership Opportunities for students and non-students on campus and in the community. | <ul style="list-style-type: none"> Requires coordination with and support of University. Could be incorporated into existing student handbook. Assume University would contribute its share of staff and funds. | Minimal operating budget for staff time to update handbook. | <table border="1"> <tr><td>City Pub Serv</td></tr> <tr><td>UM</td></tr> </table> | City Pub Serv | UM |
| City Pub Serv | | | | | | |
| UM | | | | | | |
| VI. 2. | Share City/University budget priorities and support each other's lobbying efforts, as appropriate. | <ul style="list-style-type: none"> Requires staff time to meet and discuss priorities. | Minimal impact. | City Admin | | |
| VI. 3. | Formalize the City/Campus Cooperation Committee by establishing by-laws regarding membership, meeting schedule and record-keeping. | <ul style="list-style-type: none"> Committee now meeting informally. Need contractor to record and write minutes of meetings. University should share costs. | Operating budget impact for City's share of costs to record meetings. | <table border="1"> <tr><td>City Admin</td></tr> <tr><td>UM</td></tr> </table> | City Admin | UM |
| City Admin | | | | | | |
| UM | | | | | | |
| VI. 4. | Pool resources and develop joint policy positions, where possible, to influence decisions which affect the City/Campus community. | <ul style="list-style-type: none"> Similar to Strategy VI.1 which recommends City and University support each other's lobbying efforts. Requires coordination with and support of University. | Minimal impact. | <table border="1"> <tr><td>City Admin</td></tr> <tr><td>UM</td></tr> </table> | City Admin | UM |
| City Admin | | | | | | |
| UM | | | | | | |
| VI. 5. | Obtain and review agendas of meetings of the Board of Regents for items of interest to the City. | <ul style="list-style-type: none"> Minimal staff time to review agendas. Additional time to deal with issues affecting City. | Minimal impact. | City Admin | | |

COMMUNITY FACILITIES AND SERVICES

| Strategy | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party | |
|---|---|--|--|--|
| I. ENSURE THAT PUBLIC SERVICES MEET CITIZEN AND BUSINESS NEEDS IN AN EFFECTIVE AND EFFICIENT WAY. | | | | |
| I. 1. | Consolidate recreation-related functions of the City. | <ul style="list-style-type: none"> Requires study to outline currently-offered activities and responsible agencies, alternative ways to deliver these programs, and the costs associated with each alternative. Long-term impact depends on whether City opts to provide any services currently provided by M-NCPPC, the University or other agencies. | Short: Operating budget impact for staff time or consultant to do study. Long: Substantial and continuing operating and capital budget impacts. | City Admin City Pub Serv City Pub Works M-NCPPC UMCP |
| I. 2. | Survey constituents every 2 years to assess service needs and level of satisfaction with existing services and delivery (through <i>Municipal Scene</i> or at polling places). | <ul style="list-style-type: none"> Requires designing questionnaire, tabulating responses, and reporting findings. | Continuing operating budget for staff or consultant to do survey. | City Admin |
| I. 3. | Meet with business leaders annually to discuss issues and concerns and share information. | <ul style="list-style-type: none"> Part of Economic Development Coordinator's work program. | See Strategy ED I. | |
| I. 4. | Identify areas where the University of Maryland and City might share services. | <ul style="list-style-type: none"> Ties in with City/University Relations Work Group's recommended strategies under Goal II for improved communication and resource sharing. Also ties in with City/University Relations Work Group's recommendation for pooling staff resources. Requires University support. Impact depends on type of shared service. | See City University Relations Work Group's Strategies under Goal II. | |
| I. 5. | Coordinate and disseminate information on eldercare and family life education resources. | <ul style="list-style-type: none"> Seniors program already in place at Spellman House and Attick Towers. | Minimal impact. | City Com Res |
| II. ACQUIRE FULL PLANNING AND ZONING AUTHORITY FOR THE CITY WITHIN ITS BOUNDARIES. | | | | |
| II. 1. | Work with other municipalities to draft state legislation to provide for more local control of planning and zoning matters. | <ul style="list-style-type: none"> Staff already working with counterparts in other municipalities. If authority obtained, requires additional staff person assigned primarily to zoning and subdivision administration. Assumes planner, additional secretarial support, office supplies and training, but no additional furniture or computers. | Short: Moderate impact on operating budget for staff time to monitor legislation. Long: Continuing operating budget impact for additional staff person. Estimate: \$40,000 typical year. Based on City Compensation Plan and 1995 IGS Compensation Study of other Maryland jurisdictions. | City Planning |
| II. 2. | Request designation of College Park as a Revitalization Overlay District under CB-116-1993 to allow the exercise of power over variances and departures. | <ul style="list-style-type: none"> Request has been initiated. Once in place, staff time required to review requests for variances and departures. | Short: Minimal operating budget impact. Long: Continuing operating budget impact for staff to process requests. | City Planning |
| II. 3. | Research costs and benefits of GIS mapping for the City. | <ul style="list-style-type: none"> Might represent opportunity for coordination with University and/or M-NCPPC where City could contract for one of these agencies to digitize and organize base maps and layers with City staff maintaining. Likely to need staff person with GIS training as well as micro-station, digitizer, plotter, and software. Also assumes additional secretarial support, office supplies, and training. | Short: Substantial operating budget impact for contract to establish system, and substantial capital budget impact for GIS hardware. Start-up estimate: \$140,000. Long: Continuing operating budget impact for staff to maintain GIS database and for equipment maintenance; continuing capital budget impact for system upgrades. Estimate: \$140,000 start-up; \$45,000-\$50,000 typical year. Based on comparison with other Maryland jurisdiction, City Compensation Plan and 1995 IGS Compensation Study of other Maryland jurisdictions. | City Planning |
| III. ENSURE SAFE AND ADEQUATE FACILITIES FOR THE DELIVERY OF CITY SERVICES, INCLUDING A CITY HALL BUILDING AND GROUNDS THAT IS ARE A CENTER OF COMMUNITY ACTIVITIES. | | | | |
| III. 1. | Designate one department (preferably Public Works) to be responsible for the maintenance, design and construction of City facilities and provide the necessary personnel and resources. | <ul style="list-style-type: none"> Engineering services within the Public Works Department already doing [FY 96 Proposed Budget, p. 134]. | Minimal impact. | City Pub Works City Planning |

COMMUNITY FACILITIES AND SERVICES

| Strategy | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party |
|--|--|---|---|
| III. 2. Develop and implement a regular process for inspection, inventory, maintenance, repair and improvements of City facilities. | <ul style="list-style-type: none"> Programs already in place for systematic inspection and repair of signs (FY 96 Proposed Budget, p.120), streets (p.122), recreation facilities (p.130), parking lots (p. 140). | Minimal impact. | City Pub Works |
| III. 3. Conduct a feasibility study for providing a City hall and town green that meet the existing and future needs of the City. (Consult existing studies.) | <ul style="list-style-type: none"> Municipal Center Annex planned at Calvert Road School and renovations to existing Municipal Building. Halcyon's 1991 downtown study estimated \$2.6 million for new city hall complex; did not include land costs; annual debt service \$230,000. | Substantial capital budget impact estimate of at least \$230,000 in annual debt service for new construction. Reference: Halcyon Ltd. & LDR International, Inc. <i>Opportunities for Downtown Development, College Park, Maryland</i> , January 1991, p. 37. | City Admin City Finance City Planning City Pub Works |
| IV. ENSURE THE APPROPRIATE USE/DEVELOPMENT OF VACANT PUBLIC LAND AND FACILITIES. | | | |
| IV. 1. Maintain an inventory of all vacant public land and buildings. | <ul style="list-style-type: none"> Basis for a policy plan that begins with taking inventory of all public land and facilities. Tax rolls provide most or all of the inventory (sort by parcels with \$0.00 assessed value). Strategies IV.3 and IV.4 could become implementation guidelines for acquisition and disposal of public property. | Short: Operating budget impact for staff time or consultant services to prepare the plan and obtain council concurrence. Long: Depends on whether use or re-use of public land and facilities puts parcels on the tax rolls, results in capital expenditures to develop, etc. | City Admin City Finance City Planning |
| IV. 2. Develop plans for the acquisition, disposition or use of City property. | | | |
| IV. 3. Acquire public land/buildings when it is in the interest of the City. | | | |
| IV. 4. Collaborate with other public entities on sale/development of vacant property. | | | |
| V. ENSURE CITY REVENUES ARE ADEQUATE TO PROVIDE FOR CITY SERVICES. | | | |
| V. 1. Conduct an Impact Study to assess the costs and benefits of hosting the University of Maryland to the City and include recommendations for the payment in lieu of taxes (PILOT) formula. | <ul style="list-style-type: none"> Housing Authority makes a payment in lieu of taxes. Requires a study. | Short: Operating budget impact for staff or consultant to do study. Long: Positive revenue impact since City likely to recoup expenditures resulting from University presence. | City Admin City Finance |
| V. 2. Work with the University of Maryland to expand the opportunities for putting campus-related property on the tax rolls. | <ul style="list-style-type: none"> Two graduate apartment complexes recently transferred to private ownership resulting in the addition of these properties to City's assessable base. City policy to encourage and support additional privatization. Ties in with City/University Relations Work Group's recommendation for encouraging privatization of University-owned student housing. | <ul style="list-style-type: none"> Minimal expenditure impact. Potential positive revenue impact. See also Strategy CU-III.10. | City Admin City Finance |
| V. 3. Prepare a comprehensive study of city services and revenue sources to include: | | | |
| V. 3. A. Existing and desired service levels. | <ul style="list-style-type: none"> Annual budget documents already provide much of this information. Budget information could serve as basis for a report; report could deal more with service levels. | Operating budget impact for staff to prepare report. | City Admin City Finance |
| V. 3. B. Fiscal impact analysis. | | | |
| V. 3. C. Exploration of alternative and innovative revenue sources. | | | |
| V. 3. D. Tax-base structure. | | | |
| V. 3. E. Recommendations for short- and long-term service levels and revenue sources. | | | |
| V. 4. Pursue annexation opportunities. | <ul style="list-style-type: none"> Should first determine annexation intentions with a study of adjacent and nearby land. Need detailed study of each annexation petition when presented. | Short: Operating budget impact for staff time to do study of either annexation intentions; or each annexation petition. Long: No long-term impact for study to declare annexation intentions; each completed annexation will have long-term impacts, but cannot assess until petition filed. | City Admin City Planning City Finance City Pub Works M-NCPPC PG County |
| V. 5. Require a fiscal impact analysis for major program changes. | <ul style="list-style-type: none"> Need to define "major program change." Cost of doing analysis depends on type and extent of program change; may be done by City staff or may require consultant. | Operating budget impact for staff or consultant to do fiscal impact study; magnitude of budget impact depends on proposal. | City Admin City Finance |

COMMUNITY FACILITIES AND SERVICES

| Strategy | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party |
|--|---|--|---|
| V. 6. | Seek legislative changes that benefit the City's revenue stream (e.g. hotel/motel tax) | Continuing operating budget impact for staff work. | City Admin City Finance |
| V. 7. | Consider selling City services to neighboring jurisdictions (e.g., animal control, parking collections) and/or purchasing City services from other jurisdictions. | <ul style="list-style-type: none"> Continuing operating budget impact for City staff person to manage program. Staff expenses offset from savings accruing from economies of scale. | All City Depts |
| VI. ENSURE THAT THE EDUCATION NEEDS OF THE COMMUNITY ARE MET | | | |
| VI. 1. | Establish an annual briefing to Mayor and Council on state of public and private schools in the community. | <ul style="list-style-type: none"> Economic impact depends on frequency of meetings and staff support required. Assume education committee could be included in budget for advisory committees without separate program expenditures. Assume 8 meetings at \$50.00 each plus \$100 additional expenses. | City Com Res City Admin |
| VI. 2. | Utilize the City's Youth and Family Services Department as a resource for local schools and life-long learning issues in the community as a whole. | Already part of the Community Resources Department's program. | City Com Res County |
| VI. 3. | Encourage City businesses to support local schools and education issues. | Part of Economic Development Coordinator's work program. | See Strategy ED-I.1. |
| VI. 4. | Assist students in fulfilling their requirements for community service. | No impact. | All City Depts |
| VII. ENCOURAGE THE ACQUISITION AND MAINTENANCE OF A DIVERSE SYSTEM OF PARKS, OPEN SPACES AND WOODLAND AREAS | | | |
| VII. 1. | Support state legislation to allow streetscaping to meet woodland conservation requirements in urban areas. | Staff would monitor. | City Planning |
| VII. 2. | Prepare a campus-wide comprehensive storm water management plan to serve proposed development on the Campus and in the City. | University responsibility. | UMCP |
| VII. 3. | Maintain an accurate inventory of local natural features. | <ul style="list-style-type: none"> Basic data by M-NCPPC to comply with Planning Act of 1992. City staff would supplement; serve as basis of sensitive areas component of comprehensive plan. | City Planning |
| VII. 4. | Acquire properties in environmentally-sensitive areas (wetlands, woodlands) for preservation. | <ul style="list-style-type: none"> Environmentally-sensitive properties protected by zoning and subdivision. Property acquisition almost always expensive. Also keeps property off tax rolls, a continuing financial liability | Short: Capital budget impact for the purchase price; operating budget impact for staff and attorney time. Long: Continuing negative revenue impact for lost property taxes; also continuing operating budget impact for maintenance. |
| VII. 5. | Develop a plan for the utilization of State Program Open Space (POS) funds. | <ul style="list-style-type: none"> City receives about \$80,000 under Program Open Space. Need to develop priority list for annual expenditures. | City Planning |
| VII. 6. | Encourage the community to monitor the activities and maintenance at Lake Artemisia and other City recreation areas. | Staff would work with volunteers upon request. | City Pub Works |
| VIII. PREVENT CRIME AND ENSURE PUBLIC SAFETY | | | |
| VIII. 1. | Encourage formation of neighborhood and business watch groups. | <ul style="list-style-type: none"> Also recommended by Neighborhoods Work Group. Staff would respond to requests. | City Admin |

COMMUNITY FACILITIES AND SERVICES

| Strategy | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party |
|---|---|---|---|
| VIII. 2. | Implement best method of providing police services in the City (increase contract police, establish City police force, expand Campus police role, or some combination). | <ul style="list-style-type: none"> Committee studies six service delivery alternatives; report released 02/95. Recommended further consideration of increasing number of contract officers and hiring a public safety director. Cost Estimates: \$110,000-\$680,000 to hire additional police officers. \$100,000 for public safety director, assistant, operating expenses. | Continuing operating budget impact; expenditures will increase annually due to salary increases, etc. Reference: <i>Final Report of the Police Services Review Committee</i> , February 8, 1995, pp. 30-41. |
| VIII. 3. | Design all new facilities with safety and security in mind. | Staff already doing. | Minimal impact. City Admin City Pub Works |
| VIII. 4. | Implement a "night walk" program similar to the University's to ensure public safety. | UMCP president walks campus at night checking for dark areas that are potentially dangerous. | Minimal impact. City Admin |
| VIII. 5. | Increase the visibility of the police in the City and provide more community outreach and education programs on public safety. | Mechanism in place to shift police priorities. | Minimal impact. City Admin |
| VIII. 6. | Expand community policing activities in the neighborhoods. | Mechanism in place to shift police priorities. | Minimal impact. City Admin |
| VIII. 7. | Maintain an aggressive code enforcement program. | Also recommended by City/University Relations, Neighborhoods, and Route 1 Work Groups. | See Strategy VI.2. which provides information on hiring a ½-time code enforcement officer. |
| VIII. 8. | Conduct annual briefing on status of crime and police services in the City. | <ul style="list-style-type: none"> Cost Estimate: \$100,000 for public safety director, assistant, operating expenses. | Minimal impact. |
| IX. PROMOTE LANDSCAPING EFFORTS IN COMMERCIAL, RESIDENTIAL AND PUBLIC AREAS. | | | |
| IX. 1. | Implement a comprehensive landscape planting and maintenance program in public areas to include a tree and plant inventory, regular pruning and servicing, and pest management. | Public Works already doing this through its tree maintenance program (FY 96 Proposed Budget, p. 132). | No additional impact City Pub Works |
| IX. 2. | Involve citizens by encouraging them to "adopt a planting strip" and take responsibility for maintaining it. | Staff would respond to community requests. | Minimal impact. City Pub Works |
| IX. 3. | Identify unused or underutilized paved areas that can be eliminated (parking spaces, roads and alleys). | Included in annual inspection under the Pavement Management Plan. | Minimal impact City Pub Works |
| IX. 4. | Prepare a City-wide "Greenways" plan to promote continuous open space and landscaped areas. | Prepare in conjunction with Committee for a Better Environment. | No additional impact. City Planning City Pub Works |
| IX. 5. | Establish a "Tree Grant" program for businesses and residents as an incentive for the planting of trees. | <ul style="list-style-type: none"> Typical program assumes City giving trees or selling them at discounts. Trees planted on private property. | Short: Operating budget for staff time to develop program. Long: Some operating budget for staff; capital outlay to purchase trees; potential to recoup City expenditures through grants or receipts from discount sales; no City maintenance. |
| X. PROMOTE AND APPLY CONSERVATION EFFORTS; REDUCE POLLUTION AND LITTER. | | | |
| X. 1. | Support conservation education programs such as storm drain stenciling, Stream Teams, and the marking of streams and historical sites. | City staff to respond to requests from citizens or organized groups. Committee for a Better Environment is involved in these activities. | Minimal impact. City Planning |
| X. 2. | Expand recycling efforts. | <ul style="list-style-type: none"> City has opted out of County's program. Service expended, more products recycled, residents avoid \$55.00 increase in annual user fees for FY 1996. | No impact. Continuing operating budget impact for recycling contractor; offset by contractor rebate on recycled paper goods allowing City to break even. City Pub Works |
| X. 3. | Encourage major traffic generators to create incentives for car pooling and mass transit. | <ul style="list-style-type: none"> Staff already doing on case-by-case basis. Also recommended by Circulation Work Group. | See Strategy CIR-1-2. City Planning |

COMMUNITY FACILITIES AND SERVICES

| Strategy | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party | |
|--|--|--|--|----------------------------|
| X. 4. | Recognize and promote environmentally safe actions by residents (e.g. prudent use of pesticides and fertilizers, proper disposition of oil). | Recognize nominations from Committee for a Better Environment. | No impact. | City Pub Works |
| XI. ENSURE THAT CITIZENS ARE WELL INFORMED ON CITY ISSUES AND ENCOURAGE ACTIVE INVOLVEMENT IN CIVIC LIFE. | | | | |
| XI. 1. | Form community coalitions around major issues of concern. | Staff would respond to issues. | Minimal impact. | All City Depts |
| XI. 2. | Make government accessible to the public by establishing community bulletin boards or kiosks, hold Annual Town Meetings, and streamline City Council meetings. | <ul style="list-style-type: none"> • Kiosks also recommended by City/University Relations Work Group. | <ul style="list-style-type: none"> • See CU-V.9 regarding kiosks. • Minimal operating budget impact to prepare for a town meeting. | City Admin |
| XI. 3. | Increase the use of all media to better inform citizens. | Similar to City/University Work Group's recommendation for improving information exchange. | See Strategy CU-II.1. | |
| XI. 4. | Encourage more informal and personal contacts by elected officials (e.g., "neighborhood walks"). | | No impact. | |
| XI. 5. | Establish regular City-sponsored community events and celebrations that could become City traditions. | <ul style="list-style-type: none"> • Costs for special events range from \$200 for seasonal decorations to \$15,000 for 4th of July fireworks [Supplemental Information FY 06 Proposed Budget, p. S.104]. • Assume 3 additional events \$1,000 each (cost of park concert and Santa & Easter Bunny lunches) \$3,000. | Operating budget impact \$3,000 for 3 additional events. | City Pub Serv |
| XI. 6. | Consider electing some or all council members "at large" to promote "city-wide" issues. | <ul style="list-style-type: none"> • Legislative decision of Mayor & Council and voters. • Impact depends on whether number of council members changes. | <ul style="list-style-type: none"> • No impact if number of council members remains unchanged. • Continuing operating budget impact if number of members increases. | Mayor&Council Voters |
| XI. 7. | Publish a detailed directory of City services, functions, contact persons and phone numbers. | <ul style="list-style-type: none"> • Assume brochure or mailer placed in tax bills and copies at City Hall. • Staff time to develop brochure. • May add postage to tax bills. | Short: Operating budget impact for staff time to develop mailer; copying costs; maybe additional postage. Long: Continuing operating cost to update and print. | City Admin |
| XI. 8. | Produce an annual report on City government. | <ul style="list-style-type: none"> • Budget document and Comprehensive Annual Financial Report already does this to a large degree and could serve as basis for a report. • Staff time needed to develop report. | Short: Operating budget impact for staff to prepare report; also printing costs. Long: Continuing operating budget impact to update and to print. | City Admin |
| XI. 9. | Improve the format and appearance of <i>Municipal Scene</i> to be more interesting and eye-catching. | <ul style="list-style-type: none"> • Survey requesting ideas for improvement completed. • Assume contracting out for a newsletter editor who would receive articles, edit them, and produce a professionally-formatted newsletter. Estimate: 20 hours per month at \$20.00 per hour; 10 newsletters per year. • Reproduction costs depend on format and paper-size of newsletter. | Continuing operating budget impact estimated at \$20,000-\$25,000 per year. | City Admin City Finance |
| XI. 10. | Regularly provide information on City boards, committees and commissions, their charges, and how to become a member. | <ul style="list-style-type: none"> • Similar to recommendation by City/ University Work Group's recommendation for improving information exchange. • Could develop directory of City Boards & Commissions like Montgomery County. See also Strategy CU-II.1. | Short: Operating budget impact for staff to develop the first directory and for printing costs. Long: Ongoing, but minimal operating budget impact for staff to maintain & print the directory. | City Admin |
| XI. 11. | Work with civic and community organizations to increase their participation in government affairs and community problem solving. | <ul style="list-style-type: none"> • On-going activity of staff and elected officials. • City has 16 boards and commissions who advise the mayor and council on policies and programs for City. | Minimal impact. | All City Depts |
| XI. 12. | Support the establishment of an independent community newspaper. | <ul style="list-style-type: none"> • Responsibility of non-governmental agencies or groups. | No impact. | Community-Based Group |

ECONOMIC DEVELOPMENT

| Strategy/Action | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party |
|--|--|--|---|
| I. IMPROVE THE MIX OF GOODS AND SERVICES PROVIDED WITHIN THE CITY TO BETTER MEET THE NEEDS OF AREA RESIDENTS, EMPLOYEES AND UNIVERSITY STUDENTS. | | | |
| II. ENCOURAGE DESIRABLE BUSINESSES AND USES TO STAY AND THRIVE IN COLLEGE PARK (EXPANSION/RETENTION) | | | |
| III. AGGRESSIVELY ATTRACT BUSINESSES TO COMPLEMENT THE EXISTING MIX OR TO ACHIEVE THE DESIRED MIX (RECRUITMENT) | | | |
| I. 1. Create an economic development program. | | | |
| I. 1. A. Engage a local economic development coordinator/program manager. | <ul style="list-style-type: none"> • Assumes full-time professional staff person with planning or public administration background, additional secretarial support, training and office supplies; no additional furniture or computer equipment at first. • Also assumes initiating or participating in activities aimed at recruitment, retention and expansion, such as workshops, ground-breakings, advertising, marketing products and promotional events. • Represents an opportunity for the University and the private sector to work with the City to promote College Park. • Strategies that could comprise the coordinator's work program are indicated below and throughout the rest of this chart. | Short: Operating budget impact. Estimate: \$90,000 typical year. Based on City Compensation Plan and 1995 IGS Compensation Study of other Maryland jurisdictions. Long: Continuing operating costs. | City Planning |
| I. 1. B. Create and maintain a central database with current information on retail, office and industrial space, buildings, employers and employees, housing, vacant land, development projects and activities and disseminate this information. | | | |
| I. 1. C. Conduct commercial district inventories and market analyses to identify the existing mix of businesses, assess zoning, land uses, vacancies and prime development sites, to evaluate the real estate market, to identify unique features or opportunities, to evaluate competition and to determine unmet market potential. | | | |
| I. 1. D. Target national, regional and local businesses that are under-represented in the City or commercial district. | | | |
| I. 1. E. Network with the community (e.g., property owners, merchants, lending institutions, UMCP) to locate retail prospects and entrepreneurs. | | | |
| I. 1. F. Establish a "real estate roundtable" linking commercial real estate brokers and economic development organizations (e.g., Management Authority). Work together to attract and retain office and retail tenants. | | | |
| I. 1. G. Offer public relations support to new retail businesses. | | | |
| I. 1. H. Explore the availability of federal, state and local resources to assist business start-ups, retentions and expansions. | | | |
| I. 2. Minimize bureaucratic delay and procedures. | <ul style="list-style-type: none"> • Study of permitting and licensing processes needed. • Requires coordination with and cooperation of City departments and state agencies. • Could be spearheaded by Economic Development Coordinator. | Operating budget impact included with estimated costs for hiring Economic Development Coordinator. Refer to Strategy I-II-III.1.A. | City Planning |
| I. 3. Develop City preferences for local trades and businesses in procurement policies. | <ul style="list-style-type: none"> • Policy directive. | No impact. | All City Depts |
| I. 4. Create a Local Development Corporation (LDC). | <ul style="list-style-type: none"> • Memo of understanding adopted by University and City that authorizes a plan for providing new and renovated student housing; may result in the creation of a local development corporation that would deal with housing and economic development initiatives. • Need legislation to authorize. • Need source of revenue for loans, acquisitions, etc. • Economic Development Coordinator could serve as staff to corporation. | Major operating and capital budget impact unless program is self-sufficient. | City Planning City Finance City Attorney UMCP Business Community |
| IV. MAKE COLLEGE PARK A DESTINATION POINT/ATTRACT NEW CUSTOMERS. | | | |
| IV. 1. Upgrade the commercial areas so that they are attractive and safe and provide a unified, positive image of the community. | | | |

ECONOMIC DEVELOPMENT

| Strategy/Action | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party |
|---|--|---|---------------------------------|
| IV. 1. A. Develop a commercial district clean-up program. | <ul style="list-style-type: none"> • Clean-up program already in place downtown. • Could expand to other commercial areas. • Staff time required to develop expansion of program. • Economic Development Coordinator could work with Public Works Department. | Short: Operating budget impact for staff time. Long: Operating budget for staff to follow-up and monitor. | City Planning City Pub Works |
| IV. 1. B. Underground utilities in all commercial districts. | Also recommended by Route 1 Corridor Work Group and the <i>Baltimore Avenue Improvements Study</i> . | See Strategy RT1-I.2.A. and RT1-IV.6. | City Planning City Pub Works |
| IV. 1. C. Develop a sign plan for guidance signs to direct customers to commercial districts and parking areas. | <ul style="list-style-type: none"> • Also recommended by Circulation and University Relations Work Group. See CIR-I.5, IV.1.A, IV.5, CU-V.2. • Must be coordinated with Strategies for MARC and Metro signs. • Needs SHA support. • Fiscal impact depends on locations of signs, i.e., City, County or State-controlled roads. | • Minimal impact; most signs to be installed on State roads. | City Planning City Pub Works |
| IV. 1. D. Improve appearance with landscaping, lighting, facade improvements and street furniture streetscaping. | <ul style="list-style-type: none"> • Landscaping plan for Route 1 from Melbourne Place to Edgewood Road complete. City to plant shade and ornamental trees on Route 1; abutting property owners to maintain [See FY 96 Proposed Budget, p. 188]. Fiscal impact to City depends on whether benefitting property owners maintain. • Plantings, pavers and lighting already in place on Calvert Road, Route 1 and Knox Road. • Facade improvements require extensive involvement of private sector. • Also recommended by Route 1 Corridor Work Group and the <i>Baltimore Avenue Improvements Study</i>. | Short: Operating budget for staff and legal costs; capital budget impact if City purchases and installs facilities. Long: If City maintains, continuing operating budget impact. Current budget request for maintenance of plantings, pavers and lighting on Calvert Road, Route 1 and Knox Road is \$35,000 [See FY 96 Proposed Budget, p. 136]. See also Strategy RT1-II. | City Planning City Pub Works |
| IV. 2. Promote College Park's commercial districts to area residents, employees and University students as a place to shop and do business. | <ul style="list-style-type: none"> • Part of Economic Development Coordinator's work program. • Also responsibility of existing merchants' associations. | Refer to Strategy I-II-III.1.A. | City Planning |
| IV. 3. Explore alternatives for increasing parking supply in commercial districts, where needed. | <ul style="list-style-type: none"> • Requires review and update of previous parking studies. • Could be done by either staff or transportation consultant. | Short: Operating budget impact for staff time or consultant contract. Long: Could form partnership with private sector to construct additional parking. | City Planning |
| IV. 4. Work with merchants and property owners to improve public safety in their business districts. | • Ties in with Community Facilities and Services Work Group's recommendation on police visibility and outreach. | See CFS-VIII-5. | Business Community |
| IV. 5. Assist merchants and property owners in improving access to their premises. | | | |
| V. PROMOTE BUSINESSES' INTERACTION WITH EACH OTHER, THE CITY AND THE UNIVERSITY. | | | |
| V. 1. Encourage the formation of merchants' associations and management districts. | • Part of Economic Development Coordinator's work program. | Refer to Strategy I-II-III.1.A. | City Planning |
| V. 2. Establish an economic development partnership between the University, the City and each business district to address commercial revitalization needs and accomplish economic development goals. | • Part of Economic Development Coordinator's work program. | Refer to Strategy I-II-III.1.A. | City Planning |
| V. 3. Work with the University's on-campus incubator to encourage its entrepreneurs to stay in College Park. | • Part of Economic Development Coordinator's work program. | Refer to Strategy I-II-III.1.A. | City Planning |
| V. 4. Explore the possibility of starting a retail incubator in one or more of College Park's commercial districts. | • Part of Economic Development Coordinator's work program. | Refer to Strategy I-II-III.1.A. | City Planning |
| V. 5. Develop a City orientation packet for new City, University and private sector employees. | • Part of Economic Development Coordinator's work program. | Refer to Strategy I-II-III.1.A. | City Planning |

ECONOMIC DEVELOPMENT

| Strategy/Action | | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party |
|-----------------|--|---|--|---|
| V. 6. | Coordinate City, University and business efforts to attract special events. | <ul style="list-style-type: none"> Part of Economic Development Coordinator's work program. | Refer to Strategy I-II-III.1.A. | City Planning |
| V. 7. | Post maps and other information about College Park at or near the Metro Station. | <ul style="list-style-type: none"> Ties in with Strategy IV.1.C. which recommends posting transit and bike information at Metro and MARC stations. Part of Economic Development Coordinator's work program. | Refer to Strategies ED-I-II-III.1.A. and CIR-IV.1.C. | City Planning City Pub Works WMATA SHA |
| V. 8. | Encourage businesses to hire City residents. | | | |

NEIGHBORHOODS

| Strategies/Actions | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party |
|--|---|--|---------------------------------|
| I. RETAIN/PRESERVE THE UNIQUE CHARACTER OF EACH NEIGHBORHOOD. | | | |
| I. 1. Seek City/University cooperation to preserve the character of residential communities. | <ul style="list-style-type: none"> Ties in with City/University Work Group's recommendation for a memo of understanding on issues of mutual concern and the Economic Development Work Group's recommendation for a local development corporation. | Refer to Strategy CU-IV.2. and ED-I.4. | |
| I. 2. Obtain zoning and planning authority for the City of College Park. | <ul style="list-style-type: none"> Also recommended by Community Facilities & Services Work Group. | Refer to Strategy CFS-II.1. | |
| I. 3. Consult with each neighborhood adjacent to the Beltway to determine the most effective method of noise control. | <ul style="list-style-type: none"> Staff time to set up and manage. Noise consultant to make recommendation. Requires SHA support. | Short: Operating budget for staff time and consultant services if needed. Long: Probably none. Assume SHA would build noise barriers. | City Planning |
| I. 4. Work with civic associations to improve communication between students and other City residents. | <ul style="list-style-type: none"> Staff would respond to requests for coordination. City might do workshops to provide a forum for networking. | Short: Minimal operating budget impact for staff time to respond to requests. Long: Operating budget impact for staff time and contract for consultant to do workshop. | City Admin |
| I. 5. Ensure that land use within existing commercial areas is compatible with the character of the adjacent residential neighborhoods. | <ul style="list-style-type: none"> Part of on-going comprehensive planning and site plan review. | No impact. | City Planning |
| I. 6. Consider designating eligible areas within neighborhoods as historic districts. | <ul style="list-style-type: none"> Requires M-NCPPC support to obtain historic district designation. Rely on volunteers as well as County and State staff for support. | Short: Operating budget for staff to work with M-NCPPC to develop ordinance. Long: Minimal; staff reviews development proposals now. | City Planning |
| I. 7. Require parking in new, redeveloped or revitalized areas to be sufficient and compatible with the community. | <ul style="list-style-type: none"> Already being done as part of the permit and/or site plan review process. | No impact. | City Planning |
| II. MAKE NEIGHBORHOODS ACCESSIBLE TO EACH OTHER BY AUTOMOBILE, PUBLIC TRANSIT, WALKING PATHS AND BICYCLE PATHS. | | | |
| II. 1. Encourage methods of transportation that limit the negative impact on the environment. | <ul style="list-style-type: none"> On-going activity. | No impact. | City Planning |
| II. 2. Coordinate bus routes with one-way streets and parking restrictions. | <ul style="list-style-type: none"> Bus service by WMATA and University. Staff would bring individual situations to attention of WMATA or University. | No impact. | City Pub Works UM WMATA |
| II. 3. Construct sidewalks and widen existing ones, where appropriate. (Consider developing a "school safety plan" focusing improvements around public school facilities.) | <ul style="list-style-type: none"> Impact depends on location. Factors include need for additional rights-of-way, easements, availability of grants such as CDBG. | Short: Capital budget impact to design, bid, and construct each sidewalk project; grants likely available in connection with other projects. Long: Continuing operating budget to maintain. | City Pub Works City Planning |
| II. 4. Improve/complete hiker-biker trails to link neighborhoods. | <ul style="list-style-type: none"> Part of Trails Master Plan recommended by Circulation Work Group. | See CIR II.2. | |
| II. 5. Establish a system of signs directing bicycle and pedestrian traffic between neighborhoods and coordinate with trails sign effort. | <ul style="list-style-type: none"> Stenciling program between M-NCPPC and College Park Bicycle Coalition in effect. City could form partnership with Coalition to fund similar program for City bike and pedestrian signs. Could be a recommendation in Trails Plan. | Short: Operating budget impact for capital outlay for signs. Long: Operating budget impact to maintain signs located in rights-of-way for which City is responsible. | City Pub Works |

NEIGHBORHOODS

| Strategies/Actions | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party |
|--|---|---|--|
| III. PROVIDE AND MAINTAIN AMENITIES SUCH AS LIGHTING, PARKS, TOT LOTS AND SIDEWALKS TO MEET THE NEEDS OF THE NEIGHBORHOOD. | | | |
| III. 1. Review, and revise if necessary, the City's Pavement Maintenance Management System and include sidewalks. | <ul style="list-style-type: none"> • Sidewalk inventory completed by City Planning Department. • Public Works must assess conditions and develop schedule for repair and replacement for inclusion in the CIP. | Short: Operating budget impact for staff, or consultant, to assess conditions and prioritize repairs. Long: Continual capital budget impact, but expenditures can be spread out evenly over time if a sidewalk replacement program is implemented. | City Pub Works |
| III. 2. Adopt historic light fixtures as appropriate. | <ul style="list-style-type: none"> • Need study to recommend appropriate locations as part of research associated with historic districting. • Rely on volunteers for recommendations. | Minimal impact. | City Planning |
| III. 3. Conduct annual Citywide inspections of all parks and recreation facilities to assure safety and ADA regulations are met. | <ul style="list-style-type: none"> • Public Services inspects tot lots (Proposed Budget, p. 152) • City controls only City-owned recreation facilities; rest under control of M-NCPPC. | No impact. | City Pub Serv |
| IV. PROVIDE HOUSING OPPORTUNITIES FOR A DIVERSE POPULATION. | | | |
| IV. 1. Establish an overlay zone to address housing-related issues. | <ul style="list-style-type: none"> • Similar recommendations by City/University Relations and Neighborhoods Work Groups. See Strategies CU-III.2, CU-III.14, NGH-1.6. • Requires support of and coordination with Planning Board. | Operating budget impact for staff to draft legislation and monitor progress. | City Planning |
| IV. 2. Explore adopting an accessory apartment ordinance. | <ul style="list-style-type: none"> • Requires support of and coordination with Planning Board. • Requires code enforcement to implement. • Also recommended by City/University Relations Work Group. See Strategy CU-III-14. | Short: Operating budget for staff to draft legislation and monitor progress. Long: Could be part of ½-time code enforcement officer's responsibilities. | City Planning |
| IV. 3. Identify gaps in the supply of and demand for housing of all types. | <ul style="list-style-type: none"> • Analysis underway by City staff. | No impact. | City Planning |
| IV. 4. Explore the availability of federal, state and local resources to help preserve, rehabilitate, construct and purchase housing in College Park and to allow aging residents to remain in their homes. | <ul style="list-style-type: none"> • Part of the work of the economic development coordinator. | See Strategy ED-1.4. | |
| IV. 5. Encourage infill development on underused parcels and develop design guidelines for construction. | <ul style="list-style-type: none"> • On-going staff activity. • Design guidelines in zoning ordinance. | Minimal impact. | City Planning |
| V. CONTROL RENTAL SPECULATION IN RESIDENTIAL ZONES. | | | |
| V. 1. Treat rental properties in residential zones as businesses (e.g., impose differential tax rates, charge for City services). | <ul style="list-style-type: none"> • Requires research and report to evaluate the feasibility and legality. • May require legislation. • Many departments involved as well as City attorney. | Short: Operating budget impact for staff involvement in research and report. Long: Depends on report's recommendations and subsequent action by mayor & council. | City Attorney City Admin City Finance City Planning |
| V. 2. Explore advantages and disadvantages of rent control in College Park. | | | |
| V. 3. Hold landlords accountable when their tenants violate local ordinances. <ul style="list-style-type: none"> • leases must stipulate that any renters who are convicted more than once for violations shall have their leases terminated. • landlords who fail to initiate and pursue in good faith summary proceedings for eviction may lose their City rental permit for a period of one year. | | | |

NEIGHBORHOODS

| Strategies/Actions | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party |
|---|--|---|---------------------------------|
| VI. BEAUTIFY PUBLIC AND PRIVATE PROPERTY. | | | |
| VI. 1. Preserve woodlands, wetlands, and other natural environments. | <ul style="list-style-type: none"> Likely goal in the Trails Master Plan. More a policy directive than an action. | No impact. | City Planning |
| VI. 2. Increase resources for more comprehensive code enforcement. | <ul style="list-style-type: none"> Currently three code enforcement officers. Assume additional ½-time code enforcement officer, training, and office supplies, but no additional secretarial support. City/University Relations Work Group also recommended zoning code enforcement. | <ul style="list-style-type: none"> Continuing operating budget impact. Estimate: \$17,00-\$20,000 typical year. Based on City Compensation Plan and 1995 IGS Compensation Study of other Maryland jurisdictions. See Strategy CU-III.8. | City Pub Serv |
| VI. 3. Emphasize and accentuate entryways into College Park and each neighborhood. | <ul style="list-style-type: none"> City would consider individual neighborhoods' requests for entrances. Similar to City/University Relations Work Group's recommendation for gateway features at major access points to University and to Route 1 Corridor Work Group's recommendation for gateways at north and south entrances to City. | <ul style="list-style-type: none"> Capital budget impact for installation of entrance feature. Cost for city gateway entrances included in preliminary cost estimates for Baltimore Avenue improvements. See Strategy RT1-I.2.A. | City Pub Works City Planning |
| VI. 4. Encourage neighborhoods and civic associations to improve and maintain public space. | Public Works staff to identify problem areas and seek out volunteers. | Minimal impact. | City Pub Works |
| VI. 5. Research and publicize the availability of funds for beautification and other environmental enhancements. | On-going staff activity. | No impact. | City Planning |
| VII. IMPROVE NEIGHBORHOOD SAFETY | | | |
| VII. 1. Ensure accessibility for emergency vehicles. | Staff would respond as situations arise. | Impact depends on nature of problem; potential capital budget impact | City Pub Works |
| VII. 2. Promote physical improvements such as lighting, sidewalk repair and hedge trimming. | <ul style="list-style-type: none"> Ongoing staff activity. Ties in with Community Facilities and Services Work Group's recommendations on crime prevention and public safety. | No impact. | City Pub Serv |
| VII. 3. Encourage Neighborhood Watch programs and coordination among them. | Staff would respond to requests. | Minimal impact. | City Admin |
| VII. 4. Increase police presence around Metro stations at late hours. | <ul style="list-style-type: none"> Four contract police officers already supplement County Policy in City limits. Mechanism in place to shift priorities. | No impact. | City Admin |
| VII. 5. Install emergency "blue phones" to police where needed. | <ul style="list-style-type: none"> Need to assess appropriate locations. Average cost = \$6,000 Once installed, need maintenance. Opportunity for cooperation with University where phones to police are already in place. | Short: Operating budget for staff time; capital budget impact to purchase and install @ \$6,000 per phone. Long: Continuing operating budget impact for maintenance. | City Admin |
| VII. 6. Install pedestrian crossing lights at major intersections where needed. | <ul style="list-style-type: none"> Requires a study to select locations. Need support of county and SHA at state and county controlled intersections. Ties in with Route 1 Corridor Work Group's recommendation to lengthen walk times at signalized intersections along Route 1. See Strategy RT1-II.4. | Short: Operating budget impact for staff work; capital budget impact for purchase and installation of signals at City-controlled intersections; County or State would install and maintain others. Long: Operating budget impact to maintain. | City Pub Works |
| VII. 7. Target chronic problem houses for corrective action (code enforcement, police patrols). | Closely related to Strategies NGH-VI.2. and VI.3. | No impact. | City Pub Serv |
| VIII. IMPROVE THE NEIGHBORHOOD ENVIRONMENT FOR YOUTH ACTIVITIES | | | |
| VIII. 1. The University and the City should work together to encourage volunteerism. Explore an "Adopt-a-Project" approach. | Similar to City/University Work Group's recommendation for community service opportunities for students. | See Strategy CU-II.3. | City Com Res |
| VIII. 2. Investigate block parents program to create safe havens for City youth. | Work through existing civic associations. | Minimal impact. | City Com Res |

ROUTE ONE

| Strategy | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party | |
|---|--|---|---|---|
| I. IMPROVE TRAFFIC FLOW AND CONTROL ON U.S. 1. | | | | |
| I. 1. | Reduce UMCP commuter traffic and through traffic on Route 1. | | | |
| I. 1. A. | Direct UMCP commuters to alternate routes (other than Route 1) through use of signage and logos, to be installed on I-495, I-95, etc. | • Ties in with Circulation Work Group's recommendation for directional signs and logos. | See Strategy CIR-I-5. | |
| I. 1. B. | Provide students (particularly freshmen) with material on commuting alternatives to Route 1. | • Also recommended by Circulation Work Group. • University responsibility. | • No impact. • See Strategy CIR-I-6. UM | |
| I. 1. C. | Provide specific incentives/disincentives to encourage students and faculty to use transit options. | • University responsibility. | No impact. UM | |
| I. 1. D. | Examine the feasibility of establishing Park-and-Ride lots inside the Capital Beltway, to be served by people movers to the campus. | • Also recommended by Circulation Work Group. | See Strategy CIR-I-7. | |
| I. 1. E. | Slow traffic through downtown. | • Recommended in the <i>Baltimore Avenue Improvements Study</i> . | See Strategies to implement Goal II. | |
| I. 2. | Vigorous monitor traffic and enforce all traffic related regulations on Route 1. | • Readjustment of staff priorities or hiring of additional staff. | Hiring of additional staff has impact on capital budget. UMCP Police Prince George's County Police Maryland State Police | |
| I. 3. | Implement recommendations of the <i>Baltimore Avenue Improvements Study</i> dated June 1995 for the area from Lakeland Road to the Beltway. | | | |
| I. 3. A. | Construct a new, four lane median divided highway with improved sidewalks and landscaping within a 100 foot right-of-way. | <ul style="list-style-type: none"> • Recommended in the <i>Baltimore Avenue Improvements Study</i>. • Preliminary cost of \$10-12 million includes signalization study, right-of-way determination, undergrounding utilities and construction; does not include cost estimates for easement and land acquisition, project supervision, or legal expenses. • Requires support of and funds from SHA. • SHA responsible for most of project; but City might fund portion. | Short: Operating budget impact for staff to monitor project, signalization study. Long: Substantial impact on capital budget: initially for City share of project; continuing impact to replace capital items (e.g., light fixtures, street furniture); continuing operating budget impact for maintenance of capital items for which City is responsible. | City Admin City Attorney City Planning City Pub Works SHA |
| I. 3. B. | Improve specific accident-prone intersections: | | | |
| I. 3. B. 1. | Eliminate the existing intersection at Edgewood Road and Baltimore Avenue and replace it with a service road. | <ul style="list-style-type: none"> • Recommended in the <i>Baltimore Avenue Improvements Study</i>, p. 12. • Needs to be evaluated in conjunction with recommended signalization study. • Requires coordination with, support of and funding from SHA. • May require land acquisition and easements. | <ul style="list-style-type: none"> • Operating budget impact for signalization study if City shares costs with SHA. • See also Strategy RT1-I.2.A. | City Admin City Attorney City Planning City Pub Works SHA |
| I. 3. B. 2. | Replace the partially-dedicated right turn lane off eastbound I-495 ramp to Baltimore Avenue with a fully-dedicated right turn lane to Cherry Hill Road. | | | |
| I. 3. B. 3. | Create a dedicated right turn lane from Baltimore Avenue to Maryland Route 193 westbound and allow for additional lane on westbound ramp. | | | |

ROUTE ONE

| Strategy | | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party |
|----------------|--|--|---|---------------------------------|
| I. 3. C. | Reposition Route 1 traffic signals. | <ul style="list-style-type: none"> • Recommended in the <i>Baltimore Avenue Improvements Study</i> (pp. 12-14). • Needs detailed signalization study to confirm and refine Study's field observations. • Signalization study estimated cost is \$35,000-\$42,000. • Anticipate SHA would share costs. | Short: See Strategy RT1-I.2.B. Long: See Strategy RT1-I.2.A. | |
| I. 3. C. 1. | Eliminate traffic signals at Baltimore and: | | | |
| I. 3. C. 1. a. | Navahoe Street | | | |
| I. 3. C. 1. b. | Fox Street | | | |
| I. 3. C. 1. c. | Edgewood Street | | | |
| I. 3. C. 2. | Install traffic signals at Baltimore Avenue and: | | | |
| I. 3. C. 2. a. | Berwyn House Road | | | |
| I. 3. C. 2. b. | Cherokee Street | | | |
| I. 3. C. 2. c. | Erie Street | | | |
| I. 3. C. 2. d. | Hollywood Road | | | |
| I. 3. D. | Permit right turns only from the following streets onto Baltimore Avenue: | | | |
| I. 3. D. 1. | Navahoe Street | | | |
| I. 2. D. 2. | Pontiac Street | | | |
| I. 2. D. 3. | Quebec Street | | | |
| I. 2. D. 4. | Tecumseh Street | | | |
| I. 2. D. 5. | Lackawana Street | | | |
| I. 2. D. 6. | Indian Lane | | | |
| I. 2. D. 7. | Fox Street | | | |
| I. 2. D. 8. | Delaware Street | | | |
| I. 3. E. | Consolidate business entrances/exits to reduce the number of traffic conflict points on Baltimore Avenue. | <ul style="list-style-type: none"> • Recommended in the <i>Baltimore Avenue Improvements Study</i> (Fig. 9, p. 15). | See Strategy RT1-I.2.A. | |
| I. 3. F. | Provide access between adjacent parking lots to allow for shared parking and access. | <ul style="list-style-type: none"> • Recommended in the <i>Baltimore Avenue Improvements Study</i> (Fig. 9, p. 15). • May require easements or other informal arrangements between adjoining property owners. • Must make sure that the number of parking spaces for each business complies with zoning ordinance. | Short: Minimal operating budget impact for staff work regarding adequacy of parking spaces. Long: Major capital and operating budget impacts for road and streetscape improvements outlined in Strategy I.2.A. | City Planning City Pub Works |
| II. | MAKE ROUTE 1 PEDESTRIAN-FRIENDLY FROM I-95 TO ALBION ROAD. | | | |
| II. 1. | Widen sidewalks consistent with recommendations in the <i>Baltimore Avenue Improvements Study</i> dated May 1995. | | | |
| II. 1. A. | Design the South Corridor, (Lakeland Road to University Blvd.) as an extension of downtown College Park, with 10 foot wide sidewalks and landscaping adjacent to the curb. | <ul style="list-style-type: none"> • See <i>Baltimore Avenue Improvements Study</i>, p. 24 and Figure 17 on p. 27. | Included in cost for all recommended Baltimore Avenue improvements. See Strategy RT1-I.2. | |
| II. 1. B. | Design the North Corridor, (University Blvd. to the Beltway) with 5 foot sidewalks separated from the curb by a minimum 8 foot landscaped strip. | <ul style="list-style-type: none"> • See <i>Baltimore Avenue Improvements Study</i>, p. 20 and Figure 13 on p. 21. | | |
| II. 2. | Provide distinctive landscaping and street furniture appropriate to each section to include bike racks, kiosks, bus shelters, streetlights, benches and trash receptacles. | <ul style="list-style-type: none"> • See <i>Baltimore Avenue Improvements Study</i>, Figures 13-17. • Typical Costs: \$480 for a 4-foot maintenance-free bench \$710 for an 8-foot maintenance-free bench \$670 for a trash receptacle | | |
| II. 3. | Reduce street clutter by placing newspaper vending machines in central locations. | <ul style="list-style-type: none"> • See <i>Baltimore Avenue Improvements Study</i>, Figure 16 and p. 26. | | |
| II. 4. | Lengthen pedestrian walk time to cross Route 1 at signalized intersections. | <ul style="list-style-type: none"> • See <i>Baltimore Avenue Improvements Study</i>, p. 18 which recommends new signalization pattern. | | |

ROUTE ONE

| Strategy | | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party |
|---|---|--|--|---------------------------------|
| II. 5. | Use colored asphalt with a distinctive pattern to reconstruct pedestrian crosswalks at intersections. | <ul style="list-style-type: none"> See <i>Baltimore Avenue Improvements Study</i>, pp. 20 and 24, also Figure 11 on p. 19. | | |
| II. 6. | Require low berms, wood or masonry walls and landscaping to separate the public sidewalks from adjoining surface parking lots. | <ul style="list-style-type: none"> See <i>Baltimore Avenue Improvements Study</i>, Figure 10 on p. 16 and p. 20. | | |
| II. 7. | Extend sidewalks from Baltimore Avenue along the intersecting streets, where practical. | <ul style="list-style-type: none"> See <i>Baltimore Avenue Improvements Study</i>, p. 18. Also recommended by Neighborhoods Work Group III-1. | | |
| III. DIVERT BICYCLES TO BIKE ROUTE(S) PARALLEL TO U.S. 1 WITH LINKS TO ROUTE 1. | | | | |
| III. 1. | Use signs to direct bicyclists to bicycle paths along Rhode Island Avenue from Route 1. | <ul style="list-style-type: none"> Similar recommendation by Circulation Work Group. Could be incorporated into signage scheme recommended in the <i>Baltimore Avenue Improvements Study</i>. | No impact, included in Strategy RT1-1-2. | |
| III. 2. | Develop and distribute bicycle trail maps to make public aware of alternate routes for bicyclists. | <ul style="list-style-type: none"> Also recommended by Circulation Work Group. | See Strategy CIR-IV.1.C. | |
| IV. PROMOTE THE UPGRADING AND/OR REDEVELOPMENT OF AGING OR OBSOLETE PROPERTY ALONG THE CORRIDOR. | | | | |
| IV. 1. | Improve the image of the City at both north and south ends (gateways) of Baltimore Avenue. | <ul style="list-style-type: none"> Recommended in the <i>Baltimore Avenue Improvements Study</i>, pp. 7, 20, 25. Also recommended by Neighborhoods and City/University Relations Work Groups. | <ul style="list-style-type: none"> Capital budget impact if City acquires and installs. Continuing operating budget to maintain. | City Pub Works City Planning |
| IV. 2. | Establish a Route 1 Overlay Zone to include design and development guidelines and a design review process. | <ul style="list-style-type: none"> Requires text amendment by Prince George's County District Council. | See Strategy CU-III.2. Short: Operating budget impact for staff time to prepare and lobby for text amendment. Long: No impact. | City Planning |
| IV. 3. | Develop and enforce sign regulations and provide incentives (grants, low-interest loans and design services) to facilitate compliance. | <ul style="list-style-type: none"> P.G. Zoning Ordinance regulates size, locations and contents of signs. Many non-conforming signs allowed under "grandfather" provisions, but a sign must be removed when the business it advertises ceases operations. | Operating budget impact for staff to administer program and to research availability of grant funds. | City Planning |
| IV. 4. | Intensify enforcement of the City's existing commercial and industrial building maintenance code and integrate enforcement of activity with other Route 1 efforts. | <ul style="list-style-type: none"> Current code enforcement program includes structure maintenance of commercial buildings (Proposed Budget, p. 84). Could be included in responsibilities for half-time code enforcement officer recommended by Neighborhoods Work Group. | See Strategy NGH-VI.2 which recommends hiring a half-time code enforcement officer. | Pub Services |
| IV. 5. | Establish one or more "priority areas" along Route 1 to concentrate reinvestment so improvements will be more visible. Possible "priority areas" might include the intersection of Greenbelt Road and Route 1; Route 1 between Melbourne Place and Greenbelt Road; and Route 1 from Hollywood to the Beltway. | <ul style="list-style-type: none"> Related to this work group's recommendation for an action committee of Route 1 business and property owners. Could be incorporated into Economic Development Coordinator's work program. | See Strategies ED-I and RT1-VI.6. | |
| IV. 6. | Address overhead utility lines by doing the following: | | | |

ROUTE ONE

| Strategy | | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party |
|-----------|--|--|--|---|
| IV. 6. A. | Bury lines; or | <ul style="list-style-type: none"> Recommended in <i>Baltimore Avenue Improvements Study</i> (p. 28) and by the Economic Development Work Group. Preliminary cost estimate: \$3 million; does not include costs for acquiring either rights-of-way or easements. Requires detailed plan outlining coordination with PEPCO. Anticipate cost sharing among SHA, City, PEPCO, University and businesses. Statewide study by Maryland Downtown Development Association regarding including undergrounding as part of revitalization projects. | <ul style="list-style-type: none"> Capital budget impact for City share. Operating budget impact for City staff to monitor. | City Admin City Finance City Planning City Pub Works |
| IV. 6. B. | Relocate lines to the backs of lots; or | <ul style="list-style-type: none"> Study required to compare the costs of undergrounding, relocation and pole consolidation. | See Strategy RT1-IV.6.A. | |
| IV. 6. C. | Consolidate number of utility poles. | <ul style="list-style-type: none"> Could be considered when detailed plan for undergrounding utilities is developed with PEPCO. | | |
| V. | PROVIDE ADEQUATE OFF-STREET PARKING. | | | |
| V. 1. | Build one or more parking structures in downtown College Park. | <ul style="list-style-type: none"> Should be worked into a citywide plan for improving parking as well as the Baltimore Avenue Improvements. Requires feasibility study. Ties in with Economic Development Work Group's recommendation for creation of an LDC to deal with housing and economic development issues. | See Strategies TCM-III.1 and ED-IV.3. | |
| V. 2. | Encourage adjoining properties to share parking. | <ul style="list-style-type: none"> Need to verify compliance with zoning ordinance required number of spaces or obtain departure. Need written agreements between property owners. Requires monitoring to make sure agreements honored, a code enforcement issue. | Short: Operating budget impact for staff time to draft and lobby for amendment and to secure agreements between adjoining property owners. Long: Continuing operating budget impact to code enforcement staff to monitor. | City Planning Pub Services M-NCPPC |

ROUTE ONE

| Strategy | Discussion, Comments & Assumptions | Economic Impact on City | Responsible Party |
|----------|--|--|--|
| VI. | CREATE ORGANIZATIONAL CAPACITY TO PROMOTE CHANGES ALONG THE CORRIDOR. | | |
| VI. 1. | Have contact persons designated at the City, County, UMCP and SHA to act as liaison for Route 1 issues. | <ul style="list-style-type: none"> • City staff already respond to issues concerning Route 1 as they arise. • Must rely on other levels to government to deal with their own Route 1 issues. | No impact. All Depts SHA UMCP County |
| VI. 2. | Establish a Local Development Corporation to acquire, sell and lease property. | <ul style="list-style-type: none"> • Also recommended by Economic Development, City/University and Community Facilities and Services Work Groups. | See Strategy ED-I.4. |
| VI. 3. | Establish a Visitors' Center/Information Center along the Corridor. (Possibly join forces with the UMCP at their location.) | <ul style="list-style-type: none"> • Also recommended by City/University Relations Work Group. | See Strategy CU-V.4. |
| VI. 4. | Continue College Park's support of Route 1 Partnership's efforts to market the Route 1 corridor, including development of promotional materials, staging of events, business recruitment and support of existing businesses. | <ul style="list-style-type: none"> • Ongoing staff activity. | Minimal impact. City Admin City Planning |
| VI. 5. | Create a full-time economic development position at the City level. | Recommended by Economic Development Work Group as an integral part of the creation of an economic development program for the City. | See Strategy ED-I. |
| VI. 6. | Establish an action committee made up of representatives from Route 1 businesses and property owners to bring about visible changes in the short term. | <ul style="list-style-type: none"> • Could be included in Economic Development Coordinator's work program. • Use existing Route 1 Partnership as an initial network. • Ties in with this work group's recommendation for the establishment of "priority areas" for investment (Strategy RT1-IV.5). | See Strategy ED-I. |
| VI. 7. | Establish a Route 1 Commercial District Management Authority (CDMA). | <ul style="list-style-type: none"> • State law permits creation of authority. • Property taxes levied on business property in certain areas with revenues targeted to maintaining street amenities on private property and promote the business districts; governed by Board of Directors. • Nearby examples include Wheaton, Silver Spring and Bethesda. • Part of Economic Development Coordinator's Work Program. | Short: Operating budget impact for staff to draft legislation. Long: Positive revenue impact. An initial investment of \$50,000-\$75,000 plowed back into Route 1 Corridor or other designated area results in increased assessed value. City Admin City Finance City Planning |

TOWN CENTER/METRO

| | Strategy | Discussion, Comments & Assumptions |
|---------|--|--|
| | College Park Metro Station Area - Transit District Overlay Zone (TDOZ) | |
| I. | CREATE A PEDESTRIAN-ORIENTED ENVIRONMENT. | |
| I. 1. | Integrate and link all uses in the area to the station through a separate, direct and continuous system of attractively landscaped sidewalks and pathways. | <ul style="list-style-type: none"> • Pedestrian access a key component for Metro-related development. • Can attract both workers and residents who do not own cars. • Creates higher level of demand than auto-dependent development. • Higher level of demand means higher sales prices and rents which results in higher assessed property values. |
| I. 2. | Use highly visible and attractive directional and informational signs to identify flow of vehicles and pedestrians. | |
| I. 3. | Provide shelter, seating and lighting along walkways and at bus stops, where appropriate. | |
| I. 4. | Locate a mix of activities within a 5-10 minute walk of the station to reduce average walking distances. | |
| I. 5. | Design and locate parking to emphasize the movement of pedestrians. | |
| II. | ASSURE PUBLIC SAFETY THROUGH APPROPRIATE DESIGN AND LAND USE. | |
| II. 1. | Create activity by zoning for mixed-uses including predominantly owner-occupied, high-quality residential uses that will create a 24-hour presence. | <ul style="list-style-type: none"> • Workers and residents need to feel safe at home and at their places of business. • If sense of safety achieved through design, demand is generated and value is added to each structure. • These factors enhance rents and sales prices thus creating maximum assessed value. |
| II. 2. | Design and maintain parking lots and pedestrian areas that are safe, well lit and easily identifiable. | |
| II. 3. | Provide clear and direct pathways to buildings, residences, commercial and retail uses. | |
| II. 4. | Promote building design that incorporates large windows facing streets, sidewalks and parking. | |
| III. | PROVIDE A DIVERSE MIX OF COMPLEMENTARY LAND USES WITHIN THE TDOZ TO INCLUDE RESIDENTIAL, OFFICE, RETAIL, HOTEL, CULTURAL AND RECREATIONAL USES. | |
| III. 1. | Make the Metro station a functional focal point of the area or an activity center. | <p style="text-align: center;"><i>Discussion</i></p> <ul style="list-style-type: none"> • <i>BBP Market Study</i> recommends mix of uses including townhouses and apartment condos, ancillary retail and build-to-suite offices. • Recommendations anticipate market demand. • Important to anticipate market demand when developing land use plans in order to achieve steady growth in assessable base. • If the area is planned for a mix of uses, the market can respond without waiting for an upswing in demand for a single use. Development of the area can continue with other uses coming on line. It is likely that the presence, or even the planned presence, of other uses would help the use experiencing downturn to "come back" earlier. • Nearby amenities, including recreational and cultural facilities, create demand for housing and employment. • Must balance capital expenditure with expected revenue enhancement from Metro-generated development. <p style="text-align: center;"><i>Economic Impact</i></p> <ul style="list-style-type: none"> • Mix of uses allows the City to take maximum advantage of available revenues. • Office uses bring real and personal property taxes and employees generate sales taxes. • Residential development generates real property taxes, income tax revenue, amusement tax, cable TV revenue, and figures into the calculation of county aid for police. However, the City must provide trash collection and police protection. • In addition to real and personal property taxes, commercial uses, including hotels, yield sales taxes, business and liquor license fees. When market conditions are suitable for a hotel, the City will receive a share of room taxes from the County. |
| III. 2. | Provide a variety of housing opportunities (with an emphasis on owner-occupied) within walking distance of the station. | |
| III. 3. | Provide retail and service uses (including day care) that complement the uses in the Town Center. | |
| III. 4. | Encourage the development of tax-paying office use related to government, University related research, trade associations, high technology and other professional functions. | |
| III. 5. | Create a museum/cultural/ recreational complex centered around the College Park Airport Museum. | |
| | A. Support the relocation of the Trolley Museum to the TDOZ. | |
| | B. Redevelop the existing pool and ice rink area to include an indoor ice rink and pool facility. | |
| III. 6. | Provide public open spaces appropriate to adjacent uses. | |

TOWN CENTER/METRO

| | Strategy | Discussion, Comments & Assumptions |
|----------|---|--|
| IV. | CREATE AN OVERALL DEVELOPMENT PLAN IN THE TDOZ AREA THAT IS MEDIUM-SCALE IN FORM AND DENSITY. | |
| IV. 1. | Concentrate a variety of uses near the station along block fronts. | <ul style="list-style-type: none"> • Single-user developments (i.e., large office building surrounded with surface parking) generally inappropriate for area surrounding mass transit station. • Medium density at 0.68 average FAR recommended in BBP market study. • BBP study also recommends mix of uses including office, ancillary retail and residential to respond to market demand. • Ancillary retail generates sales taxes. • Important to anticipate market demand when developing land use plans in order to achieve steady growth in assessable base. • Growth in assessable base required to provide quality city services to residents and workers in the TDOZ. This will generate more demand and continued growth in assessable base. • Compact development achieves an economy of scale with respect to infrastructure in both the short run and the long term. By keeping development compact, a maximum number of homes and businesses can be served with each lineal foot of streets, water service, sewer service, etc. This arrangement cuts down on, not only the initial construction costs, but also the continual maintenance expenses. |
| IV. 2. | Do not zone large tracts of land for single uses. | |
| IV. 3. | Encourage a mix of uses within buildings (e.g. ground floor retail and upper floor offices and residential). | |
| IV. 4. | Allow for land use intensity that is greatest near the Metro station and along major transit corridors (Paint Branch Parkway and River Road). | |
| IV. 5. | Establish a hierarchy of streets (arterial, collector, local, alley) and design each street to suit its specific function in the area. | |
| IV. 6. | Require development to be primarily mid-rise (4-7 stories). | |
| V. | ACHIEVE A HIGH-QUALITY AESTHETIC CHARACTER. | |
| V. 1. | Establish design standards and regulations for the following: | <ul style="list-style-type: none"> • Strict design standards that create attractive developments, increase value and are effective marketing tools for developers. • When people feel they live and/or work in a definable community, they often conduct personal business in the community. This generates activity and captures retail dollars that would have been spent elsewhere. |
| V. 1. A. | Setback or building front line. | |
| V. 1. B. | Location of parking. | |
| V. 1. C. | Building elements, features and materials. | |
| V. 1. D. | Building configuration and height. | |
| V. 1. E. | Landscaping. | |
| V. 1. F. | Streetscaping. | |
| V. 1. G. | Density. | |
| V. 2. | Provide public spaces (squares, plazas, fountains, vest pocket parks) as focal points. | |
| V. 3. | Promote the installation of art in public places. | |
| V. 4. | Conserve existing natural resources and environmental features as open-space amenities and incorporate into the plan, when feasible. | |

TOWN CENTER/METRO

| | Strategy | Discussion, Comments & Assumptions |
|----------|--|--|
| VI. | CREATE A TRANSPORTATION SYSTEM THAT IS HARMONIOUS WITH THE PEDESTRIAN ENVIRONMENT AND SUPPORTS TRANSIT OPERATIONS. | |
| VI. 1. | Provide shuttle bus service to meet the needs of the community and new development within the TDOZ. | <ul style="list-style-type: none"> • These strategies reiterate and underscore the transportation-related recommendations made by other work groups especially the Circulation Work Group. • Critical to achieving a mass transit-related development. • Proximity and access to Metro are marketing tools that add to value of housing and employment developments |
| VI. 2. | Consolidate parking spaces in parking structures at convenient locations and discourage large surface parking lots. | |
| VI. 3. | Enhance MARC station facilities and physically integrate with the Metro station. | |
| VI. 4. | Locate bus stops within a short walking distance of the front entrance of offices and major destinations and provide pull-out bays where possible. | |
| VI. 5. | Delineate and construct connecting bike lanes and routes between the stations and major transit corridors and destinations. | |
| VI. 6. | Use Transportation Demand Management to reduce the number of automobile trips (carpooling, staggered work hours, transit subsidies). | |
| VI. 7. | Enhance frequency and convenience of bus service between TDOZ and surrounding areas. | |
| VI. 8. | Incorporate buffers (landscaping or cars parked on street) between the roadways and sidewalks. | |
| VI. 9. | Provide waiting areas for transit riders in locations that won't impede pedestrian circulation. | |
| VI. 10. | Design streets and intersections to accommodate transit vehicles. | |
| VI. 11. | Require clustered development of commercial projects to reduce parking requirements and enable centralized transit stops. | |
| VI. 12. | Provide secure bicycle storage facilities. | |
| VI. 13. | Provide crosswalks and phased traffic signals to accommodate pedestrian movements. | |
| VII. | PRESERVE THE LOW DENSITY RESIDENTIAL CHARACTER OF THE NEIGHBORHOODS TO THE WEST OF THE STATION. | |
| VII. 1. | Do not extend the TDOZ boundary to the west side of the station. | Policy directive. |
| VIII. | CONSERVE AND ENHANCE EXISTING NATURAL RESOURCES IN THE TDOZ AREA. | |
| VIII. 1. | Consider incentives for developers to permanently set aside natural areas for preservation or to create environmental trusts. | A natural reserve area in the TDOZ has been proposed by M-NCPPC. |
| VIII. 2. | Preserve existing natural resources and environmental features as open space amenities. | |
| VIII. 3. | Encourage design that allows for nature to be integrated into the plan, not separated or isolated. | |

TOWN CENTER/METRO

| | Strategy | Discussion, Comments & Assumptions |
|---------|---|--|
| | <i>Town Center</i> | |
| I. | CREATE A QUALITY PEDESTRIAN AND URBAN ENVIRONMENT. | |
| I. 1. | Provide kiosk-type business directories/locators and require street numbers on all commercial buildings. | <ul style="list-style-type: none"> • Pedestrian mobility essential to building a town center environment. • Residents, shoppers, employees will patronize more than one business in a single trip if they can walk from store to store conveniently. • Generates more business for local merchants. • Significant capital investment for public improvements; but these may encourage property owners to improve and maintain their properties and may serve as an enticement for new businesses. The result would be greater recouping of public investment in the form of higher assessed property values. |
| I. 2. | Establish a required building setback (build to line) on Baltimore Avenue. | |
| I. 3. | Use focal points, where possible, to reinforce views and terminate vistas. | |
| I. 4. | Provide landscaping in parking lots and screen parking from the street. | |
| I. 5. | Make the gateways to Downtown more prominent by locating buildings closer to the street. | |
| I. 6. | Make streetscape improvements along the commercial portion of streets that intersect with Route 1. | |
| I. 7. | Encourage a variety of building heights with a minimum of two stories. | |
| I. 8. | Encourage the use of awnings on storefronts along Route 1. | |
| II. | ENCOURAGE THE DEVELOPMENT OF CENTERS TO MEET THE CIVIC, COMMUNITY, CONVENIENCE and STUDENT NEEDS OF COLLEGE PARK WITHIN THE DOWNTOWN AREA. | |
| II. 1. | Provide a Municipal Building (City Hall) which has a symbolic presence and a suitably sized public meeting space. | <ul style="list-style-type: none"> • Municipal center with plaza and/or green space generates demand for ancillary services. • \$2.6 million to develop 23,400 square foot municipal building on .28-acre parcel at southwest corner of Knox and Yale. • Municipal center proposal represents opportunity for a public-private partnership. A developer could acquire the existing commercially zoned city hall site and build a 24,000 square foot building with either all office or a combination of office, retail and parking. The City Hall would be relocated to the metered parking lot across the street as one option. • Redevelopment of one parcel often stimulates development or redevelopment of other nearby parcels. Thus, City may have opportunity to stimulate development and add to its assessable base, by building new municipal building. |
| II. 2. | Attract uses and activities such as art or craft galleries, cinemas, farmers markets, cafes, restaurants and boutiques. | |
| II. 3. | Provide a town green, plaza or square as a reference point and focus of civic life. | |
| II. 4. | Cluster student-related activities on the west side of Route 1 and civic and community uses on the east side. | |
| II. 5. | Encourage adaptive reuse of the former fire station on Route 1 to make it part of the fabric of Downtown. | |
| III. | ENCOURAGE INNOVATIVE, USER-FRIENDLY and EFFICIENT PARKING MANAGEMENT AND SUPPLY STRATEGIES. | |
| III. 1. | Provide attractive structured parking in appropriate locations. | <ul style="list-style-type: none"> • Halcyon/LDR Study recommended structured parking near northwest corner of Yale and College Avenues. Cost: \$12,000 per space. • Likely to require public subsidy. • If part of redevelopment program, could create incentives for business owners to improve their properties creating additional assessable base. |
| III. 2. | Review and make adjustments to meter fees and fines, as appropriate. | |
| III. 3. | Develop a comprehensive employee permit parking program. | |
| III. 4. | Establish a business parking validation or token program. | |
| IV. | IMPROVE ACCESS (PEDESTRIAN, BICYCLE AND VEHICULAR) AND CIRCULATION IN AND AROUND THE TOWN CENTER. | |
| IV. 1. | Make crossing Route 1 safer for pedestrians by increasing the "walk" time and widening the crosswalks. | <ul style="list-style-type: none"> • These strategies also recommended by other work groups. |
| IV. 2. | Create north/south circulation paths that provide an alternative to Route 1. | |
| IV. 3. | Provide more bicycle racks. | |
| IV. 4. | Signalize the intersection of Route 1 and Hartwick Road. | |

TOWN CENTER/METRO

| Strategy | Discussion, Comments & Assumptions |
|--|---|
| V. PROMOTE MIXED-USE DEVELOPMENT AND A VARIETY OF HOUSING OPPORTUNITIES THAT MEET THE NEEDS OF A DIVERSE COLLEGE PARK POPULATION AND COMPLEMENT THE TDOZ USES. | |
| V. 1. Request the Mixed-Use-Town-Center (M-U-TC) zone for Downtown College Park and prepare required Town Center development plan. | <ul style="list-style-type: none"> • Halcyon/LDR study identifies five sites that may provide opportunities for public-private partnerships. • Public-private partnerships provide mutual benefits. The public sector is able to provide an additional service or facility. The private sector develops or redevelops property and adds to the assessable base. • Residential above retail is an alternative to office development in slow market. |
| V. 2. Pursue public/private partnerships for identified development projects. | |
| V. 3. Promote residential use above ground floor retail. | |
| VI. PROMOTE PUBLIC SAFETY THROUGH APPROPRIATE ENVIRONMENTAL DESIGN. | |
| VI. 1. Remove graffiti promptly. | <ul style="list-style-type: none"> • Workers and residents need to feel safe at home and at their places of business. • If sense of safety achieved through design, demand is generated and value is added to each structure. • These factors enhance rents and sales prices thus creating maximum assessed value. |
| VI. 2. Improve the pedestrian lighting on U.S. 1, side streets and parking lots. | |
| VI. 3. Locate storefronts along the along the street. | |
| VI. 4. Encourage sidewalk cafes. | |
| VII. PROMOTE AN IDENTITY CONSISTENT WITH A "MAIN STREET" IMAGE. | |
| VII. 1. Create Design Guidelines for rehabilitation and new construction and a design review process to address building placement, architectural design, materials and signage. | <ul style="list-style-type: none"> • Ties in with recommendation for a Commercial District Management Authority (CDMA) recommended by Route 1 Corridor Work Group. • Also recommended Community Facilities & Services Work Group. • Streetscape amenities recommended by many work groups. |
| VII. 2. Program more special events and activities. | |
| VII. 3. Convert empty storefronts to display space. | |
| VII. 4. Locate parking behind or to the side of buildings, not in front. | |
| VII. 5. Provide coordinated streetscape amenities (benches, trash receptacles, bus shelters, lighting, bike racks) of similar design. | |
| VIII. PROVIDE TRANSITIONAL AREAS BETWEEN COMMERCIAL AND SINGLE-FAMILY RESIDENTIAL USES. | |
| VIII. 1. Use dense landscape buffers. | <ul style="list-style-type: none"> • Would encourage developers to provide amenities. • Amenities are marketing tools as well as features that increase the value of a development project. |
| VIII. 2. Build townhouses between commercial and single-family residential (i.e., Ballston). | |
| VIII. 3. Place small office buildings in this area. | |

First Year Work Plan

| Recommended Actions | Responsible Parties | Time Frame | Funding Sources |
|--|---|------------|----------------------------------|
| 1. Contract with UMCP to provide City residents and visitors access to all Shuttle UM routes. <i>Recommended by: CIRC</i> | City Public Works City Finance UMCP | 1 Year | Residents to purchase bus passes |
| 2. Undertake a feasibility study for establishing a transportation facility from the Beltway to UMCP campus. <i>Recommended by: CIRC, RT-1</i> | UMCP SHA Prince George's County City Planning | 1-2 years | To be determined |
| 3. Develop a plan to direct motorist to major City destinations through the use of signs and logos. <i>Recommended by: CIRC, RT-1</i> | UMCP SHA City Planning City Public Works | 1 year | To be determined |
| 4. Update the zoning ordinance to reinforce "transit friendly" planning including: a. Mixed-use zoning in commercial areas and multi-use activity centers. b. Incentives for increased density along transit corridors and at Metro stations. c. Development of strategically located Park-and-Ride facilities for use by major employers. <i>Recommended by: CIRC, TC/M</i> | M-NCPPC City Planning | 2-3 years | To be determined |
| 5. a. Install directional signs for MARC and Metro along Route 1 and Calvert Road. b. Post all transit schedules in College Park MARC and Metro Stations and other appropriate public spaces. c. Post, in appropriate public places, readable, comprehensive maps that show MARC, Metrorail, Metrobus and Shuttle UM routes, with hiker/biker trail connections, and keep updated with route changes. <i>Recommended by: CIRC</i> | WMATA UMCP State Railroad Administration Prince George's County City Administration | 2 years | To be determined |

continued...

| Recommended Actions | Responsible Parties | Time Frame | Funding Sources |
|---|---|-------------------|---|
| 6. Develop City-Campus Trails Master Plan. <i>Recommended by:</i> CIRC | City Planning UMCP | 1 year | City UMCP |
| 7. Prepare annual report on status of on- and off-campus housing. <i>Recommended by:</i> C-U | City Planning City Public Services UMCP | Ongoing | City UMCP |
| 8. Draft a plan and legislation for a University Impact Overlay Zone. <i>Recommended by:</i> C-U, NB | City Planning City Public Services UMCP | 2 years | City M-NCPPC's Aid to Municipalities Program |
| 9. Get agreement with County for City zoning code enforcement. <i>Recommended by:</i> C-U, NB | City Public Services | 1 year | City |
| 10. Sign Memorandum of Understanding on planning and development issues. <i>Recommended by:</i> C-U | City Administration City Planning UMCP | 1 year | City UMCP |
| 11. Create a local development corporation. <i>Recommended by:</i> C-U, ED, RT-1, TC/M | City UMCP Private Sector | 3 years | City UMCP Private Sector Grant Opportunities |
| 12. Adopt an Urban Design Plan for Downtown College Park with guidelines for site plan and design review. <i>Recommended by:</i> C-U, TC/M | City Planning M-NCPPC | 2 years | City M-NCPPC's Aid to Municipalities Program |
| 13. Establish a city public information and relations function. <i>Recommended by:</i> C-U, CFS | City Administration | Ongoing | City |
| 14. Develop a constituent survey of City services to be used regularly. <i>Recommended by:</i> CFS | All City Departments | 1 year | City |
| 15. Conduct annexation study. <i>Recommended by:</i> CFS | City Planning City Finance City Attorney | 1 year | City |
| 16. Conduct cost/benefit study of hosting UMCP <i>Recommended by:</i> CFS | City Finance City Administration | 2 year | City |
| 17. Implement CB-116-1993 to transfer authority for variances and departures to the City. <i>Recommended by:</i> CFS | City Planning Advisory Planning Commission | 1 year | City |
| 18. Draft legislation to provide for more City control over planning and zoning. <i>Recommended by:</i> CFS, NB | City Administration City Attorney City Planning Other Municipalities | Ongoing | City Other Municipalities |
| 19. Research pros and cons of holding elections at large. <i>Recommended by:</i> CFS | City Appointed Task Force | 1 year | City |

continued...

| Recommended Actions | Responsible Parties | Time Frame | Funding Sources |
|---|---|-------------------|--|
| 20. Implement improved police services. <i>Recommended by:</i> CFS, NB | City Administration City Council | 1–5 years | Depends on course of action. Estimated \$110,000–\$660,000 for additional contract police. \$100,000 for Public Safety Director. |
| 21. Develop a plan for using Program Open Space funds. <i>Recommended by:</i> CFS | City Planning | 1 year | City |
| 22. Develop a schedule and process to inspect, inventory, maintain and improve all City facilities. <i>Recommended by:</i> CFS | City Planning City Administration City Public Works | 1 year | City |
| 23. Engage a local economic development coordinator/program manager. <i>Recommended by:</i> ED, RT-1 | City Council City Planning | 1 year | City—\$50,000 Possibly shared with CDMA |
| 24. Subscribe to publications/lead sheets such as “Retail Hotline” to track business activity in Maryland and surrounding region. <i>Recommended by:</i> ED | City Planning | Ongoing | City |
| 25. Create and maintain a central database with current information on retail, office and industrial space, employers, housing and vacant land. <i>Recommended by:</i> ED | City Planning | Ongoing | City |
| 26. Conduct commercial district inventories and market analyses. <i>Recommended by:</i> ED | City Planning | Ongoing | City |
| 27. Conduct neighborhood safety assessments to determine improvements needed such as sidewalks, lighting, tree-trimming, installation of emergency “blue phones” and pedestrian crossing lights. <i>Recommended by:</i> NB | City Public Works Civic Associations | Ongoing | City |
| 28. Pursue implementation and funding for the reconstruction of Baltimore Avenue per recommendations of The Baltimore Avenue Improvements Study <i>Recommended by:</i> RT-1 | City Planning SHA Prince George’s County UMCP Elected Officials | 1–10 years | To be determined Possible sources: • SHA (Spot Improvement Program) • ISTE Total estimated cost: \$11 million |
| 29. Establish Route 1 Overlay Zone to include design and development guidelines and site plan review process. <i>Recommended by:</i> RT-1 | City Planning M-NCPPC | 2 Years | M-NCPPC’s Aid to Municipalities Program |

continued...

| Recommended Actions | Responsible Parties | Time Frame | Funding Sources |
|---|---|-------------------|--|
| 30. Continue support of Route 1 Partnership effort to market the Corridor. <i>Recommended by:</i> RT-1 | City Administration City Planning | Ongoing | Grant funds as available |
| 31. Establish action committee of Route 1 business and property owners to bring about visible changes. <i>Recommended by:</i> RT-1 | Route 1 Businesses Route 1 Residential Community City Planning | 1 Year | Contributions by participating businesses |
| 32. Re-zone downtown as Mixed-Use-Town-Center (MU-TC) <i>Recommended by:</i> TC/M, CIRC | City Planning M-NCPPC Private Sector | 2 years | City Planning M-NCPPC's Aid to Municipalities Program |
| 33. Establish public/private partnerships for planning, development and financing on key City sites. <i>Recommended by:</i> TC/M | City Council Private Sector | Ongoing | To be determined Possible Federal and State funding |
| 34. Assist M-NCPPC in preparation of a consensus TDOZ plan. <i>Recommended by:</i> TC/M | City Council City Planning M-NCPPC | 2 years | M-NCPPC City |
| 35. Work with private sector and WMATA to get desired development. <i>Recommended by:</i> TC/M | City Council City Planning M-NCPPC | 1-20 years | |

Recommended action key: CIRC–Circulation Work Group; RT-1–Route 1 Work Group; TC/M–Town Center/Metro Work Group; C-U–City-University Relations Work Group; NB–Neighborhoods Work Group; ED–Economic Development Work Group; CFS–Community Facilities and Services Work Group.