

Item Number	Testimony	Speaker/Exhibit	Staff Discussion/Recommendation	Planning Board Recommendation	District Council Decision
Implementation (pp 184-201)					
1.	Topic: Format and Reordering the section	Planning Staff	<p>Discussion: To improve the clarity and readability of this section, staff is proposing to add an “Introduction” section to the chapter and rearrange several of the sections in the following order:</p> <ul style="list-style-type: none"> I. Priority Strategies <ul style="list-style-type: none"> a. Critical Initiatives b. Priority Policies and Strategies c. Countywide Short-Term Implementation Strategies II. Measuring Success <ul style="list-style-type: none"> a. Annual Report (Program Monitoring) b. Five-Year Evaluation (Performance Monitoring) III. Plan Administration IV. Partnerships and Civic Engagement <p>Staff is proposing to rename the Priority Investment Districts to “Downtown Prince Georges.” The areas that are shown as PIDs are intended to be the next generation of downtowns, after National Harbor. The terms PIDs or TIDs continues to be confusing to the public and staff. The term “Downtown Prince Georges” is intended to convey that these are the areas where the County wants to invest in order to create 24/7 environments and to attract employment and residential growth.</p> <p>Staff Recommendation: * Rearrange the sections and include the new introduction. See Attachment H (Revised Implementation Section).</p> <p>*Revise the name of the proposed Targeted Investment District to “<u>Downtown Prince Georges</u>” on page 185 and change all references to the term Target</p>		

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			Investment District throughout the document to “Downtown Prince Georges”.		
Requests to be a Priority Investment District: City of College Park, City of Greenbelt, South County Centers					
2.	<p>Topic: Priority Investment Program: City of Greenbelt</p> <ul style="list-style-type: none"> • Recommends the plan be amended to identify Greenbelt Metro as a Priority Investment District. • Recommends the plan be amended to reclassify Greenbelt Metro from a Regional Employment Center to a Major Regional Center. 	<p>Exhibit 39 Emmett V. Jordan, Mayor, City of Greenbelt</p>	<p>Discussion: Staff recognizes the importance of the Greenbelt Metro Station as an asset to the county with its existing transit access and potential to provide needed employment opportunities. The Assets section of the plan (page 54) states, “...a site adjacent to the Greenbelt Metro Station has submitted a bid to house the new headquarters for the FBI which could bring upward of 11,000 jobs to the county.”</p> <p>The plan designates the Greenbelt Metro station as a Regional Employment Center and one of eight Regional Transit Centers. The vision outlined in the preliminary plan is for Regional Transit Centers to become mixed-use economic generators for the county, with medium- to medium-high density residential and a mix of complementary uses, public spaces, and transportation options.</p> <p>Regional Employment Centers are defined as, “...often anchored by an institutional use. Transit service is important but not the focus of the economic activity...” The recommended jobs-to-household ratio is 6:1 households or greater. The City has touted County and State support for the Greenbelt Metro as a possible new home for the FBI as the reason why it should be classified as a PID.</p> <p>Further, the plan designates the Greenbelt Metro Station within the Primary Employment Area and one of the few sites in the county designated for the</p>		

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			<p>Priority Investment Program. This means the Greenbelt Metro Station has been identified as a priority for where we should invest the majority of county, state, and federal money and resources in the near- to mid-term.</p> <p>Greenbelt Metro Center was selected as a Primary Employment Area because of the emphasis on existing and future employment growth. The recently approved <i>Greenbelt Metro Area and MD 193 Corridor Sector Plan and Sectional Map Amendment</i> calls for the development of a major employment or Government Services Administration (GSA) Campus. Plan Prince George’s 2035 recognizes that additional housing should be introduced, but the Jobs to Household ratio will be heavily weighted toward employment with housing being a secondary component to support an active street life past 5:00 p.m. and support restaurants and other retail amenities.</p> <p>The General Services Administration (GSA) issued a Request for Expression of Interest for a site to be used for the development of a new headquarters for the Federal Bureau of Investigation (FBI). The Request for Expression of Interest sets forth minimum requirements that potential sites for the FBI Headquarters must meet in order to be considered.</p> <ul style="list-style-type: none"> • GSA anticipates that approximately 50 acres would be needed to satisfy this project requirement. • The site must be able to accommodate the requirements of Interagency Security Committee (ISC) Level V Security. This Facility Security Level is highest on a scale from I to V and is the same level of security as Central Intelligence Agency Headquarters (CIA) and the Pentagon. <p>The plan is clear that the county must prioritize future development and investment, and recommends only two or three Priority Investment Districts.</p>		

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			<p>Appendix I (page 204) discusses in detail the process used to identify PIDs (e.g., quantitative analysis tool, public engagement, proposed investments, and development capacity). Prince George’s Plaza Metro, New Carrollton, and Largo were selected as the three PIDs and the centers with the highest potential when compared with all 27 centers from the 2002 <i>Prince George’s County Approved General Plan</i>.</p> <p>In an effort to help market the Primary Employment Area and distinguish it from other employment areas in the region, staff proposes a new, more descriptive name.</p> <p>Staff Recommendation: *Delete all references to Primary Employment Areas and replace with the term <u>Innovation Corridor</u>.</p> <p>*Revise the last sentence under Federal Hubs in the Assets section on page 54 to read: “...a site adjacent to the Greenbelt Metro Station has submitted a bid to house the new headquarters for the FBI which could bring upwards of 11,000 jobs <u>to</u> in the county.”</p>		
3.	<p>Topic: City of College Park-PID</p> <p>Requests the plan designate the College Park Metro Station as a Priority Investment District to recognize the unique potential and partnerships for</p>	<p>Exhibit 30 Andrew M. Fellows, Mayor, City of College Park and Carlo Colella, Vice</p>	<p>Discussion: The exhibit identifies several factors that should be considered and would elevate the College Park Metro to a Priority Investment District. These factors include the five proposed Purple Line stations; the ongoing update to the College Park Transit District Development Plan; a new 270 room hotel, the City of College Park’s vision for a top 20 sustainable college town; the entire municipality and US 1 will create a “Downtown”, a College Park PID would bring synergy of jobs and housing to the area, and the resources and energy of participating with a municipality.</p>		

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	this area.	President for Administration and Finance, University of Maryland	<p>The intent of the Priority Investment Program is to target investment and resources to implement the vision of Plan 2035 and to create Regional Transit Centers that will be economic engines for the county and to create dense urban, walkable, transit oriented development. The goal is to create successful downtowns and then move to the next areas that require investment and resources.</p> <p>The diagnostic tool that was used to analyze the 31 indicators initially ranked the top three centers as Prince George’s Plaza, New Carrollton Metro, and College Park Metro (see Attachment J for the score sheet). The scores for the second and third ranking are almost identical. As discussed with the Planning Board and at the June 2013 Town meeting, staff identified potential game changers—Largo Metro as a potential location for the hospital and Greenbelt Metro as the potential site of the new FBI building. The decision for the third PID comes down to College Park Metro or the Largo Metro (following the announcement that the new hospital will be located at this metro).</p> <p>The selection of the PIDs was initially data driven through the analysis of the 31 indicators. This analysis indicated that there were several areas within close proximity that were ready for targeted investment. The announcements to locate the new hospital complex at Largo Town Center Metro Station is significant and has the potential to be an economic engine because of secondary employment development, such as businesses that will support the medical facility. The development of Prince George’s Plaza will be a positive influence for the surrounding areas and communities that are located nearby. It is hoped that the development of Prince George’s Plaza will create synergy for the College Park area.</p> <p>The plan designates the College Park Metro station as a Regional Employment Center and one of eight Regional Transit Centers. The vision outlined in the</p>		

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			<p>preliminary plan is for Regional Transit Centers to become mixed-use economic generators for the county, with medium- to medium-high density residential and a mix of complementary uses, public spaces, and transportation options.</p> <p>The College Park Metro is also part of the Primary Employment Area because of the emphasis on existing and future employment growth and supporting residential growth and the linkage with the Greenbelt Metro and the US 1 corridor.</p> <p>A College Park-Riverdale Transit District Development Plan (TDDP) is currently being prepared for the College Park/UM Metro station. Currently, there are two scenarios proposed based on market projections for the area. Both approaches are aggressive and will require the cooperation of all parties including the University of Maryland, City of College Park, and City of Riverdale. The draft plan is currently being written.</p> <p>Staff Recommendation: No change to Priority Investment Districts (Downtown Prince Georges).</p>		
4.	<p>Topic: Priority Investment Program: South County Centers</p> <p>Concerned that no Centers in the south county are currently designated as Priority Investment Areas.</p> <p>See the Land Use</p>	<p>Exhibit 19 Norman Rivera, Law Offices of Norman D. Rivera</p> <p>Speaker 16 Leigh Williams</p> <p>Speaker 22 Sandra Shirley</p> <p>Speaker 28</p>	<p>Discussion: The Growth Policy Map (pages 14 and 78) identifies areas where future growth should be directed, primarily the centers and employment areas. There are numerous centers located in south county—National Harbor, Brandywine, Branch Avenue, Southern Avenue, Naylor Road, Oxon Hill, and Westphalia.</p> <p>Regional and Local and Suburban Centers are intended to be walkable areas served by heavy rail, light rail or bus service. There are several policies and strategies in the Land Use Element (LU), Housing and Neighborhoods Element (HN) and the Community Heritage and Urban Design Element (HD) that support the future development of the centers, and include: LU Policy 1; LU Policy 6; LU Policy 10; HN Policy 1, HN Policy 3; and HD</p>		

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	<p>section of the digest that discusses the following exhibits:</p> <p>Speaker 16 Leigh Williams</p> <p>Speaker 22 Sandra Shirley</p> <p>Speaker 28 Nakeesha Shell</p> <p>Exhibit 37 Carolyn Tilch</p>	<p>Nakeesha Shell</p> <p>Exhibit 37 Carolyn Tilch</p> <p>Exhibit 47 William Shipp, Attorney for Westphalia Town Center; Marva Jo Camp, Attorney for SHF Project Owners; Arthur Horne, Attorney for Cabin Branch and Thomas Haller, Attorney for Cambridge Place at Westphalia</p>	<p>Policy 12.</p> <p>The growth of all centers is encouraged and implementation will continue through the approved master and sector plans for those areas. However, the plan recognizes that the county needs to be strategic in its short- and mid-term allocation of limited resources with the goal of expanding the commercial tax base. Increasing the commercial tax base will potentially increase county resources that can be applied to other programs.</p> <p>The Priority Investment Program is intended to identify short and medium term areas that need strategic investment from the operating and capital side. This does not mean that private investment and resources will be halted; investment in all centers is encouraged. It is envisioned that as areas evolve, new strategic investment areas will be identified during the next update of the General Plan. The second guiding principle for this plan on page 13 is “Prioritize and Focus our Resources.”</p> <p>Many jurisdictions around the county and within this region are facing declining assessments and resources that require greater coordination. Many General or Comprehensive Plans are adding key implementation sections to their plans. Additional language in the Implementation chapter and the Vision section (page 8) may help clarify this point.</p> <p>Staff Recommendation:</p>		

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			<p>*Modify the text as follows:</p> <p>*Revise the name of the program to the following: Priority <u>Strategic</u> Investment Program on page 189 and page 17. All subsequent references should be amended with this nomenclature change.</p> <p>*Add a new introduction to the “Implementation” chapter to explain how the different sections in this chapter work together and with various state programs. See Attachment H.</p>		
5.	<p>Topic: Westphalia Suburban Town Center</p> <p>Request the preliminary plan designate Westphalia as a PID</p>	<p>Exhibit 41 Little Washington Civic Association, Alexander D. Williams Jr., Secretary</p> <p>Exhibit 47 William Shipp, Attorney for Westphalia Town Center; Marva Jo Camp, Attorney for SHF Project Owners; Arthur Horne, Attorney for Cabin Branch and Thomas Haller, Attorney for Cambridge Place at Westphalia</p>	<p>Discussion: These exhibits are concerned that Plan 2035 appears to” abandon the planning strategy of the 2002 General Plan upon which many of the master and sectors plan have been approved, notably the Westphalia Sector Plan and Sectional Map Amendment”.</p> <p>Exhibit 47 states that the Priority Investment Program alters the Centers and Corridors approach and is concerned that none of the PIDs are in the southern portion of the county. The exhibit states that Westphalia has satisfied every element of a PID district-“Growth Areas selected for long term, strategic, and coordinated application of public funding, infrastructure and incentives to catalyze business creation, job growth, a variety of housing types, and private investment.” Westphalia should be the PID for central county, just as National Harbor is for the south county and Konterra is for the north county according to Exhibit 41.</p> <p>The exhibits request that Westphalia not be downgraded to a Suburban Town Center. It is recommended to remove the label “suburban” since it implies a negative connotation as suburban sprawl, and designate Westphalia as a PID. The Prince George’s Growth Policy map (page 78, Map 13) proposes a vision for the county that is focused on creating eight Regional Transit Centers. The</p>		

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			<p>discussion in Item #4 above states; “The growth of all centers is encouraged and implementation will continue through the approved master and sector plans for those areas. However, the plan recognizes that the county needs to be strategic in its short- and mid-term allocation of limited resources with the goal of expanding the commercial tax base. Increasing the commercial tax base will potentially increase county resources that can be applied to other programs.”</p> <p>PIDs are also described in the preliminary plan as centers with existing Metro stations. The first paragraph on page 19 states, “With county support, each PID will transform its Metro station into a vibrant, walkable, regional-serving center...” Westphalia will be a large center with a walkable core that is currently not accessed by heavy or light rail. The Priority Investment Program does not discourage capital or private investment in the town center, but the question is whether, in the short term, additional priority should be given to the three transit oriented centers that have an opportunity to generate new jobs and housing at transit accessible areas. This will help to enable the county to compete regionally for new residents and jobs especially for those businesses and residents looking to locate at transit accessible locations.</p> <p>Staff Recommendation: No change to the plan.</p>		

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<p>Request to Expand the Neighborhood Reinvestment Areas: Town of Fairmount Heights, Chapel Oaks, Cedar Heights, Beaver Heights, and North Englewood; All MD State designated Sustainable Communities; all areas inside the MD 495 Beltway</p>					
6.	<p>Topic: Priority Investment Program- Fairmount Heights</p> <p>Requests the plan designate the Town of Fairmount Heights, Chapel Oaks, Cedar Heights, Beaver Heights, and North Englewood as Neighborhood Reinvestment Areas. Noting the towns’ historic significance and potential for economic develop because of their ideal locations.</p>	<p>Speaker 1 and Exhibit 23 Lillie Thompson Martin, Mayor, Town of Fairmount Heights</p> <p>Speaker 18 Daisy Capers, President, Fairmount Heights Civic Association</p>	<p>Discussion: Neighborhood Reinvestment Areas are identified by the Transforming Neighborhoods Initiative (TNI), an existing county program focused on uplifting six neighborhoods in the county that face significant economic, health, public safety, and educational challenges.</p> <p>The methodology used by TNI included several factors; however, the six areas were heavily weighted toward violent crimes and education. These areas were chosen because they substantially affect violent crime rates countywide. Violent crime was chosen as the lead indicator because of its overall impact on investment in the county by businesses, developers, and potential new residents. Education was a close second to violent crime but was not chosen as the initial indicator due to the structural independence of the school system and the ease/frequency of measurement of violent crime.</p> <p>Plan Prince George’s 2035 recognizes that as these areas see success they may no longer need to be included in Neighborhood Reinvestment Areas and new neighborhoods should be added.</p> <p>Strategy NA3.2 on page 192 reads: “Evaluate identified Neighborhood Revitalization Areas to determine if new neighborhoods should be added to qualify for additional county resources and if designated neighborhoods should be removed as they achieve stabilization. Use the county’s Housing Typology Study as a tool to assist this evaluation.”</p>		

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			<p>The Measuring Success section (page 194) includes a proposed Annual Report (Program Monitoring) to monitor the county’s progress in accomplishing the priority strategies identified in the plan.</p> <p>The county is currently undertaking a Residential Market Analysis that will analyze the strengths of existing neighborhoods with the goal of identifying neighborhoods that will benefit from additional assistance verses those that have strong market conditions. Additional communities could be identified as Neighborhood Reinvestment areas following completion of this study. Policy 3, strategy NA3.2 (page 189) (see Attachment H) speaks to periodically evaluating the Neighborhood Reinvestment areas to designate new areas as others achieve stabilization.</p> <p>Staff Recommendation: No change to the plan.</p>		
7.	<p>Topic: Sustainable Communities and Priority Investment Map</p> <p><i>Town of Upper Marlboro:</i> All municipalities should be priority investment areas to coincide with the State of Maryland’s designation.</p> <p><i>Bradley E. Heard:</i> The state Sustainable</p>	<p>Exhibit 21 Stephen Sonnett, President, Board of Town Commissioners, Town of Upper Marlboro</p> <p>Exhibit 56 Bradley E. Heard</p>	<p>Discussion: The Priority Investment Program as described in Item #4 above states that the Priority Investment Program is intended to identify short and medium term areas that need strategic investment from the operating and capital side for Prince George’s County. This does not mean that private investment and resources will be halted, investment in all centers and communities is encouraged. There will continue to be numerous funding programs available that are offered by state, federal and private foundations. Plan Prince George’s 2035 is not intended to halt those activities.</p> <p>There are overlapping state programs that share similar goals as the Plan 2035. The Priority Investment Map identified “Neighborhood Reinvestment Areas” as the existing TNI neighborhoods with the goal of showing areas that may need targeted investment in the short term. There are several state program that offer additional tax credits and access to programs based on state criteria, which</p>		

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	<p>Community, Targeted Area, and Enterprise Zone designations were intended to identify communities and neighborhoods in need of reinvestment. Additional funding from the stat is available in all of these designated areas to assist with reinvestment and revitalization. All of the TNI areas fall within one of more of these state designations. It would make little sense for the General Plan not to include as Neighborhood Reinvestment Areas those locations that have already been designated as Sustainable Communities, Targeted Areas, and Enterprise Zones.</p>		<p>include the Sustainable Communities designations and the PlanMaryland’s designation of “Targeted Communities and Reinvestment Areas.” The preliminary PlanMaryland for Prince George’s County and the proposed Priority Investment Map are not analogous.</p> <p><u>PlanMaryland</u> PlanMaryland encourages jurisdictions to collaborate and prioritize resources which are the goals of the Prince George’s Priority Investment Program.</p> <p><i>Collaborate and coordinate government’s response</i> -Communicate and collaborate with government agencies at all levels to establish common priorities and achieve shared interested. Create partnerships among government agencies, business entities, and residents to create sustainable communities balancing efficient growth and resources use with resources protection and conservation, as well as the joint use of public facilities. Coordinate State and local government plans, programs, and implementation efforts to maximize effectiveness and efficiency to support sustainable communities.</p> <p><i>Focus government efforts</i> -Utilize the geographic place designations of PlanMaryland to organize the efforts of state agencies and local governments and maximize the effectiveness of governmental resources. Aligns state and local capital and non-capital plans, regulations, programs and procedures to achieve a consistent and coordinated strategy that addresses the impacts of growth, the benefits of preservation and the need for a sustained quality of life for all Marylanders.</p> <p><u>Preliminary PlanMaryland Map for Prince George’s County</u> The Draft Preliminary PlanMaryland map in Appendix II is in response to the State of Maryland’s PlanMaryland document and guidelines for preparing</p>		

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			<p>planning areas that was accepted by the Smart Growth Subcabinet on April 18, 2012. The guidelines may be accessed at the link below. Approved Sustainable Communities are shown on the Preliminary Plan Maryland map as Targeted Growth and Revitalization Areas. http://plan.maryland.gov/PDF/implementPlan/PlanningAreaGuidelines_041812.pdf</p> <p><u>State of Maryland Sustainable Communities</u> In 2010, Governor O’Malley signed into law the Smart, Green, & Growing legislation (House Bill 475, 2010 Session, “The Sustainable Communities Act of 2010”) passed by the Maryland General Assembly to enhance the future of growth, development, and sustainability in Maryland. This law established the “Sustainable Communities” designation in order to strengthen reinvestment and revitalization in Maryland’s older communities. The Sustainable Communities law enhanced an existing rehabilitation tax credit, and was renamed the Sustainable Communities Tax Credit Program. It also simplified the framework for designated revitalization target areas in the Community Legacy (CL) and Neighborhood Business Works (NBW) programs, established a new transportation focus on older communities, and enhanced the role of the Smart Growth Subcabinet (SGSC) in the revitalization of communities.</p> <p>There are currently six Sustainable Communities designated by the State of Maryland: the City of Bowie, Central Avenue Blue Line Corridor, City of College Park, City of Hyattsville, City of Laurel, and the City of Mt. Rainier. Applications are accepted quarterly by the state. The geographies of these areas do not always correspond to municipal boundaries.</p> <p>The Town of Upper Marlboro is submitting an application to the State of Maryland to be designated as a Sustainable Community, and states that the preliminary Plan 2035 Plan provides “scant” support for municipalities outside</p>		

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			<p>of the Priority Investment Program. The preliminary plan acknowledges the importance of existing municipalities in several sections of the plan. The Assets and Challenges section (pages 56 and 58), acknowledges our diverse communities and municipalities as our economic engines and intergovernmental coordination (page 199).</p> <p>As in the 2002 General Plan Policy Map, the Plan Prince George’s 2035 Policy Map does not identify all 27 municipalities as centers. Rather, some municipalities are centers and others are designated as Established Communities. The preliminary plan calls for greater and continued coordination with municipalities (policy LU13, page 95) and stabilizing existing communities and encouraging revitalization and rehabilitation (policy HN3, page 142).</p> <p>Policy 3 (page 200) of “Plan Administration” states: “Foster a strong relationship between county agencies and the municipalities, including robust intergovernmental coordination as it relates to zoning and land use.” Two of the three strategies in Plan Administration, 3.2 and 3.3, speak to identifying funding options and partnerships to implement master plans and further coordination.</p> <p>Staff Recommendation: *Modify the text to add the following new strategy to Policy 3 under Plan Administration (page 200): <u>“S3.4 Continue to assist municipalities with grant applications and provide planning assistance through the Planning Department’s Planning Assistance to Municipalities and Communities Program.”</u></p>		

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8.	<p>Topic: Expand Neighborhood Reinvestment Areas</p> <p>The Neighborhood Reinvestment Areas should be expanded to include any area that, as of October 1, 2013, was designated as a Maryland Sustainable Community.</p>	<p>Exhibit 56 Bradley E. Heard</p>	<p>Discussion: The submitted testimony reads “Most of the areas inside the Beltway, including the entirety of the 20743 Zip Code (including the municipalities of Capitol Heights, Fairmount Heights, Seat Pleasant, and the surrounding unincorporated areas) fall within this category and are no less deserving of designation as Neighborhood Reinvestment Areas.”</p> <p>The discussion of Exhibit 21 and Exhibit 56 includes the PlanMaryland designations and relationship to the other state programs for community revitalization. See discussion in Item 7.</p> <p>Staff Recommendation: No change to the plan.</p>		

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Policies and Strategies					
9.	<p>Topic: Role of Municipalities in land use planning</p> <p>Under Implementation, Plan Administration Policy 3 should be revised to include the following specific strategy :“Establish enabling legislation that permits the elected municipal body to function in the role of the Planning Board for master plan preparation and development review within their jurisdiction, similar to the way in which the County Council serves in both legislative and administrative capacities.”</p>	<p>Speaker 17 and Exhibit 24 Joseph M Meinert, AICP, Director of Planning and Economic Development</p> <p>Exhibit 14 G. Frederick Robinson, Mayor, City of Bowie and Bowie City Council</p> <p>Exhibit 39 Emmett V. Jordan, Mayor, City of Greenbelt</p>	<p>Discussion: The City of Bowie and the City of Greenbelt have submitted exhibits and testimony requesting that a new strategy be added to the plan to pursue enabling legislation that would expand the planning and development review functions of municipalities.</p> <p>Staff Recommendation: The Land Use Article establishes the parameters within which the Planning Board and the District Council act in planning and zoning matters.</p>		

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10.	<p>Topic: First Steps: Priority Investment Program: City of Greenbelt</p> <p>Recommends the plan be amended to include Primary Employment Areas under “First Steps” in the Implementation section, in terms of being areas where county resources should be targeted.</p>	<p>Exhibit 39 Emmett V. Jordan, Mayor, City of Greenbelt</p>	<p>Discussion: Staff concurs and proposes the Primary Employment Areas (the <u>Innovation Corridor</u>) be added under First Steps (Critical Initiatives) on page 184.</p> <p>Staff Recommendation: *See page 186 on Attachment H for proposed revisions.</p>		
11.	<p>Topic: Incentives for all centers, including streamlining development</p>	<p>Exhibit 34 Andre J. Gingles, Gingles, LLC, representing Konterra and National Harbor</p>	<p>Discussion: The preliminary plan identifies several strategies that should be undertaken to promote the Priority Investment Districts and Primary Employment Areas. The exhibit notes Economic Prosperity Element, Policy 1, and strategy EP1.4 (page 102) of the preliminary plan which states: “Revise the County Code to create a streamlined development review process and standards for the Priority Investment Districts and Primary Employment Areas to encourage business development at these locations.”</p> <p>The exhibit requests that all centers be given equal treatment and access to streamlined development opportunities to encourage employment growth.</p>		

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			<p>As noted by the exhibit, all of the eight Regional Transit Centers are important since the plan proposes to direct a majority of new residential and employment growth to these areas. The Implementation section identifies the Zoning Ordinance and Subdivision regulations update as one of the county’s top three activities that should take place to encourage development and to streamline development review processes. The PIDS and the Primary Employment Areas were identified in this strategy to encourage development in these areas. Staff acknowledges that streamlining the development review process would benefit all eight centers; however the goal of the PIDs is to encourage the development of the next phase of specific transit centers.</p> <p>The preliminary plan contains several strategies that are afforded to all designated centers in an effort to stimulate and facilitate residential and economic growth. Some of these include recommended tax credits (HN1.1, page 142)) and financial assistance and other tools to promote development of higher-density housing. A variety of tools and financing options are identified in the 2011 Economic Development Toolbox and the TOD Toolbox. Others include capital road improvements, Bicycle-Pedestrian Priority Areas, and the promotion of the expansion of car sharing programs.</p> <p>As county priorities, PIDs should receive benefits and incentives that are not afforded to the other designated centers. Streamlining the development review process illustrates the county’s commitment to putting the development of the PID on the fast-track and making them economic engines to create revenue for the entire county in an expedited manner.</p> <p>Staff Recommendation: No change to the plan.</p>		

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Measuring Success					
12.	<p>Topic: Table 24, Indicators of Success</p> <p>“...the indicators in the section on “Measuring Success” do not reflect all of the major goals, are a mix of implementation indicators (like acres of forest planted or number of green buildings) and outcome indicators (like percent of tax revenue from residential taxes and vehicle miles traveled).”</p>	<p>Exhibit 46 Martha Ainsworth, Chair, Prince George’s Sierra Club</p> <p>Planning Staff</p>	<p>Discussion: The Indicators of Success (Table 24 on page 196) should identify how the county wants to improve on the identified indicators, either to increase or decrease the baseline data. The Metropolitan Washington Regional Council of Governments (MWCOCG) has identified indicators as part of their Region Forward Plan, a “Comprehensive Guide for Regional Planning and Measuring Progress in the 21st Century.” To help measure progress toward its goals for metropolitan Washington, Region Forward includes 28 targets, ranging from greenhouse gas emissions reductions to affordable housing availability to walking, biking, and transit trips. The following link provides access to the report: http://www.regionforward.org/the-vision/targets. These targets are used to evaluate progress at the regional scale rather than jurisdiction by jurisdiction</p> <p>Many of these indicators are applicable to the county and the collection of county data should feed into the data collection on the regional indicators.</p> <p>Staff Recommendation: * Modify the text in Attachment H, Table 24. After further review of the MWCOCG, the following revisions are suggested edits to the indicators. See Attachment K.</p> <p>* Modify the text to add a new strategy and insert as PM1.1 and renumber the remaining strategies in sequential order. The proposed new text is as follows: <u>PM 1.1 Conduct a baseline analysis of Plan 2035 indicators and establish measurable targets.</u></p> <p>*Modify PM1.1 and renumber to <u>PM 1.2</u> to add the following text: “On a yearly basis, prepare a Plan 2035 Annual Report. This report shall</p>		

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			<p>address the requirements of the MDP Annual Report as well as progress on the Plan 2035 indicators. <u>Following adoption of Plan 2035, establish baseline data for the indicators identified in Table 24.</u></p> <p>*Modify Attachment K, Table 24, “Indicators of Success” to add <u>Occupied Housing Units.</u></p>		
13.	<p>Topic: Tools for accomplishing TOD development</p> <p>The Plan needs to reflect practical tools for achieving TOD development.</p>	<p>Exhibit T-1 Henry Wixon</p>	<p>Discussion: During the discussion of the “Prioritization” Policy paper, staff identified a tool box of existing programs and incentives that could be used to facilitate TOD development and assist communities with revitalization efforts. The <i>2011 Economic Development Toolbox Update</i> is a publication that identifies federal, state and local programs, and tax incentives available to businesses and communities.</p> <p>Staff Recommendation: *Modify the text in Attachment H to add a new strategy under Policy 1, Priority Investment Districts to read as follows: <u>“PD1.12 Update and expand the 2011 Economic Development Toolbox Update to identify those programs relevant to transit-oriented development.”</u></p>		
14.	<p>Topic: Plan Administration</p>	<p>Planning Staff</p>	<p>Modify the text on page 194 of Attachment H, Revised Implementation Section, as follows:</p> <p>“Sector, Master, and Functional Plans Approved Prior to Plan 2035</p> <p>Plan 2035 represents a new vision for future growth and development in the county as well as new implementation tools, priorities, and strategies. Plan 2035 recognizes, however, that a number of master and sector plans, along with development and transit district plans associated with overlay zones, are based upon recommendations in the 2002 General Plan. All planning documents</p>		

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			<p>which were duly adopted and approved prior to the date of adoption of Plan 2035 shall remain in full force and effect, <u>except the designation of tiers, corridors and centers</u>, until those plans are revised or superseded by subsequently adopted and approved plans (See Appendix X). Plan 2035 is intended to represent a new vision which will be implemented over many years, through the adoption of small area sector, master and other development plans and studies, as well as through zoning via sectional map amendments. In the interim, and prior to adoption or approval of superseding small area plans, existing plans shall remain in effect, and, as appropriate, <u>Plan 2035 policies where differences between the planning document and Plan 2035 recommendations exist, those differences shall</u> <u>may</u> be noted and discussed for illustrative purposes <u>of</u> within any required master plan conformance analysis.”</p>		