

# LANDOVER GATEWAY SECTOR PLAN AND SECTIONAL MAP AMENDMENT



## SWOT ANALYSIS

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The Maryland-National Capital Park and Planning Commission



## TABLE OF CONTENTS

<b>Strengths</b> .....	<b>1</b>
<b>Weaknesses</b> .....	<b>3</b>
<b>Opportunities</b> .....	<b>6</b>
<b>Threats</b> .....	<b>8</b>

# **LANDOVER GATEWAY SECTOR PLAN AND SMA**

## **SWOT ANALYSIS**

<b>I. STRENGTHS</b>
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### **DEMOGRAPHIC / ECONOMIC**

- ❖ Location, visibility and access
- ❖ Sears
- ❖ Proximity to executive housing (i.e., Mitchellville to Bowie)
- ❖ Name and location recognition among the public
- ❖ Proximity to major new development (i.e., Woodmore Towne Centre)
- ❖ Proximity to FedEx Field

### **COMMUNITY DYNAMICS**

- ❖ "Neighborhood" atmosphere
- ❖ Stable neighborhoods to the north

### **TRANSPORTATION**

- ❖ Excellent regional roadway access via roads
- ❖ Proximity of multiple Metro stations
- ❖ Good bus service
- ❖ Potential for Purple Line transit route

### **LAND USE AND ZONING**

- ❖ Site Characteristics
  - Location of site near regional roadways
  - Size of Landover Mall site
  - Frontage on main roads
  - Potential for land assemblage
  - Availability of infrastructure
- ❖ FedEx Field proximity

## **URBAN DESIGN**

- ❖ Large, contiguous and cleared mall property
- ❖ Area high point with good visibility
- ❖ Open space potential in study area
- ❖ Other large, single-ownership sites in study area

## **OWNERSHIP**

- ❖ Large, single-ownership sites
- ❖ Land owners with longstanding development track records

## **ENVIRONMENTAL**

- ❖ Existing green infrastructure – tree cover in some undeveloped areas
- ❖ Stream valley open space/natural resources

## **PUBLIC FACILITIES**

- ❖ Excellent existing recreation facilities adjacent to study area
- ❖ Adjoining M-NCPPC park (Henry P. Johnson Park)

## **HISTORIC RESOURCES**

- ❖ No site constraints related to historic properties

## II. WEAKNESSES

### COMMUNITY DYNAMICS

- ❖ Lack of resources and activities for youth / teens
- ❖ Lack of access to community health services
- ❖ Limited variety of housing options
  - Quality
  - Rental / ownership balance
  - Troubled multi-family housing on Brightseat Road
  - Lack of maintenance (some rental properties)
- ❖ Reality and perception of crime
- ❖ Stigma associated with area-wide crime and mall failure

### ECONOMIC

- ❖ Relatively low household incomes
- ❖ Lack of amenities
  - High-end retail
  - Restaurant options
- ❖ Sears could constrain site layout / redevelopment options
- ❖ Significant retail competition from Woodmore Towne Centre, Largo Town Center

### TRANSPORTATION

#### *Roads*

- ❖ Traffic congestion, especially on game days
- ❖ Ability to improve roads and pedestrian network is constrained by lack of rights-of-way
- ❖ Increased parking demand on local streets during game days
- ❖ Automobile–pedestrian conflicts on MD 202

#### *Transit*

- ❖ Distance from Metro – bus connections required
- ❖ Difficulty of getting to essential services / government resources without a car
- ❖ For businesses, challenge of getting employees to work (especially at off-peak hours)

### ***Pedestrian, Trail and Bicycle Facilities***

- ❖ Poor pedestrian environment
  - Pedestrian safety
  - Pedestrian connectivity
  - Poor connectivity between mall site and adjacent properties, Woodmore Towne Centre, FedEx Field
- ❖ Lack of formal bicycle routes, on-road and off-road
- ❖ Lack of trail connections to study area from surrounding trail networks

### **LAND USE AND ZONING**

- ❖ Current conditions of adjacent properties (apartments, liquor store, auto repair, vacant properties)
- ❖ Vacant properties / retail space
- ❖ Glenarden and Maple Ridge apartments: condition and crime issues
- ❖ Liquor store on Brightseat Road

### **URBAN DESIGN**

- ❖ Lack of sense of place
- ❖ Beltway as barrier
- ❖ Site topography – steep slopes
- ❖ General appearance of study area
  - Property maintenance
  - Lack of lighting
- ❖ Poor connections to, and use of, open space
- ❖ Thoroughfares: lack of civic, pedestrian quality

### **ENVIRONMENTAL**

- ❖ Site topography – steep slopes
- ❖ Sensitive environmental areas – floodplain
- ❖ Noise from I-95
- ❖ Potential contamination on Landover Mall site
- ❖ Potential issues associated with underground Total Energy Plant

### **PUBLIC FACILITIES**

- ❖ Public safety

- Lack of police coverage / presence
  - Emergency response times
- ❖ Schools
  - Capacity – some schools are overcrowded
  - Capacity imbalance – Developed Tier schools are overcrowded; Developing Tier schools can accommodate additional students
  - Quality of school facilities – some area school facilities are among the worst in the county
- ❖ Parks and recreation: Need for additional open space and recreation facilities in the study area
- ❖ Lack of a library in the study area



### **III. OPPORTUNITIES**

#### **COMMUNITY DYNAMICS**

- ❖ Community identity transformation / uplift /strengthening

#### **ECONOMIC**

- ❖ Community economic development and neighborhood empowerment
- ❖ Regional economic potential based on adjacent development and types of land uses established for the area

#### **TRANSPORTATION**

- ❖ Improved connections to Metro stations
- ❖ Opportunity for synergy with planned improvements in area
  - Arena Drive interchange
  - Intersection of MD 202 and Brightseat Road
  - Everts Street crossing
- ❖ Possibility of Purple Line stop
- ❖ Pedestrian improvements throughout the study area, especially at major intersections.

#### **LAND USE AND ZONING**

- ❖ Redevelopment of existing apartment complexes
- ❖ Redevelopment of Landover Crossing shopping center property
- ❖ Opportunity to create a precedent for a true “urban center” in Prince George’s County
- ❖ Potential example of how to bridge the Developed and Developing Tiers
- ❖ Potential customer base if FedEx Field visitors can be kept in the area for longer periods of time
- ❖ Possible government center complex
- ❖ Development of uses that complement Woodmore Towne Center
- ❖ Potential to remodel or relocate existing Sears store
- ❖ Redevelopment of Redskins parcel at southern end of study area

## **URBAN DESIGN**

- ❖ Landover Mall site as a focal point
- ❖ New physical connections:
  - Between Woodmore Towne Centre and Landover Mall site
  - Across MD 202
- ❖ Streetscape improvements
- ❖ Integration of open space into land use and urban design opportunities

## **ENVIRONMENTAL**

- ❖ Potential precedent for “green” design (Green Building Initiative – Livable Communities Initiative)

## **PUBLIC FACILITIES**

- ❖ Renovated school facilities
- ❖ Expanded school capacity created through renovation or new facilities
- ❖ Additional open space and recreation facilities
- ❖ Improved public safety – perception and reality; increased police presence in area

## IV. THREATS

### COMMUNITY DYNAMICS

- ❖ Regional perceptions of area could continue to discourage development
- ❖ Continued crime problems

### ECONOMIC

- ❖ Fewer affordable housing options

### TRANSPORTATION

- ❖ Potential for development-related traffic problems
  - From Woodmore Towne Centre to Brightseat Road
  - Conflicts with FedEx Field traffic: Redskins may oppose any development that would pose conflicts with stadium traffic

### LAND USE AND ZONING

- ❖ Potential community concerns related to high-density development
- ❖ Community goals: are these compatible with market realities?

### OWNERSHIP

- ❖ Lack of county site control due to prevalence of private ownership
- ❖ Lerner's priorities may not be in line with community and county goals
- ❖ General impatience about redevelopment may not yield best development product

### PUBLIC FACILITIES

- ❖ School capacity and facility issues
- ❖ County budget constraints on improvements