CHECKLIST AND TABLE OF CONTENTS

APPLICANT: TOWN OF CHEVERLY

NAME OF SUSTAINABLE COMMUNITY: TOWN OF CHEVERLY

**Please review the checklist of attachments and furnish all of the attachments that are applicable.
Contents of the notebook should be tabbed and organized as follows:**

❑ **Tab #1 Sustainable Community Applicant Information**

❑ **TAB #2 - Sustainable Community General Information:** In addition to the narrative about the baseline information included in the Sustainable Communities application, include a <u>hard copy of the of the proposed Sustainable Communities map</u> in Tab 2.

❑ **TAB #3 – Sustainable Community Action Plan/Matrix**

❑ **TAB #4 – Local Support Resolution: (sample resolution on page 11) In addition to the local support resolution, please include any letters of support that demonstrate partner commitments to the implementation and/or oversight of the Sustainable Community Plan.**

❑ **TAB #5 – Signed Sustainable Community Application Disclosure Authorization and Certification (sample form on page 13)**

❑ **TAB #6 – CD-ROM:** The CD-ROM should include the following contents:

- <u>Map in pdf format of the proposed Sustainable Community</u> area

- **GIS shapefile of the proposed Sustainable Community boundaries and other GIS related data**, e.g., spreadsheet of detailed listing of parcels that form the project boundary. (If you have additional comments or questions about the GIS mapping requirements, please contact Brad Wolters, Senior GIS Specialist, Department of Housing and Community Development, <u>Brad.Wolters@maryland.gov</u>)

- <u>Pictures (jpeg format) of your Sustainable Community</u> as it relates to your application

SUSTAINABLE COMMUNITY APPLICATION

I. SUSTAINABLE COMMUNITYAPPLICANT INFORMATION

Name of Sustainable Community:

Town of Cheverly

Name of Applicant:

Town of Cheverly

Applicant's Federal Identification Number:

Applicant's Street Address: 6401 Forest Rd.

City: Cheverly   **County: Prince George's   State: MD Zip Code: 20785**

Phone Number: 301-773-8360   **Fax Number:**   **Web Address:**

Sustainable Community Application Local Contact:

Name: **Mike Callahan**   **Title: Mayor of Town of Cheverly**

Address: 6401 Forest Rd.   **City: Cheverly   State: MD   Zip Code: 20785**

Phone Number: 301-789-8009   Fax Number: E-mail: mhcallahan@gmail.com

Sustainable Community Contact for Application Status:

Name: Rachael Abramson   **Title: Landover Row, LLC, Manager**

Address: 611 Pennsylvania Ave. SE #119   City: Washington   State: DC   Zip Code: 20003

Phone Number: 202-270-2622 Fax Number: 202-464-5880   E-mail: rabramson@capitol-asset.com

SUSTAINABLE COMMUNITY APPLICATION

II. SUSTAINABLE COMMUNITY – General Information

    A. Proposed Sustainable Community Area(s):

(1) The proposed Sustainable Community Area boundaries include the Town of Cheverly. This target area was chosen because the Town, as an applicant, believes that the entire Town can benefit from a Sustainable Community designation. The boundaries are narrow enough to effectively implement and achieve the goals presented in the Action Plan.

(2) A PDF map of the Town of Cheverly is included here.

(3) Approximate number of acres within the SC Area: <u>864 Acres</u>

(4) Existing federal, state or local designations:

☐Community Legacy Area ☐ Designated Neighborhood ☐Main Street ☐Maple Street

☐National Register Historic District ☐Local Historic District ☐ Arts & Entertainment District

☐State Enterprise Zone Special Taxing District ☐BRAC ☐ State Designated TOD

X Other(s): NONE

(5) Prior Revitalization Investments & Smart Growth:
   a. *List and describe any significant State and local smart growth or revitalization related program investments* (for instance, Community Legacy or SC Rehab Tax Credit) that have been invested in the Area since the launching of Maryland's Smart Growth initiative and programs in 1997 (including Housing investment). What impact have these investments made in the community?

   None

(6) Describe the SC Area's demographic trends (with respect to age, race, household size, household income, educational attainment, or other relevant factors).

Cheverly is a town in Prince George's County, Maryland, just outside Washington, D.C. The town was founded in 1918, and it was incorporated in 1931. Cheverly had 6,173 residents as of the 2010 Census. According to the Census Bureau, the population of Cheverly was 50.06% male, 49.04% female, with 7.8% of residents under the age of 5, 23.6% over age 18, and 8.5% over the age of 65. The racial makeup of Cheverly is 57.1% black, 32.4% white (28.4% white, non-Hispanic), 10.5% Hispanic or latino, and 1.8% comprised of American Indian, Alaska natives, or Asian. In 2010, 3.4% of Cheverly residents counted themselves as multi-ethnic. Of the Town's residents, 91% over age 25 have graduated from high school and 44.2% are recipients of bachelor or graduate degrees. The Town's median household income in 2006-2010 was $78,449. Cheverly is a diverse town with an interesting history, strong schools, active, involved places of worship, and a wide variety of community groups and events to connect its citizens. The Town's acreage is 80% residential, 10%commercial and 10% open space.

SUSTAINABLE COMMUNITY APPLICATION

B. Organizational Structure, Experience and Public Input:

(1) Describe the Applicant's organizational structure. Specifically, which organizations are members in the **Sustainable Communities Workgroup** and who are the respective staff? Who are the leaders, and how will the Workgroup advisor or staff manage implementation of the SC Area Plan?

The Sustainable Communities Workgroup includes the following individuals, representing the entities indicated:

Mike Callahan, Historic Preservation - Workgroup Lead
Steven Paul, Redevelopment Authority
Sam White, MNCPPC
Margaret MacDonnell, Cheverly Planning Board
David Warrington, Town Administrator
David Kneipp, Community Activist
Rachael Abramson, Landover Row, LLC
Kevin Kennedy, Landover-Magruder Associates, LLC
Stephen Neal, K. Neil International Trucks, Inc.

The Workgroup members will meet to discuss and implement SC Area Plan objectives regularly or as needed to fulfill the goals and needs of the Plan.

(2) Describe the Applicant organization's past experience in administering revitalization plans and projects. Describe the roles of the members of the **Sustainable Communities Workgroup**, including their experience in implementing revitalization initiatives. What are the strengths and challenges of the capacity of these groups with respect to implementation of the SC Plan?

This is a first initiative to assemble a revitalization plan by this Workgroup. The Workgroup is composed of members with strengths in their respective fields of expertise. Its challenge will be to guide the Plan's growth targets to produce tangible results with practical, sustainable effects for the community at large.

(3) How did residents and other stakeholders in the community provide input to the Action Plan described below in the next section? On which existing local plans (comprehensive plans, economic development plans, sector plans, etc.) is the Sustainable Communities Action Plan based?

The SC Action Plan is based on the Greater Cheverly Sector Plan currently being development by MNCPPC at the staff level. Residents and other stakeholders provided input into the Action Plan through a series of community meetings over the summer of 2016, organized by the planning coordinators for the Sector Plan

III. SUSTAINABLE COMMUNITY ACTION PLAN

Please see attached Action Plan.

Sustainable Community Action Plan

TOWN OF CHEVERLY

Submitted by Town of Cheverly

10/7/2016

Environment

(Environmental strengths and weaknesses can include but are not limited to quality of land, water, air, watersheds, tree canopy, risk of sea level rise, carbon footprint, energy conservation, access to local foods, green infrastructure, stormwater infrastructure/management, parks, trails and recreation, recycling, water and sewer capacity, etc)

Strengths	Weaknesses
• Extensive network of streams with vegetative buffers removes pollutants and cools water temperature as water flows downstream towards Anacostia River • High tree canopy coverage (of approximately 5000 trees in public rights of way) attracts buyers, increases property values, contributes to good air quality and increases shade • Low-lying wooded area south of the Cheverly Metro Station is within the Countywide Green Infrastructure Network and provides vital stormwater management benefits	• Unshaded impervious surfaces absorb and emit heat, creating air and stormwater temperatures that increase base temperature of receiving streams, impacting their ecology, and do not filter naturally before entering the local water supply • Few stormwater management facilities in area allow untreated stormwater to enter receiving streams • Need to manage stormwater quantity and quality on-site

Desired Outcomes and Progress Measures ➝	Strategies and Action Items ➝	Implementation Partners
Outcome 1: Reduce impervious surfaces and increase tree canopy Progress Measures: Increase landscape and pervious pavement in developed areas	Strategy A: Disconnect large expanses of impervious surfaces by interspersing with areas of bare ground, pervious pavement or landscape strips to improve air and water quality. Strategy B: Reconstruct existing streets to integrate tree planting, stormwater management and environmental site design techniques to create a system of green streets. Strategy C: Plant trees on all new and existing interior streets as development occurs, ensuring that necessary design features ensure longevity.	Town of Cheverly Friends of Lower Beaverdam Creek Cheverly Garden Club
Outcome 2: Implement environmental site design techniques on-site and reduce overall energy consumption Progress Measures: Add energy efficient lighting, green building techniques and nature-based energy sources	Strategy A: Encourage the attainment of green building certifications for all new buildings by incentivizing new construction that includes LEED certification Strategy B: Work with workgroup to develop action steps for green building to encourage new buildings to implement green building techniques such as local building materials, low impact paints and specialized heating and cooling systems Strategy C: Plant trees in strategic places to cool buildings and facilitate use of solar panels in appropriate areas	

Economy

(Economic strengths and weaknesses can include but are not limited to regional accessibility, business attraction/retention, health of the business district and commercial vacancies, workforce/employment and economic drivers, local policies/regulations, marketing, tourism, cultural and historic assets)

Strengths	Weaknesses
• Healthy commercial areas with low vacancy rates and sizable employment numbers within the town's approximately 536 companies (based on a 2012 Survey of Business Owners: Company Summary) • Excellent regional transportation connections and accessibility by way of MD 295 and US 50 • Stable industrial parks supporting approximately 4000 jobs • Very low vacancy rates in the office sector	• Lacking in walkable, pedestrian-oriented commercial experiences • Cheverly Metro Station has the lowest weekday ridership of other metro stations in the Metro system • No new opportunities for shopping, dining and community gathering locations due, in part, to lack of commercial spaces that can accommodate new businesses • Outdated visual appearance of existing commercial areas along MD 202 (Landover Road) • No mixed-use development • Lack of public art • Lack of redevelopment movement due, in part, to few sales of commercial properties

Desired Outcomes and Progress Measures ➝	Strategies and Action Items ➝	Implementation Partners
Outcome 1: Enhanced visual quality of existing commercial areas and along adjacent streets Progress Measures: Facade, lighting, signage, public art and redevelopment enhancements to commercial buildings and streetscapes	Strategy A: Install pole banners and arched signage welcoming people to the Town of Cheverly along new lampposts along Landover Rd. Strategy B: Install new signage identifying a "Four Corners" shopping area at Kilmer Rd and Landover Rd as a pedestrian-friendly, art-centric, commercial hub	Town of Cheverly Redevelopment Authority Landover Row, LLC Commercial landowners and tenants Cheverly artist groups
Outcome 2: New opportunities for shopping, dining and community gathering along Landover Road Progress Measures: Redevelopment of facades and streetscaping along with new tenants creating sense of place along commercial corridors	Strategy A: Create new financial support system for public-private partnerships that encourages redevelopment of existing commercial parcels with Redevelopment Authority guidance Strategy B: Attract new businesses to commercial spaces. Establish facade and Landscaping improvement program for tenants and commercial property owners. Offer design services to commercial property owners that will assist with marketing and advertising of available commercial spaces to higher end tenants	

Transformation

(Transportation strengths and weaknesses can include access to transit corridors, pedestrian safety and accessibility/sidewalks, alternative modes of transportation, such as bikeways and trails, public transit, such as bus and rail, carpooling, proximity to transportation centers, parking, road conditions)

Strengths	Weaknesses
- Very convenient access to US 50 and MD 202 - Pedestrian accessibility to Cheverly Metro Station from residential areas within - Short drive to Landover Metro Station from residential areas	- High volume roadways act as barriers to pedestrians, bicyclist and transit user who do not feel comfortable traveling along or crossing these roads - Dated bus stops without time clocks, route displays or seating areas - No bicycle lanes - Dated directional signage - Poor design for pedestrian accessibility to Cheverly Metro Station

Desired Outcomes and Progress Measures ⟶	Strategies and Action Items ⟶	Implementation Partners
Outcome 1: Encourage pedestrian and bike connectivity Progress Measures: New bicycle lanes, sidewalks and reconfiguration of roads and curbcuts	Strategy A: Develop a bike/pedestrian master plan for the Town to add bicycle lanes and sidewalks Strategy B: Move curbcuts where possible to increase safety and accessibility to commercial buildings	Town of Cheverly Public Works Anacostia Trails Heritage Association
Outcome 2: Improve transit quality of service Progress Measures: Newly painted crosswalks and updated signage, lighting and bus stops	Strategy A: Build sidewalks and pedestrian-scaled lighting for routes connecting to bus stops and Metro to improve pedestrian and bike connectivity to Metro Strategy B: Improve bus stops by installing bus shelters, arrival timers, lighting, safe queuing area and bus pads, and increase pavement markings and directional signage	

Housing

(Housing strengths and weaknesses can include affordability, homeownership vs rental, housing stock diversity, housing condition and value, housing programs, foreclosures, residential vacancies, property values, home sale values)

Strengths	Weaknesses
• Cohesion between residential neighborhoods and commercial areas • Increasing property values, but affordable pricing • New construction • Active civic groups and a true sense of neighborhood • Safety provided by Town of Cheverly police department • Plentiful parks and neighborhood activity attracting incoming young families	• Lack of commercial areas to support community gathering • Few areas of colorful landscaping and hardscaping/greenscaping, or manicured public spaces generally • Dated residential facades (with a median year of 1955 construction) including issues of delayed maintenance and lack of interesting updates to front yard landscaping/hardscaping/greenscaping

Desired Outcomes and Progress Measures ➡	Strategies and Action Items ➡	Implementation Partners
Outcome 1: Improve exteriors of older, poorly maintained or simply dated residential homes Progress Measures: Obvious cosmetic improvements to home facades; increased permitting numbers	Strategy A: Offer facade improvement program to private property owners who organize with their neighbors to improve private property conditions with updates to their home facades and landscaping/hardscaping/greenscaping, particularly along Cheverly Ave Strategy B: Seek grant funding to offer widescale seasonal color to landscaping and increase hardscaping/greenscaping throughout Town with workgroup recommendations	Town of Cheverly Redevelopment Authority Cheverly Station Apartments Cheverly Parent Resource Center
Outcome 2: Continue to attract new families by supporting community-gathering initiatives Progress Measures: Cafes and indoor community gathering locations open their doors throughout the Town; Track a marked increase in new website traffic	Strategy A: Create a strategy to support creation of cafes and indoor community-gathering locations to be developed through workgroup recommendations; Encourage new construction and commercial tenancies that provide gathering locations for families and new sit-down dining/meeting spaces Strategy B: Consider rebranding Cheverly with a modern logo, design and website to emphasize child-friendly features and attract new families	

Quality of Life

(Strengths and weaknesses can include crime, socio-economic demographics, educational opportunities, museums, libraries, historic and cultural assets, civic amenities, faith-based organizations, economic health of households, sense of place, etc)

Strengths	Weaknesses
• Cohesive diversity amongst neighbors • Strong presence of four (4) Christian faith-based houses of worship • Numerous licensed home-based childcare options, affordable long-standing Cheverly Weekday Nursery (since 1970) and homeschooling support (STEM Education Center) • Organized team sports network, scouts, clubs, active listserv, American Legion, Little Libraries throughout town	• Older town hall building would benefit from renovation for more adaptable civic group use • Visual marketing of town events is limiting • No community gathering location such as cafes (ex Starbucks), sit-down restaurants (ex Chipolte, Applebees), or indoor exercise locations (ex gyms, martial arts studios) • Lack of religious diversity with current composition of faith-based houses of worship

Desired Outcomes and Progress Measures ➡	Strategies and Action Items ➡	Implementation Partners
Outcome 1: Support popularity and growth of flea markets, farmers markets and town events Progress Measures: Increase in pedestrian traffic at current events and newly-organized events popping up locally	Strategy A: Add larger, permanent signage bracketing systems for pole banners and suspended road arches to allow advertising of events and town offerings along main corridors; Form town event planning committee to orchestrate Strategy B: Encourage community gardens in areas of high visibility and sunlight, such as a cordoned-off patch at the corner of Forest Rd. and Cheverly Ave.; Utilize these locations to advertise community markets	Town of Cheverly Landover Row, LLC Local commercial retail owners Cheverly Parent Resource Center Cheverly Village Cheverly Community Market
Outcome 2: Create popular community gathering locations Progress Measures: Community gathering needs are satisfied	Strategy A: Adapt current town hall building to incorporate a cafe, workout space and rentable party rooms Strategy B: Encourage new commercial retail owners to adapt current tenant spaces and/or attract new tenants that offer community gathering opportunities	

Local Planning and Land Use

(Strengths and weaknesses in the local planning and land use subject area include but are not limited to zoning, land use, policies, taxes and fees, historical patterns of development, lot sizes and shapes, etc)

Strengths	Weaknesses
• Sizable backyards and lot sizes • Fabulous tree canopy throughout Town • Active environmental civic groups • Widespread support of Town initiatives that seek to implement environment-friendly policies and programs	• Lack of buffering between housing and industrial activities

Desired Outcomes and Progress Measures ➝	Strategies and Action Items ➝	Implementation Partners
Outcome 1: Increase buffering between housing and industrial areas Progress Measures: Fencing and vegetation visibly screen industrial uses	Strategy A: Encourage industrial areas to add screenage such as fencing and vegetation to visually delineate residential from industrial use locations Strategy B: Support property owners with financial assistance for vegetative screening Strategy C: Support upgrades to industrial facades generally	Town of Cheverly Industrial park ownership