CHECKLIST AND TABLE OF CONTENTS

APPLICANT: City of College Park

NAME OF SUSTAINABLE COMMUNITY: City of College Park

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:

- [ ] Section A - Sustainable Community Renewal Applicant Information
- [ ] Section B – Sustainable Community Renewal Report (Projects, Strategies and Partners)
- [ ] Section C – Sustainable Community Renewal Action Plan Update (Matrix)
- [ ] Section D – Sustainable Communities Workgroup Roster
- [ ] N/A* Section E - Local Support Resolution: (sample form on page 30) 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 Action Plan.
- [ ] N/A* Section F – Signed Sustainable Community Application Disclosure Authorization and Certification (sample form on page 31)
- [ ] N/A* Section G – CD-ROM: The CD-ROM should include the following contents:
  - Map in pdf format of the proposed Sustainable Community modification area
  - GIS shapefile of the modified 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, Brad.Wolters@maryland.gov)
  - Pictures (jpeg format) of your accomplished projects of the last five years (as indicated in Section B)

*Note: DHCD Signature Letter provided in lieu of Sections E and F and approved sustainable community boundaries have not been modified.
I. SUSTAINABLE COMMUNITY RENEWAL APPLICANT INFORMATION

Name of Sustainable Community: City of College Park

Name of Renewal Applicant: City of College Park

Applicant’s Federal Identification Number: 52-0564508

Applicant’s Street Address: 4500 Knox Road

Phone Number: 240-487-3538  Fax Number: 301-887-0558  Web Address: www.collegeparkmd.gov

Sustainable Community Renewal Application Local Contact:

Name: Terry Schum  Title: Director of Planning

Address: 4500 Knox Road  City: College Park  State: MD  Zip Code: 20740

Phone Number: 240-487-3538  Fax Number: 301-887-0558  E-mail Address: tschum@collegeparkmd.gov

Other Sustainable Community Contacts:

Name: Steve Beavers  Title: Community Development Coordinator

Address: 4500 Knox Road  City: College Park  State: MD  Zip Code: 20740

Phone Number: 240-487-3541  Fax Number: 301-887-0558  E-mail Address: sbeavers@collegeparkmd.gov

I. SUSTAINABLE COMMUNITY – General Information

A. Please inform us if you want to propose any changes to the existing Sustainable Community Area(s)

(1) Provide a description of SC Area boundary modification. How did you determine that these are the most appropriate boundaries for its target area? Describe the methodology for choosing this target area.

The City of College Park’s Sustainable Community Designated Area is proposed to remain as encompassing the entire City, which includes approximately 3,481 acres. The four target areas are proposed to remain as the Route 1 Corridor, the College Park Metro Station, the Hollywood Neighborhood Commercial District and the Berwyn Neighborhood Commercial District.
(2) If you are not requesting any changes to your boundary, explain why. We are keeping this boundary the same because our targeted revitalization areas remain the same.

(3) Include the following in as an attachment (if requesting a modification to your current boundary):

   a. PDF or JPEG of modified Sustainable Communities boundary map, N/A
   b. GIS shapefiles of modified Sustainable Community boundary (mapped to the parcel boundary), N/A

(4) Approximate number of acres of entire SC Area: 3,481 acres

(5) Existing federal, state or local designations:
   □ Main Street □ Maple Street
   ✓ National Register Historic District ✓ Local Historic District □ Arts & Entertainment District
   □ State Enterprise Zone Special Taxing District □ BRAC □ State Designated TOD
   ✓ Other(s): ATHA Targeted Investment Zone; RISE Zone : HUB Zone

(6) Describe the SC Area’s current demographic trends (with respect to age, race, household size, household income, educational attainment, number of housing units, or other relevant factors). How have demographics changed in the last five years?

   The City of College Park continues to experience significant growth. The official census population numbers grew from 24,657 to 30,413, which represents a 23.3% increase. The 2015 American Community Survey 5-year estimate places the population at 31,730. The Census population estimate from 2016 states the population at 32,275.

   The demographics of the City continue to track with demographics nationwide. Hispanic or Latino residents make up 10.3% of the population. The White alone population continues to decrease from 68.8% in 2000 to 63.0% in 2010 and is now at 53.8%. The Black or African American population was dipping (15.9% in 2000 to 14.3% in 2010) but is now at 17.9%, and the Asian population has remained nearly steady from 14.3% in 2010 to 14.7% in 2015. The median age of the population, which is greatly influenced by the student population, remains at 21.

   The median household income, in 2015, was $57,824, which is down slightly from $66,634 in 2010. In 2010 88.2% of residents were high school graduates or higher whereas in the 2015 ACS, it states that 87.5% have hit this threshold. However, the percentage of residents who hold a bachelors degree has gone up from 47.3% to 49.5% and 26.6% possess a graduate or professional degree compared to 24.5% in 2010.

   Among County residents 25 or older, 49.9% have a high school degree. 35.6% of County residents have at least a bachelor’s degree.

   In terms of housing, there has been a slight positive trend in homeownership. Between 2000 - 2010 there was a significant decline in homeownership and renter-occupied units represented the majority of housing units with a 54.3% share. In the 2015 ACS, renter-occupied units went down to 53.9%.

   There are 7,432 housing units in College Park. The household size is 2.69, which is slightly down from 2010, when it stood at 2.79.
B. Organizational Structure, Experience and Public Input:

(1) Describe any changes to the Applicant’s organizational structure. Specifically, how has membership of the Sustainable Communities Workgroup changed in the last five years? Who are/were the leaders, and how will/did the Workgroup advisor or staff manage implementation of the SC Area Plan?

The City of College Park is an incorporated municipality with a Council/Manager form of government and six operational departments. In 1997, the College Park City-University Partnership (The Partnership) was established to bring the City and the University of Maryland together to address housing and commercial revitalization issues consistent with the interests of the City and university. Its Board of Directors represents leaders from the University of Maryland, the City of College Park, Prince George's County, the State of Maryland and members of the community. It is chaired by the State Senator from the 21st Legislative District and supported by an Executive Director and staff.

In the summer of 2011, the Partnership worked through a steering committee and five work groups, comprised of leaders from the Community, City, County, State and University, in the following topic areas: education, public safety, transportation, housing and development and sustainability. They created a shared comprehensive vision and strategies for making College Park a top 20 college town by 2020 – the University District Vision 2020. Following the final report, the Mayor and Council of College Park and University President then endorsed this vision and the Partnership, together with the City, County, State and University, has been coordinating efforts to implement strategies in these focus areas.

In 2011, the Steering Committee was headed by State Senator James Rosapepe and made up of the Chairperson of each of the five Work Groups as follows:
- Education – University of Maryland College of Education Dean Donna Wiseman
- Public Safety – UMPD Chief David Mitchell
- Transportation – State Delegate Joseline A. Pena Melnyk
- Housing and Development – Prince George’s County Councilmember Eric Olson
- Sustainability – College Park Mayor Andrew Fellows

In 2016, the Partnership restructured the committees in these five strategy areas. Each committee has members, and ex-officio members, who are experts in the topic area and likely to have key responsibilities associated with implementation:

Current committee members include:
- Education Committee – Chair: Former University of Maryland College of Education, current PGCPS School Board Member, Donna Wiseman
  - Senator Jim Rosapepe, Partnership Board Chair
  - Maxine Gross, Lakeland Neighborhood Heritage Area director and Former City Councilmember
  - Robert Day, City Councilmember for District 3
  - Monroe Dennis, City Councilmember for District 2
  - Lupi Grady, PGCPS School Board member
  - Carolyn Bernache, Chair of the City’s Education Advisory Committee
  - Denise Mitchell, Former Chair of the City’s Education Advisory Committee and College Park Academy Board member
  - Helene Cohen, Executive Director of The Office of Innovation and Partnerships, UMD College of Education
  - Ex-officio: Carlo Colella, UMD Vice President for Administration and Finance, Patrick
Sustainable Communities Renewal Application - Section A

Wojahn, College Park Mayor, Dannielle Glaros, District 3 County Councilmember, Mary Lehman, District 1 County Councilmember, Scott Somers, City Manager, SGA and GSG Representatives

- Public Safety – Chair: Steve Brayman, former College Park mayor, Partnership board member
  - Carlo Colella, UMD Vice President for Administration and Finance
  - Fazlul Kabir, City Councilmember for District 1
  - Stephanie Stullich, City Councilmember for District 3
  - Chief David Mitchell, UMFPD
  - Andrea Goodwin, Director of the Office of Student Conduct, UMD
  - Bob Ryan, Director of Public Services, UMD
  - Nick Brennan, City of College Park Neighborhood Watch
  - Major Rosa Guixens (Prince George’s County Police Department)
  - Angela Alsobrooks, or designate representing the State’s Attorney’s Office
  - Delegate Ben Barnes
  - SGA President
  - Ex-officios: Senator Jim Rosapepe, Patrick Wojahn, College Park Mayor, Dannielle Glaros, District 3 County Councilmember, Mary Lehman, District 1 County Councilmember, Scott Somers, City Manager, SGA and GSG Representatives

- Transportation – Chair: Mayor Patrick Wojahn
  - Brian Darmody, Associate Vice President for Corporate and Foundation Relations, University of Maryland
  - Mary Cook, City Councilmember for District 4
  - David Allen, Director of UMD DOTS
  - Anne Martens, UMD Assistance Vice President for Administration and Finance
  - Vic Weissberg, County Department of Public Works and Transportation
  - Delegate Joseline Peña-Melnyk
  - Ex-officios: SHA Engineer, County Bike-Ped Coordinator, Carlo Colella, UMD VPAF, Patrick Wojahn, College Park Mayor, Dannielle Glaros, District 3 County Councilmember, Mary Lehman, District 1 County Councilmember, Scott Somers, City Manager, SGA and GSG Representatives

- Housing and Development – Chair: City Council Member, P.J. Brennan
  - David Iannucci, Assistant Deputy CAO for Economic Development, Prince George’s
  - Ed Maginnis, Assistant Vice President of Real Estate, UMD
  - Richard Wagner, Founding Partnership Board Member, Architect and City resident
  - Robert Day, City Councilmember for District 3
  - Ken Ulman, President, Terrapin Development Corporation
  - Brad Frome, Asst. DCAO for Public Infrastructure, Prince George’s County
  - Ex-officios: Senator Jim Rosapepe, Carlo Colella, UMD Vice President for Administration and Finance, Patrick Wojahn, College Park Mayor, Dannielle Glaros, District 3 County Councilmember, Mary Lehman, District 1 County Councilmember, Scott Somers, City Manager, SGA and GSG Representatives, Terry Schum, College Park Planning Director

- Sustainability – Co-Chairs: City of College Park Councilmember Dustyn Kuja/Mark Stewart, UMD Sustainability office
  - Ken Ulman, President, Terrapin Development Corporation
  - Christine Nagle, City Councilmember District 1
  - Karen Petroff, UMD Arboretum
  - Steve Cohan, UMD Plant Sciences
  - Andrew Fellows, Former Mayor and current Community Outreach Program Manager, UMD National Center for Smart Growth, Research and Education
  - Steve Beavers, City Community Development
What have been the strengths and challenges of the capacity of the Sustainable Communities Workgroup with respect to implementation of the SC Plan?

The strength of the Sustainable Communities Workgroup is their ability to enlist stakeholders at the highest level in order to move efforts forward. Behind the Workgroup are the City of College Park, the University of Maryland and the College Park City-University Partnership, all of whom are working in their respective areas to implement the Sustainable Communities Plan as the plan encompasses the City’s Strategic Plan and the University District Vision. The further creation of subject area workgroups by the Partnership has enabled an ongoing dialog and focus on the goals of the plan and their implementation.

The challenges we face are found in the process of implementing initiatives. From start to finish, each strategy area takes a lot of communication with many separate bureaucracies. For example, the Partnership, together with the City and University created a pilot Safety Ambassador Program and has yet to formulate a long-term strategy for funding the program so that it can be an established safety tool.

Another example can be found in the difficulty implementing transit-oriented development at the College Park Metro station. Although we have consensus at the local level, this project is contingent upon county and regional entities and partnership with the private sector.

Places where we have differing priorities can be difficult to bridge, and even though this issue can remain a challenge, the overarching support from each entity is an invaluable strength.

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

The Sustainable Community Action Plan is a compilation of several recent planning activities that are being brought together currently through the University District Vision 2020. The various planning activities and associated public input are described below.

The City Council approved a 2015 - 2020 Strategic Plan during its August 11, 2015 Council Meeting. The plan includes a new City Vision, Mission, Values, and Goals. City staff, in collaboration with the Council, developed an Action Plan for implementation. The Council approved the Action Plan with the Strategic Plan after holding several public input sessions and hearings. The Strategic Plan guides City services and investment so that resources are focused to reach the City’s goals. The Council and staff review the plan quarterly and make changes when appropriate. Progress Reports on implementing the Action Plan are posted on the City’s website to inform City residents and stakeholders.

The Partnership is working to implement the University District Vision 2020, a community vision plan that was endorsed in 2011 by the City of College Park and the University of Maryland. Through its five strategy area committees, the Partnership publishes an annual work plan through its annual report which includes initiatives pertaining to the implementation of the University District Vision. The initiatives in that work plan...
Sustainable Communities Renewal Application - Section A

are reviewed, discussed, and approved by each strategy area committee and then also approved by the Board of Directors at the December meeting. Strategy area committees and the Board are comprised of city, university, county, state and community representatives.

There is a long tradition of community engagement and discussion. Some other examples of community engagement, planning and consensus building include, but are not limited to:

- 2010 Central US 1 Corridor Approved Sector Plan and Sectional Map Amendment
- College Park Complete Streets workshop (2016)
- US 1 Visioning Session (2011)
- Arts and Humanities Event (Spring 2015)
- Purple Line Stakeholders events (Spring 2017)
- University District Vision 2020 presentation (Spring 2015)
- College Park Neighborhood Quality of Life Committee
- College Park Committee for a Better Environment
- UMD Campus Fabric Group
- UMD Office of Community Engagement
- CPTED Analysis of the Rhode Island Avenue Trolley Trail

(4) Would you like any technical assistance from State agencies to help expand the capacity of your SC Workgroup or implement your SC plan?

The City would be interested in best practices and lessons learned from other similar municipalities in implementing their plans.
SUSTAINABLE COMMUNITY RENEWAL REPORT

PART I: QUALITATIVE ASSESSMENT

Purpose:
The purpose of this assessment is to capture significant projects/ improvements that have been completed since the approval of your local government’s Sustainable Communities designation.

In relation to the goals stated in your local government’s Sustainable Community Action Plan, please highlight three major accomplishments from the last five years, including how you achieved them. When writing your narrative, consider the questions below and refer to the six elements discussed in the General Information section of this document (page iv) – Environment, Economy, Transportation, Housing, Quality of Life, and Land Use/Local Planning.

1) Outcome: Which outcomes identified in your Sustainable Community plan were you able to achieve?
2) Projects: Which projects did you implement in order to achieve the outcome? Also indicate when you started and completed these projects.
3) Partners: With whom (i.e. state agencies, local stakeholders) did you partner to complete projects?
4) Impact: What kind of measurable impact did the achieved outcome have on your community? Are there other intangible benefits?
5) Pictures: Please also include pictures that depict your accomplishments.

[EXAMPLE] Descriptive Narrative: Please list the most significant accomplishments that apply

<table>
<thead>
<tr>
<th>Example – Accomplishment 1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outcome:</strong> Improved stormwater management</td>
</tr>
</tbody>
</table>

Projects:

**Project 1: Stormwater Retrofit Plan** – In October 2014, the Town Council approved the Town’s stormwater retrofit plan which outlines various strategies and capital budget expenditures over the next five years. Strategies include reducing the amount of impervious surface in the community and improving stormwater management. One of the plan recommendations is to pass an ordinance that assesses an environmental protection fee on municipal permits.

**Project 2: Green Streets** – The Town added green elements to approximately 600 linear feet of roadway that had been experiencing severe flooding. Specifically, bioswales were constructed and trees were planted.

**Partners:**

Chesapeake Bay Trust – provided technical assistance
MD DHCD – provided financial assistance in form of a Community Legacy grant (totaling $50,000).

**Impact:** The implementation of the projects had a significant impact on the community by improving stormwater runoff. The streets with the newly constructed bioswales no longer experience flooding.
### Accomplishment 1: Transportation

**Outcome:** There has been an increase in sidewalk, bikeways and trails so that there is a continuous and alternative form of transportation for residents. In 2016, the City launched a bikeshare program, mBike, and it has had more than 37,000 trips to date, averaging 72 trips per day, and there are more than 800 active members. In 2016, there were 4,434 registered bicycles on UMD’s campus, which is up 172% from 2011. There were no pedestrian crashes on Baltimore Avenue in 2016. The Route 1 Rebuild was funded and is going into effect to make Baltimore Avenue a more pedestrian and bicycle friendly road. The City has completed streetscape updates. The Route 1 Ride was implemented to ensure better connectivity to College Park. MARC service was expanded on the Camden Line, adding two stops in College Park.

**Projects:** mBike, Hollywood Streetscape Project, Route 1 Ride, Route 1 pedestrian lighting, Shuttle UM passes for residents, Bicycle/Pedestrian Infrastructure, A City-wide Complete Streets Policy, Streetscape improvements, Enhanced Public Transit. Better bicycle/pedestrian connections, CPTED Analysis of the Trolley Trail.

**Partners:** The University of Maryland, the College Park City-University Partnership, State Highway Association and neighboring municipalities.

**Impact:** Baltimore Avenue is safer for pedestrians. There are more trails, and better connections.

### Accomplishment 2: Communities and Environmental

**Outcome:** A more sustainable community has been created. The City achieved an initial 150 points to obtain a Sustainable Maryland Certification, and was re-certified in 2016 with 250 points. The City prefers development that targets at least LEED Silver certification. In addition, 6.5 acres of surface runoff is being treated by City stormwater projects, two community gardens were installed with 52 total community garden plots, 30kW of solar energy production has been installed, and there has been a 23.5% decrease in municipal building energy usage since 2013.

**Projects:** Community Gardens, Permaculture, Municipal Renewable energy use, Rhode Island Avenue and Narragansett Parkway Stormwater Retrofits, Energy Efficiency, Community Renewable Energy, Rain Barrel Workshops, Farmer’s Markets, the University of Maryland’s Good Neighbor Day.

**Partners:** Prince George’s County Department of the Environment, Maryland Department of Natural Resources, University of Maryland Environmental Finance Center, College Park City-University Partnership, City of College Park Committee for a Better Environment, UMD Office of Sustainability

**Impact:** A more sustainable community has been created and our efforts continue to grow. We have integrated strategies to conserve water and energy use, we have increased alternative energy production, we are promoting sustainable transportation and all new development must meet new sustainability requirements.
Sustainable Communities Renewal Application - Section B

Accomplishment 3: Housing Diversity

Outcome: An increase in supply for both conventional and student housing. Development of a new website dedicated to College Park living, livecollegepark.org, increasing home sales, more focus on encouraging UMD faculty and staff to live in College Park, rising property values. Most of our recent economic development has included housing.

Projects: The College Park City-University Partnership’s Homeownership Program, the City of College Park’s New Neighbors Homeownership Program, private development and infill projects.

Partners: Department of Housing and Community Development, University of Maryland, City, Private Partnerships.

Impact: There is a better mix of housing options for people living in College Park and more affordable homeownership options.

Descriptive Narrative: Please use this section to describe any major outcomes or projects from your last Sustainable Communities Action Plan that have NOT been accomplished and why.

Outcome: Revitalizing the College Park Metro Area

This area of the city has enormous potential as the site of the College Park Metro Station, the College Park Airport and Aviation Museum and UMD’s Discovery District. Development has been stalled in this area due to an outdated plan that did not truly promote transit-oriented development. A new Transit District Development Plan was adopted by Prince George’s County in 2015 and prospects are looking up.

A WMATA joint development project is currently under review for 400 apartment units and 10,000 SF of retail and will sit at the doorstep of the planned Purple Line Station. Across the street, a county-owned parcel is being sold to a developer for a hotel and retail project. These two projects should lead the way for a long-stalled transformation of this area from industrial to a mixed-use neighborhood.

Outcome: Effort to organize local independent businesses

The efforts to organize local independent businesses have been hit and miss.

The College Park Neighborhood Business Alliance was formed several years ago with the mission to create a more vibrant and healthy economy through supporting Buy Local efforts. This project was short lived due to insufficient interest from the organization’s members.

The Downtown College Park Management Authority whose focus is on the growth of businesses in the City’s Downtown shopping district, has been able to continue its efforts and continues to operate today.
Sustainable Communities Renewal Application - Section B

SUSTAINABLE COMMUNITY RENEWAL REPORT

PART II: QUANTITATIVE ASSESSMENT

Purpose:
The purpose of the quantitative assessment is to capture indicators of accomplishments in each Sustainable Community. Indicators should reflect the five year time period since the adoption of the Sustainable Communities Action Plan. Thus, the following questions focus on the common outcomes that were identified in the various Sustainable Community Action Plans approved by the State. The assessment will be grouped in the sections of Environment, Economy, Transportation, Housing, Quality of Life and Land Use.

Please answer the following questions to the best of your knowledge.

Check "YES" if applicable to your community. If you answer "YES" please quantify the accomplishment (i.e. Q: Has there been an increase in the number of businesses in your Main Street/commercial district? A: YES 4 new businesses have opened in the past five years). In your answer, be sure to only share the quantifiable changes that have occurred since your Sustainable Communities designation was approved. If necessary, please also provide a short description of the accomplishment.

Please check "NO" if the question item did not have any impact on your community. If you answer "NO" please briefly summarize what kept you from achieving your plan’s desired outcomes.

Check "N/A", if the question item does not apply to your Sustainable Community.

If there is an issue with which you would like assistance in addressing, please check “interested in technical assistance”. State agencies would like to provide assistance to communities in helping them achieve their goals identified in their Sustainable Community Action Plans.
## Sustainable Communities Renewal Application - Section B

<table>
<thead>
<tr>
<th>ENVIRONMENT</th>
<th>YES</th>
<th>IF YES, SPECIFY IN QUANTIFIABLE UNITS AND COMPARE VALUES FROM THE LAST FIVE YEARS</th>
<th>NO</th>
<th>IF NO, WHY NOT? WHAT KEPT YOU FROM ACHIEVING YOUR PLAN’S DESIRED OUTCOMES?</th>
<th>N/A</th>
<th>INTERESTED IN TECHNICAL ASSISTANCE</th>
</tr>
</thead>
</table>
| 1. Has there been an improvement in water quality?  
If so, explain (1-2 sentences): | Yes | Redevelopment has required new projects to come under new stormwater regulations. Additionally, more than 6.5 acres are being treated by City-led projects. |    |                                                                                 |     |                                   |
| 2. Has the amount of impervious surface in your Community been reduced? (Amount in SF)  
If so, explain (1-2 sentences): |     |                                                                                   | No*| Has a built-up community, redevelopment has not reduced impervious surfaces but hasn’t increased them either. |     |                                   |
| 3. Have there been improvements and/or additions to your park and/or recreational green space?  
If so, explain (1-2 sentences): | Yes | Duvall Field concession stand and plaza was renovated, 2 New community gardens established, 3 playground renovations. |    |                                                                                 |     |                                   |
| 4. Did the Sustainable Community implement any recycling or waste reduction programs?  
If so, explain (1-2 sentences): | Yes | We implemented mandatory residential recycling, serving more than 7,000 homes. |    |                                                                                 |     |                                   |
| 5. Do all residents have access to healthy food options (i.e. fresh food grocery stores, farmers markets etc.) within the Sustainable Community?  
If so, explain (1-2 sentences): | Yes | The City has 4 Farmer’s Markets, which were started since 2012. MOM’s is an organic food grocer. |    |                                                                                 |     |                                   |
| OTHER: | Yes | Sustainable Certification was awarded in 2013 and recertified in 2016. The City is also recognized as an EPA Green Power Community |    |                                                                                 |     |                                   |
Sustainable Communities Renewal Application - Section B

<table>
<thead>
<tr>
<th>ECONOMY</th>
<th>YES</th>
<th>IF YES, specify in quantifiable units and compare values from the last five years</th>
<th>NO</th>
<th>IF NO, why not? What kept you from achieving your plan’s desired outcomes?</th>
<th>N/A</th>
<th>Interested in technical assistance</th>
</tr>
</thead>
</table>
| 1. Has there been an increase in the number of new businesses in your Main Street/ Commercial District? If so, explain (1-2 sentences): | Yes | • Nando’s Peri-Peri  
• FlexEl  
• Target Express  
• Amazon  
• Board and Brew  
• NuVegan  
• Fat Pete’s  
• Milkboy Arthouse | | | | |
| 2. Did the Municipality/ Sustainable Community area receive any designations that support local economic development? If so, explain (1-2 sentences): | Yes | The Maryland Dept. of Commerce has approved a RISE zone in and around the campus of the University of Maryland College Park. | | | | |
| 3. Has there been an increase in foot traffic in the Main Street/commercial district? If so, explain (1-2 sentences) – what contributed to the increase: | Yes | Between 2011 and 2016, the number of students living west of Route 1 and south of Metzerott rose from 45% to 67%. In addition, the number of graduate students living in the City has risen from 17% to 23%. The combination of a new student housing project and a destination venue has increased the amount of foot traffic on Baltimore Avenue | | | | |
| 4. Have the number of commercial vacancies decreased? If so, explain (1-2 sentences): | Yes | The commercial vacancy rate in 2012 was over 6%. The commercial vacancy rate now is just under 5%. | | | | |
### Sustainable Communities Renewal Application - Section B

#### TRANSPORTATION

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>If YES, specify in quantifiable units and compare values from the last five years</th>
<th>NO</th>
<th>If NO, why not? What kept you from achieving your plan’s desired outcomes?</th>
<th>N/A</th>
<th>Interested in technical assistance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Has the amount of bike trails/paths increased? How many linear feet do the trails cover? If so, explain (1-2 sentences):</td>
<td>Yes</td>
<td>There are more than 26,000 ft of trails within the City.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>2. Have there been improvements to the public transit infrastructure? If so, explain (1-2 sentences):</td>
<td>Yes</td>
<td>Route 1 Ride was implemented, UMD DOTS saw a 22% increase in ridership between 2011-2016, the number of bike permits on campus jumped from 1,630 in 2011 to 4,434 or 172% and Bike bikeshare was established with 21 stations.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Has there been an increase in sidewalks? (Amount in linear feet) If so, explain (1-2 sentences):</td>
<td>Yes</td>
<td>1800 ft of sidewalks have been added.</td>
<td></td>
<td></td>
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<td></td>
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</tbody>
</table>

#### OTHER:

- N/A
<table>
<thead>
<tr>
<th></th>
<th>Question</th>
<th>Answer</th>
<th>Explanation</th>
</tr>
</thead>
</table>
| 4 | Have there been any roadway improvements that support "Complete" or "Green" streets?  
   If so, explain (1-2 sentences): | Yes    | Curb cuts have been added to Narragansett Parkway and Rhode Island Ave to support stormwater BMPs |
| 5 | Has traffic congestion along major roads decreased?  
   (Amount in percent)  
   If so, explain (1-2 sentences): | Yes    | The AADT number in 2011 was 40,051 and in 2016 this number was 36,850, representing an 8% decrease in daily traffic trips. |
|   | **OTHER:**                                                               |        |                                                                                                                                            |
|   | **HOUSING**                                                              | YES    | If YES, specify in quantifiable units and compare values from the last five years  
   If NO, why not? What kept you from achieving your plan’s desired outcomes?  
   N/A  
   Interested in technical Assistance |
|   | 1. Have any residential facades been improved?  
   If so, explain (1-2 sentences): | Yes    | Knox Boxes were redeveloped into the Terrapin Row. Monument Village was constructed    
   N/A  
   YES - In general it seems as if residential facades have improved on average, but we do not have specific data on this and would like technical assistance. |
### Sustainable Communities Renewal Application - Section B

<p>| | | |</p>
<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>2. Has the home ownership rate increased?</td>
<td>No</td>
<td>The residential development projects have been primarily focused on renting causing our home ownership rate to decrease.</td>
</tr>
<tr>
<td>If so, explain (1-2 sentences):</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Has there been an increase in the number of housing units in the Sustainable Community area? What number and/or percent are affordable?</td>
<td>Yes</td>
<td>In 2011, there were 1,597 student housing units whereas in 2016, there were 3,389. The ACS estimates College Park has 7,432 housing units, whereas in 2010, that number was 7,261 New housing stock has all been market rate.</td>
</tr>
<tr>
<td>If so, explain (1-2 sentences):</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Has there been demolition of blighted properties?</td>
<td>Yes</td>
<td>More than 15 blighted buildings removed to make room for new developments: Terrapin Row, Fuse 47, Domain, Monument Village and others.</td>
</tr>
<tr>
<td>If so, explain (1-2 sentences):</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Has the residential vacancy rate decreased?</td>
<td>No</td>
<td>In 2010, the vacancy rate was 9% in 2015, the vacancy rate jumped to 10%. There was an increase in total units of about 2%.</td>
</tr>
<tr>
<td>If so, explain (1-2 sentences):</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OTHER:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Sustainable Communities Renewal Application - Section B

### QUALITY OF LIFE

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>If YES, specify in quantifiable units and compare values from the last five years</th>
<th>NO</th>
<th>If NO, why not? What kept you from achieving your plan’s desired outcomes?</th>
<th>N/A</th>
<th>Interested in technical assistance</th>
</tr>
</thead>
</table>
| 1. Has there been a decrease in crime rate?  
If so, explain (1-2 sentences): | Yes | According to PGPD, the number of sexual assaults decreased 20% and the number of quality of life complaints decreased by 80% from 2011 to 2016. | | | | |
| 2. Have there been improvements and/or additions to your public spaces (i.e. museums, community centers, public plazas)?  
If so, explain (1-2 sentences): | Yes | • Senior Social Center  
• Little Tavern Park  
• College Park Airport Revitalization & Annex  
• Public Performance Areas | | | | |
| 3. Has there been an increase in public art/arts & entertainment programs/venues (i.e. murals, movie theatre, music events)?  
If so, explain (1-2 sentences): | Yes | • Milkboy ArtHouse  
• The Partnership’s Outdoor Performance Series  
• Nando’s Mural | | | | |
| 4. How many historic properties were renovated/improved?  
If so, explain (1-2 sentences): | 3 | • Old Parish House in Old Town  
• The Yates House in College Park Estates | | | | |
| 5. Are there any residential health and wellness opportunities in place (i.e. athletic facilities, recreational indoor/outdoor courses or groups)?  
If so, explain (1-2 sentences): | Yes | • College Park Park Run  
• College Park Arts Exchange Yoga Center  
• Ellen Linson Pool  
• Wells Ice Rink  
• Tennis Center  
• Trails | | | |
### LAND USE/LOCAL PLANNING

<table>
<thead>
<tr>
<th>Question</th>
<th>YES</th>
<th>NO</th>
<th>N/A</th>
<th>Interested in technical assistance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Have there been any infill developments? If so, explain (1-2 sentences):</td>
<td>Yes Kidwell property is developing into a pocket neighborhood of 6 new single family homes in Old Town</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Has there been an increase in the amount of preserved/protected land? If so, explain (1-2 sentences):</td>
<td>Yes Parcels assembled for Hollywood Gateway Park totaling 0.35 acres.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Have there been any developments hindered by growth constraints? If so, explain (1-2 sentences):</td>
<td></td>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Have there been any zoning or any policy changes that have fostered growth in your Sustainable Community? If so, explain (1-2 sentences):</td>
<td>Yes Transit District Overlay Zone created in new 2015 College Park/Riverdale Park Transit District Development Plan.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Have there been any significant improvements to the municipal infrastructure within the Sustainable Community (i.e. street lighting, water/sewer lines)? If so, explain (1-2 sentences):</td>
<td>Yes SHA is adding missing sidewalks to Baltimore Avenue. Streetscape projects have improved pedestrian lighting and added other amenities along sections of Baltimore Ave, Berwyn Road. Several roads have been</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### COMPETITIVE FUNDING:

Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation.

<table>
<thead>
<tr>
<th>Funding Program</th>
<th>Source (federal, state, foundation, etc.)</th>
<th>Amount Received</th>
<th>If no funding was received, what technical or other assistance from the state would help with future applications?</th>
<th>Other Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Development Block Grant for road construction (Howard Avenue)</td>
<td>County DHCD</td>
<td>$127,000</td>
<td>This has been used to facilitate infill housing.</td>
<td></td>
</tr>
<tr>
<td>Community Development Block Grant for sidewalk construction (Norwich Road)</td>
<td>County DHCD</td>
<td>$100,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Development Block Grant for sidewalk construction (Old Town)</td>
<td>County DHCD</td>
<td>$20,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smart Energy Communities Program funding for solar panel installation on City's Youth and Family Services Building</td>
<td>Maryland Energy Administration</td>
<td>$99,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smart Energy Communities Program funding for solar panel installation on City's Public Works Building</td>
<td>Maryland Energy Administration</td>
<td>$73,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Sustainable Communities Renewal Application - Section B

<table>
<thead>
<tr>
<th>Funding Program</th>
<th>Recipient</th>
<th>Amount</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Green Streets Green Towns Green Job Program for Rhode Island Ave Step Pool and</strong></td>
<td><strong>Chesapeake Bay Trust</strong></td>
<td><strong>$80,000</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Bioswale</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Prince Georges Stormwater Stewardship Program for Narragansett Parkway Bioretention</strong></td>
<td><strong>Chesapeake Bay Trust</strong></td>
<td><strong>$66,000</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Community Legacy Grant for City-University Partnership Homeownership Program</strong></td>
<td><strong>DHCD</strong></td>
<td><strong>$275,000</strong> (FY’15-FY’16)</td>
<td>This has been used for the Homeownership Program which, to date, moved 48 people to College Park.</td>
</tr>
</tbody>
</table>

*Please add more rows if necessary*
III. SUSTAINABLE COMMUNITY ACTION PLAN UPDATE

The Sustainable Community Action Plan (SC Plan or Plan) is meant to be a multi-year investment strategy – a strategic set of revitalization initiatives and projects that local partners believe will increase the economic vitality and livability of their community, increase prosperity for local households and improve the health of the surrounding environment. The Plan should be flexible enough to be updated regularly and renewed every five years as the community envisions new goals. The priority initiatives and projects identified in the action plan are your priorities for improving the livability of community places -- residential, commercial, or other public or private properties -- and the sustainability of new work, retail, recreational and housing opportunities for residents. At the same time, the plan should only discuss the strategies that will impact the geographic area targeted for revitalization, so that resources have the best opportunity to have the intended effect. These projects can also be designed to reduce the environmental impact of the community through water and energy resource conservation and management strategies. In this way, the Plan can be a road map for local stakeholders as well as State agencies to work together to create a more livable and sustainable community.

All communities submitted an SC Plan when the community earned its original designation. Some applicants may want to take advantage of the designation renewal process to outline new strategies, set new priorities or reaffirm existing strategies for their Sustainable Community. Changes to SC Plans may be due to changes in external factors affecting the community or changes in the priorities of the applicant.

Guidance for completing the Action Plan can be found on the next page.
Action Plan Guidance

The document has been broken down into the same six categories as the Quantitative Assessment section of this document. These parts address key components of your Sustainable Community Action Plan. Follow the guidelines below to fill out the matrix.

1) **For each of the different sections, pinpoint essential strengths and weaknesses of your community.** Example Transportation: Strength - Good sidewalk connectivity. Weakness - Insufficient amount of downtown parking.

2) **Based on those strengths and weaknesses, formulate specific outcomes that address the most pressing issues or greatest potentials. Include a means of measuring the success of said outcome.** Example Economy: Outcome – Expand broadband fiber optics in Town. Progress Measure - Linear measurement of fiber laid and number of residential and business connections.

3) **After defining the outcomes, list detailed strategies (break down to several action steps if needed) that will serve as the means to achieve those goals.** Example Economy: Strategy - Increase number of Town sponsored events → Develop with community input, a series of weekend events that the Town could host.

4) **List potential partners that can support the successful implementation of these strategies through different types of resources.** Example Economy: DHCD (Community Legacy program), Small Business Administration (Services and financial assistance) etc.
Sustainable Community Application 2017

Section C - Sustainable Community Action Plan

City of College Park

10/4/2017
<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>The City of College Park features a restored natural environment that is well-integrated with a sustainable built environment. The City is located in the Anacostia River basin, in the northern portion of the Potomac River basin, which ultimately flows into the Chesapeake Bay. The subwatersheds in the College Park area are the Paint Branch, Lower Northeast Branch, Upper Northeast Branch, Indian Creek, and Brier Ditch subwatersheds.</td>
<td>Business recycling is lower than ideal because trash collection for commercial tenants is not handled by the City and is generally handled by private haulers that may have different policies and fee structures.</td>
</tr>
<tr>
<td>The Paint Branch stream system, a nontidal part of the waters of the State of Maryland, flows parallel to and west of US 1, passing from the Piedmont land region into the coastal plain.</td>
<td>City-wide composting is not yet in effect</td>
</tr>
<tr>
<td>Wetlands ring the perimeter of the City to the east (Indian Creek), west (Paint Branch Stream), and south (Guilford Run). The majority of the tree cover in the City exists within the wetland and floodplain areas of the Paint Branch stream system.</td>
<td>The City and the University were generally developed prior to the establishment of strong stormwater controls. This has resulted in a built environment that contributes to stormwater runoff and the pollution of the Anacostia Watershed so stormwater management plans need to be strengthened and the quantity of stormwater management systems need to be increased.</td>
</tr>
<tr>
<td>The City is a leader in the protection and restoration of natural resources and the implementation of energy efficiency and renewable energy programs, technologies, and plans. It is a sustainable Maryland community and is recognized as an EPA Green Power Community.</td>
<td>Approximately 5 to 10% of the City’s land area lies within the 100-year floodplain. The 100-year floodplain extends to portions of the Route 1 corridor and the area north of the College Park Metro Station, which constrains redevelopment in these target areas.</td>
</tr>
<tr>
<td>The City reduces its impact on the environment through collaboration, research, and the adoption of best practices to incentivize reduced energy usage.</td>
<td></td>
</tr>
<tr>
<td>There are well-managed and attractive natural resources, such as parks, trails, streams and outdoor recreation areas.</td>
<td></td>
</tr>
<tr>
<td>There are 4 established farmers markets</td>
<td></td>
</tr>
<tr>
<td>Desired Outcomes and Progress Measures</td>
<td>Strategies and Action Items</td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>----------------------------</td>
</tr>
<tr>
<td>Based on the strengths and weaknesses identify the strengths on which you would like to build and the challenges you would like to address. What outcomes are you trying to achieve? Where/ in what area do you want those changes to happen? Progress Measure: Identify how you will know that you have achieved your outcome.</td>
<td>Identify strategies that will help your community to achieve each identified outcome to the left. If applicable, break down each strategy into specific action items that outline different steps of the strategy. Specify how you are planning to achieve the desired outcomes.</td>
</tr>
<tr>
<td>Outcome 1: Enhance Stormwater Quality</td>
<td>Strategy A: Work with Consulting group on feasibility study to daylight piped streams</td>
</tr>
<tr>
<td>Progress Measures: Reduced flooding impact</td>
<td>Strategy B: Install more stormwater projects city-wide</td>
</tr>
<tr>
<td></td>
<td>Strategy C: Promote the County’s Rain Check Rebate Program so individual residents will complete stormwater management projects</td>
</tr>
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</tr>
</tbody>
</table>
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)

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>The City’s primary economic driver is the University of Maryland, which is the flagship institution for the University System of Maryland. The institution is widely regarded as one of the nation’s top research institutions. The Fall 2016 student enrollment was 28,472 undergrads, 10,611 graduate students, and 14,072 faculty/staff members. The University of Maryland recently joined the Big 10, which is raising our profile and bringing more visitors to the city and the campus. In addition, major initiatives and investments are being made both on and off-campus – from new state-of-the-art academic buildings, world-class research, innovation/research space, business starts ups in science, technology and more, and new housing and retail. With multiple facilities around the City, including the 150-acre Discovery District anchored by the Hotel at UMD, the University is without question the City’s primary job creator. The City is home to several other major employers including federal tenants such as the National Archives and Records Administration, the</td>
<td>A primary barrier to the City’s economic competitiveness is US Route 1, which suffers from traffic congestion, aging infrastructure, the dilapidated state of some of the buildings along the corridor, and the unappealing visual of overhead power lines. A significant number of the University’s faculty and staff live outside the city and recent graduates routinely leave town. While the University of Maryland is a vital part of the City, retailers suffer from various long breaks associated with the college calendar. During these off-peak times, retailers see their revenue drop precipitously, which has resulted in the closure of numerous businesses. There is a need for new housing stock geared toward full-time residents.</td>
</tr>
</tbody>
</table>

Outcome 2: The adoption of a City Operations Sustainability Plan

Progress Measures: Reduction in Solid Waste and electrical demand and increases in business and residential recycling, solar energy arrays, energy efficiency, and fleet efficiency.

<table>
<thead>
<tr>
<th>Strategy A: Maintain Sustainable Maryland Certification</th>
<th>UMD PALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategy B: Ensure sustainability plans include support for solar energy</td>
<td>The College Park City-University Partnership</td>
</tr>
<tr>
<td>Strategy C: Partner with UMD Partnership in Active Learning in Sustainability (PALS) and other entities that can help the City finalize and implement its operations plan</td>
<td>UMD Sustainability Office</td>
</tr>
<tr>
<td>Strategy D: Develop a city-wide composting program</td>
<td>DHCD</td>
</tr>
<tr>
<td></td>
<td>City Committee for a Better Environment</td>
</tr>
</tbody>
</table>
Food and Drug Administration, and the American Center for Physics. These tenants alone employ over 2,700 people. Private employers include Ikea, Home Depot, MOM’s and Best Buy as well as unique restaurants such as the Board and Brew and MilkBoy ArtHouse. There are a variety of office and industrial businesses spread throughout the City, like Flex-EL and the WeWork organization.

- The City is home to one Metro station (College Park) and adjacent to another station (Greenbelt) on the Washington Metropolitan Area Transit Authority’s Green Line, which provides a direct connection to downtown Washington, D.C. Both of these stations also serve as stops on Maryland Transit Administration’s MARC Camden Line, which provides a direct connection to Baltimore and Washington, D.C. Soon there will be 5 Purple Line stops servicing residents of College Park. While the transportation links are vital to connecting residents with jobs that exist throughout the metropolitan area, it also provides a growth opportunity for the City. The College Park metro station area is being redeveloped as a transit-oriented neighborhood and is expected to be the focus of development efforts in the near future.

- The City is home to a well-educated population with 88.2% being a high school graduate or above, while 47.3% possess a bachelor’s degree or higher, and 24.5% possess a graduate or professional degree.

- In the past year the City has enjoyed the opening of several exciting restaurants, which are energizing the retail scene and drawing visitors from around the region.

- The City enjoys a high level of broadband access for residents, businesses, and public facilities.

- Public schools in the area are ranked lowly, which drives many prospective residents to neighboring communities.

<table>
<thead>
<tr>
<th>Desired Outcomes and Progress Measures</th>
<th>Strategies and Action Items</th>
<th>Implementation Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outcome 1: Major places in College Park are vibrant, connected, accessible to community and campus, and economically successful</td>
<td>Strategy A: Promote and focus economic investment in these priority development areas:</td>
<td>DHCD</td>
</tr>
<tr>
<td>Progress Measures:</td>
<td>1. Downtown College Park (from the City limits south of Guilford Drive to College Avenue) to implement the University District Vision Plan.</td>
<td>UMD</td>
</tr>
<tr>
<td>Redevelop downtown into a vibrant,</td>
<td>2. College Park metro station area</td>
<td>Prince George’s County</td>
</tr>
<tr>
<td></td>
<td>3. Baltimore Avenue corridor area to create walkable nodes and promote residential infill</td>
<td>Private Developers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Community members</td>
</tr>
</tbody>
</table>
**Sustainable Community Application 2017**

<table>
<thead>
<tr>
<th>Sustainable Community Application 2017</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>walkable community with an environment accessible to all ages</td>
<td>4. Hollywood Commercial District to evaluate options for redevelopment</td>
</tr>
<tr>
<td>Revitalize the Hollywood Neighborhood Commercial District into a vibrant shopping area by addressing issues of visibility, access, and lack of identity</td>
<td>5. City-owned Calvert Road property to create a strategy for redevelopment and use</td>
</tr>
<tr>
<td>Increase retail, recreational, and entertainment amenities for students, residents, workers, and visitors</td>
<td>6. Berwyn Commercial District to revise zoning to allow more neighborhood-serving uses</td>
</tr>
<tr>
<td>Realize development in the area surrounding the College Park Metro Station</td>
<td>7. Northcore of the Greenbelt Metro Station development to work with stakeholders to maximize the benefits and minimize the negative impacts on College Park residents (including proposed Greenbelt FBI location and accompanying retail)</td>
</tr>
<tr>
<td>Encourage college graduates, particularly University of Maryland grads, to live and work in the city,</td>
<td>Strategy B: Monitor plans and progress of the University of Maryland Discovery District with the goal of ensuring long-term economic benefits and job growth for the City of College Park</td>
</tr>
<tr>
<td>Attract advanced technology and professional employers to College Park to diversify employment base.</td>
<td>Strategy C: Support and attract diverse, locally owned retail and restaurant establishments</td>
</tr>
</tbody>
</table>

**Outcome 2: Enhanced Economic Competitiveness**

**Progress Measures:**
- Support local, independent businesses, Support DCPMA,
- New BIDS, More businesses taking advantage of façade improvement program;
- Create a critical mass of retail focused on the walkable nodes on Baltimore Avenue.

**Strategy A:** Continue and strengthen City-initiatives focused on bringing new business to College Park through the Downtown Merchants Association, ShopCollege Park Initiative, Business Assistance Program, RISE Zone, Façade Improvement Program, City Marketing
### Sustainable Community Application 2017

#### Transportation

(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)

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Off-road hiker/biker trails</td>
<td>• Some trails do not connect and need improvements to increase safety</td>
</tr>
<tr>
<td>• Location inside beltway with easy access to I-95</td>
<td>• Lack of infrastructure investment in streets, sidewalks and lighting</td>
</tr>
<tr>
<td>• Access to two Metro stations, MARC</td>
<td>• Main street (US 1) is a state highway in need of improvements</td>
</tr>
<tr>
<td>• The Purple Line will have 5 stations servicing College Park residents with 3 in the City itself.</td>
<td>• Traffic congestion persists</td>
</tr>
<tr>
<td>• The City is served by three bus systems</td>
<td>• Bus/train system tickets are not integrated. A single “university pass” that allows students to access all forms of transit in the city regardless of provider is a desired goal but has met with stumbling blocks.</td>
</tr>
<tr>
<td>• The city has a Memorandum of Understanding with the University to allow city residents to ride the Shuttle UM, a bus service previously reserved for students only. The city pays for and provides Shuttle UM passes to residents on request.</td>
<td></td>
</tr>
<tr>
<td>• The City and UMD launched a pilot bike-share system, mBike</td>
<td></td>
</tr>
<tr>
<td>• The City adopted a Complete and Green Streets Policy</td>
<td></td>
</tr>
</tbody>
</table>

#### Desired Outcomes and Progress Measures

**Outcome 1:** Better connected, safer, more accessible and higher usage hiker/biker trails within the City

**Progress Measures:** Recommendations from CPTED analysis, and Complete and Green Streets Report are completed; Increase number of students/employees/residents walking and biking locally, bike-to-work day is supported, Reduced commute times for local residents and

<table>
<thead>
<tr>
<th>Outcome 1: Better connected, safer, more accessible and higher usage hiker/biker trails within the City</th>
<th>Strategies and Action Items</th>
<th>Implementation Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Progress Measures: Recommendations from CPTED analysis, and Complete and Green Streets Report are completed; Increase number of students/employees/residents walking and biking locally, bike-to-work day is supported, Reduced commute times for local residents and</td>
<td>Strategy A: Implement trail safety recommendations from a Crime Prevention through Environmental Design analysis conducted by the Department of Justice in 2017</td>
<td>BJA NTTAC</td>
</tr>
<tr>
<td></td>
<td>Strategy B: Pursue funding for improving and connecting trails such as a connection from the Paint Branch Trail to the Trolley trail on the north side of Campus Drive, the West College Park trail, and more.</td>
<td>City of College Park</td>
</tr>
<tr>
<td></td>
<td>Strategy C: Continue mBike bike share system that provides dense array</td>
<td>College Park Partnership</td>
</tr>
<tr>
<td></td>
<td></td>
<td>University of Maryland</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Prince George’s County</td>
</tr>
</tbody>
</table>
### Sustainable Community Application 2017

#### UM employees, reduce number of campus parking passes,
of local stations for 'last mile' bicycle connectivity and also join into the County’s Capital Bikeshare program that provides regional connections.

#### Outcome 2: Route 1/Baltimore Avenue is rebuilt as a complete street

**Progress Measures:** A better walk score for various locations on Baltimore Avenue in the City, safer connections, a reduction in traffic congestion, a reduction in pedestrian/bicycle crashes on Baltimore Avenue

**Strategy A:** Work with SHA to facilitate Baltimore Avenue reconstruction and sidewalk project

**Strategy B:** Continue to participate in working groups related to improving traffic congestion the Baltimore Avenue corridor.

**SHA**
**UMD**
**Prince George’s County College Park Partnership**

### 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)

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Existing neighborhoods with active civic associations</td>
<td>• Aging single-family housing stock</td>
</tr>
<tr>
<td>• Local and national historic districts</td>
<td>• Lack of housing type diversity</td>
</tr>
<tr>
<td>• Increasing supply of student housing</td>
<td>• A significant number of the University’s faculty and staff live outside the city and recent graduates routinely leave town.</td>
</tr>
<tr>
<td>• Successful homeownership programs in the City and through the College Park City-University Partnership</td>
<td>• 53.9% of the housing units in the City are occupied by renters</td>
</tr>
<tr>
<td>• The creation of a website dedicated to living in College Park: livecollegepark.org and a residential brochure</td>
<td>• There is need for new housing units that are geared toward homeowners.</td>
</tr>
</tbody>
</table>

### Desired Outcomes and Progress Measures

**Outcome 1:** An increase in homeownership throughout the City from 46% to 65%

**Progress Measures:** Increase the number of UMD faculty and staff living in the City, Decrease group rentals of single family homes, Increase affordable housing west of Route 1 and south of 193 for undergraduate and graduate students within walking distance of campus, Increase access to transit, including the development of housing near the College Park Metro Station, Ensure the densest

**Strategy A:** Encourage the private sector to develop high quality, market rate single family (attached and detached), multifamily housing, and continue to ensure that the University and private sector provide suitable undergraduate and graduate students housing options on or near campus.

1. Provide opportunities for high density housing in mixed-use areas
2. Ensure that new development contributes to the City’s tax base to the maximum extent possible
3. Ensure the availability of housing for households of all income levels

**Strategy B:** Strengthen College Park neighborhoods by reducing the number of single-family homes that are converted to group rental

**Implementation Partners**
**Sustainable Community Application 2017**

| Residential development and most diverse mix of housing types occur at the walkable nodes on US Route 1. | 1. Encourage private reinvestment by homeowners consistent with a neighborhood’s character.  
2. Promote homeownership in the City of College Park.  
3. Continue homeownership programs such as the City’s New Neighbor Grant program and the Partnership’s Homeownership Program and explore new programs for housing rehabilitation.  
Strategy C: Increase opportunities for an excellent Quality of life  
1. Address public safety in neighborhoods.  
2. Ensure that the housing needs of seniors are met within the community  
3. Strengthen City code enforcement efforts and engage the community  
4. Promote quality local schools to support families living in College Park neighborhoods  
5. Make neighborhoods more pedestrian, bicycle, and transit friendly. |

| 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) |

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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</table>
| • Public services rated good or excellent by residents  
• Access to cultural and artistic resources of the University of Maryland including the Clarice Smith Performing Arts Center, the College Park Tennis Club, the College Park Aviation Museum, and MilkBoy ArtHouse  
• Active programming through the locally-run College Park Arts Exchange  
• City contract police as supplement to Prince George’s County and University of Maryland police  
• Active civic associations and citizen committees such as the Neighborhood Quality of Life Committee | • Negative image of the public school system  
• Crime (real and perceived)  
• Only one indoor community center (no swimming pool) |
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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.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tbody>
<tr>
<td>The City has 11 distinct residential neighborhoods primarily zoned R-55 (single-family) and R-18 (medium-density multifamily). There are ample home ownership opportunities and varied housing options.</td>
<td>42% of City’s land is University-owned which and mostly zoned R-R, however this zoning is not aligned with the campus build pattern of classrooms, offices, and streets.</td>
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<tr>
<td>Route 1 has seen tremendous redevelopment activity since being rezoned from C-S-C (Commercial Shopping Center) to M-U-I (Mixed-Use- Infill) in 2001 specifically to promote its transformation from a strip commercial corridor to a boulevard with a series of walkable, mixed-use nodes.</td>
<td>The University is not required to comply with County Zoning Ordinances or to obtain City Permits.</td>
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<tr>
<td>The Prince George’s County Zoning Ordinance is being updated which should have a positive impact on revitalization efforts.</td>
<td>Kropp’s Addition, east of the Metro, despite the rezoning to M-X-T and inclusion in the Transit District Overlay Zone (TDOZ) has not seen any change in land use. The City’s vision is for this area to become a new mixed-use neighborhood.</td>
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<thead>
<tr>
<th>Desired Outcomes and Progress Measures</th>
<th>Strategies and Action Items</th>
<th>Implementation Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outcome 1:</strong> College Park has high quality, consistent, and cost-effective services in every department that contribute to a desirable, welcoming, and safe City. Progress Measures: High rating of City services on resident surveys.</td>
<td>Strategy A: Effective services include streamlined processes for permits and payments and a better process for City/County permitting to reduce hassle. Strategy B: Utilize contract police for improvements in public safety and increase effective code enforcement.</td>
<td></td>
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<tr>
<td><strong>Outcome 2:</strong> College Park has top-performing schools for local families Progress Measures: High rankings of local schools.</td>
<td>Strategy A: Support schools and education initiatives such as College Park Academy, Lakeland Stars mentoring program, and provide grants to public schools serving College Park. Strategy B: Improve local schools serving College Park children through collaboration with partners including Prince George’s County Public School System, and the University of Maryland.</td>
<td></td>
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### Desired Outcomes and Progress Measures

<table>
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<tr>
<th>Outcome 1: Promote and focus investment in priority development areas</th>
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<tbody>
<tr>
<td>Progress Measures: Number of new developments in priority areas</td>
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</table>

### Strategies and Action Items

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<tr>
<th>Strategy A: implement the University District Vision Plan in downtown including residential infill and retail</th>
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<tr>
<td>Strategy B: Monitor implementation of the Maryland Innovation District with the goal of ensuring long-term economic benefits and job growth for the City of College Park</td>
</tr>
<tr>
<td>Strategy C: Implement redevelopment of the College Park Metro Station East Area including residential and retail uses</td>
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</tbody>
</table>

### Implementation Partners

| University of Maryland WMATA |
Sustainable Community Application 2017
Section D

Sustainable Communities Workgroup Roster
(Listed alphabetically)

Steve Beavers – Community Development Coordinator, City of College Park

Steve Brayman, Chair – Public Safety Committee

PJ Brennan, Chair – Housing and Development Committee

Dustyn Burkart Kujawa, Chair – Education Committee

Ryan Chelton – Economic Development Coordinator, City of College Park

Eric Olson - Director, College Park City-University Partnership

Terry Schum – Director, Department of Planning Community and Economic Development, City of College Park

Mark Stewart, Chair – Sustainability Committee

Patrick Wojahn, Chair – Transportation Committee

Valerie Woodall – Program Associate, City Park City-University Partnership