

ATTACHMENT A

**PRINCE GEORGE'S COUNTY
COUNTYWIDE SECTIONAL MAP AMENDMENT (CMA)**

Recommended Goals, Concepts, Guidelines

and

Public Participation Program

1. PURPOSE

This document is intended to brief the Planning Board and the District Council on the general goals, concepts, and guidelines that the planning staff will observe throughout the countywide mapping process, in addition to the public participation process designed to inform and educate the public. It contains a general project description and plan schedule. It is intended to be used as a general reference document to guide the process of the Countywide Sectional Map Amendment (CMA).

2. PROJECT DESCRIPTION

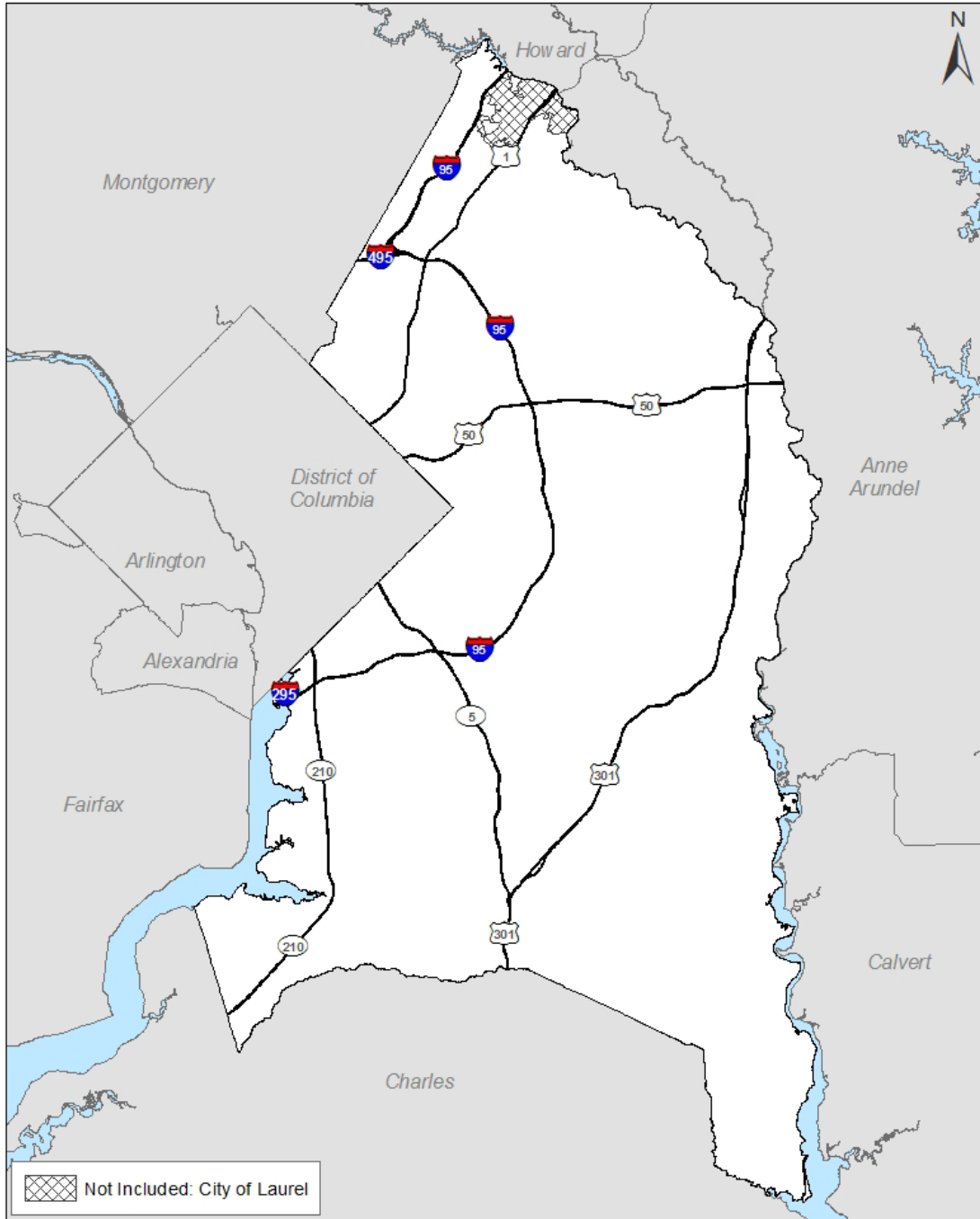
The Prince George’s County Planning Department of The Maryland-National Capital Park and Planning Commission (M-NCPPC) has been directed by the Prince George’s County Council to prepare a Countywide Sectional Map Amendment (CMA) and apply zoning categories contained in Prince George’s County’s new Zoning Ordinance (CB-13-2018) (and if amended during the CMA process) to all real property within that portion of the Maryland-Washington Regional District located in Prince George’s County (the “Regional District”).¹

This CMA is a non-substantive, technical zoning reclassification of land located within all Planning Areas of that portion of the Regional District. It will support the desired development pattern of the *Plan Prince George’s 2035 Approved General Plan* (Plan 2035). However, it will not change land use designations, will not substitute for the comprehensive planning and zoning process, or amend Plan 2035. Approval of the CMA is mandatory for the new Zoning Ordinance to take effect.

3. PROJECT BOUNDARY

The CMA subject area is bounded by the City of Laurel and Howard County to the north, Anne Arundel and Calvert Counties to the east, Charles County to the south, and Montgomery County and the District of Columbia to the west. The CMA area consists of approximately 495 square miles (317,000 acres) and includes 26 municipalities within the County where The M-NCPPC has authority to make future zoning recommendations (see Map 1 below).

¹ The term “that portion of the Maryland-Washington Regional District located in Prince George’s County” is used by State law to denote the part of the County that is governed by the County’s Zoning Ordinance. The City of Laurel is not located within the Regional District and will not be affected by the CMA. The rest of Prince George’s County is part of the Regional District.



Map 1: CMA Boundary

4. CMA PROCESS

The CMA will follow the established mapping preparation procedures as described in CB-14-2018 and subsequently codified as Part 19 of the Zoning Ordinance, Subtitle 27 of the County Code. The overall process is detailed in Figure 1. A project milestone schedule is detailed in Attachment A.

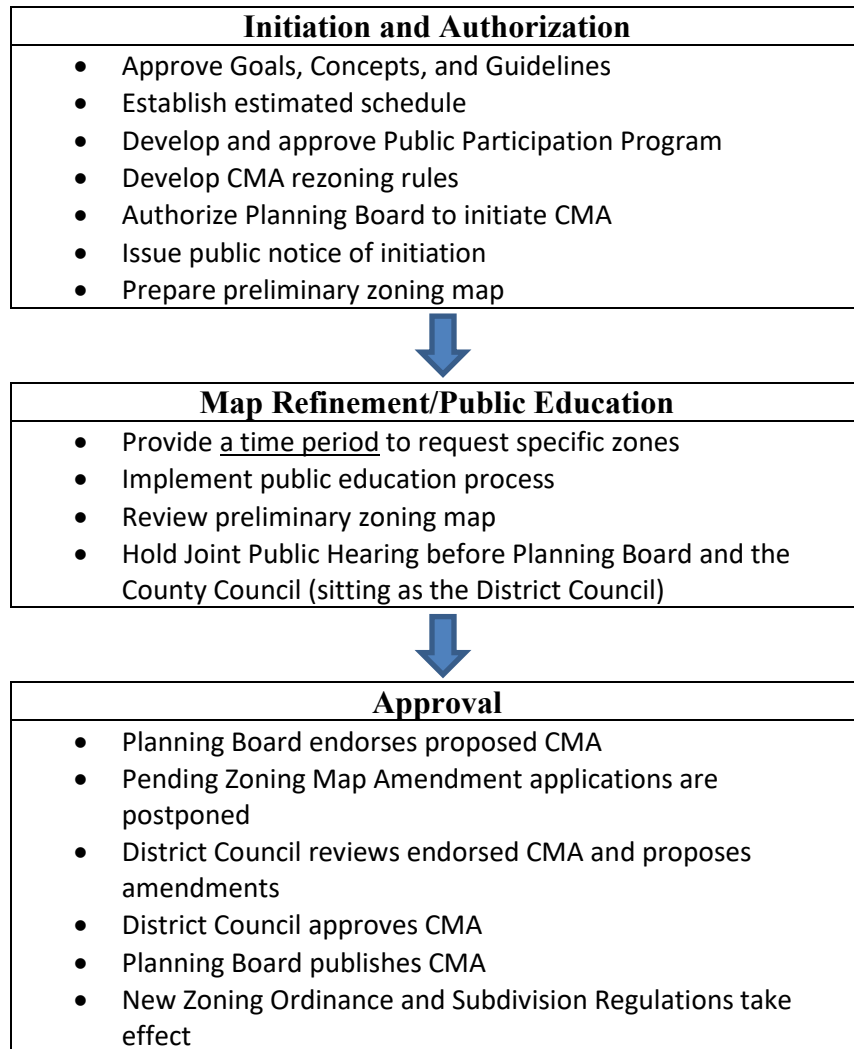


Figure 1: CMA Process

5. Goals, Concepts, and Guidelines

The Goals, Concepts, and Guidelines for the CMA summarize the issues and priorities identified during the development of the new Zoning Ordinance (CB-13-2018) and Subdivision Regulations (CB-15-2018). Considerable attention was paid to researching best practices pertaining to comprehensive rezoning of large jurisdictions that recently approved new zoning ordinances. Planning staff also conducted stakeholder meetings, walking tours, educational workshops, and listening sessions; and used input forums and web-based social platforms that contributed greatly to the volume of knowledge for the work to be done as part of the CMA.

The goal of the CMA is to efficiently and effectively rezone all property in that portion of the Regional District within Prince George's County comprehensively and systematically, in a timely manner, and in accordance with all applicable State and local laws.

Project concepts and guidelines include:

1. Focusing on providing stakeholders with a transparent CMA process.
2. Avoiding piecemeal rezoning.
3. Encouraging a balance of participation by County residents, municipalities, and businesses.
4. Establishing an easy to understand, equitable, and universal (Countywide) set of rules for applying new zones to each property in the County (except within the City of Laurel).
5. Ensuring that all properties and stakeholders are treated fairly and equitably throughout the CMA process.
6. Creating a clear understanding of the relationship between the County's current zones and the County's new zones from the pending Zoning Ordinance adopted by the County Council on October 23, 2018 (and if amended during the CMA process).
7. Engaging stakeholders in an informative educational and notification process.
8. Producing a user-friendly and informative zoning map.
9. Notifying stakeholders of zoning changes impacting real property.
10. Producing a legally accepted and defensible zoning map.

PUBLIC PARTICIPATION PROGRAM

Public participation is an essential element of implementing the Countywide Sectional Map Amendment (CMA). The proposed public participation program is intended to make property owners aware of their property's zone changes; notify affected individuals of the timeline for decision-making and public comment; and educate community organizations, property owners, business owners, municipalities, public agencies, and other stakeholders about the rules and procedures of the new zoning ordinance. Overall, the public participation program is designed to be transparent and informative and to reassure County stakeholders that zoning decisions are happening in a manner that is clear and consistent.

The public participation process for the CMA has already begun and is a continuation of staff's outreach efforts during the rewrite of the County's Zoning Ordinance and Subdivision Regulations. Outreach efforts for the project included the "saturation outreach" initiative which was launched in the Fall of 2014 as an effort to engage as many stakeholder communities as possible; by the time the new Zoning Ordinance and Subdivision Regulations were adopted on October 23, 2018, almost 400 meetings were held.

Saturation outreach included more than meetings with a myriad of community groups, homeowners' associations, and industry organizations. This engagement also included walking tours with special interest groups, local community development corporations, and residents to better understand planning, zoning, and code enforcement challenges that they face and to discuss and identify potential solutions; pamphlets mailed to more than 300,000 property owners and residences detailing the project and how interested parties could get involved; hosting pop-up tables at community events; and using various forms of technology (online and otherwise) to provide everyone with the opportunity to participate and resources and tools that stakeholders could use to better understand the proposed regulations and ensure that a strong countywide consensus could emerge around key policy issues.

The outreach program for the Zoning Ordinance and Subdivision Regulations rewrite incorporated a five-component process that focused on partnership, interaction, input, training, and education, supported by community awareness. During the development of the new Zoning Ordinance and Subdivision Regulations, emphasis was placed on partnership, interaction, and input. As the County transitions to the CMA, the public participation program will focus specifically on awareness and education.

Outreach Strategy

The aim of the outreach strategy is to support the CMA's overall goals of transitioning the existing zone categories for every property in the County (except within the City of Laurel) to the most similar zone category in the new Zoning Ordinance; providing transparent rules for the non-substantive, technical rezoning of properties in Prince George's County; and ensuring that all zoning conversions are objective, transparent, and consistent.

Specifically, the outreach strategy will:

1. Encourage a balance of participation by the County’s residents and businesses affected by the CMA including property owners, municipalities, civic associations, local business groups, interest groups, and government agencies.
2. Use a variety of methods and tools to inform as many community members as possible about the CMA process and specific zoning recommendations.

To implement these goals, a comprehensive strategy is needed to ensure effective outreach to all elements of this culturally, demographically, and geographically diverse County. The strategy must be designed with a variety of tools since various notification techniques will be more effective than others in reaching individual groups within the community. At the same time, consideration must also be given to staffing and financial resource limitations. A particular challenge is that the general public has little familiarity with the concept of “zoning” and how the new codes differ from the existing codes.

The outreach strategy involves the continuation of ongoing activities and the initiation of new activities that are designed to reach out to all elements of the community and to increase representation from any groups that have not actively participated in the past.

As the implementation of this outreach strategy proceeds, it will be assessed and evaluated continually in terms of its effectiveness. However, there are certain components of this process that are legally required, and these items will remain consistent. The implementation of the strategy must occur pragmatically, and adjustments will be made when necessary to pursue those efforts that are most effective.

The outreach strategy for the CMA consists of six deliverables – the Guide to New Zones, Countywide mailings, regional educational sessions, a project website, a community roadshow, and a resident’s guide to planning and zoning:

- **Guide to New Zones** – The Guide to New Zones is a booklet which details how all properties in the County will transition from their current zone district to the closest corresponding zone district contained in the new Zoning Ordinance adopted October 23, 2018 (and if amended during the CMA process). Specifically, this document consists of five parts, which detail how zones will transition:
 - The New Zone Conversion Chart, for properties that will see minimal zone changes;
 - The Mixed-Use Zone Decision Matrix for properties in mixed-use zones not located in a Plan 2035-designated center or the Innovation Corridor;
 - The Transit-Oriented/Activity Center Base Zones Decision Matrix for properties located in designated Plan 2035 Centers;
 - The US 1/Innovation Corridor Decision Matrix, for properties along US 1/Baltimore Avenue and the Innovation Corridor located between the Capital Beltway (I-495/I-95) and the border with Washington, D.C.; and

- The Sectional Map Amendments for the Greater Cheverly and East Riverdale-Beacon Heights sector plans.

This document will be available in print and digital formats.

- **Countywide Mailings and Frequently-Asked Questions** – Three mailings will be delivered to all Prince George’s County property owners as part of the project. The first mailer will inform County property owners of the initiation of the Countywide Sectional Map Amendment process. This document will include a brief history and project description, frequently asked questions about the project, contact information for Planning staff, and a schedule of project milestones.

The second mailer will be an announcement of the Joint Public Hearing between the Prince George’s County Council (sitting as the District Council) and the Prince George’s County Planning Board.

The final mailer will provide notification of the approval of the CMA.

These mailings will be delivered to an estimated 420,000 property owners.

- **Regional Educational Sessions** – Regional educational sessions are designed to help residents, property owners, and other project stakeholders better understand how the CMA will work and to learn how to use digital tools to see their individualized zoning changes.
- **Project Website** – The Planning Department’s Zoning Rewrite website will be updated to reflect the adoption of the new Zoning Ordinance (via CB-13-2018) and Subdivision Regulations (via CB-15-2018) and the initiation of the second phase of the project, which is the CMA. This website will serve as a hub of information for County residents and project stakeholders. The website will include an online project overview; major project milestones, timeline, and schedule; an online digital mapping tool showing the changes between existing and new zones; and digital forms for residents and stakeholders to request meetings with the project team and to register for the project’s email mailing list. The website will also connect residents and stakeholders to social media channels, which serve as an additional platform to promote the CMA. The website will be designed to be multi-lingual and to be accessible for all users.
- **Community “Road Show”** – The CMA road show is an on-demand presentation for homeowner’s associations, municipalities, community organizations, and other project stakeholders to learn about the CMA and the new Zoning Ordinance and Subdivision Regulations. Key elements of this presentation will include major changes in the new Zoning Ordinance and Subdivision Regulations; the CMA Process; and an interactive activity that allows participants to see how their zone districts will transition as part of the CMA.

To the extent practicable, every effort will be made to ensure all publications and public notices are available in English and Spanish. A telephone number will be established to enable interested people to ask questions and provide input in Spanish. Interpreters will be provided to facilitate communication with the multilingual community.

The Planning Department will work to identify internal, external, and agency stakeholders to serve as community engagement liaisons. The community engagement liaisons will help the project team devise and implement techniques to reach out and engage the community, thereby facilitating two-way dialogue. They will help to solicit input from community members and help to identify issues of importance for the staff. In doing so, they will serve as an important conduit of information between the staff and the community.