



PURPLE LINE

EQUITABLE TRANSIT-ORIENTED DEVELOPMENT STRATEGY

ACKNOWLEDGEMENTS



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The Purple Line represents Maryland's largest transit investment in the 21st century. Historically, transit investments of this scale have been transformative for the people and places that surround them, but these transformations have often been at the expense of residents and businesses with less economic and political power. This report highlights transportation, development and housing, and economic development strategies to make sure the benefits of the Purple Line are equitably shared.

THE PURPLE LINE, a new light rail line in Prince George's and Montgomery Counties outside of Washington, D.C. that is expected to open by 2026, will connect numerous distinct suburban communities; existing business districts; the main campus of the University of Maryland, College Park; and the existing public transit network. The communities that surround the Purple Line include affluent low-density neighborhoods, suburban downtowns, and neighborhoods with strong Latinx/e, immigrant, and African American communities. The **Maryland Department of Transportation (MDOT)/Maryland Transit Administration (MTA)** and the other agencies, jurisdictions, and organizations responsible for land use, transportation, housing, and economic development along the Purple Line corridor have been working hard to prepare for the Purple Line for over a decade. There is still more to do, however, to align policies, plans, and resources to complement the transit investment, particularly in areas that will have fixed-route transit for the first time. Many of these efforts have been championed by the **Purple Line Corridor Coalition (PLCC)**, which has been working with partners for years to organize around equitable outcomes for the Purple Line corridor, and the **National Center for Smart Growth (NCSG)**, an urban planning and policy research center at **University of Maryland (UMD), College Park** that provides administrative and technical support for the PLCC. This report, executed in partnership with MDOT/MTA, was supported by a grant from the **Federal Transit Administration (FTA)** and led by NCSG in partnership with economic consulting firm **ECONorthwest**. It is the culmination of several years of effort toward the goal of advancing **equitable transit-oriented development (ETOD)** planning ahead of the line's opening.

CORE PRIORITIES

PEOPLE-FIRST TRANSIT ACCESS



The Purple Line introduces new opportunities to many places that currently lack access to rail transit. These locations are disproportionately home to the Purple Line Corridor's lowest-income residents, especially in Langley Park and greater Riverdale. However, planned improvements to the built environment around Purple Line stations are insufficient to deliver safe access to transit for all corridor residents. Achieving the Purple Line's full potential to address existing inequities and to spur economic development through improved transit access will require strategic and coordinated improvements to pedestrian, bike, and bus accessibility throughout the corridor.



FROM TRANSIT-ORIENTED DISPLACEMENT TO EQUITABLE TRANSIT-ORIENTED DEVELOPMENT

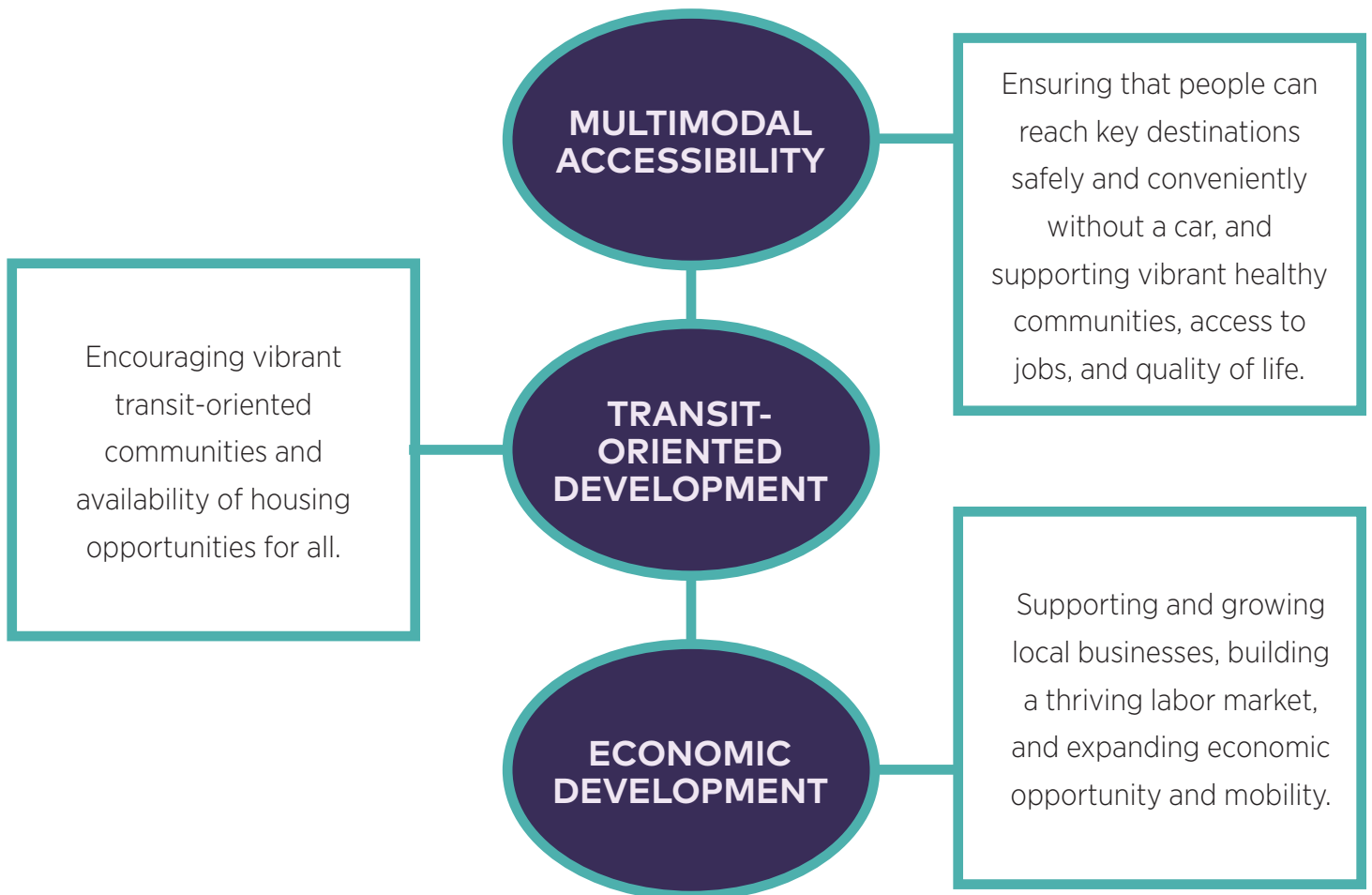
Completion of the Purple Line is expected to attract new residential and commercial developments due to improved transit access. While transit-oriented development (TOD) will create new opportunities for housing options and growth in jobs and businesses, it is likely to accelerate the rate of displacement already occurring in the Corridor. Planning and TOD strategies that center the needs of residents and small businesses can help more of them partake in the economic benefits associated with the Purple Line.



INCLUSIVE ECONOMIC GROWTH

There are pronounced economic inequities along racial lines within the Corridor. The Purple Line will bring closer communities with very different identities, employment opportunities, and industry strengths. Lower-income households, renters, and people of color face a greater risk of displacement from redevelopment and rising rents. To ensure historically disadvantaged populations benefit from increased accessibility to quality jobs and other amenities associated with a new transit line, efforts to grow key industries in the Purple Line Corridor should be paired with interventions to support small businesses, a diverse group of entrepreneurs, and residents looking to build skills and obtain quality jobs.

STRATEGY TOPICS





SUMMARY OF STRATEGIES



MULTIMODAL ACCESSIBILITY STRATEGIES

- **Manage automobile traffic to reduce conflicts and risks for pedestrians** through reduced traffic speeds, safer intersection design and operations, and reducing the impact of driveways on pedestrian safety
- **Improve pedestrian infrastructure on public streets**, including additional safe pedestrian crossing opportunities on major roads and improved sidewalks
- **Improve pedestrian connections on private property**, including connections between residential neighborhoods and commercial areas and pedestrian-oriented design for commercial and mixed-use development
- **Coordinate and expand bus service** connecting to the Purple Line to expand community access to the line
- **Optimize Purple Line service**, including headways, fare structure, and integration assumptions with other forms of transit
- **Improve bicycle routes connecting to the Purple Line**, including safe routes near stations that link to an integrated network and Purple-Line-parallel long-distance bicycle routes that connect to existing trails

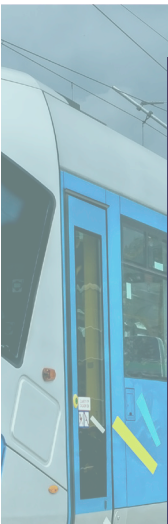
TRANSIT-ORIENTED DEVELOPMENT STRATEGIES

- **Expand affordable housing resources**, seeking external funding and opportunities for use of public and tax-exempt land
- **Leverage market-rate development to deliver mixed-income housing** by linking affordability requirements and incentive programs in Prince George's County (potentially including a broader inclusionary housing program) and calibrating Montgomery County's long-standing Moderately-Priced Dwelling Unit requirements to reflect changing market conditions and housing goals
- **Protect existing low-cost housing and vulnerable residents** by expanding measures to improve housing stability for existing households at greatest risk of displacement and preserving and improving existing lower-cost housing in the corridor
- **Increase transit-supportive housing production** through allowing greater housing density in appropriate locations within key station areas and placemaking investments to improve livability, walkability, and vibrancy for areas targeted for new development
- **Expand housing choice in Purple Line neighborhoods** through potential changes to zoning/development regulations to expand opportunities for middle housing, such as duplexes, triplexes, and small multifamily buildings, in low-density areas near the Purple Line



ECONOMIC DEVELOPMENT STRATEGIES

- **Protect and nurture existing small businesses** through support adapting to changing marketing conditions and a growing customer base and preserving businesses and cultural institutions that have particular importance to existing residents or meet the needs of specific subpopulations within the corridor
- **Attract and grow new small businesses** through support for diverse small retail, restaurant, and service businesses to locate in new mixed-use, transit-oriented development; foster entrepreneurship and small business growth in existing business clusters
- **Grow existing industry clusters** with a focus on increasing employment and equitable access to opportunities, including the information technology and quantum computing sector in the Discovery District near UMD; professional services, media and communications, and hospitality administration around Bethesda and Silver Spring CBDs; strong industrial districts in the New Carrollton area; and opportunities to attract federal government facilities and leasing in key locations
- **Leverage growth in education and healthcare industries to meet residents' needs**, including community-serving medical and health-care offices and expanding UMD centers and initiatives that serve the broader community
- **Expand opportunities for residents to enhance their skills and career paths** through training and skill-building opportunities for residents, focusing on residents of color and immigrants
- **Address barriers to workforce participation and advancement** including barriers to job qualification, job placement, and career advancement in the workplace and wrap-around support for residents to fully participate in the workforce



THESE EFFORTS WILL REQUIRE PARTICIPATION, COLLABORATION, AND COMMITMENT

from many partners in the public and private sectors. As the strategies in this report are advanced toward implementation, it will also be essential to center the voices of impacted people and collaborate with the community to refine the recommendations and align new programs and investments with community needs and goals. The PLCC, as a broad coalition with a strong track record of delivering coordinated action, is well-positioned to help bring partners together around a shared agenda and advance a range of strategies to support equitable TOD in the Corridor.



BACKGROUND



The State of Maryland's Department of Transportation and Maryland Transit Administration, along with a consortium of private companies, are currently constructing the Purple Line, a new light rail system in Prince George's and Montgomery Counties outside of Washington, D.C. The 16-mile rail line is projected to open by 2026 and it will connect numerous, dense activity centers as well as multiple existing rail transit systems between Bethesda and New Carrollton.

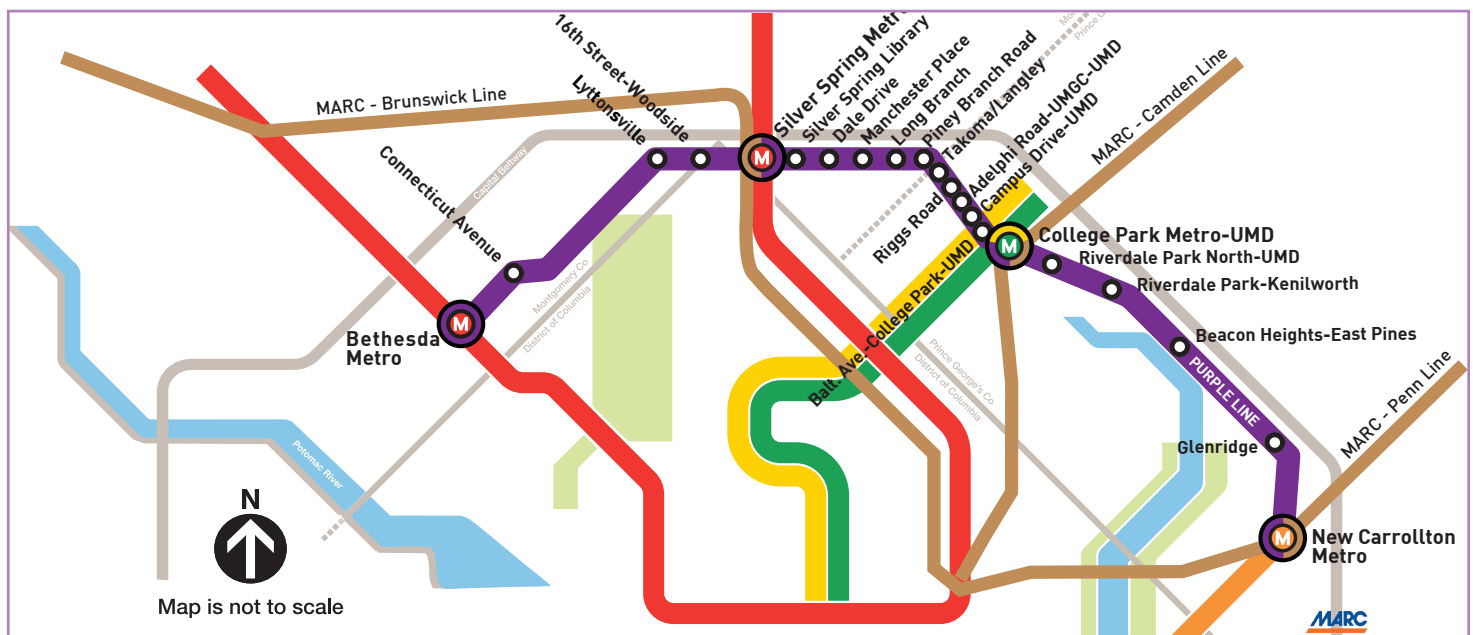
This transit investment creates opportunities to support and leverage private investment in real estate and economic growth in the surrounding area. It will also increase residents' access to economic and social opportunities via transit, especially for transit-dependent, low-income, and systemically disadvantaged residents. However, by making the Corridor more attractive to new residents, businesses, shoppers, and visitors, the Purple Line also increases the risk of displacement for existing residents and businesses, particularly those with limited financial resources, those who do not control their own property, and those most likely to experience discrimination and barriers in the market.

Recognizing the need to address both the opportunities and risks presented by the Purple Line, the Purple Line Corridor Coalition (PLCC) has been working for years to organize an active coalition of partners, working toward the following goals:

- Support and Grow Local Businesses
- Build a Thriving Labor Market
- Ensure Housing Choices for All
- Support Vibrant, Sustainable Communities

The effort produced a Community Development Agreement in 2017 through which government, community, nonprofit, philanthropic, business, and academic organizations committed to annually measure, monitor, and report on the progress toward PLCC's goals for the Corridor. Since 2017, the PLCC has been engaged in numerous efforts to advance a vision of equitable development in the Corridor, with administrative and technical support from the National Center for Smart Growth (NCSG), an urban planning and policy research Center at University of Maryland (UMD) College Park.

As one element of the PLCC's broader efforts to support equitable outcomes in the Purple Line Corridor, NCSG is leading this effort to advance transit-oriented development (TOD) planning in the Purple Line Corridor, supported by a grant from the Federal Transit Administration (FTA). This document is the culmination of several years of effort toward the goal of advancing equitable TOD (ETOD) planning in advance of the line's opening. It builds on years of effort by the PLCC to create a place of opportunity for all who live, work, and invest in the Corridor.





ABOUT THIS REPORT

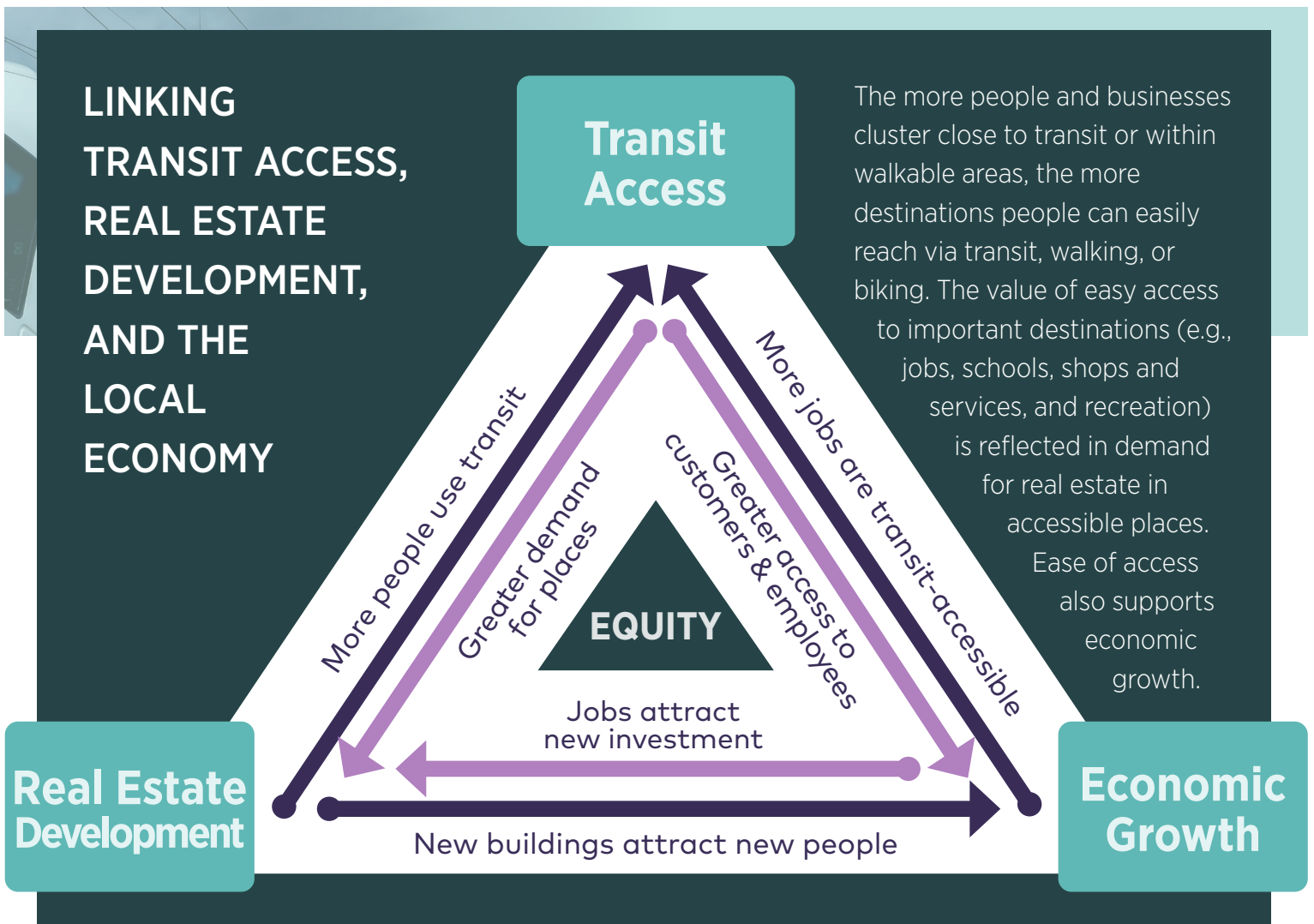
The purpose of this ETOD strategy is to identify measures that community leaders and policymakers can take to leverage the potential transportation, development, and economic benefits of the Purple Line transit investment in a way that benefits both existing and new residents and businesses, **with racial equity at the center**. The focus on the full length of the Purple Line corridor—across two Counties and multiple municipalities—is unique. This report draws on extensive analysis of conditions and opportunities in the Corridor and offers recommendations to support partnership, collaboration, and coordination across jurisdictional boundaries to improve outcomes in the Purple Line corridor.

This report and its recommendations are focused on three topics:

Multimodal Accessibility—the ability to safely, comfortably, and conveniently access important destinations using a variety of transportation modes.

TOD and Housing—potential for new development, particularly housing, in the Corridor and the impacts and implications of that development.

Inclusive Economic Development—efforts to support job creation, business growth, income growth, and improvements to the wider social and natural environment that strengthen the economy and enhance community well-being.





DEVELOPING THE RECOMMENDATIONS

The FTA grant funded several types of specialized technical analysis to inform recommendations for the corridor. NCSG and a team of consultants including ECONorthwest, a Pacific Northwest-based consulting firm with expertise in TOD and economic development, conducted multidisciplinary analyses of the existing conditions, opportunities, and challenges in the Corridor.



The Multimobility Assessment, led by NCSG, provides a rigorous, objective analysis of user conditions and access for all transportation modes within the corridor without and with the Purple Line, focusing on 11 station areas selected based on equity criteria. It identifies critical gaps in accessing the Purple Line via various modes (walking, bike, bus transit) and for different geographic and demographic population segments. It also measures the impact that planned improvements would have in addressing the gaps. (See *Appendix A.*)



The TOD Assessment, led by ECONorthwest with support from NCSG, evaluates the type, scale, and location of new development opportunities that might be feasible in the Purple Line corridor under current and possible future conditions. It analyzes how demand for real estate and market-driven developments may respond to Purple Line transit service and provides information to help jurisdictions and stakeholders understand how well existing and proposed regulations, policies, and programs would support desired outcomes. It also explored the potential for value capture funding and financing, which rested on an evaluation of value capture tools in the corridor. (See *Appendices B and C.*)



The Economic Development Assessment, led by ECONorthwest with support from NCSG, provides economic data and analysis to inform the strategies for inclusive economic growth. It summarizes economic trends, initiatives, and development efforts in the Corridor and evaluates how the Purple Line could influence opportunities for and constraints on equitable economic development. It also explores actions and policy measures that could simultaneously support goals for equitable economic development and ETOD. (See *Appendix D.*)

In addition to this technical analysis, the team reviewed and drew on prior relevant research and analysis by NCSG and the PLCC, Montgomery and Prince George's Counties, and others.

Stakeholders involved in planning for and delivering transportation, housing, TOD, and economic development initiatives in the area provided input through multiple meetings and opportunities for review and comment on the analysis and preliminary recommendations.¹

1. Engagement with affected community members was beyond the scope of this project, though it was part of some of the other efforts that informed this report. Recommendations related to additional engagement are addressed in the Conclusion.

PURPLE LINE CONTEXT AND COMMUNITY ASPIRATIONS

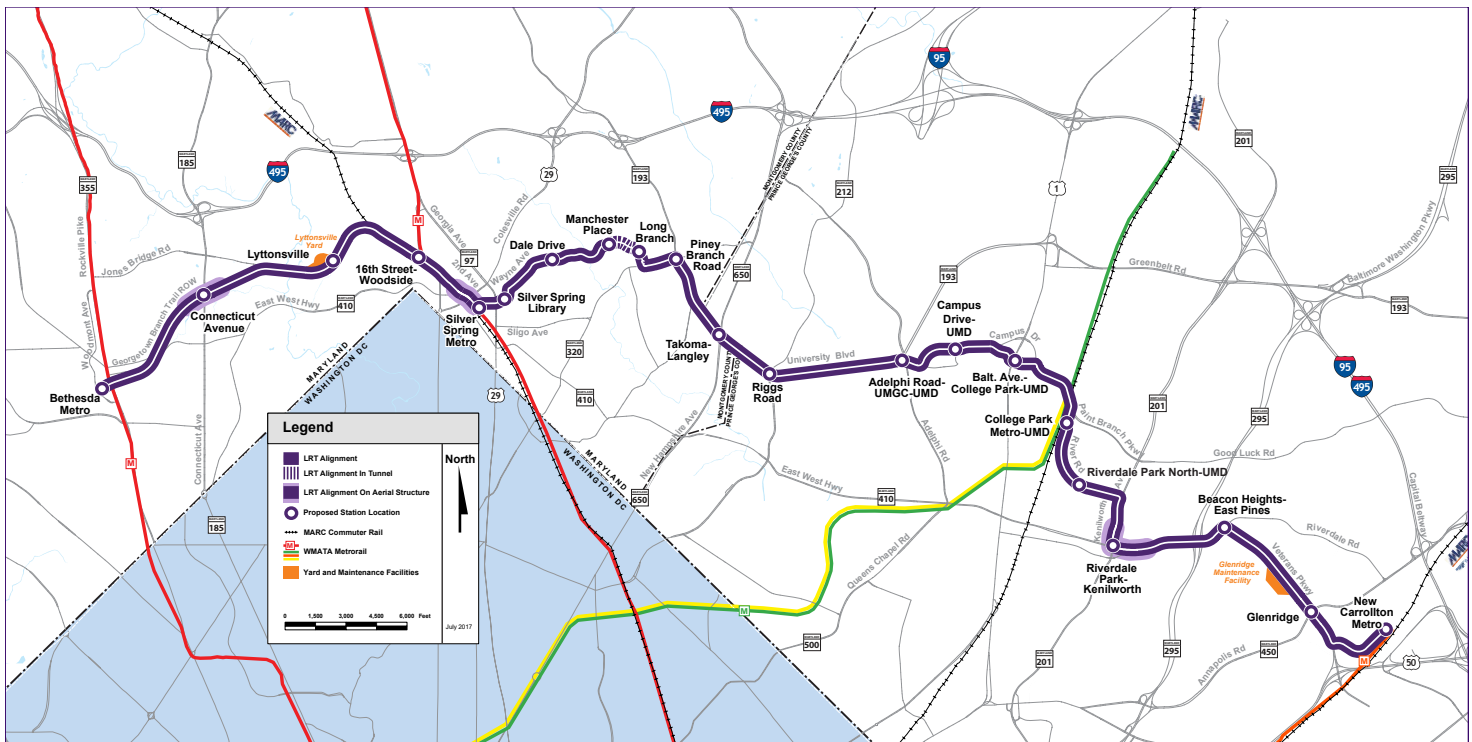
ABOUT THE PURPLE LINE CORRIDOR: OVERVIEW



When complete, the Purple Line will transport riders between Bethesda and New Carrollton, MD. The Corridor extends 16 miles, parallel with the Capital Beltway (Interstate 495), with 21 stations connecting major residential and employment centers in Prince George's and Montgomery County. Four of the 21 stations will adjoin existing Washington Metropolitan Area Transportation Authority (WMATA) metrorail stations along the red, green, and orange lines. Along its path, it will pass through distinct suburban communities, business districts, and the main campus of the University of Maryland, College Park. The Purple Line will also connect directly to three Maryland Area Regional Commuter (MARC) train stations that travel to Baltimore and Frederick, Maryland and beyond. It will also connect to one Amtrak station on the busy Northeast Corridor at New Carrollton. The Purple Line will be the first fixed-route transit line in the Washington DC region to connect the spokes of the Metro System, serving riders traveling from suburb to suburb rather than to and from the urban core.²

Approximately 170,000 people live within a half-mile radius of the train alignment.³ The Purple Line moves between neighborhoods with a wide variety of socioeconomic and demographic conditions. There are varying built environments, road conditions, land uses, and business types in and around station areas. More details on the varying conditions are included in the Subarea Conditions and Key Recommendations section beginning on page 47.

Purple Line Alignment



2. The National Center for Smart Growth, *The Purple Line Economic Development Technical Report*, October 2017, https://purplelinecorridor.org/wp-content/uploads/2018/08/103017_PurpleLineEDReportNCSG.pdf

3. The National Center for Smart Station Location (prepared by ECONorthwest), *The Purple Line Economic Development Assessment*, February 2021.



GOALS FOR THE PURPLE LINE CORRIDOR—WHAT DOES SUCCESS LOOK LIKE?

From 2014 to 2017, the PLCC embarked on an extensive public engagement process to develop the four goals of the Purple Line Community Development Agreement (CDA), which set the stage for long-term coalition-led activity:

Provide housing choices for all

Ensure housing opportunities are available for low- and moderate-income residents.

Zero net loss of 17,000 affordable housing units along the Corridor.

Support and grow local businesses

Diverse, locally established businesses prosper both during and after the construction period.

Preserve small and micro-businesses within the context of short and long-term COVID recovery and responses.

Build a thriving labor market

Workers in the corridor are well trained, grow in number, and are well matched with employers in skills and location.

Advance workforce development to ensure a more inclusive and equitable recovery from the pandemic.


Support vibrant communities

Vibrant and sustainable communities enhance health, culture, and a sense of place.

Support community-led placemaking and enhance connectivity, livability, and equity around station areas.

Racial equity is a core priority for the PLCC:

Racial equity will be achieved when current residents of low and middle-income Black, LatinX, and immigrant neighborhoods along the Purple Line are as likely as residents of predominantly white, historically well-resourced neighborhoods to participate in and benefit from increased investment before and after the Purple Line launches.



COVID-19 IMPACTS: This report was written as recovery from the COVID-19 pandemic was underway in the Purple Line corridor and across the globe. In addition to its public health impacts, the pandemic disrupted many businesses, particularly retail, restaurants, and personal services; impacted travel behavior and commuting, particularly on transit; led to shifts in the housing market; and caused widespread job losses followed by a very tight labor market where many businesses are having difficulty hiring. While some of these impacts are temporary and shift quickly as conditions change, others appear to be longer-lasting. Impacts were felt very unevenly across industries and income levels, and while federal stimulus funds mitigated some of the impacts, many of those with lower incomes, health challenges, less wealth, and less stable employment and housing continue to suffer the consequences of COVID's disruptions. Although things are likely to continue to trend back towards their pre-pandemic conditions to some extent, these disruptions left a lasting mark that is important context for the PLCC's goals and the strategies in this document.



OVERVIEW

The strategies seek opportunities to advance the CDA goals and equitable TOD in the Purple Line corridor within the context of the three broad topics that are the focus of this report—multimodal accessibility, TOD and housing, and economic development-- with racial equity as a core priority:




- **Multimodal Accessibility:** How can changes to the transportation system and land use complement the Purple Line investment to make it easier for people to reach key destinations safely and conveniently without a car, supporting vibrant healthy communities, access to jobs, and quality of life?
- **Transit-Oriented Development and Housing:** How can changes to regulations and public policy support vibrant transit-oriented communities and promote housing opportunities for all?
- **Economic Development:** How can economic development programs and initiatives help to support and grow local businesses, build a thriving labor market, and expand economic opportunity and mobility?

The strategies are organized by topic and, beyond that, by more specific areas of focus within each topic and the objective they advance, as summarized in the table on [page 11](#). The sections that follow provide additional detail regarding the rationale for each strategy (“**Why**”), guidance or options for implementation based on the team’s analysis and recommendations from other reports (“**How**”), geographic areas where the strategy is most applicable (“**Where**”), and key stakeholders and partners who can advance or support implementation (“**Who**”).



Image source: Eric Tuvel for VisionZeroNetwork.org



TOPIC	FOCUS	OBJECTIVE	STRATEGIES ADDRESS:
Multimodal Accessibility 	Pedestrian Access and Safety	Manage Automobile Traffic	<ul style="list-style-type: none"> • Automobile Speeds • Intersection Design • Curb Cuts
		Improve Pedestrian Infrastructure	<ul style="list-style-type: none"> • Safe Crossings • Sidewalk Improvements
		Improve Land Use and Connectivity	<ul style="list-style-type: none"> • Pedestrian Connections • Pedestrian-Friendly Designs
	Transit	Coordinate Bus Service	<ul style="list-style-type: none"> • Bus Service Revision Plans
		Optimize Purple Line Service	<ul style="list-style-type: none"> • Service Parameters
	Bicycle	Improve Connectivity and Safety	<ul style="list-style-type: none"> • Bicycle Routes Near Stations • Long-Distance Bicycle Routes
Transit-Oriented Development and Housing 	Housing Affordability and Displacement Prevention	Expand Affordable Housing Resources	<ul style="list-style-type: none"> • Advocacy for Greater Funding • Use of Public Land for Affordable Housing
		Deliver Mixed-Income Housing	<ul style="list-style-type: none"> • Inclusionary Housing (Prince George's County) • Affordability Linked to Existing Incentives (Prince George's County) • MPDU Requirements (Montgomery County)
		Protect Existing Low-Cost Housing and Vulnerable Residents	<ul style="list-style-type: none"> • Support for Renters and Homeowners at Risk • Preservation of Low-Cost Housing
	Housing Supply and Options	Increase Transit-Supportive Housing Production	<ul style="list-style-type: none"> • Greater Housing Density • Placemaking Investments
		Expand Housing Choice	<ul style="list-style-type: none"> • Middle Housing
	Economic Development 	Small and Local Businesses	Protect and Nurture Existing Small Businesses
Grow and Attract New Small Businesses			<ul style="list-style-type: none"> • New Small Businesses in TOD • Entrepreneurship and Small Business Growth
Key Industries		Grow Existing Industry Clusters	<ul style="list-style-type: none"> • Information Technology and Quantum Computing • Existing Business Clusters in CBDs • Labor-Intensive Industrial Businesses • Federal Government Facilities
		Fill Gaps in Residents' Service Needs	<ul style="list-style-type: none"> • Medical and Health Care Offices • UMD Centers and Initiatives
Workforce		Expand Opportunity for Skills and Career Paths	<ul style="list-style-type: none"> • Training and Skill Building
		Address Barriers to Participation and Advancement	<ul style="list-style-type: none"> • Barriers to Job Access and Advancement • Support to Participate in the Workforce



WHY MULTIMODAL ACCESSIBILITY MATTERS

How convenient, safe, and enjoyable it is for people to access and use the Purple Line—the time spent walking, waiting, and transferring from existing buses, and how safe people feel when doing it—and the destinations one can reach from it will ultimately dictate whether people choose to ride. Ensuring multimodal access to station areas shapes how these areas can support more transit-oriented development, how easy it is to access jobs and educational/training opportunities without a car, and certain types of businesses’ interest in locating in a station area.

SOURCES AND NOTES

In the “Corridor-Wide Multimodal Accessibility Analysis and Technical Assessment” (2022), NCSG focused on evaluating the eleven Purple Line stations that face the most significant pedestrian accessibility challenges, mainly along arterial roads and state highways. These stations are: Chevy Chase, 16th Street/Woodside, Long Branch, Piney Branch Road, Takoma-Langley, Riggs Road, Adelphi Road/Campus Drive, UMD East/Baltimore Avenue, Riverdale Park, Beacon Heights, and New Carrollton. NCSG reviewed all existing plans and reports in both counties, including the Purple Line Pedestrian Connectivity Report and pedestrian and bicycle plans in Montgomery County and the Master Plan of Transportation, Purple Line Corridor Access Study, and all relevant sector plans in Prince George’s County. While these documents inform the multimodal recommendations presented here, NCSG has focused on identifying potential remaining gaps beyond what the counties have planned. NCSG also relied on its 2015 “Last Mile” report on connectivity in the Corridor.⁴ The following recommendations directly address the challenges NCSG identified around these eleven, most-challenged stations, but they are also relevant to many other stations in the Corridor.



4. National Center for Smart Growth, *Last Mile: Connecting Businesses and Residents in the Purple Line Corridor*, June 2015, <https://purplelinecorridor.org/wp-content/uploads/2017/10/LastMile20150624.pdf>.



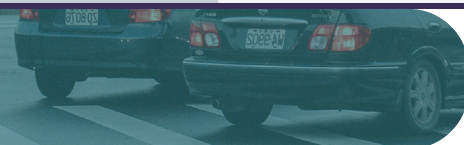
MULTIMODAL ACCESSIBILITY

FOCUS: Pedestrian Access and Safety



OBJECTIVE:

Manage automobile traffic to reduce conflicts and risks for pedestrians



STRATEGIES

Reduce and enforce automobile speeds on arterial roadways

- WHY:** Reducing automobile speeds is one of the most effective ways to reduce pedestrian and bicyclist fatalities, and many arterial roads around stations have posted speeds of 35-45 miles per hour. The average risk of death for a pedestrian reaches 10% at an impact speed of 23 mph, 25% at 32 mph, 50% at 42 mph, 75% at 50 mph, and 90% at 58 mph.⁵ Busy arterial roadways and state highways around stations have some of the worst pedestrian fatality rates in both counties.⁶
- HOW:** Declare road sections within ½ mile of stations to have a 25 mph limit, and employ electronic enforcement and design changes. County DOTs and SHA will need to work together to implement speed changes on station-area roadways that are designated as state roads. Coordinated speed reductions around multiple station areas at once may help drivers become more aware of the changes.
- WHERE:** In the long term, these speed changes should be implemented throughout the corridor, within ½ mile of stations. In the shorter term, speed changes should be implemented more quickly on arterial roads around stations with the most challenging walk environments and greatest number of pedestrian and cyclist fatalities. These include stations like Chevy Chase, Woodside-16th, Long Branch, Piney Branch, Takoma-Langley, Riggs Road, Riverdale, Beacon Heights, and New Carrollton, on state routes like MD 185, 390, 97, 320, 193, 201, 450, and 410. Notably, MD 410 east of Beacon Heights currently has no sidewalk or bike lanes.
- WHO:** Many of the main roads around station areas are State highways. Therefore, both counties will need to work directly with the State Highway Administration to implement speed changes and enforcement.

Modify intersection design, operations, and signal timing to prioritize pedestrian safety

- WHY:** Automobile drivers receive priority on the roadway. Current wide turns for automobiles—which allow fast turning speeds—combined with crosswalks set back from wide intersections create dangerous conditions for pedestrians, particularly people with disabilities. Long signal times for drivers make pedestrian walk trips longer. And while narrow medians might provide some pedestrian refuge during short crossing signals, pedestrians are exposed to traffic.
- HOW:** Reduce wide-radius turns and remove channelized right turns—effectively narrowing and sharpening the corners of intersections. Reduce green time for automobiles, eliminate right-turn-on-red, and ensure adequate pedestrian crossing time. Ensure intersections have curb ramps and other features to increase safety for people with disabilities. Pair these improvements with speed reductions and improved pedestrian infrastructure—e.g. widening buffers from traffic and removing obstacles from sidewalks.
- WHERE:** In the long term, these changes should be applied throughout the corridor, within ½ mile of stations, and apply across as many intersections as possible—mainly at arterials, but also at local streets where pronounced. Some stations with large populations and greatest need include Woodside-16th, Piney Branch, Takoma Langley, Riggs Road, Riverdale Park, and Beacon Heights.
- WHO:** County DOT agencies and State Highway Administration will need to work together to implement these changes on state roads near station areas. Residents and business owners should be involved as well to reduce disruption and garner positive support for these changes that will ultimately increase pedestrian safety.

5. Brian Tefft, *Impact Speed and a Pedestrian's Risk of Severe Injury or Death* (Washington, DC: AAA Foundation for Traffic Safety). <https://aaafoundation.org/impact-speed-pedestrians-risk-severe-injury-death/>

6. Lindsay Huth, Angela Roberts, and Jake Gluck.. "Pedestrian accidents pile up on state roads across Maryland." *Capital News Service*, December 21, 2017, <https://cnsmaryland.org/pedestrian-accidents-pile-up-on-maryland-roads/>



MULTIMODAL ACCESSIBILITY

FOCUS: Pedestrian Access and Safety



Reduce, consolidate, and design driveways/curb cuts to prioritize pedestrian safety

- WHY:** The attractiveness of walking and perceived safety is impacted by vehicle traffic making quick and unannounced crossings from the street into shopping centers, drive-throughs, or apartment/institution entrances. These designs are also particularly dangerous for people with disabilities.
- HOW:** Make existing entrances safer through design enhancements (crosswalks, signage, stop signs, or signals as appropriate). Longer-term improvements would include consolidation of entrances, ideally into rear parking facilities, and support of the local street grid. These improvements will be longer-term with new redevelopment or major site improvements and will require further review of county and SHA access management regulations and design standards for redevelopment.
- WHERE:** Similar to other improvements related to controlling car traffic in this auto-centric corridor, these improvements should be implemented throughout the corridor, especially in proximity to the new Purple Line stations. Particular problem stations include Long Branch, Piney Branch, Takoma-Langley, Riggs Road, Riverdale Park, Beacon Heights, and New Carrollton.
- WHO:** County planning and zoning authorities, along with DOTs/Departments of Public Works and Transportation, would need to review and establish new design standards and access management regulations when applicable. These larger changes will require involvement with business owners, business community representatives, property owners, and residents.





MULTIMODAL ACCESSIBILITY

FOCUS: Pedestrian Access and Safety



OBJECTIVE:

Improve pedestrian infrastructure on public streets

STRATEGIES

Provide additional safe pedestrian crossing opportunities on major roads

- WHY:** In almost all station areas, signalized crossings exist only at intersections of major streets, resulting in long distances between safe opportunities for pedestrians to cross. This results in either pedestrians choosing to cross unsafely between the formal crossing—frequently with harmful results—or forgoing the trip as inconvenient.⁷ The ideal distance is 260 to 330 ft between crossings, so that pedestrians can make a crossing trip within a three-minute time span.⁸ Longer distances between traffic lights or other traffic controls also allow vehicles to reach and sustain higher speeds, which increase the likelihood of fatal crashes—especially if pedestrians are already crossing outside of crosswalks.
- HOW:** Increase the number of signalized pedestrian crosswalks to reduce dangerous crossings mid-block. Retrofit existing unsignalized crossings with crosswalks, pedestrian signals, improved ADA and safety features, and the removal of sidewalk obstacles. Other solutions could include pedestrian-activated signals with marked crosswalks at mid-blocks. In addition, moving bus stops directly near marked crossings or providing direct, marked crossings to high-density neighborhoods and complexes could reduce unsafe crossings.
- WHERE:** These improvements should be made throughout the corridor, especially within ½ mile of stations. In particular, the center of the corridor, near Piney Branch, Takoma-Langley, and Riggs Road stations, has high-density residential developments and long distances between crossings on major roads that encourage residents to cross unsafely. This would be a good place to begin short-term improvements.
- WHO:** County DOTs and the State Highway Administration will be the main implementers. Local residents and businesses should help determine the most ideal locations based on their usage. Moving bus stops would require coordination with county bus providers and WMATA.

Improve and expand sidewalks to make walking more desirable and to address connectivity and accessibility issues

- WHY:** Walking immediately adjacent to moving traffic is undesirable and unsafe, made worse by higher speeds, narrow and substandard sidewalks, lack of buffer area, and busy curb cuts. This could reduce someone's likelihood of wanting to travel by foot, and increase the risk of crash injury or fatality. These conditions also make it even more dangerous for people with disabilities to access transit and essential needs and services.
- HOW:** Ensure a minimum standard for all sidewalks on arterial and collector streets. Specifically, increase sidewalk widths to a minimum of 5 ft., with a minimum of 5 ft. buffer. Eliminate or greatly slow down curbside traffic. Repurpose curb lane as bike lane (preferable) or parking lane in lieu of or in addition to vegetative buffer. Remove obstacles from sidewalk paths, particularly in the vicinity of bus stops. Progress on these issues is already being made in both counties, but further funding and work is needed.
- WHERE:** Again, these improvements should be implemented throughout the corridor, especially within ½ mile of stations. Stations with the largest gaps in walk infrastructure include Woodside-16th Street, Riggs Road, Riverdale Park, Beacon Heights, and New Carrollton.
- WHO:** Counties and state highway administration would be responsible for the bulk of studies, designs, installation, and maintenance. Some sidewalks would also be installed or maintained by property owners with redevelopment or improvements.

7. National Association of City Transportation Officials (NACTO), "Urban Street Design Guide: Crosswalks and Crossings", accessed April 11, 2022, <https://nacto.org/publication/urban-street-design-guide/intersection-design-elements/crosswalks-and-crossings/>

8. Global Designing Cities Initiative, "Pedestrian Crossings", accessed February 3, 2022, <https://globaldesigningcities.org/publication/global-street-design-guide/designing-streets-people/designing-for-pedestrians/pedestrian-crossings/>



OBJECTIVE:

Improve pedestrian connections on private property

STRATEGIES

Create better pedestrian connections between residential and commercial areas

- WHY:** Lack of passage through strip-style commercial development buildings forces neighborhood residents to take roundabout paths to reach station areas. Residents must leave safe local streets and complete walk journeys on the dangerous and substandard arterial street network. This also results in reduced likelihood that residents will walk to basic services.
- HOW:** Identify easy options for near-term mitigation, such as opening/repurposing existing entrances or cut-throughs, and removing fencing or similar physical barriers. Team these short-term improvements with safe crossing treatments through commercial areas. Longer-term improvements would need to be incorporated in future redevelopment and could include more mixed-use and pedestrian-friendly design. These would need to be addressed through redevelopment design standards.
- WHERE:** These improvements should be implemented throughout the corridor around new Purple Line stations, but especially around Takoma-Langley, Riggs Road, Riverdale Park, Annapolis-Glenridge, and New Carrollton.
- WHO:** County planning and zoning authorities, along with and DOTs/Departments of Public Works and Transportation, would need to review and establish new design standards when applicable. Establishing connections through private property would require engagement with property owners, business owners, business community representatives, neighborhood associations, and residents.

Ensure commercial and mixed-use development is required to use pedestrian-friendly designs, with parking to the side and behind buildings

- WHY:** Linked to other strategies presented in this report, street front parking and commercial building setbacks make businesses and services more difficult for pedestrians to access and decrease safety when having to navigate vehicle traffic. This all decreases the likelihood that people will choose to travel by transit or walking to commercial establishments.
- HOW:** This is a longer-term strategy that will likely take place only during larger redevelopment. Improvements could include moving parking to the rear of buildings and commercial strips, implementing more mixed-use designs, and the addition of local street grids. In the short term, parking lots could be retrofitted to create clear pedestrian paths or to repurpose unused sections of parking lots near roadways into more inviting public gathering spaces.
- WHERE:** This is an issue throughout the corridor, but the center of the corridor (from Long Branch to Riggs Road) and the Riverdale Park area have numerous commercial strip shopping centers that present challenges.
- WHO:** County planning and zoning authorities would need to review and establish new design standards and access management regulations when applicable. These larger changes will require involvement with business owners, business community representatives, property owners, and residents. Any longer term redevelopment will need to be intentional to include small and local businesses and prevent displacement.



MULTIMODAL ACCESSIBILITY

FOCUS: Transit



OBJECTIVE:

Coordinate bus service connecting to the Purple Line

STRATEGIES

Expand and coordinate regional bus service, and ensure that the Purple Line is a priority consideration in current bus service revision plans

WHY: Findings from the “Corridor-Wide Multimobility Analysis and Technical Assessment” demonstrate that even small shifts in just a few bus routes—especially reducing bus headways—can improve accessibility to jobs by transit by 10% or more (p.60). Therefore making coordinated changes to the region’s integrated bus network will be critical to improving the utility of the Purple Line. There are a number of bus service revision plans underway by both WMATA and county providers (including the WMATA Bus Transformation Project, Ride On Reimagined Study, Prince George’s County Master Plan of Transportation), but given the scope of their service areas, advocacy will be needed to ensure that the Purple Line is a priority in these plans.

- HOW:**
- Expand bus service into surrounding neighborhoods (neighborhood circulators, last-mile connections), which can boost ridership of the Purple Line itself.
 - Ensure that existing bus lines are rerouted to connect riders directly to the Purple Line, and advocate for the creation of new bus routes where needed (especially based on equity considerations).
 - Increase frequency of bus service to Purple Line stations.
 - Advance coordination and research with Ride On and TheBus operators to evaluate parallel bus routes and what Purple Line service level is needed to replace some of those parallel routes.

WHERE: Potential locations for new or increased service tested in the “Corridor-Wide Multimobility Analysis and Technical Assessment” include Flower and Maple Avenues near Takoma-Langley, the center of the Corridor and in and around Riverdale, and neighborhoods that stretch along the arterial road corridors like Kenilworth, University, and New Hampshire. Many of these places are densely populated corridors outside of a convenient Purple Line walkshed (and in some cases WMATA Metrobus stations) and home to low-income residents and subsidized apartment complexes.

WHO: Direct coordination will be required by the region’s bus service providers: WMATA, Montgomery County Ride On, and Prince George’s County TheBus. Other advocacy groups will also need to be involved to elevate coordination with the Purple Line. Direct involvement from residents and community leaders should be incorporated to determine the best places and ways to increase and coordinate service.



Image source: Washington Metropolitan Area Transit Authority



OBJECTIVE: Maximize Purple Line Service Levels

STRATEGIES

Optimize Purple Line headways, fare structure, and integration with other forms of transit to provide the best service possible.

- WHY:** Final service parameters for the Purple Line have not been finalized, yet, and many of them could have significant impacts on ridership. If riders cannot use their existing fare cards or take advantage of fare transfers across the region's public transportation, then it becomes a barrier to easy ridership. In addition, because there is already good bus service directly in the corridor, short headways between trains and transit priority on the roadway are essential for the Purple Line to provide better, more frequent, reliable service and transit accessibility than existing buses. NCSG's analysis shows that a 1.5-minute increase in Purple Line headways from 6-minutes to 7.5-minutes would decrease potential transit accessibility in parts of the corridor that are poised to benefit the most from Purple Line service (such as the Riverdale-New Carrollton area).⁹
- HOW:**
- The state should consider improving headways at least to the original 6-minute headways in the Final Environmental Impact Statement (FEIS).
 - MDOT/MTA and its P3 partner have yet to release information about fare structure for riding the Purple Line. While this would be premature given that the line will not open until 2026, every effort should be made to coordinate fares with WMATA and other regional transit providers to allow quick and easy transfers. The PLCC also recommends a flat fare for any distance of travel along the Purple Line, with free transfer to all bus lines.
 - Purple Line providers should also integrate media and policy with WMATA Metrorail, Metrobus, and county bus providers to ensure seamless transitions for riders across public transportation.
 - Ensure that the Purple Line receives priority on the roadway to make it more convenient to take the Purple Line than to drive a car.
- WHERE:** Areas like Chevy Chase, Lyttonsville, and Riverdale-New Carrollton could experience a doubling (or even a quadrupling) of transit accessibility to jobs after the Purple Line opens,¹⁰ but this depends on retaining a short headway and integrated service for the Purple Line. The center of the corridor, especially in Montgomery County, already has good bus access, and further coordination is needed to determine how to shift bus service with the opening of the Purple Line to ensure and expand this high access. Fare transfer will be critical to achieving expected ridership from Metrorail transfers in New Carrollton, College Park, Silver Spring, and Bethesda—as well as buses corridor-wide.
- WHO:** Coordination and final decision-making will ultimately lie with multiple stakeholders: MTA, the Purple Line contractor/operator, state legislators, the Governor, county officials, bus and Metrorail service providers, and the State Highway Administration.

9. National Center for Smart Growth, "Corridor-Wide Multimobility Analysis and Technical Assessment," p. 74, February 2022 <https://drive.google.com/file/d/1FzPr2EFkE8NPQsB0jCKcErGHFB3nRkqU/view>

10. Ibid, p. 34.



OBJECTIVE: Improve Bicycle Routes Connecting to the Purple Line

STRATEGIES

Prioritize safe, connected, and separated bicycle routes near stations and as part of an integrated network

WHY: Both counties have committed to expanding their bicycle infrastructure, but there is still much progress to be made. Many of the immediate station areas are along major arterial roads that do not have safe and direct bike connections, and the vast majority of streets and roads in the Corridor have no bicycle infrastructure. Even if a bicyclist has a safe path through a residential neighborhood to the vicinity, they likely will not have a safe connection directly to the station. Bike facilities can also improve pedestrian safety as buffers.

HOW: Put emphasis on creating separated and protected bike lanes within immediate station areas—which are overwhelmingly major arterial roads and state highways. This will require lowering automobile speeds and shifting some right-of-way from automobile traffic to bicyclists. Short-term, this could involve temporarily shifting right-of-way in the form of pilot tests and involve temporary physical barriers paired with lower automobile speeds. Longer-term, this would involve permanent allocation of right-of-way for bicycling and ensuring physical separation along busy arterials to boost bike ridership. Additional advocacy will be needed to fuel bike infrastructure expansion.

WHERE: Based on the “Corridor-Wide Multimobility Analysis and Technical Assessment,” some of the stations with the highest populations and the most challenged stations for biking include Woodside-16th, Piney Branch, Takoma-Langley, Riggs Road, Riverdale, Beacon Heights, and New Carrollton. Other stations face similar challenges, but concentrating improvements in areas near existing trails and with larger populations could provide more immediate results. Other stations should be addressed more long-term during larger redevelopment projects.

WHO: County planning departments, DOTs/Departments of Public Works and Transportation, and the State Highway Administration would need to work together to implement projects on busy, state roads near stations. In addition, business community representatives, residents, and property owners should all be consulted about what changes could mean for them and what ideal improvements would look like.





Build a cohesive and safe bicycling destination and identity in the corridor through parallel long-distance bicycle routes that connect to existing trails.

- WHY:** Connected parallel routes will enhance the identity of the corridor as a place where people want to bike, shop, and explore, and can help users connect to existing north-south trails in both counties—improving the connectivity of existing infrastructure as well. Expanding separated infrastructure would increase safety and cyclist comfort and expand the kinds of destinations that people can reach by bike. This could also expand the rideable bikeshed and the number of people who might access and use the Purple Line.
- HOW:** There are already a variety of trails that intersect the Purple Line corridor, and the Capital Crescent Trail, running parallel with the Purple Line is set to open along with the light rail line. Integrating this good infrastructure with Purple Line service will require that there are explicit and direct connections to these trails by separated bike lanes and additional off-road trails. This is a long-term improvement that should take place with redevelopment and larger improvement projects. To achieve this, both counties will need to make an explicit goal to reconfigure the corridor into a bicycle-oriented place.
- WHERE:** Stakeholders should focus on connecting and expanding the reach of current north-south trails to additional neighborhoods and station areas. Between Bethesda and Silver Spring, there is the Rock Creek trail system. East of Silver Spring, there is the lengthy Sligo Creek trail. Other trails include the Northwest Branch Trail, the Indian Creek Trail, the Paint Branch Trail, and the Rhode Island Avenue Trolley Trail. The far eastern end of the Corridor—everywhere east of MD 201—between Riverdale and New Carrollton currently lacks major trail systems and will require more dedicated efforts to build bike infrastructure.
- WHO:** Coordinated efforts across both counties' planning and transportation departments and in partnership with the State Highway Administration are needed to move this work forward. In addition, collaboration with advocacy and trail groups, as well as business community representatives and residents will be essential to make this work a corridor-wide priority.



Image source: Nick Falbo, Alta, NACTO report



EQUITY CONSIDERATIONS

HISTORICAL CONTEXT

The Purple Line cuts through economic activity centers as well as historically disinvested communities—all while connecting with the broader regional transit network.

The International Corridor and the Riverdale-New Carrollton area (see map on [page 44](#)) have not only some of the most significant Black, Latinx, and immigrant populations, but also some of the highest poverty rates and largest shares of transit-dependent residents. Historic policies of redlining, disinvestment, and limited access to resources provide the foundation for racial inequality. Other challenges, such as low wages, undocumented status for the increasing number of immigrant residents, lack of accessible and affordable job training and education, and car-centric designs make residents extremely vulnerable to poor health conditions and displacement from the communities they call home. The interaction of poverty and disinvestment results in fewer and lower quality mobility options for transit-dependent residents of color. Adults with disabilities are also less likely to have a personal vehicle than those without a disability, and tend to use transit and paratransit more than those without disabilities.¹¹

Further, regional transit investments have not always centered equity. For example, many corridor residents and advocates point to the decision to place the Metrorail College Park green line station outside of the University of Maryland's campus—and more recent lawsuits and opposition to the Purple Line's construction – as examples of exclusionary thinking. In addition, Metro's distance-based fare structure has not kept up with the increasing suburbanization of poverty in the DC area, resulting in costly rail travel options for transit-dependent Purple Line corridor residents.

DISTRIBUTIONAL EQUITY: WHO BENEFITS, WHO IS HARMED

Without protections for affordable housing or affordable commercial spaces, one possible consequence of any mobility improvement is the potential displacement of existing residents and businesses. This could occur indirectly through increases in land values, as areas that are more walkable have been shown to command higher real estate values.

The [pedestrian infrastructure](#) recommendations have the potential to benefit low-income residents and residents who are transit dependent—the overwhelming majority of whom are people of color. In both counties, these residents have a higher risk of injury or fatality as a pedestrian or bicyclist.¹² As an example, the International Corridor, a place with a high proportion of immigrant and transit-dependent residents living along major roads, has experienced a high number of pedestrian crashes and deaths. Pedestrian improvements in this community would be more likely to benefit vulnerable populations—but only if residents are able to remain in place during and after any redevelopment.

Residents with disabilities will also benefit from pedestrian improvements, particularly those that improve accessibility or close gaps in the sidewalk network.

11. Stephen Brumbaugh, *Travel Patterns of American Adults with Disabilities* (Washington, DC: Bureau of Transportation Statistics, January 2022), <https://www.bts.gov/travel-patterns-with-disabilities>

12. Montgomery County, Maryland Office of the County Executive, *Vision Zero: Supporting Data Analysis*, November 2017, https://www.montgomerycountymd.gov/visionzero/Resources/Files/Vision_Zero_Data_Analysis.pdf



However, selecting the right type of improvements is important—certain improvements might meet industry standards, such as fencing in the middle of the road to prevent mid-block crossings, when what a community might need most is a safe way to make a mid-block crossing. For example, in a 2017 article by WTOP about pedestrian crashes in Langley Park, a business owner mentioned that a pedestrian bridge might be the best solution for a particular section of road because of the number of large apartment complexes directly across the street and the distance to the nearest signaled crosswalk.¹⁴

Some potential unintended consequences of **restricting car movement** include further burdening low-income residents who rely on their car to get to jobs or who share their car with a large number of people. The greater control of car movement could increase the amount of time they spend traveling during a day. In addition, any new requirements related to the flow of traffic in and out of parking lots could also have potential negative effects on existing small and local businesses.

Small changes to the **bus system** or Purple Line service can have large impacts on an individual's travel times, safety, and ability to thrive in their neighborhood. While coordination could benefit transit-dependent residents, that outcome is not guaranteed. Some potential consequences could include reducing transit access for particular neighborhoods and residents or raising transportation costs. Including impacted residents in decision-making can limit unintended consequences of changes to transit service.



Image source: purplelinecorridor.org

13. Rebecca Rainey et al. *Stretch of Highway Has Been Deadly for Prince George's Co. Pedestrians*, WTOP News. <https://wtop.com/prince-georges-county/2017/05/highway-deadly-prince-georges-pedestrians/>

14. Ibid.



WHY TRANSIT-ORIENTED DEVELOPMENT MATTERS

Transit tends to increase demand for housing and commercial space adjacent to stations. Channeling this increase in demand into transit-oriented development can mean fewer households and employees dependent on vehicles, greater transit ridership, a larger tax base, and more efficient use of land. It can also create opportunities to “capture” the value created by new development or increased activity and property values to support public goals. The increase in demand can also increase displacement risk for existing households and businesses, making displacement prevention a key component of equitable transit-oriented development.

SOURCES AND NOTES

The following strategies and actions are drawn from the PLCC’s Housing Action Plan, ECONorthwest’s TOD feasibility study, Prince George’s County’s Comprehensive Housing Strategy, and other recent housing studies.



Image source: Gilbane



TOD AND HOUSING

FOCUS: Housing Affordability & Displacement Prevention

OBJECTIVE: Expand Affordable Housing Resources

STRATEGIES

Advocate for greater external funding to preserve and produce more affordable housing

WHY: Transit investments can contribute to increases in rents for existing housing beyond what is affordable for existing residents. Reaching the goal of no net loss for 17,000 affordable units will require additional resources. While value capture measures can be part of the solution, local housing trust funds and state and federal support are essential to addressing affordable housing needs in the corridor.

- HOW:**
- Grow local housing trust funds.
 - Prioritize the Purple Line corridor for Low Income Housing Tax Credits and state and local affordable housing funding sources.¹⁵
 - Leverage all available funding sources, including federal Section 108 loan guarantee funds,¹⁶ Opportunity Zone investment funds, and private capital.

WHERE: Corridor-wide.

WHO: Montgomery County DHCA, Prince George’s County DHCD, Maryland DHCD, and some municipalities are key gateways to public funding. Private dollars are available through banks and lenders. The PLCC, state and local elected representatives, housing advocates, tenant groups, and many others can play a role in advocating for greater public and private funding for affordable housing.

Pursue opportunities to develop affordable housing on underutilized public and tax exempt land

WHY: Much of the land in key parts of the corridor is in public ownership or otherwise tax exempt. Surplus public land and partnerships with religious institutions or others with large land holdings can present opportunities for affordable housing development.

- HOW:**
- Evaluate affordable housing development potential for remnant parcels remaining from Purple Line land acquisition.
 - Establish policies and processes prioritizing public land disposition for affordable or mixed-income housing.¹⁷
 - Work with public and mission-driven landowners along the corridor to evaluate potential to repurpose underutilized land for affordable housing.
 - Create a land bank to acquire and consolidate vacant and abandoned properties for affordable housing development.¹⁸
 - Consider opportunities for co-location of affordable housing when public facilities are being rehabilitated or repurposed.

WHERE: In areas suitable for residential development, particularly in close proximity to future Purple Line stations.

WHO: Montgomery County DHCA, Montgomery County Planning Department, Prince George’s County DHCD, Prince George’s County Planning Department, and the Prince George’s County Housing Authority; both County Executive Offices; both County Councils; as well as agencies such as the Office of Central Services and the Prince George’s Redevelopment Authority can all play a role in identifying underutilized and tax exempt land and ensuring priority for affordable housing development. PLCC Housing Action Accelerator Team (HAAT) can help shepherd projects through predevelopment.

15. While state and federal resources are an essential part of funding affordable housing, most federal rental assistance programs (e.g., vouchers, Low Income Housing Tax Credits, and HOME funds) limit eligibility for undocumented or mixed-status households. Securing additional federal funding for the corridor may not address the needs of undocumented or mixed-status households.

16. Prince George’s County and Enterprise Community Partners, *Housing Opportunity for All Comprehensive Housing Strategy*, p. 87, n.d., https://pgccouncil.us/DocumentCenter/View/4043/Housing-Opportunity-for-All_-REPORT

17, 18. Ibid, page 63-64; Ibid, page 111.



TOD AND HOUSING

FOCUS: Housing Affordability & Displacement Prevention

OBJECTIVE:

Leverage Market-Rate Development to Deliver Mixed-Income Housing

STRATEGIES

Tie affordability expectations to existing incentive programs in Prince George’s County, including the PILOT program and public land disposition, wherever conditions allow.

WHY: Modifying existing incentive programs so that they deliver mixed-income development rather than simply supporting market-rate housing development can serve as an interim step towards a mandatory IH program. This was one of the recommendations from the IZ Study for Prince George’s County.¹⁹ In addition, ECONorthwest’s analysis suggests that the impact of the Purple Line will make development feasible in more areas within the Purple Line corridor, decreasing the need for incentives simply to build market-rate housing. Recent changes in Montgomery County established consistent use of the PILOT program for affordable and mixed-income housing,²⁰ but this has not yet happened in Prince George’s County.

HOW: The Prince George’s County Inclusionary Zoning study suggested additional analysis and coordination across departments and agencies to set a structure and appropriate affordability expectations, creating tools to evaluate affordability requirements for specific projects, and communication with the development community.²¹

WHERE: This policy shift will be most effective in areas where the market is strongest (e.g. College Park) and where the market will see the greatest uplift from the Purple Line (e.g., areas immediately adjacent to new Purple Line stations).

WHO: Prince George’s County Department of Housing and Community Development (DHCD), Prince George’s County Planning Department, the Prince George’s County Housing Authority, and elected officials and the County Council, who create PILOT rules, are key leads in assessing the trade-offs and calibrating the policy.



Image source: Bozzuto

19. HR&A Advisors, Inc., *Prince George’s County Inclusionary Zoning Study*, December 2020, <https://pgccouncil.us/DocumentCenter/View/6013/Prince-Georges-County-Inclusionary-Housing-Study>

20. County Council for Montgomery County, Maryland. Bill 21-26, https://apps.montgomerycountymd.gov/ccllims/DownloadFilePage?FileName=2717_1_18956_Bill_26-21_Signed_20211227.pdf

21. HR&A Advisors, Inc., *Prince George’s County Inclusionary Zoning Study*, p. 93.



TOD AND HOUSING

FOCUS: Housing Affordability & Displacement Prevention

Revisit policy conversations on inclusionary housing (IH) in Prince George's County to align development incentives and IH requirements

- WHY:** While a prior study of IH potential in Prince George's County concluded that it is not feasible at this time, the study also pointed to a need to align County incentive programs to better support affordable housing goals, and recommended monitoring market conditions to consider future feasibility of an IH program.²² That study tested IH at 50% of Median Family Income (MFI), which aligns with housing needs in Prince George's County but also has a greater impact on development potential. ECONorthwest's subsequent analysis tested a "shallow" affordability requirement (using 65% of AMI, similar to Montgomery County's MPDU program, as an example); it suggests that the market may be able to support a shallower affordability requirement once rents for new construction have adjusted based on the availability of the Purple Line, if complemented by incentives.²³
- HOW:** A comprehensive evaluation of development incentives is needed to attract development in key places while requiring IH more broadly. Additional work is also needed to calibrate the appropriate affordability threshold and set aside,²⁴ along with potential in-lieu fees, prior to implementation. This type of change in incentive policy will take time, which will allow the market conditions to begin to respond to the presence of the Purple Line and potentially reach a threshold where market rents can better support IH.
- WHERE:** Because requiring IH only in key station areas can become a signal for developers to look elsewhere, to places without IH requirements, it is important to consider implementing the IH requirement throughout the corridor and more broadly within the county, but concentrating development incentives in key station areas to encourage mixed-income housing development near transit.
- WHO:** Prince George's County's Planning Department and the Prince George's County Department of Housing and Community Development are key leads, along with the County Councils of both counties who are the only authorities that can amend the zoning codes or create new programs in assessing the trade-offs and calibrating the policy.

Calibrate Montgomery County MPDU requirements within the Purple Line corridor to reflect changing market conditions and housing goals

- WHY:** The MPDU program is a key part of Montgomery County's affordable housing strategy that leverages the strength of the private market to produce mixed-income housing. Montgomery County already supports housing affordability with the existing MPDU program, but the Purple Line could create new opportunities for value capture through additional MPDUs without reducing total development potential compared to today. Potentially higher rents for new apartments around the Purple Line can be leveraged to produce more mixed-income housing.
- HOW:** MPDU production can be increased if transit-driven market rent increases were paired with a greater MPDU requirement. Largest impact is possible if the changes to the MPDU program are implemented corridor-wide. A smaller change in MPDU production is expected by increasing the requirement near central business districts (CBDs) only. Consider coordinating with the recommended IH program in Prince George's County, particularly near the county boundaries.
- WHERE:** Purple Line Corridor (all places within 1 mile of Purple Line stations) in Montgomery County. More practically, the program expansion should focus on the county's Planning Areas (i.e., Bethesda CBD, Silver Spring CBD, and Silver Spring/Takoma Park Planning Areas) since the MPDU program is designed around Planning Areas.
- WHO:** Montgomery County Department of Housing and Community Affairs and the Montgomery County Planning Department are key leads in assessing the trade-offs and implementing updates to MPDU requirements.

22. HR&A Advisors, Inc., Prince George's County Inclusionary Zoning Study.

23. ECONorthwest, *Purple Line Transit-Oriented Development Assessment Analysis Report*, February 17, 2022.

24. Both recent analyses were based on a small share (5% to 10%) of units set aside for IH.



TOD AND HOUSING

FOCUS: Housing Affordability & Displacement Prevention

OBJECTIVE:

Protect Existing Low-Cost Housing and Vulnerable Residents

STRATEGIES

Expand measures to improve housing stability for households in the Purple Line corridor at greatest risk of displacement

WHY: The risk of displacement for existing residents and businesses has been a top concern for the PLCC since the Purple Line was first planned. Rapidly increasing rents, and home prices/property taxes can cause displacement when market conditions are changing. Lower-income households, those already experiencing cost burden, and those who are more likely to face discrimination in the housing market (including people of color, the undocumented, people whose preferred language is not English, and people with disabilities) are typically at the greatest risk.

- HOW:**
- Advance stronger renter protections, such as notice requirements and eviction protections.
 - Expand tenant support services, including information on tenant rights, access to legal counsel and other support for addressing landlord issues, emergency rent assistance, and resources for tenants facing eviction.
 - Expand support programs for first-time homebuyers (e.g., counseling and down payment assistance).
 - Expand programs to help low-income homeowners to remain in their homes, such as property tax relief, foreclosure assistance, and energy efficiency programs that reduce energy costs.
 - Create and improve housing rent and price monitoring systems in both Prince George's and Montgomery Counties.
 - Evaluate potential benefits and unintended consequences of regulation to prevent dramatic rent increases in older housing (sometimes referred to as anti-rent-gouging policies), particularly in buildings with code violations.

WHERE: ECONorthwest's research suggests that the greatest increase in market demand is likely to come in areas with new Purple Line stations that do not currently have Metro service. Much of the International Corridor has a high concentration of cost-burdened and low-income residents and potential for more impact to the housing market due to the Purple Line.

WHO: Montgomery County DHCA, Prince George's County DHCD, Prince George's DPIE, and other agencies have key regulatory roles to play to ensure housing stability and quality. Nonprofits, developers, lenders, tenants, and tenant advocacy groups are key to successful implementation. County Councils and County Executive offices are critical for funding and policymaking.

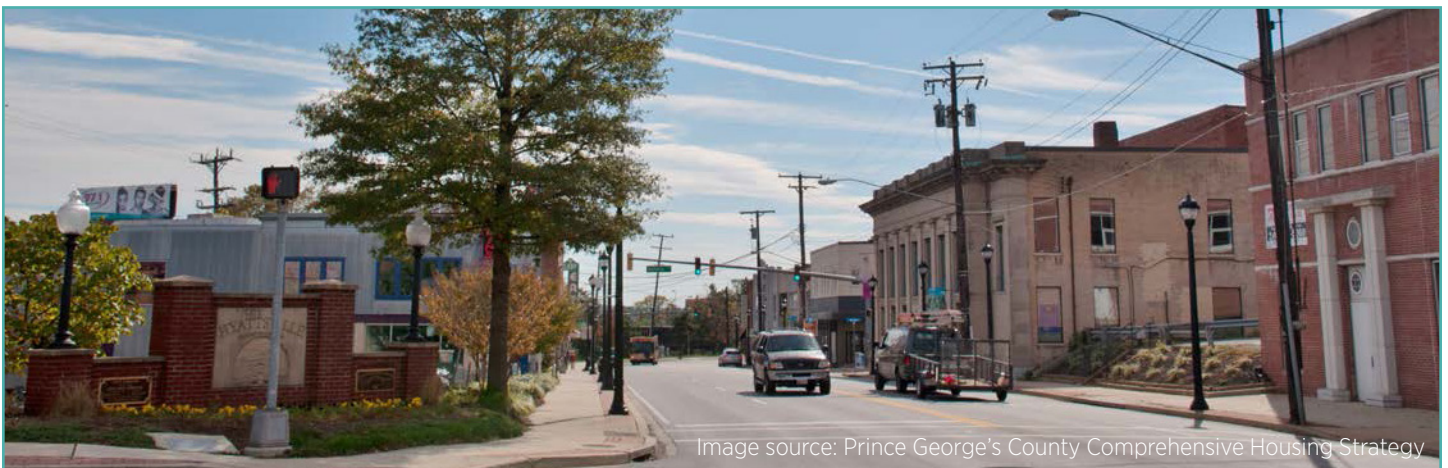


Image source: Prince George's County Comprehensive Housing Strategy



TOD AND HOUSING

FOCUS: Housing Affordability & Displacement Prevention

Preserve and improve existing low-cost housing in the corridor.

WHY: Many low-density apartments in the corridor could potentially be redeveloped, displacing existing residents, even without changes to existing regulations. However, some of the older, low-cost housing also has health and safety issues that need to be addressed.

HOW:

- Prioritize investments in distressed and aging properties, including establishing dedicated funding sources; expanding inspections and enforcement; and partnering with property owners.²⁵
- Preserve existing subsidized housing with expiring affordability restrictions.
- Expand the Apartment Assistance Program in Montgomery County and identify resources to implement this or a similar program in Prince George's County.
- Support low-income homeowners with home repair and maintenance through a single-family rehabilitation and repair loan program in Montgomery County and increased resources for Housing Rehabilitation Assistance Programs in Prince George's County.
- Expand funding/financing and modify policies to support acquisitions through Prince George's County's right of first refusal (ROFR) program.
- Consider allowing preservation of existing affordable housing as an alternative compliance method for Montgomery County's MPDU program.²⁶

WHERE: The greatest residential displacement potential due to redevelopment is in the Takoma/Langley and Riggs Road station areas; in the Woodside/16th Street, Lyttonsville, and Long Branch station areas, to a lesser extent; and in parts of the Riverdale–New Carrollton subarea that are not directly adjacent to the stations.

WHO: Montgomery County DHCA, Prince George's County DHCD, and Prince George's and Montgomery County Planning Departments are key regulatory and implementation agencies. Nonprofits, developers, lenders, tenants, and tenant advocacy groups are key to successful implementation. County Councils and County Executive offices are critical for funding and policymaking.



Image source: University of Maryland, Housing Matters: Ensuring Quality, Safe and Healthy Housing in Langley Park, MD

25. Michael Bodaken et al., *A Two Year Roadmap to Preserve Aging and Distressed Properties Along the Purple Line* (Prince George's County, Maryland: January 2022), <https://purplelinecorridor.org/wp-content/uploads/2022/01/2-Year-Roadmap-1-21-22.pdf>

26. Montgomery County Planning Department, Maryland National Capital Park and Planning Commission, *Montgomery County Housing Preservation Study*, July 2020, <https://montgomeryplanning.org/wp-content/uploads/2020/11/200914-Montgomery-County-Preservation-Study.pdf>



OBJECTIVE:

Increase Transit-Supportive Housing Production

STRATEGIES

Identify appropriate locations to allow for greater housing density in key station areas

WHY: The full benefit of TOD in some places is constrained by regulatory limitations on building form, even under Prince George’s County’s new zoning. Though the factors that limit the uptake of development capacity today will continue to limit annual housing production, by-right allowances for mid-rise apartments in key station areas could lead to more TOD in places that might otherwise redevelop with lower-density apartments or townhouses. Both counties have completed detailed sector plans for most Purple Line stations, but some are nearly 10 years old.

HOW: Consider updates to zoning regulations in key station areas, such as:

- In Prince George’s County LTO and RTO zones, adjust standards to support mid-rise development by increasing the density limit to at least 100 dwelling units per acre, allowing multifamily buildings up to 7 stories (at least 75 feet), allowing up to 90% lot coverage, and reducing parking requirements.
- In Prince George’s County NAC zone, enable moderate-density apartments in addition to townhouses by increasing the density limit to at least 40 dwelling units per acre (the height limit does not necessarily need to increase).
- In Montgomery County’s CRN zone, increase the FAR limit to at least 2 to allow for mid-rise development.



Image source: Catherine Rytkonen

WHERE: The greatest impacts are anticipated near New Carrollton, Riggs Road, and Takoma/Langley Transit Center stations. Modest impacts are estimated in most other station areas in Prince George’s County and near Lyttonsville station in Montgomery County.

WHO: Montgomery County and Prince George’s County Planning Department play a key role in identifying developable locations.



TOD AND HOUSING

FOCUS: Housing Supply and Options



Make placemaking investments to improve livability, walkability, and vibrancy for targeted areas with new housing (market rate and affordable)

WHY: Some parts of the corridor have seen little public investment and lack certain amenities and public facilities that support well-being and livability. This impacts existing residents, and can also deter private investment in new development. Placemaking investments (e.g., streetscape improvements, public art, urban parks and plazas, and storefront improvements) can complement transit investments by improving the pedestrian environment and creating amenities that make higher-density areas more desirable and livable. This amenity value can translate into higher potential rents for adjacent new development. Mid-rise apartments could become more feasible in certain station areas where placemaking investments would support higher multifamily rents. Office development potential could also increase in a few areas where placemaking would support higher office rents. Placemaking efforts that address culture, recreation, and vibrancy, in particular, can (and should) be done in ways that reflect local needs and community identity.



Image source: Catherine Rytkonen

- HOW:**
- Make public investments in targeted areas, such as the pedestrian improvements identified previously in this report, to make station areas more walkable; public art that reflects the cultures of the existing communities in the area; and/or parks and plazas (or upgrades to existing ones) to increase livability and recreation opportunities, depending on community needs and priorities.
 - Provide public funding for community-led placemaking projects and programming.
 - Pair investments in placemaking with investments in affordable housing and other measures to prevent displacement so that existing residents can benefit from the improvements.
 - Incorporate businesses, institutions, and spaces that are important to community identity as part of placemaking efforts.²⁷
 - Leverage federal revitalization designations and funding programs to support targeted public investments in coordination with housing and other revitalization efforts.
 - Where redevelopment is both viable and desirable, consider use of value-capture tools such as Tax Increment Financing to help pay for infrastructure investments.

WHERE: In addition to benefiting existing residents and businesses, placemaking activities could have a large effect on multifamily development potential in Lyttonville, Woodside/16th St, and Piney Branch Road station areas. They could also have a large impact on office development potential east of UMD.

WHO: There is no single agency tasked with/responsible for placemaking. Montgomery County and Prince George's County Planning Department can take the lead in identifying appropriate placemaking as part of area plans; transportation agencies will likely lead transportation projects; parks to make park investments. Other partners include County Councils; housing agencies; Economic Development Corporations; and other agencies focused on the arts, equity, and community building. Faith-based institutions, local and regional non-profits, tenant groups, small business associations, and others can engage communities. UMD's new creative placemaking minor program and organizations with a stated placemaking mission, such as Neighborhood Design Center, can add capacity.

27. Prince George's County and Enterprise Community Partners, *Housing Opportunity for All Comprehensive Housing Strategy*, p. 115.



TOD AND HOUSING

FOCUS: Housing Supply and Options



OBJECTIVE:

Expand Housing Choice in Purple Line Neighborhoods

STRATEGIES

Make changes to zoning/development regulations to expand opportunities for middle housing in low-density areas near the Purple Line

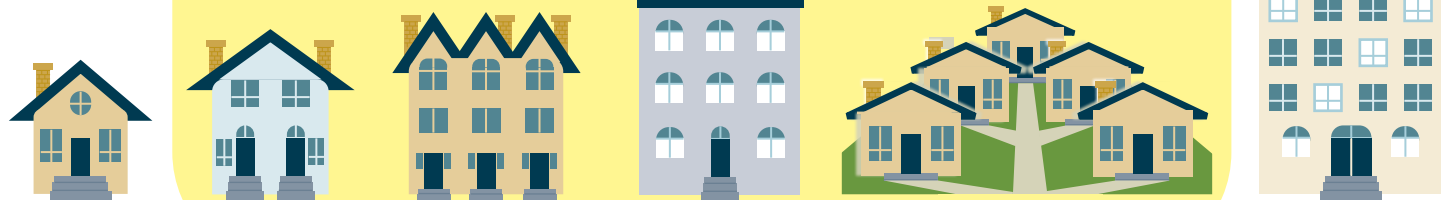
WHY: ECONorthwest’s analysis suggests that there is a substantial development capacity for middle housing throughout the corridor in low and moderate-density residential zones within a half-mile of the Purple Line. This is particularly true if townhouses are allowed in existing single-family neighborhoods. Factors such as property owner willingness to redevelop or sell will limit how much of that development capacity could be realized within a given timeframe, but the increase in development potential is enough to warrant further consideration.

- HOW:**
- Modify zoning regulations to expand opportunities for middle housing—such as duplexes, triplexes, fourplexes, and townhomes—near Purple Line stations (e.g., within ½ mile or within 1 mile). Townhouses may have the greatest development potential, and should be considered for areas where they will be most compatible with adjacent development patterns.
 - Because specific development standards applied to middle housing can greatly affect development possibilities for middle housing, they should be crafted carefully with the resulting building form in mind.
 - Evaluate regulatory and financial incentives to encourage development of middle housing, particularly middle housing at lower price points or with features that support accessibility.

WHERE: Most areas with low- and moderate-density residential zones within a half-mile of the Purple Line showed development potential and should be considered for middle housing.

WHO: Montgomery County and Prince George’s County Planning Department are leads in advancing zoning changes.

MISSING Middle Housing



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EQUITY CONSIDERATIONS

HISTORICAL CONTEXT

Racial inequality is embedded in the history of housing policies. Many African Americans and other people of color were denied homeownership and economic prosperity through redlining—limitations on mortgage lending to “at-risk” communities based not only on physical conditions of housing but also on class, race, and ethnicity—and related discriminatory practices legitimized and proliferated by federal government programs.²⁸ In the post-war era, the federal government subsidized exclusionary suburban growth while restricting public and private investment in marginalized neighborhoods.²⁹ Within the Purple Line corridor, historic maps show areas around Bethesda assigned to the highest “grades” by the FHA, with areas around Takoma Park, Hyattsville, College Park, Riverdale, and the Landover/New Carrollton area assigned lower “grades” based on factors including income and race.³⁰

Some of these areas continue to be majority African American, such as New Carrollton. Since the 1980s, the Corridor has also been home to a growing number of immigrants from Central America, West and Northeast Africa, and elsewhere. This diversity has contributed to strong and distinct neighborhood identities, which should be the foundation for community-led placemaking. However, many corridor residents may face cultural and linguistic barriers, undocumented status, housing discrimination and exploitation, and concerns with reporting poor living conditions or accessing public support programs.

DISTRIBUTIONAL EQUITY: WHO BENEFITS, WHO IS HARMED?

Investments in affordable housing development and preservation generally serve and benefit lower-income households, though different programs and strategies may target different income ranges. Increasing the supply of affordable housing units near Purple Line stations can make it easier for lower-income households to access transit and mitigate displacement risk for existing households if they are able to qualify for and obtain an affordable unit. Preserving existing low-cost rental housing through acquisition and rehabilitation can also help mitigate displacement risk; however, units generally must transition to housing income-qualified tenants over time and not all existing residents will be able to qualify.

Encouraging development of mixed-income housing can support racial and income integration in newly built housing and contribute to a no net loss goal by adding regulated affordable units when redevelopment does occur. However, these programs sometimes require higher market rents to make up for lost revenue from the affordable units, which can make it harder to produce housing for middle-income households. They also may not result in replacement of an equal number of units for redevelopment of sites with existing low-cost housing.

Measures that could increase market-rate housing supply through redevelopment have a mixed impact. At a macro level, the new housing supply helps meet housing demand from moderate- and higher-income households and can help mitigate housing price escalation over the longer term. However, if the redevelopment displaces existing renters,³¹ it can be difficult for those renters to relocate within the same area with rents increasing and long waitlists for existing affordable housing units.

Similarly, placemaking investments can benefit existing residents and provide better services and amenities for all, but they can also increase market pressure on existing housing stock and can contribute to displacement if mitigation measures are not in place and if placemaking efforts do not build on locally-driven visions for growth and change. Similarly, place-making investments can benefit existing residents and provide better services and amenities for all, but they can also increase market pressure on existing housing stock and can contribute to displacement if mitigation measures are not in place. This highlights the importance of prioritizing displacement prevention efforts in the near-term.

28. Montgomery County Planning Department, *Mapping Segregation in Montgomery County*, n.d., <https://montgomeryplanning.org/planning/historic/research-and-designation/mapping-segregation-project/>

29. Daniel Aaronson, Daniel Hartley, and Bhashkar Mazumder, “The Effects of the 1930s HOLC “Redlining” Maps,” *American Economic Journal: Economic Policy* 13, no. 4 (2021), <https://www.aeaweb.org/articles?id=10.1257/pol.20190414>

30. Sarah Shoenfeld, *Mapping Segregation in D.C.* (Washington, D.C.: D.C. Policy Center, April 23, 2019), <https://www.dcpolicycenter.org/publications/mapping-segregation-fha/>

31. Homeowners are generally not directly “displaced” by redevelopment except through eminent domain, since they have a choice in whether to sell the property, even though changing market conditions can increase property taxes to levels that become unaffordable and may force them to consider selling their home.



WHY ECONOMIC DEVELOPMENT MATTERS

The Purple Line will help connect areas that have more employment opportunities to areas that have historically not attracted the same level of public or private investment, and where wages tend to be lower. The corridor's small, local restaurants, stores, and personal service businesses play an important role in meeting the daily needs of diverse neighborhoods, and provide opportunities for economic mobility and wealth-building. Inclusive economic development strategies can increase shared prosperity, promote economic opportunity and mobility for historically marginalized groups, and counteract economic disparities based on race and other markers of social identity.

SOURCES AND NOTES

Unless otherwise noted, the following strategies and actions draw from the [Small Business Support Strategy](#) and [Action Plan](#), the [Workforce Development Strategy and Action Plan](#), and analysis and best practice research detailed in the [Purple Line Economic Development Assessment](#).



Image source: Catherine Rytkonen



OBJECTIVE:

Protect and Nurture Existing Small Businesses

Open



STRATEGIES

Support existing small retail, restaurant, and service businesses in adapting to changing marketing conditions and a growing customer base.

WHY: While transit can benefit small businesses through increased visibility and access, small local and culturally-specific businesses will likely need greater support to thrive.³² Displacement pressure from rising rents, combined with disruptions from Purple Line construction and the COVID-19 pandemic, can all hit small businesses particularly hard. To remain viable, current businesses will need to be attractive to new customers while remaining accessible and desirable to their current customer base.

- HOW:**
- Coordinate, expand, and focus technical assistance (help with marketing, business plans, incorporating new technology, etc.), and build the capacity of local neighborhood organizations to help local business owners.
 - Promote place-based marketing efforts to highlight Purple Line Businesses and develop a business-to-business program.
 - Expand and/or establish funding sources for physical improvements to space (e.g., Tenant Improvement/façade improvement programs and grants, etc.)
 - Expand state and local construction disruption assistance

WHERE: International Corridor commercial areas and equity areas identified in the [Small Business Support Strategy](#) and [Action Plan](#) (Greater Riverdale, Northern Gateway/Langley Park, Takoma/Langley Crossroads, Long Branch, Bonifant Street/Fenton Village, and Brookville Road Business District).

WHO: Many partners will be involved in supporting small businesses including community-based organizations (CBOs) and interested place-based organizations, small business associations and leaders, local government, and educational institutions.



Image source: Catherine Rytönen

32. Paul Ong, Chhandara Pech, and Rosalie Ray, *TOD Impacts on Businesses in Four Asian American Neighborhoods* (Los Angeles: UCLA Center for the Study of Inequality, May 2014), https://www.urbandisplacement.org/wp-content/uploads/2021/08/overall_tod_final.pdf



Prioritize preserving businesses and cultural institutions that have particular importance to existing residents or meet the needs of specific subpopulations within the corridor.

- WHY:** Businesses, especially legacy businesses, can play an important role in the community as gathering spots, hubs of social capital and cohesion, and valuable “third spaces” apart from home and work that support local culture and stability.³³ Not every small business can or needs to be protected. Prioritizing the ones that contribute to a sense of belonging for existing corridor communities can help protect community ways of life.³⁴
- HOW:**
- Develop a legacy business protection program such as registry, promotions, tax incentives for re-leasing, targeted access to capital, and technical assistance.
 - Explore options to protect/preserve existing affordable commercial space with small businesses through incentives or potentially acquisition by a nonprofit or community-based organization.
 - Develop interim spaces for displaced businesses (“business hubs”).
- WHERE:** Focus on equity areas identified in the Small Business Support Strategy and Action Plan and areas with greatest potential for redevelopment of commercial/non-residential space (e.g., Silver Spring Library, Riverdale Park, Takoma/Langley Transit Center stations and to a lesser extent Riggs Road, Annapolis Road/Glendridge stations).
- WHO:** County economic development corporations and community development departments could lead the development of incentives related to preservation/stabilization, and support engagement and outreach. Community-based organizations, small business associations, place-based organizations, local government, faith communities, and educational institutions can play a lead role in identifying and engaging legacy small businesses.



33. Seattle Office of Economic Development, *Legacy Business Study*, September 2017, https://www.seattle.gov/documents/Departments/economicDevelopment/22820_Legacy_Report_2017-09-25.pdf

34. Many cities and regions have also implemented programs to protect businesses that are considered community assets, some of which are included in the Economic Development Assessment as examples. Additional outreach to the surrounding communities may be needed to identify priority businesses and institutions.



OBJECTIVE:

Grow and Attract New Small Businesses

STRATEGIES

Support and attract diverse small retail, restaurant, and service businesses to locate in new mixed-use, transit-oriented development

- WHY:** An environment of opportunity for small business owners of color can create business ownership and career pathways for current and future corridor residents. A diverse and interesting food and retail scene also can attract residents and tech/office workers while also benefiting small businesses. Studies suggest that knowledge workers often prefer to live in highly accessible locations in areas with a lot of amenities.³⁵
- HOW:**
- Invest in placemaking and implement regional and/or place-based marketing to strengthen individual business outcomes and drive customers to the area.
 - Identify hubs to grow vibrant food scenes and generate community interest.
 - Explore potential to incentivize below-market rate ground-floor commercial space in new development, or require it for some publicly-supported market-rate development (e.g., PILOT, public land disposition).
 - Provide publicly subsidized space for small businesses (e.g., incubator space, master leasing).
- WHERE:** New mixed-use developments planned around the Discovery District, Silver Spring and Bethesda CBDs, and College Park/UMD area, as well as PLCC's small business equity areas.
- WHO:** Many partners are involved in supporting small businesses. This strategy will draw on partners from CBO's and interested place-based organizations, local government, and educational institutions.

Foster entrepreneurship and small business growth to support existing business clusters

- WHY:** Connecting small businesses with large-area employers and anchor institutions, as well as providing start-up assistance, can help fuel business growth and circulate dollars within the community.³⁶ Supporting programs that enhance access to capital and provide technical assistance for small businesses, particularly BIPOC, immigrant, and women-owned businesses can improve business outcomes and reduce disparities.
- HOW:**
- Reduce barriers to accessing affordable space that supports business growth (e.g., publicly subsidized incubator space, supporting coworking spaces with wraparound technical assistance, and reducing regulatory barriers to locate in flexible low-cost spaces within transitioning industrial areas).
 - Enhance and/or expand access to financial assistance programs, especially for entrepreneurs of color.
 - Recruit the next generation of small businesses through business and program marketing.
 - Support the expansion of entrepreneurial programs and entrepreneurs of color.
- WHERE:** Areas of expected industry growth including Bethesda and Silver Spring CBDs and the Discovery District, as well as PLCC's small business equity areas.
- WHO:** Many partners are involved in supporting small businesses. This strategy will draw on partners from CBO's and interested place-based organizations, local government, and educational institutions.

35. Chandler Duncan et al. *Public Transportation's Role in the Knowledge Economy* (Washington, D.C.: American Public Transportation Association, February 2016), <https://cftc.org/wp-content/uploads/2019/05/APTA-PT-Knowledge-Economy.pdf>

36. Initiative for a Competitive Inner City, *Leveraging Anchor Institutions to Grow Inner City Businesses: A Resource for Inner City Entrepreneurs*, 2010, http://icic.org/wp-content/uploads/2016/04/ICIC_Leveraging-Anchor-Institutions.pdf



OBJECTIVE: **Grow Existing Industry Clusters**

STRATEGIES

Support growth of the information technology and quantum computing sector in the Discovery District, focusing on expanding opportunities for entrepreneurs and business owners of color and current corridor residents

WHY: The emerging quantum computing field has been bolstered in the corridor through a partnership between UMD and IonQ which resulted in the Discovery District becoming home to one of the nation's leading quantum computing labs (National Quantum Lab at Maryland). This new lab gives the Discovery District an advantage in this industry that, along with other supporting businesses and the presence of UMD, suggests the Purple Line corridor could be in a strong position to grow this field and become a leader in quantum computing and information technology innovation.

HOW:

- Incentivize/partner to deliver additional incubator and flex office space and target minority entrepreneurs and business owners in the tech sector.
- Continue to emphasize, market, and promote business development in the district and leverage incentive zones (e.g., enterprise zones) to attract tech businesses that align with small business and workforce development goals.
- Work with the university and employers to map career pathways and expand training and internship programs in tech-related industries.
- Support and recruit small, local restaurant businesses to locate in new mixed-use developments or retail space adjacent to major employers.
- Invest in placemaking for mixed-use TOD areas.

WHERE: The Discovery District

WHO: Prince George's County Economic Development Corporation should lead strategic planning and partnership development, with UMD and Prince George's County playing supportive roles

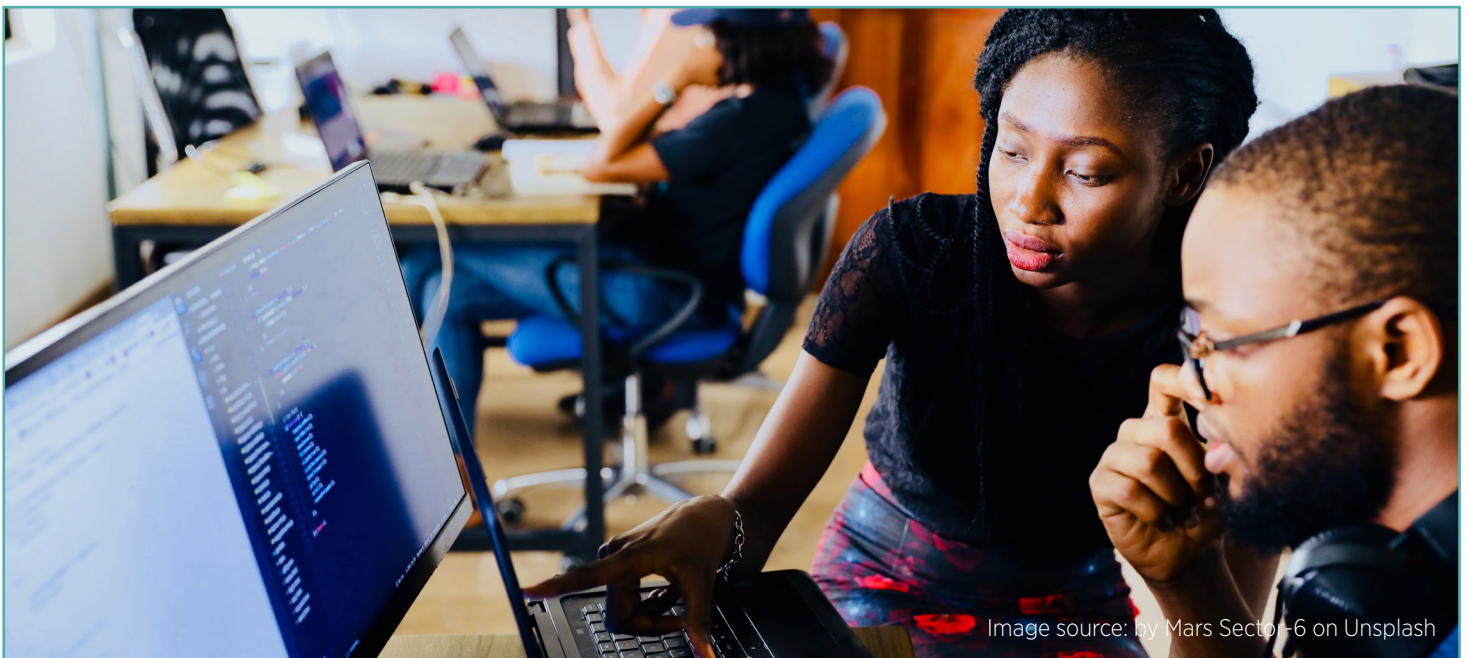


Image source: by Mars Sector-6 on Unsplash



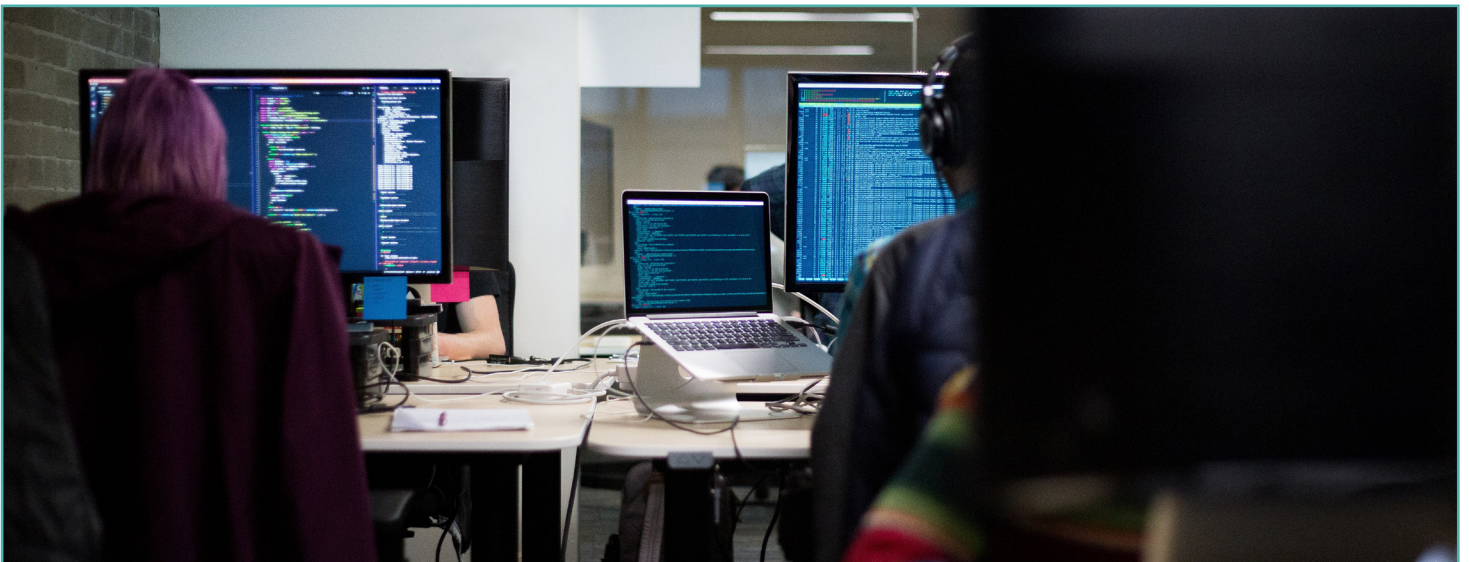
Expand existing business clusters in professional services, media and communications, and hospitality administration around Bethesda and Silver Spring CBDs and build their connections to the corridor community

WHY: Despite COVID-related disruptions to office-based work, these sectors are expected to recover over the longer term,³⁷ and have a strong local presence in the Bethesda and Silver Spring CBDs. ECONorthwest analysis further suggests that while there is limited potential to grow new industry clusters there may be potential to expand existing industry clusters. Attracting additional companies in office-based industries such as professional services, media and communications, and hospitality administration that have existing business clusters within the corridor and tend to value transit accessibility may support additional office development and job growth.

- HOW:**
- Target place-based business promotion and recruitment efforts for new office space around Bethesda and Silver Spring CBDs.
 - Offer support for small and minority-owned businesses in these industries to locate in lower-cost office space around the CBDs or nearby transit stations (e.g., tenant improvement grants or loans, master-leasing incubator space, or targeted small business support programs).
 - Support local entrepreneurs in media and communications through access to technology and facilities for media production (e.g., Silver Spring Library’s Digital Media Lab).
 - Work with businesses to develop career pathways that don’t require college or advanced degrees and strengthen ties with local K-12 schools and local education institutions.
 - Provide incentives to businesses to hire local workers.
 - Support small restaurant businesses to locate or remain in the CBDs through COVID and construction disruptions.

WHERE: Bethesda and Silver Spring CBDs.

WHO: Prince George’s and Montgomery Counties’ EDCs can lead strategic planning and partnership development; Workforce development organizations and community colleges in both counties can support equitable talent recruitment.



37. PricewaterhouseCoopers, *Power Shifts: Altering the Dynamics of the E&M Industry*, 2021, <https://www.pwc.com/gx/en/entertainment-media/outlook-2021/perspectives-2021-2025.pdf>



Protect and enhance strong industrial districts in the New Carrollton area, with an emphasis on labor-intensive industries

WHY: Studies show that more labor-intensive industrial uses may benefit from locating in transit-served industrial areas.³⁸ Supporting these types of businesses would expand transit access to jobs that tend to provide living wages without advanced degrees.³⁹ In parts of the corridor that have the freight network access and other features needed for successful industrial districts (primarily near the New Carrollton station), maintaining this success may require prioritizing industrial use over TOD.

HOW:

- Maintain current industrial zoning near New Carrollton station to limit encroachment of other uses.
- Improve walk/bike connections from transit to industrial employment centers.
- Streamline the permitting process for industrial development in industrial areas.
- Focus recruitment efforts and incentives on sectors that tend to employ more people on-site, including manufacturing and distribution, and businesses that pay living wages.
- Support non-degree workforce development programs and apprenticeships in manufacturing that are stackable and remove barriers to living wage jobs for corridor residents.

WHERE: New Carrollton industrial districts

WHO: Prince George's County Economic Development Corporation can lead strategic planning; Prince George's Planning Department, Prince George's County, workforce development organizations, and local colleges can support equitable recruitment and infrastructure improvements.

Explore opportunities to attract federal government facilities and leasing in key locations

WHY: The General Services Administration (GSA) leasing requirement for transit proximity supports office demand near Metro stations, including those within the Purple Line corridor. While the federal government is expected to shrink its footprint in leased office space overall in the near term, longer-term opportunities may remain for facilities with specialized space needs (e.g., high-security features), and there may be opportunities for shorter leases near term as the consolidation process plays out.⁴⁰ With much of the Prince George's County office market, and some older buildings in Bethesda and Silver Spring CBDs, below the GSA's rent cap and several Purple Line stations that intersect with other transit lines, there may be opportunities for additional federal employment in the corridor, even with shrinking overall demand.

HOW:

- Continue to track and communicate with the GSA about needs for space and opportunities to meet them in the corridor. Promote lower-cost tenancy options in Prince George's County.
- Promote specialized spaces in the Discovery District that meet federal government security requirements.

WHERE: Prince George's County office market and some older buildings in Bethesda and Silver Spring CBDs below the GSA's rent cap.

WHO: Prince George's and Montgomery Counties' EDCs can lead strategic planning.

38. Bruce Katz and Julie Wagner, *The Rise of Innovation Districts: A New Geography of Innovation in America* (Washington, D.C.: Metropolitan Policy Program at Brookings Institution, May 2014), <https://www.brookings.edu/essay/rise-of-innovation-districts/>

39. Lawrence Mishel. "Yes, manufacturing still provides a pay advantage, but staffing firm outsourcing is eroding it." Economic Policy Institute. (2018).

40. JLL, *Federal Perspective*, 2020, https://www.jll.com/bip/ms/DC/GIS/FederalPerspective2020/Federal_Perspective_2020.pdf



OBJECTIVE:

Leverage Growth in Education & Healthcare Industries to Meet Residents' Needs

STRATEGIES

Encourage community-serving medical and healthcare offices near the Purple Line

WHY: Demand for healthcare jobs is expected to continue growing in 2021 and beyond.⁴¹ While several major medical facilities in the area are located just outside the Purple Line corridor (like the NIH, Holy Cross Hospital, and Walter Reed Hospital), there is also growing demand from smaller healthcare/wellness providers who could benefit from the area's accessibility for patients and employees.⁴² Smaller health-care providers may be better able to adapt existing vacant office or retail space to their needs than larger medical centers with more specialized facility needs.

- HOW:**
- Examine zoning requirements to ensure medical offices are allowed with minimal regulatory barriers in appropriate areas along the corridor.
 - Create incentives or assistance programs for converting unused office space into medical offices.
 - Prioritize ADA accessibility improvements and safe pedestrian connections to stations in areas with existing or potential new medical clinics and ensure Purple Line service hours align with operating hours for key medical offices.
 - Expand support for corridor residents to access training programs in health sciences and nursing.

WHERE: The International Corridor and equity areas identified in the Small Business Action Plan.

WHO: Prince George's and Montgomery County's Economic Development Corporations can lead strategic planning; planning departments, health agencies, Prince George's and Montgomery Counties, workforce development organizations, and local colleges can support these efforts.

Support opportunities to expand UMD centers and initiatives in adjacent station areas

WHY: The Purple Line will create stronger linkages between the campus and the corridor. UMD with its existing centers and initiatives that connect the university to the local community could leverage the Purple Line to further expand on such centers and initiatives within the corridor, which could benefit residents and entrepreneurs.

HOW: Montgomery County is interested in exploring opportunities for faculty and graduate student housing as far west as downtown Silver Spring. Other programs and initiatives that complement core academic functions—such as partnership programs to support research and innovation, like those at the Discovery District and programs offering students practical experience in community-serving roles (e.g., the UMD Speech and Hearing Clinic)—could potentially expand to locations beyond campus boundaries.

WHERE: Primarily within areas within a few steps of the core of the UMD campus.

WHO: UMD should lead; Counties can partner with local key industries when developing programs.

41. CBRE, *US Medical Office Trends 2021*, February 16, 2021, <https://www.cbre.com/en/insights/reports/us-medical-office-trends-2021#:~:text=Medical%20office%20properties%20are%20expected,than%20for%20most%20property%20types>.

42. CBRE, *US Medical Office Trends 2021*.



OBJECTIVE:

Expand Opportunities for Residents to Enhance their Skills and Career Paths



STRATEGIES

Expand training and skill-building opportunities for residents, focusing on residents of color and immigrants who have often been excluded from economic growth

WHY: Nearly half of workers in the corridor earn less than \$40,000 per year and about a fifth earn less than \$15,000 per year.⁴³ Enhancing skills will improve not only individual outcomes for residents, but also the economic outcome of the corridor as a whole as more residents are employed in jobs that pay living wages. There are a number of industries expected to grow in the corridor including quantum computing and information technology among others. Programs that promote digital literacy and technical skills will ensure that residents of the Purple Line corridor are competitive for industries expected to grow in the corridor.

HOW:

- Work with Purple Line transit partners to connect corridor residents to Purple Line construction, operation, and management jobs
- Invest in building Corridor residents' digital skills aligned with future jobs.
- Link residents to stackable credential and career and technical education (CTE) programs.
- Expand the number of non-degree-granting education and workforce training providers and programs in the corridor.

WHERE: Corridor-wide with an emphasis on lower-income residents and non-degree-holding adults. Currently, the greatest concentration of people who need these services are in the International Corridor, but people throughout the corridor can benefit from increasing educational opportunities. However, to maximize the benefits of transit accessibility educational opportunities should align with jobs available in employment centers in Bethesda and Silver Spring CBDs, the Discovery District, and New Carrollton.

WHO: Many partners will be involved in supporting workforce development including county workforce agencies, local educational institutions, nonprofits, and community-based organizations.



43. Economic Assessment



OBJECTIVE:

Address Barriers to Workforce Participation and Advancement

STRATEGIES

Remove barriers to job qualification, job placement, and career advancement

- WHY:** About 50% of corridor residents do not have bachelor’s (or higher) degrees. Many earn less than \$40,000 per year. Many of these residents may have the skills necessary to perform jobs but lack traditional credentials. Others may lack the connections to obtain opportunities in a new industry.
- HOW:**
- Work with larger employers to redefine job requirements based on skills rather than degrees.
 - Prioritize mobile job center placement in the Purple Line corridor.
 - Promote the wider use of employer-based apprenticeships and internship.
- WHERE:** While this strategy can be broadly focused corridor-wide, actions can be targeted to more specific areas. For example, mobile job centers should be close to where people live and would be best placed in areas with the highest concentration of adults without college degrees (International Corridor). Employer-based apprenticeships would be best targeted toward industrial and trade-based employers, which are mostly located in New Carrollton and Lyttonsville. Employer-based internships are best suited to professional employment. Employers of this type are mostly located in the Bethesda and Silver Spring CBDs and the Discovery District.
- WHO:** Many partners will be involved in supporting workforce development including local educational institutions, nonprofits and community-based organizations, and workforce development agencies.

Support residents’ ability to fully participate in the workforce

- WHY:** As described in the Corridor Workforce Policy-Framing White Paper “those most in need of training, retraining, or upskilling, come to those opportunities grappling with lower incomes, lower wealth levels, and fewer financial resources—not just to the training cost (which sometimes may be free), but to the non-tuition expenses including food, transportation, child care, tools, and equipment. Affordable access to services can allow workers to pursue training or career opportunities that will improve their quality of life.
- HOW:**
- Provide robust wraparound support (e.g., stipends to assist trainees in reaching training sites, subsidies for low-income parents to attend training programs, access to affordable childcare, etc.).
 - Incentivize providing space for childcare facilities in new transit-oriented development.
 - Support access to high-speed broadband for corridor residents who cannot afford it.
- WHERE:** To leverage increased transit accessibility and utilize this strategy as a workforce development strategy, childcare facilities would be best placed within walking distance of transit stations that are close to employment and education centers, including New Carrollton, College Park, Silver Spring, Bethesda, and the Discovery District in New Carrollton, College Park, Silver Spring, and Lyttonsville. Lower-income residents who would particularly benefit from wraparound supports and better internet access are concentrated in the International Corridor and Riverdale-New Carrollton.
- WHO:** Many partners will be involved in supporting workforce development including county workforce agencies, local educational institutions, nonprofits, and community based organizations.



EQUITY CONSIDERATIONS



HISTORICAL CONTEXT

The legacy of redlining, beyond driving continued segregation of housing and opportunity, has helped shape disparities in economic conditions, employment, and job opportunities in different parts of the Corridor. Early investment in predominately white areas has fostered continued investment. For example, as recently as 2018, Marriott decided to build its corporate headquarters in downtown Bethesda, citing the desire to provide employees with proximity to transit and the amenities of an urban setting.

While historically disinvested neighborhoods have not seen such investments from Fortune 500 companies, they have fostered more grassroots economic activity, with a wealth of minority and immigrant-owned small and micro-businesses generating jobs and anchoring their communities with locally tailored goods and services. The concentration of minority-owned businesses is high in Prince George's County generally, but Montgomery County also has high shares, especially in the International Corridor area and parts of Silver Spring.⁴⁴

Prince George's also has higher unemployment rates than Montgomery County and was hit harder by the COVID-19 pandemic as well as the Great Recession, with substantial job losses in both downturns. However, reports just prior to the pandemic suggested that job growth in Prince George's was higher than in Montgomery County,⁴⁵ indicating possible long-term shifts.

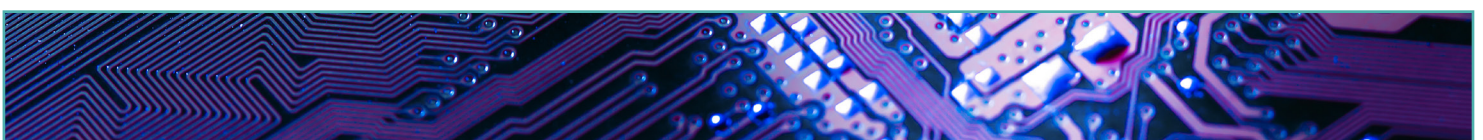
DISTRIBUTIONAL EQUITY: WHO BENEFITS, WHO IS HARMED

Workforce strategies will tend to benefit lower-income residents, as well as corridor employers. If the support is delivered in culturally and linguistically responsive ways, this can further ensure that programs benefit the diverse population in the corridor.

Given the number of small businesses in the corridor owned by people of color and immigrants, the **small business strategies** can also particularly benefit these business owners; however, as with workforce, ensuring that support and programming are provided in culturally and linguistically responsive ways is essential. Small, local restaurants, stores, and personal service businesses also play an important role in meeting the daily needs of diverse neighborhoods and can be central to neighborhood identity. Losing anchor institutions and businesses can contribute to gentrification and cultural displacement, so preservation efforts for these businesses and institutions benefit both the businesses and current residents who rely on them.

Strategies to encourage the growth of key industries in the corridor may not inherently benefit lower-income corridor residents, given the education and/or specialized skills needed for some industries. However, there are opportunities to leverage economic strengths to expand access to those opportunities, provide additional employment opportunities, and grow the industries in ways that increase access to services (e.g., health/medical services). The strategies are focused not only on growing employment, but also expanding access to jobs within those industries. The workforce strategies are also needed to complement these key industry strategies to help support corridor residents in accessing these jobs.

Economic development efforts in the corridor also need to be paired with efforts to prevent residential displacement, so that lower-income residents can remain in the corridor to benefit from the increases in access to employment opportunities.



44. Dan Reed, *Here are Seven Ways Montgomery County is Changing* (Washington, D.C.: Greater Greater Washington, August 19, 2020), <https://ggwash.org/view/78789/here-are-seven-ways-montgomery-county-is-changing-2>

45. Kate Masters, *Prince George's County Now Outpaces Montgomery in Job Creation* (Bethesda, MD: Bethesda Magazine, January 21, 2020), <https://bethesdamagazine.com/bethesda-beat/government/prince-georges-county-now-outpaces-montgomery-in-job-creation/>



SUBAREA EXISTING CONDITIONS AND KEY RECOMMENDATIONS



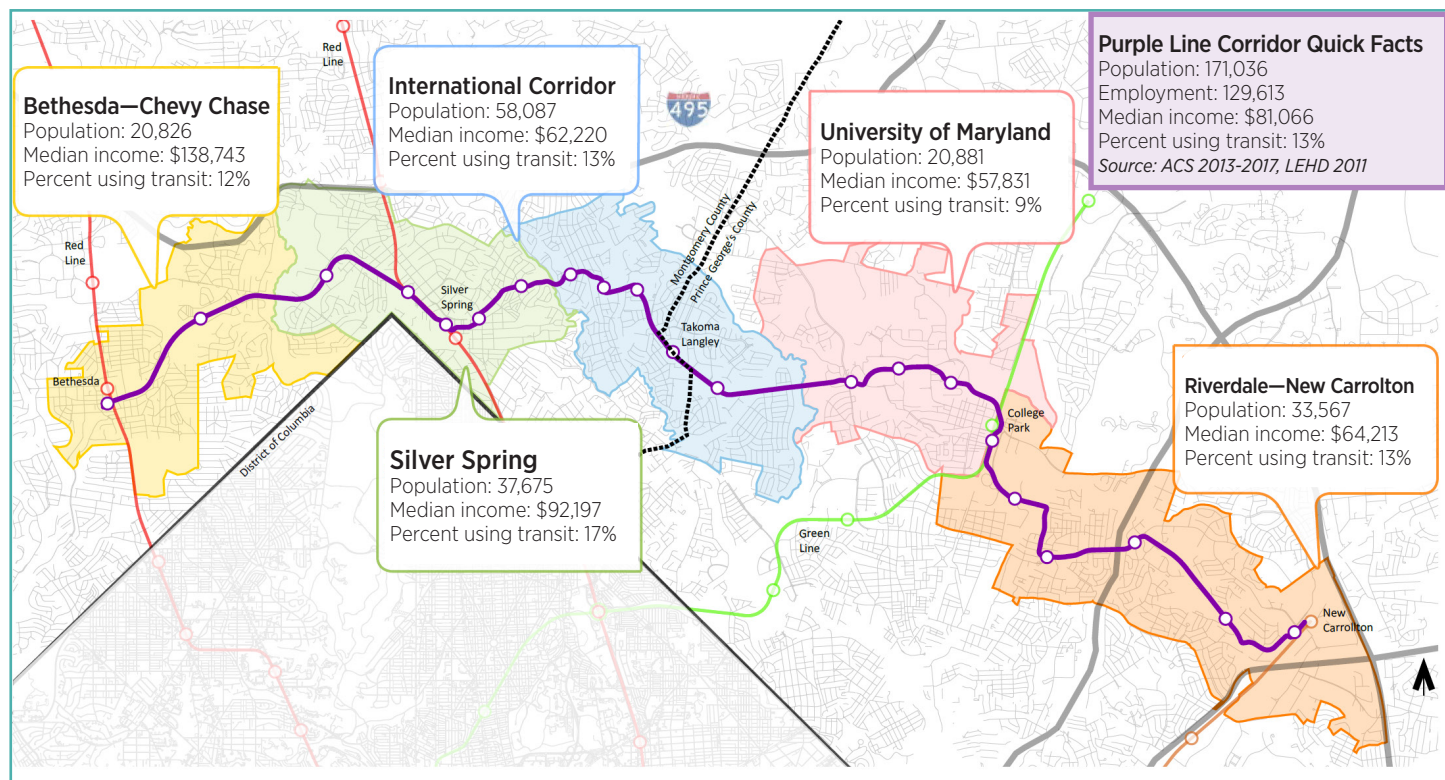
The Purple Line will pass through a wide range of land use contexts, from city-like urban downtowns in Bethesda and Silver Spring in Montgomery County, to moderately dense residential suburban neighborhoods built in the mid-20th century throughout the Corridor, to a major land-grant University campus, to strip-mall auto-dominated environments centered on arterial roads in both Counties.

The economic and sociodemographic conditions along the corridor also vary widely. The west side of the corridor, centered on Bethesda’s business district, is a regional center of economic privilege where mostly highly educated residents earn large incomes and live in housing which on average costs 3-4 times as much as the median home in the US (Purple Line Corridor Coalition, 2019). The more affluent neighborhoods in Bethesda-Chevy Chase and Silver Spring subareas attract high-income and educated residents.

Just a few miles to the east are densely populated neighborhoods with strong African American and immigrant communities. The Langley Park area within the larger International Corridor subarea is an immigrant gateway, particularly for recent Latinx arrivals from Central America.⁴⁶ The Riverdale-New Carrollton subarea on the east side of the corridor is also home to significant Black, Latinx, and immigrant communities. Household incomes are below the national average, up to a quarter of adult residents have not completed high school, poverty rates in some areas exceed 20 percent of the population, and English is not the primary language spoken at home for many residents in both of these subareas.⁴⁷

The UMD-College Park subarea is located in between the two less affluent subareas and stands out for having a high concentration of higher-income and higher-educated residents. The economic activity in the area is largely determined by the decisions of the University of Maryland and the demand of its students, faculty, and staff.

This section provides an overview of key development opportunities and challenges in each of the five subareas in the Purple Line corridor and summarizes key recommendations for each subarea.



46. Mary Price and Audrey Singer, “Edge Gateways: Suburbs, Immigrants and the Politics of Reception in Metropolitan Washington,” in *Twenty-First Century Gateways: Immigrant Incorporation in Suburban America*, ed. Audrey Singer, Caroline Bretell, and Susan Hardwick (Washington, D.C.: Brookings Institution Press, 2008), 137-168.

47. National Center for Smart Growth, *The Purple Line Economic Development Technical Report*, October 2017, https://purplelinecorridor.org/wp-content/uploads/2018/08/103017_PurpleLineEDReportNCSG.pdf



The Bethesda-Chevy Chase section of the Corridor is a regional center of economic wealth and privilege. It is the whitest and wealthiest section of the Corridor, though some market rate affordable housing and some subsidized housing is present. Housing prices in this section of the Corridor are out of reach for all but high-income earners and market rents are the highest here for both residential and commercial uses. Bethesda has long had both locational and institutional advantages. Neighborhoods surrounding Bethesda are designed to be walkable, though several large arterials present major barriers to easy walking and biking to Purple Line stations. Downtown Bethesda has a red line Metrorail stop with service to downtown DC in about 20 minutes. Two major regional employers—the National Institutes of Health and Walter Reed Hospital—are just north of downtown Bethesda. Bethesda is also close to the interchange of I-495 and I-270, major highways that connect to the rest of Maryland and Virginia. These advantages, along with large-lot single-family zoning outside the downtown area, have long made Bethesda an exclusive place to live.



Transportation Priorities

In Bethesda, few modifications are necessary to make it ready for the Purple Line. The Chevy Chase station faces greater challenges because Connecticut Avenue (MD 185) is the major through-road, and Jones Bridge Road and East-West Highway (MD 410) border the station area on the north and south. The west side of Connecticut is the most dangerous section, due to disconnected sections of sidewalk, frequent auto entrances to shopping centers, and a limited number of crossings with pedestrian signals. Long green lights for traffic, right-turn-on-red, and wide turns allow cars to travel at higher speeds. Speeds on Connecticut Avenue should be reduced and actively enforced within a half-mile of the station.



TOD and Housing Priorities

Given the strong market, existing TOD-supportive zoning, high land costs, and limited affordable options, expanding lower-cost housing options is a priority for this area. Allowing middle housing in single-family neighborhoods can potentially help the area become less exclusionary, though the prices or rents for new, market-rate construction in such a high-cost area will likely still be too high for most moderate- and low-income households. The existing MPDU requirement is already higher in the Bethesda CBD and adjacent neighborhoods than in other parts of the corridor. The market may be able to support an even higher requirement, at least within the Bethesda CBD, though the incremental impact would be limited if applied only within that area. Use of public or tax exempt land, preservation of existing subsidized units, and using ROFR for preservation are also priorities for expanding and preserving the limited supply of affordable housing in this area.



Economic Development Priorities

The Purple Line is expected to reinforce industry clusters in the Bethesda CBD including hospitality administration, media and communications, and professional services, which could potentially also expand east along the line. These industries tend to offer jobs at a range of skill levels, some of which are already aligned with workforce programs in the corridor. The Purple Line will improve accessibility to these jobs for residents in other sections of the corridor. However, to support equitable economic growth, priorities for this area include helping local small and minority-owned businesses to access affordable space and supportive services and removing obstacles for local workers to obtain the jobs in this area.



Silver Spring is a large, densely populated middle section of the Corridor that bridges between exclusive and expensive Bethesda-Chevy Chase to the west and the more economically disadvantaged International Corridor to the east. Silver Spring is centered around a large, walkable, mixed-use central business district with an existing red line Metrorail station and MARC commuter rail. While much of Silver Spring is walkable and bikeable, several major arterial roads prioritize vehicles at the cost of pedestrian mobility. The neighborhoods around Silver Spring have a mix of single-family homes on large and small lots, with home prices that are lower than Bethesda-Chevy Chase but higher than most of the Prince George's County portion of the Corridor. Silver Spring has a relatively large number of market rate affordable garden style and high-rise apartment complexes with lower rents. These complexes are an important reservoir of affordable housing for middle-income families in the Purple Line Corridor. While Silver Spring hosts many major employers, it does not have the same concentration of large institutions nearby as Bethesda, nor does commercial space demand the same financial premium. The Lyttonsville area is a unique section of Silver Spring that includes a federal Army research facility, a historic African American community, a small light industrial area, and many lower-cost apartments.



Transportation Priorities

The two downtown Silver Spring stations have walk-friendly environments. In contrast, the Woodside-16th Street station is one of the most challenged in Montgomery County, largely because of the presence of 16th Street as a major north-south road that splits the station area. Most of the station area population—particularly residents of color and residents with low income—live in high-rise apartments that do not have direct access to the station. 16th Street has major sections with no sidewalks, and many of the current sidewalks are narrow with no buffer separation from fast-moving traffic. There are few crossings with pedestrian signals, and the hilly topography and high speed limit make it dangerous for pedestrians to cross. Recommendations for this station include speed reduction and enforcement; new signalized crossings at the station entrance and Lyttonsville Place; intersection improvements at Spring St. to eliminate wide, high-speed turns; sidewalk improvements along 16th Street; and expediting a proposed bike lane along northbound 16th St.



TOD and Housing Priorities

The Purple Line is expected to increase real estate demand in areas outside the Silver Spring CBD where transit accessibility will increase the most. This could result in both new opportunities for TOD and increased risk of displacement for existing residents and small businesses, particularly around the Lyttonsville and Woodside-16th Street stations. Investments in placemaking could complement the new stations and further support TOD, but may also further increase displacement risks if not paired with displacement prevention measures. Leveraging the increased demand to deliver TOD and MPDUs while advancing measures to mitigate displacement is a high priority for this area. Increasing the MPDU requirement in this area could reduce risk of displacement while providing additional affordable units. Allowing middle housing within single-family neighborhoods could expand the range of housing options available, but may not deliver housing that is affordable to moderate- or low-income households without some public support. In addition, use of public or tax-exempt land; preservation of unsubsidized or subsidized affordable properties; and improved tenant protections can support housing stability and displacement prevention in this area.



Economic Development Priorities

Similar to Bethesda, the Purple Line is expected to reinforce existing industry clusters in the Silver Spring CBD (e.g., media and communications and professional services); expanding opportunities for local small and minority-owned businesses and local workers to participate in these industries is a priority for equitable economic growth. In addition, there are industrial areas that are transitioning near Lyttonsville where allowing flexible employment uses and establishing incubator space could support entrepreneurship and small businesses.



The International Corridor spans parts of both Counties in the center part of the Corridor. It is the most diverse part of the Corridor, home to many recent immigrants from Central America and their descendants. While the area has good bus service, there is no existing rail transit. While residential neighborhoods have relatively safe walking conditions and have been the focus of county sidewalk improvements, the state highways—where many stations will be located—have some of the highest pedestrian fatality rates in the state. This section of the Corridor has seen little development—residential or commercial—in recent decades. Housing prices and rents are low compared to the rest of the Corridor, though residents without high-paying jobs still face high housing cost burdens. There is little regulated affordable housing, though there are many older unregulated apartment buildings. There are few major employers in this part of the Corridor, but many diverse small businesses in the area’s older shopping centers and commercial buildings.



Transportation Priorities

These stations are situated along major roads and state highways designed to expedite vehicle movement—six-lane roads with long distances between traffic lights, wide turns, and high speed limits. MD 193 from the Takoma-Langley Transit Center to West Park Drive has the highest number of pedestrian crashes and fatalities in the state and the Washington region.⁴⁸ Physical barriers (such as fences) block neighborhoods from the adjacent commercial centers and the stations, requiring long walk trips along the state highways. This particularly impacts low-income and immigrant residents who are more likely to walk to transit. Working with the State Highway Administration to address safety on state roadways is a top priority. Priority improvements include reducing and enforcing speeds; installing new pedestrian crossings where there are large gaps; widening sidewalks and buffers, ideally by converting curb lanes to protected bikeways; and removing wide right turns and long signal times for cars. Longer-term, removing barriers between neighborhoods and commercial centers and reducing the number of commercial driveway entrances would also improve pedestrian safety and accessibility.



TOD and Housing Priorities

Displacement risk for both residents and small businesses is high in the International Corridor given its current relative affordability and the anticipated increase in demand once the Purple Line opens. Mitigation measures are a top priority for this area, such as tenant protections and support services, and preservation and transfer of unsubsidized affordable properties to mission-minded owners. Still, placemaking and other improvements are needed to make the area more walkable and to provide more amenities for existing and new residents. While housing market conditions are not as strong as in Bethesda and Silver Spring, the anticipated increase in demand linked to the Purple Line could be leveraged to deliver some affordable units and/or additional MPDUs, which could help mitigate displacement risk to some extent. Some station areas in this subarea could also potentially support higher density development if allowed by zoning and consistent with community goals.



Economic Development Priorities

The Purple Line will improve access to employment and educational opportunities for residents of the International Corridor. However, to ensure that residents of the International Corridor are able to benefit from these opportunities, they will need access to affordable housing, support with accessing jobs and increasing relevant skills, as well as access to supportive services such as childcare. This area also has many small businesses, many of which are owned by immigrants and people of color. Supporting these existing small businesses to remain and grow is a priority for this area.

48. Prince George’s County, *Vision Zero Prince George’s High Injury Network for Pedestrian and Bike Crashes*, accessed May 11, 2022. <https://www.princegeorgescountymd.gov/DocumentCenter/View/35907/Vision-Zero-High-Injury-Network>



The College Park - University of Maryland subarea is unique in that much of the land is controlled by the University of Maryland. Beyond the University grounds, there are many private housing complexes that cater to students. College Park is a growing activity center that currently has relatively easy access to a green line Metrorail station but the Purple Line will significantly increase east-west transit accessibility. Home prices and rents near the University command a premium due to the student and faculty/staff market, and several recent large development projects have capitalized on the University's growth. The Discovery District, a public-private research park, is home to research facilities for several federal agencies and major companies (including IonQ, a leader in quantum computing), with a mix of office, flex space, and co-working space.



Transportation Priorities

There are no major concerns about walk and bike access to the campus stations from the University. However, at Adelphi Road and Baltimore Avenue/East Campus stations, travelers must cross or walk along major roadways. The Adelphi station is dominated by several major roads, which presents challenges for redevelopment. At East Campus station, the northern stretch of Baltimore Avenue would benefit from additional speed controls, signalized pedestrian crossings, and removal of wide radius turns.



TOD and Housing Priorities

This subarea includes much publicly-owned land where Prince George's County, the University of Maryland, and other public agencies have opportunities to shape future development. New mixed-use development on public land could be considered for including a large share of affordable units, below-market commercial space, and/or other public benefits, given the value of the land. The College Park area also has stronger housing market conditions than other parts of the Prince George's County side of the corridor, so measures like requiring an affordability set aside for development seeking the PILOT program may be more effective here than in the rest of Prince George's County's part of the corridor.



Economic Development Priorities

The Purple Line is expected to strengthen the quantum computing and information technology sector in the Discovery District and stronger linkages within the university itself. While the quantum computing industry tends to recruit individuals with high levels of educational attainment and may not create many direct jobs for current corridor residents, there may be opportunities in supportive services and the broader information technology sector that don't require specialized education. To leverage these opportunities it will be important to align education and workforce development initiatives with the needs of high-tech industries. Other strategies to grow these sectors and promote inclusive economic development include supporting small retailers and restaurants looking to locate or expand in the planned mixed-use development areas of the Discovery District and targeting incubator space to minority entrepreneurs and business owners to start and grow in the tech sector. UMD can also increase its emphasis on local hiring and procurement.



The easternmost and largest section of the Corridor, Riverdale-New Carrollton spans many small neighborhoods and several activity centers.

The western and central part of this area near Riverdale is quite similar to Langley Park in built form, demographics, and economic and housing market conditions. The eastern terminus at New Carrollton is quite different, as it is a growing TOD node adjacent to several major highways, an orange/silver Metrorail stop, Amtrak, and commuter rail. Prince George's County is planning for significant pedestrian-oriented growth in this area, though it was built for automobile access. There is relatively less commercial activity in this area, though there are many small businesses in and around Riverdale. Several major employers are located near the New Carrollton Metrorail and future Purple Line stop.



Transportation Priorities

Riverdale Park, Beacon Heights, and Annapolis Road stations have minimal sidewalks and few pedestrian crossings for pedestrians along major roads and the six-lane state highways. State highway MD 201 from River Road to Riverdale Road has the second-highest pedestrian fatality rate in the County.⁴⁹ Purple Line construction plans have not included any sidewalks or bike lanes along Veterans Parkway (MD 410) from Riverdale Road to Ellin Road. Though walk-oriented TOD is desired in New Carrollton, the station area is still mainly a suburban office campus and transportation hub. In Beacon Heights and New Carrollton, highways and separation between land uses create barriers between neighborhoods and station areas that will need to be improved through longer-term redevelopment. To improve readiness for the Purple Line in the short term, automobile speeds need to be reduced and enforced, along with more controls on turns. Substantial sidewalk infrastructure—and protected bike lanes where possible—is needed on the arterials within ½ mile of the stations, especially around Riverdale Park, Beacon Heights, and Annapolis Road.



TOD and Housing Priorities

This subarea includes some station areas where future market conditions may support higher-density development if allowed by zoning and consistent with community goals. As market conditions change, there may also be potential for an inclusionary housing requirement. Planned publicly-supported development around the New Carrollton station may also offer an opportunity to incorporate some affordable units if the market is strong enough before the remaining housing and mixed-use development occurs. Additional placemaking efforts could also both improve conditions for residents and support transit-oriented development.



Economic Development Priorities

The Landover/New Carrollton area includes a concentration of transportation, distribution, and logistics businesses and some important manufacturing businesses, particularly in food processing. Jobs in these industries tend to pay higher wages and have lower educational requirements. However, transit can increase pressure to convert industrial land to other uses. Maintaining some employment in labor-intensive industrial businesses and leveraging the Purple Line to help workers access these jobs will be important for ensuring inclusive economic development along the corridor. This could mean maintaining current industrial zoning near New Carrollton station, improving pedestrian connections from transit to industrial employment centers, and streamlining the permitting process for industrial development in industrial areas, among other strategies. The New Carrollton area also has existing federal government employment, and is well-positioned for whatever opportunities may arise within the overall shrinking federal footprint in leased office space. The Greater Riverdale area is home to dozens of small businesses, many of which are family-owned micro-businesses that generate locally-driven economic activity. Preserving existing small businesses in Riverdale's commercial districts is a priority, as real estate pressures cause rising rents and changing demographics.

49. Prince George's County, *Vision Zero Prince George's High Injury Network for Pedestrian and Bike Crashes*.



FURTHER ENGAGEMENT: PROCEDURAL EQUITY



As the strategies in this report are advanced toward implementation, it will be essential to center the voices of impacted people and collaborate with the community to refine the recommendations and align new programs and investments with community needs and goals. However, ensuring that all voices are heard throughout the decision-making process and that the lived experiences of existing corridor residents inform decision making requires intention and commitment from various lead agencies responsible. Transportation projects and housing/development policies both tend to attract interest from higher-income residents and homeowners, who may have differing perspectives and interests from lower-income residents and renters. Larger, more established businesses tend to have more opportunities and resources to track and influence economic development initiatives than very small businesses. Establishing engagement approaches that actively encourage, value, and prioritize participation by residents of color, immigrant residents, and residents with low incomes is essential to delivering equitable engagement. This can include:

- building relationships with—and investing in capacity for—community leaders, community-based organizations, faith-based entities, tenant organizations, local business associations, and other trusted constituency-based groups;
- creating diverse and representative cohorts and identifying resources and partners to provide training on local government processes, the rights of tenants and small businesses, and other key topics;
- providing engagement opportunities and information in places that are comfortable and welcoming for residents from many backgrounds and where people already gather, such as community centers, parks, libraries, grocery stores, and schools in parts of the corridor with high concentrations of residents and businesses with the greatest barriers to participation;
- compensating participants for their time and addressing needs such as childcare, food, and transportation to facilitate participation;
- working with community leaders (including compensation for their time) to gather feedback from their social networks through surveys or hosting conversations with their neighbors and friends;
- providing opportunities for participants to share their stories, goals, priorities, and needs in their own words in addition to their thoughts on how a specific policy, plan, or project would impact them;
- coordinating engagement efforts and sharing and coding qualitative data from engagement across projects and jurisdictions so that community members do not have to provide the similar input multiple times;
- creating regulatory frameworks that require owners and developers to engage with the community, including organized tenants and small business groups.



Continued collaboration to align priorities throughout the corridor will be necessary to achieve equitable and inclusive development. Building a diverse, collaborative leadership network that is committed to reducing disparities and centering the voices of communities who have historically been excluded from historical economic growth are important steps to building inclusivity. Identifying measurable metrics to reduce disparities can also help hold leadership accountable.



CONCLUSIONS



While the two counties and many other partners and stakeholders have been working hard to prepare for the Purple Line and align policies, plans, and resources to complement the transit investment, there is still more to do, particularly in areas that will have fixed-route transit for the first time.

The Purple Line crosses political and economic boundaries. Managing its positive and negative impacts on the corridor requires collaborative and coordinated efforts, especially across county lines, to ensure equitable outcomes.

Investments in pedestrian infrastructure, bike routes, and other safety measures are needed to make it safer and easier for people to reach many Purple Line stations. Many (though not all) are identified in existing plans; however, prioritizing resources to design and implement the necessary improvements remains a critical next step.

Existing development policies, incentives, and value capture measures (e.g., development standards, MPDU requirements, impact fee reductions, and PILOT) should be recalibrated to account for changing market conditions and increasing development potential to maximize new development's contributions to equitable TOD outcomes.

Additional resources and potentially new policies for displacement prevention and mitigation are needed to support existing residents whose costs could escalate as market demand for housing increases adjacent to new stations. Coordinating and expanding available resources for housing preservation and affordable housing development is the most important first step, but other measures are also needed to support existing residents.

The Purple Line itself and both counties' existing economic development plans will support the growth of knowledge and service-based industries in the Corridor and can help grow existing business clusters. However, there is a need for additional culturally-responsive and coordinated support for small businesses, diverse entrepreneurs, and corridor residents seeking quality jobs to ensure the benefits of additional industry growth and accessibility reach existing Corridor residents and small businesses.



These efforts will require participation, collaboration, and commitment from many partners in the public and private sectors. The PLCC, as a broad coalition with a strong track record of delivering coordinated action, will continue to help bring partners together around a shared agenda and advance a range of strategies to support equitable TOD in the Corridor.



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