

The Surrounding Community

Vision

The University of Maryland will be the hub of a vibrant, safe, and welcoming community that will be highly desirable as a place in which to live, work, and visit. The community will have easy and efficient transportation options and will feature quality housing, office, entertainment, and retail facilities that will serve the needs of students, faculty, staff, and citizens of the surrounding areas. It will offer the amenities for a high-quality lifestyle for its citizens. The East Campus project will include restaurant, hotel, and conference facilities that will leverage M Square Research Park, new campus facilities, and new corporate and federal research and development facilities in the region. These developments will make the College Park area the state's center of innovation, bringing economic benefits to the region and the state.

The University will be known as a good neighbor that shares its artistic, cultural, and athletic offerings with the community and supports community efforts in these areas. It will work in close partnership with the City of College Park and with state and federal officials in all its efforts in development in the community. It will offer its expertise, where appropriate, in helping to address social or other community issues. In particular, it will work with the community to advance environmental stewardship, sustainability, and smart growth in the region. We will be an outstanding Green Campus within a first class Green Community.

Goal 1: Develop the physical and business environment.

Strategies:

A. Complete development of the College Park Town Center on East Campus.

1. The Town Center should include high quality retail, office, restaurant, entertainment, hotel, and conference facilities. It should also include both commercial rate housing and subsidized housing for graduate students.
2. The Town Center should have easy and safe access to the University, the College Park Metro, and M Square Research Park.
3. Town Center development will be carried out with full participation of the community, blending the interests of the University with community interests and concerns.

B. Revitalize the Route 1 Corridor, especially from Paint Branch Parkway to Route 193.

1. Working with the City, County and State, and using the U.S. EPA Smart Growth Implementation Assistance Report as a guide, transform US Route 1 into a great street and welcoming gateway. This should produce a greater sense of place, better reflect the distinctive character of the community, and function better as a transportation corridor.
2. Route 1 should be a pedestrian-welcoming, retail-active boulevard that supports the desired "Main Street" function at specific nodes.
3. Transform transportation along the corridor in accordance with good access management and transportation demand management processes.
4. Fix the development process (and its implementation) to provide: predictability, certainty, and flexibility; fairness to developers, citizens, property owners, and business owners; economic feasibility; and respect for neighborhood values.

C. Revitalize downtown College Park.

1. As East Campus develops, downtown College Park should be retooled to complement the new development.
2. Spearhead creation of a College Park Partnership of merchants in East Campus and the existing downtown to serve as a marketing and improvement agent.
3. Work to acquire funds for facade improvements in the existing downtown.
4. Support the development of new parking structures in the existing downtown.
5. Consider the feasibility of extending wireless internet access to East Campus and the existing downtown.

Goal 2: Increase public safety efforts in the surrounding area.

Strategies:

1. As actual on-campus crime rates have decreased steadily in recent years, focus attention on reducing crime in the College Park area.
2. Expand the University's Public Safety Department to handle M Square and East Campus.
3. Support City efforts to add police protection.
4. Coordinate a crime free zone with City, County, and University Police.

Goal 3: Enhance the Community as a Place for Faculty, Staff and Students to Live.

Strategies:

A. Accelerate building of private student housing.

1. As funds are limited for publicly supported housing, work with the private sector to meet the need through construction of private student housing.
2. Gain support for a long range student housing plan from the City, the Board of Regents, and the University System.
3. Allow overflow parking from private housing onto campus.
4. Strongly support private housing projects before City and County agencies.
5. Support the responsible assemblage of properties for private housing.

B. Improve K-12 educational opportunities in College Park area.

1. Work with community leaders to assure that area schools are of high quality.
2. Support efforts to develop specialty schools in the College Park area.
3. Expand professional development schools in the College Park area.
4. Continue to participate in a school/community task force to make improvements in educational opportunities.

C. Encourage the development of additional housing and services.

1. Ensure the development of graduate student housing within the East Campus Town Center.
2. Work towards the development of housing for international students and short-term visitors within walking distance of campus.

3. Encourage the development of safe, attractive, and affordable housing opportunities for faculty and staff in the near vicinity of campus.
4. Ensure the establishment of high quality day-care facilities, as part of the Town Center project and elsewhere.

Goal 4: Increase transportation options in and around campus.

Strategies:

1. Support the State Highway Administration Route 1 enhancement plan, which will increase pedestrian safety while reducing vehicular congestion.
2. Vigorously support the proposed Campus Connector linking the University directly to Route 95 and the Capital Beltway. This will enhance accessibility to the campus while reducing Route 1 congestion by separating University-bound traffic from traffic to other destinations. It will also facilitate the development of the campus center as a pedestrian only zone, in accord with the Facilities Master Plan.
3. Vigorously support the Purple Line on an appropriate alignment through campus, with connections to University College, East Campus, the College Park Metro, and M Square.
4. Create a bikeway plan through campus for easy connection to the surrounding community.
5. Support major pedestrian safety initiatives along Route 1 and elsewhere by revising the Shuttle UM network to create an internal loop system and by building more parking garages.

Goal 5: Engage more effectively with the community and its leaders.

Strategies:

A. Develop targeted initiatives for community support.

1. Work with community leaders and University units to choose areas where community support can also advance academic goals, providing real world experience for faculty and students alike. Possible initiatives might include:
2. Support of environmental stewardship and sustainability efforts, working towards the creation of a Green Community.
3. The support of the School of Public Health for educational efforts towards enhancing community wellness.
4. Expansion of clinics, such as those for Hearing and Speech, and Marriage and Family Therapy

B. Support better relations with the City of College Park.

1. Support the College Park City-University Partnership with funds and resources.
2. Include City representatives on Facilities Council and major project task forces.
3. Institute regular meetings between City staff and Administrative Affairs staff.
4. Partner with the City on special events on campus or in the City.

Goal 6: Accelerate development in the M Square Research Park.

Strategies:

1. Work towards the goal where M Square will total up to 2 million SF of space containing state-of-the-art research, laboratory, and incubator facilities dedicated to the advancement of technology, computer science, mathematics, engineering, physical and life sciences, and biotechnology.
2. Create a new marketing program emphasizing major clusters of intelligence, climate change, and food safety organizations.
3. Work with the County and State to facilitate a second stage building for incubator graduates.
4. Cooperate with the County and WMATA in development of the College Park Metro Station.
5. Start planning for expansion of M Square in the College Park area.