

Plan Progress Report

Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment

Date Plan Approved: September 23, 2008

Date of Progress Report: September 22, 2025

Councilmanic Districts: 7, 8

Progress Summary

The Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment contains 279 recommendations, primarily focused on community heritage, culture, and design; and transportation and mobility.

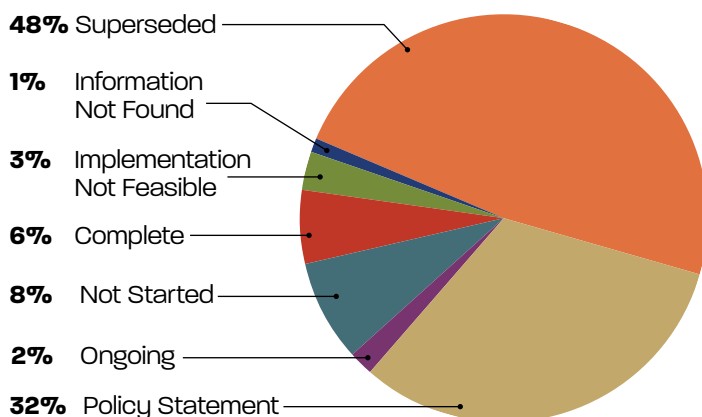
Since its adoption in 2008, approximately 6 percent (18) of the recommendations have been completed, and 2 percent (5) are ongoing. Approximately 8 percent (23) have not yet had action taken.

Some highlights of completed recommendations include:

- The Marlow Heights Community Center reopened in April 2025 after the design and construction of a new 21,000-square-foot facility.
- A new District VII Police Station opened in fall 2015. While outside of the plan area, it was recommended in the Branch Avenue Corridor Sector Plan.



Plan Recommendation Status



Suggested Next Step(s)

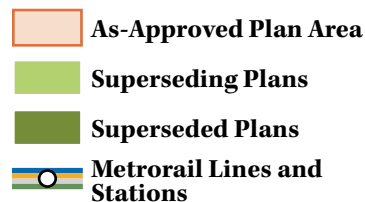
- ☐ Review in 2026
- ☐ Major/Minor Plan Amendment
- ☒ Replace
- ☒ Consolidate

More information about this recommendation can be found at the end of the report.

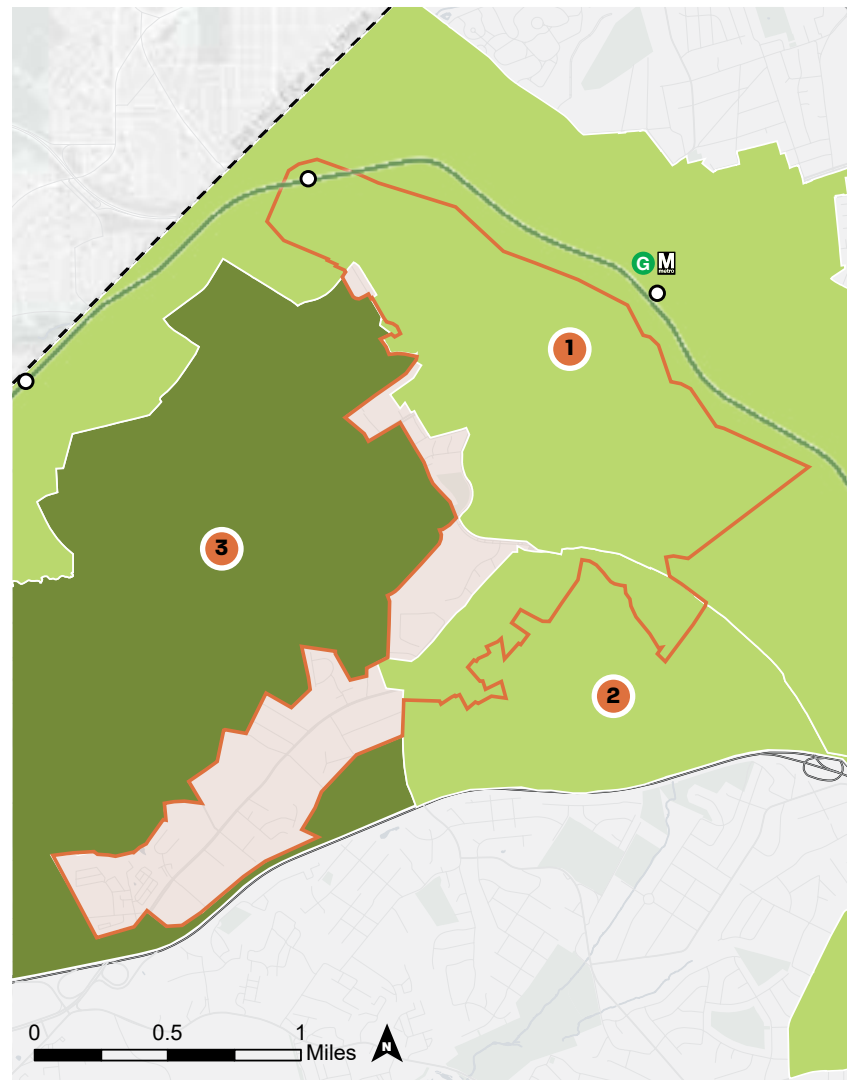
Related Plans

As-Approved Plan Area and Related Plan Boundaries

The original approved borders of the Branch Avenue Corridor Sector Plan formed a rough L-shaped area bounded by Suitland Parkway to the northeast and following a variable border roughly 1-2 blocks off Branch Avenue and Saint Barnabas Road to the west and southeast. The plan area superseded a prior plan and has also been superseded by multiple plans since adoption, with each superseding plan carving out a portion of the original plan area.



As-Approved Plan Area and Related Plan Boundaries



Related Plans

The following plans supersede a portion of the Branch Avenue Corridor Sector Plan:

- 1 Southern Green Line Station Area Sector Plan (2014)
- 2 Central Branch Avenue Revitalization Sector Plan (2013)

The Branch Avenue Corridor Sector Plan supersedes a portion of the following plan:

- 3 The Heights and Vicinity Master Plan (2000)

Plan Area Summary

Plan Area

The original approved sector plan area comprised approximately 2.32 square miles of the Branch Avenue Corridor from the Washington, D.C. boundary line to St. Barnabas Road, including the Naylor Road Metro Station, Iverson Mall, and Marlow Heights Shopping Center, Silver Hill Road, Old Silver Hill Road, and the St. Barnabas Road commercial corridor to the Capital Beltway (I-95/I-495). It bordered a portion of a residential neighborhood in southeastern Washington, D.C., and the Suitland Parkway. The current, active plan boundary is highlighted in the map below; it has been reduced by superseding plans, as noted on the previous page. A portion of the plan area falls within the Neighborhood Reinvestment Areas identified in Plan 2035.

Plan Area Aerial with Key Locations Highlighted



SOURCE: M-NCPPC AERIAL
IMAGERY (MARCH 2024)

Plan Overview

Plan Vision

The Branch Avenue Corridor sector plan area is a safe, vibrant, and attractive community that encourages residents to walk to new mixed-use centers on Branch Avenue and the upgraded commercial areas on St. Barnabas Road to shop, work, and socialize. It is a well-connected community that has trails and sidewalks with attractive landscaping and lighting linking residential neighborhoods to shopping, recreation and transit. Pedestrians experience a safe and comfortable walk along both Branch Avenue and St. Barnabas Road because of the improved crosswalks and the traffic-calming devices that now control vehicular traffic along the new urban boulevards where cars and people safely share the road. A mix of old and new businesses provides quality retail goods and services to serve the surrounding community as well as other shoppers. And the new well-designed mixed-use centers provide numerous opportunities for people to gather and socialize in new restaurants, cultural and recreational facilities, plazas, and other community facilities that serve to bring new and long-time residents together to form strong bonds and to ensure a safe and healthy community.

Plan Goals

- **Land Use and Economic Development:** The plan guides future uses of land in ways that will promote economic development, encourage the development of a high-density mix of land uses at Naylor Road Metro Station, and promote medium-density mixed-use development in and around Iverson Mall and Marlow Heights Shopping Center. The plan will also guide the revitalization of St. Barnabas Road commercial areas and protect and enhance nearby residential communities.
- **Design and Appearance:** Use of design guidelines to facilitate site planning, building renovation, infill development, or redevelopment will upgrade the image, appearance and functionality of the area and create a cohesive, visually appealing, and compatible environment for different types of land uses.
- **Infrastructure:** The plan addresses and recommends the necessary infrastructure to support improvements to roads, transit, and pedestrian facilities, environment, schools, parks, and open space resources.
- **Quality of Life:** Included in the plan are policies and strategies that will encourage improvements in the area's overall quality of life, including its public safety, health, sense of community, and environmental quality.
- **Community Involvement:** Ongoing partnership between the government, businesses, and residents in the community will help to implement public and private plan recommendations.

**Naylor Road
Metro Station**



Plan Highlights

The overall objective of the plan's policies and strategies is to revitalize and redevelop the sector plan area, thereby improving its visual appeal and providing pedestrian- and transit-oriented, mixed-use development that will create a positive sense of place and attract new residents, quality retail, and jobs while preserving and strengthening the existing residential neighborhoods.

The plan recommends the designation of the Naylor Road Metro Station as a Regional Center with a mixed-use, high-density residential/office/retail land use classification, and the Iverson-Marlow Heights Mixed-Use Center as a node on the Branch Avenue Corridor with a mixed-use, medium-density residential/office/retail land use classification.

The sectional map amendment contains zoning changes to allow implementation of the plan vision and the land use concepts in the sector plan.

SOURCE: BRANCH AVENUE CORRIDOR SECTOR PLAN

Plan Overview

Sunrise Shopping Center Area Improvement Plan Concept



SOURCE: BRANCH AVENUE CORRIDOR SECTOR PLAN

Where Are We Now?

Population¹

PLAN AREA

2010: 4,700

2020: 6,453



+37.3%



COUNTY

2010: 863,420

2020: 967,201



+12.0%



Housing²

TOTAL UNITS

+36.3%

2010:
2,066

2020:
2,816

PLAN AREA

+9.7%

2010:
328,182

2020:
359,957

COUNTY

OCCUPANCY RATE (PLAN AREA)



+2.8%

90.8%
2010

93.4%
2020

HOMEOWNERSHIP RATE (PLAN AREA)

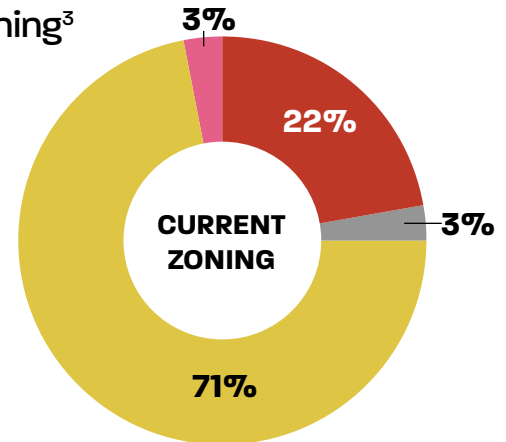


-18.0%

35.8%
2010

29.4%
2020

Zoning³



Residential (71%)

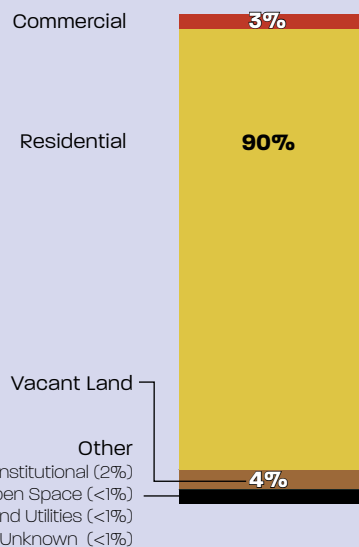
Non-Residential (22%)

Transit-Oriented/
Activity Center (3%)

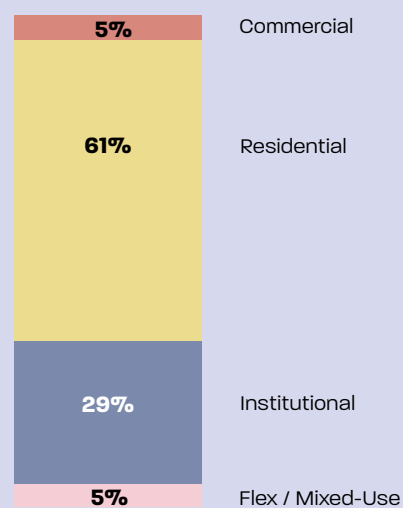
Other (3%)

Land Use

CURRENT LAND USE⁴



PLANNED FUTURE LAND USE⁵



NOTE: CURRENT AND FUTURE LAND USE CATEGORIES MAY DIFFER DUE TO DIFFERENT SOURCES.

SOURCES: 1 — 2010 AND 2020 DECENNIAL CENSUS; 2 — 2010 AND 2020 DECENNIAL CENSUS; 3 — 2025 COUNTY DATA; 4 — 2025 COUNTY PARCEL DATA; 5 — 2025 COUNTY PLANNING DATA. ALL PLAN AREA DATA CALCULATED USING THE ACTIVE PLAN BOUNDARY AS OF THE DATE OF THE REPORT.

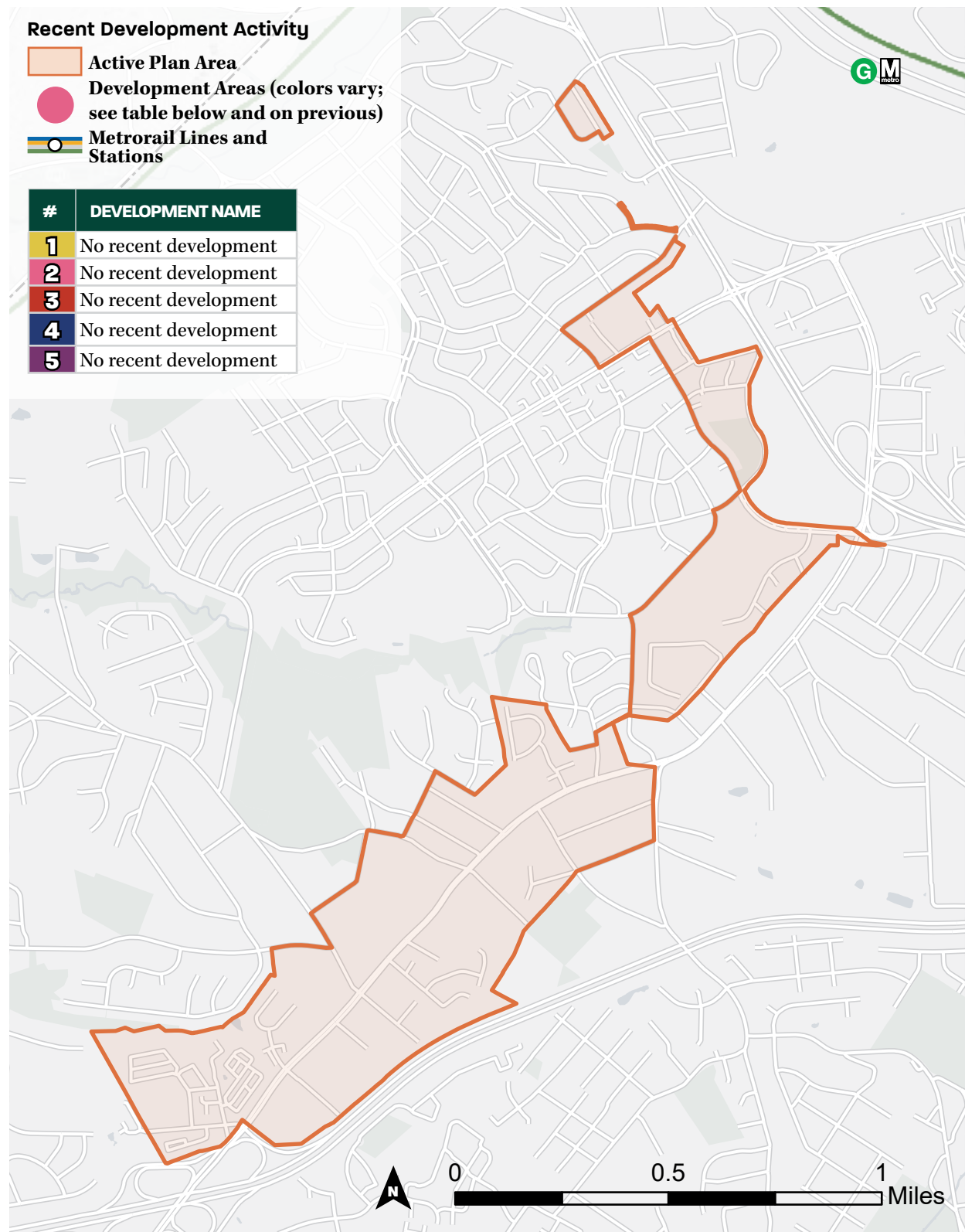
Development Activity

The plan called for enhancing the character of the commercial areas of St. Barnabas Road and preserving and protecting the adjacent existing residential neighborhoods. The corridor has not seen significant redevelopment in the intervening years; the character along St. Barnabas Road was not envisioned to change, with streetscape improvements meant to improve access and pedestrian safety and experience.

MAP #	DEVELOPMENT NAME	NUMBER OF HOUSING UNITS	SQUARE FOOTAGE (SF) OF OTHER USES
Development Type: Residential			
1	No Recent Development		
Mixed-Use/Flex			
2	No Recent Development		
Retail/Services			
3	No Recent Development		
Institutional			
4	No Recent Development		
Industrial			
5	No Recent Development		

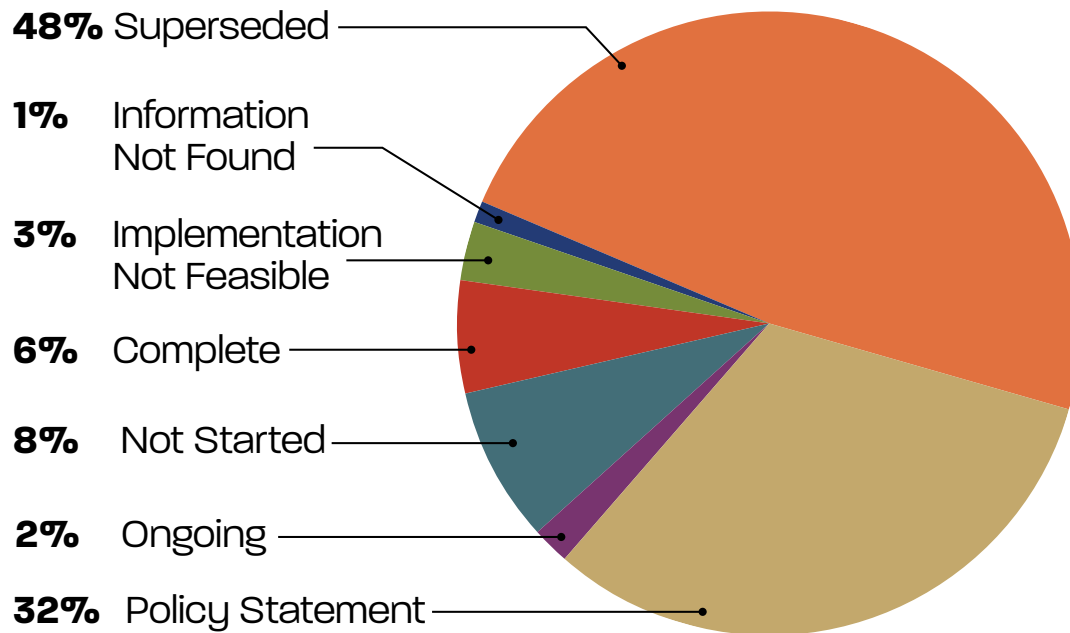
SOURCE: FOR THE PURPOSES OF THESE PROGRESS REPORTS, "DEVELOPMENT ACTIVITY" IS DEFINED AS COMPLETED OR UPCOMING CONSTRUCTION OCCURRING IN THE ACTIVE PLAN AREA, WITH AN EMPHASIS ON LARGER RESIDENTIAL, MIXED-USE, AND COMMERCIAL PROJECTS. PLEASE NOTE THAT THE INFORMATION IN THIS SUMMARY IS NOT COMPREHENSIVE OF ALL DEVELOPMENT IN THE COUNTY AND MAY NOT REFLECT THE MOST UP-TO-DATE BUILDOUT INFORMATION. THE PRIMARY SOURCE OF DEVELOPMENT ACTIVITY INFORMATION IS THE PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT DEVELOPMENT PIPELINE DATASET, WHICH WAS UPDATED THROUGH AUGUST 2022. DEVELOPMENT PIPELINE VALUES INCLUDE THE NUMBER OF RESIDENTIAL UNITS AND THE GROSS FLOOR AREA IN SQUARE FEET OF COMMERCIAL DEVELOPMENT THAT HAVE BEEN BUILT, AS WELL AS THE AMOUNT LEFT TO BE BUILT. ADDITIONAL DATA SOURCES THAT WERE USED TO IDENTIFY DEVELOPMENT ACTIVITY INCLUDE THE COUNTY'S DEVELOPMENT APPLICATION REVIEW TRACKING SYSTEM (DARTS), LOCAL MUNICIPALITY WEBSITES, AND NEWS ARTICLES.

Development Activity



Implementation

Status of Plan Recommendations



KEY CONSTRUCTED PROJECTS¹



The **Marlow Heights Community Center** reopened in April 2025 after the design and construction of a new 21,000-square-foot facility. It includes a fitness center, a community meeting room with a small kitchen, and more.

KEY UPCOMING PROJECTS

[No upcoming projects found]

Challenges

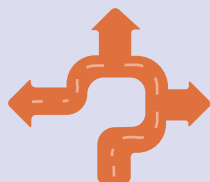
- **Superseding Plans:** A large portion of the plan area has been superseded. This includes the portions of the original plan area that were adjacent to two Metrorail stations.
- **Safety Recommendations:** There is a large focus on community safety in the plan. While this issue is of the utmost importance when it comes to enhancing quality of life, several safety-related actions have been deemed infeasible, including three actions related to limiting the number of liquor stores/establishments. Those that are feasible have seen little progress.

¹ Constructed projects highlight infrastructure, community amenities, or other projects that have been built since plan approval.

Next Steps

Near-Term Opportunities

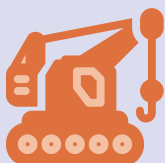
While much of the plan area has been superseded, there are actions that can continue to make progress on the remaining recommendations, as well as support implementation of Plan 2035.



Roadways: Transportation Policy 4 in the 2008 plan identified the need to address unsafe speeds. The western portion of Saint Barnabas Road is within the Vision Zero High Injury Network, but has not seen completed actions. This opportunity can support Plan 2035 Transportation and Mobility Policy 5, to “improve overall safety levels within the County’s transportation network.”

Responsible Parties:

- Department of Public Works and Transportation



Shopping Center: Strategy 7 under Design and Appearance Goal 2, Policy 7 in the plan recommends providing streetscape improvements within the Sunrise Shopping Center and designing future development of the vacant land within the Sunrise Shopping Center area to complement the existing retail and office development and buffer the adjacent residential neighborhood. A discussion with the property owner could clarify whether there is interest in future redevelopment or improving onsite connectivity/paths. This opportunity can support reinvestment and growth in an existing commercial area, as recommended by Plan 2035 Land Use Policy 9.

Responsible Parties:

- Property owner(s)
- Planning Department

PLAN UPDATE RECOMMENDATION

- Replace plan
- Consolidate

NEXT SIX-YEAR UPDATE DUE DATE

September 2026

The plan was approved in 2008, and there have been no amendments to date. Many portions of the plan area have been superseded, leaving it fragmented. We recommend a master plan for Planning Area 76A (The Heights), combining the Branch Avenue Corridor Sector Plan, The Heights and Vicinity Master Plan, the Eastover/Forest Heights/Glassmanor Sector Plan, and the portions of the Southern Green Line Sector Plan and the Central Branch Avenue Sector Plan that fall within Planning Area 76A (The Heights).