

Plan Progress Report

Approved Central Branch Avenue Corridor Revitalization Sector Plan

Date Plan Approved: April 2, 2013

Date of Progress Report: September 22, 2025

Councilmanic Districts: 6, 7, 8, 9

Progress Summary

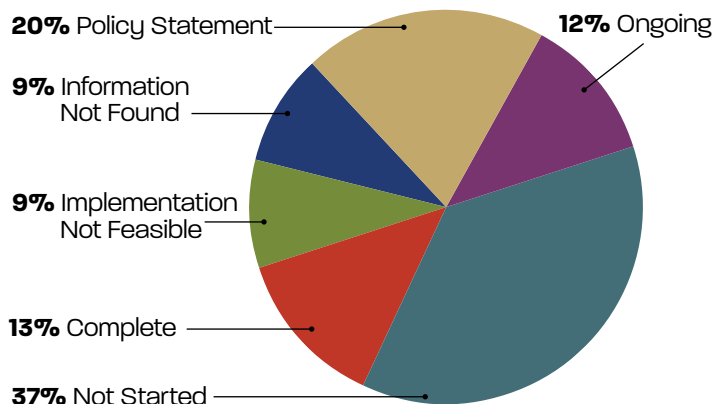
The Approved Central Branch Avenue Corridor Revitalization Sector Plan contains 198 recommendations, primarily focused on transportation and mobility as well as land use.

Since its adoption in 2013, approximately 13 percent (26) of the recommendations have been completed, and 12 percent (23) are ongoing. Approximately 37 percent (74) have not yet had action taken.

There have been no recommended projects completed. The completed recommendations are related to land use plan changes. The implementing Sectional Map Amendment for the Central Branch Avenue Corridor sector plan is underway.



Plan Recommendation Status



Suggested Next Step(s)

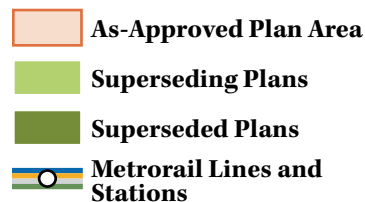
- ☒ Review in 2031
- ☐ Major/Minor Plan Amendment
- ☐ Replace
- ☒ Consolidate

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

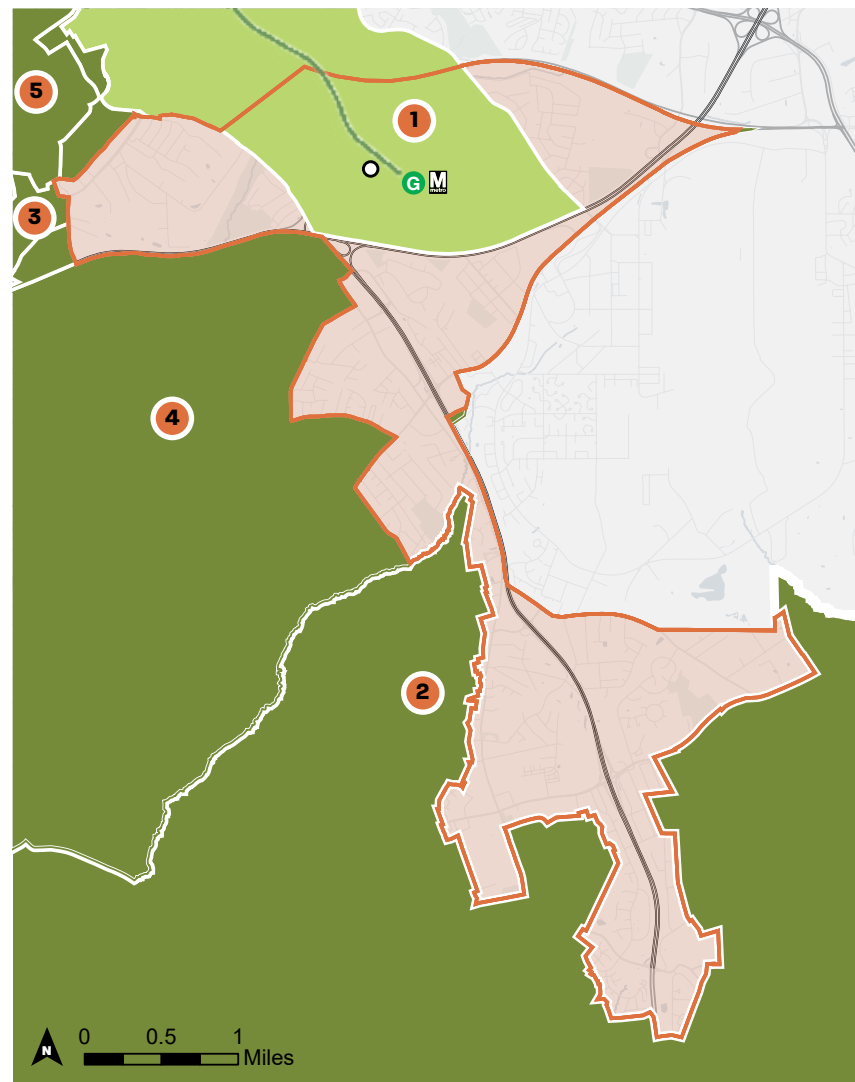
Related Plans

As-Approved Plan Area and Related Plan Boundaries

The original approved Central Branch Avenue Corridor Revitalization Sector Plan area centered on Branch Avenue (MD 5) between Saint Barnabas Road and Southern Maryland Hospital Center. The plan area superseded portions of multiple prior plan areas and has also been superseded in part by the Southern Green Line Station Area Sector Plan. A portion of the Central Branch Avenue Corridor Revitalization Sector Plan area falls within the Subregion 5 Master Plan area.



As-Approved Plan Area and Related Plan Boundaries



Related Plans

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

- 1 Southern Green Line Station Area Sector Plan (2014)

The Central Branch Avenue Corridor Revitalization Sector Plan supersedes a portion of the following plans:

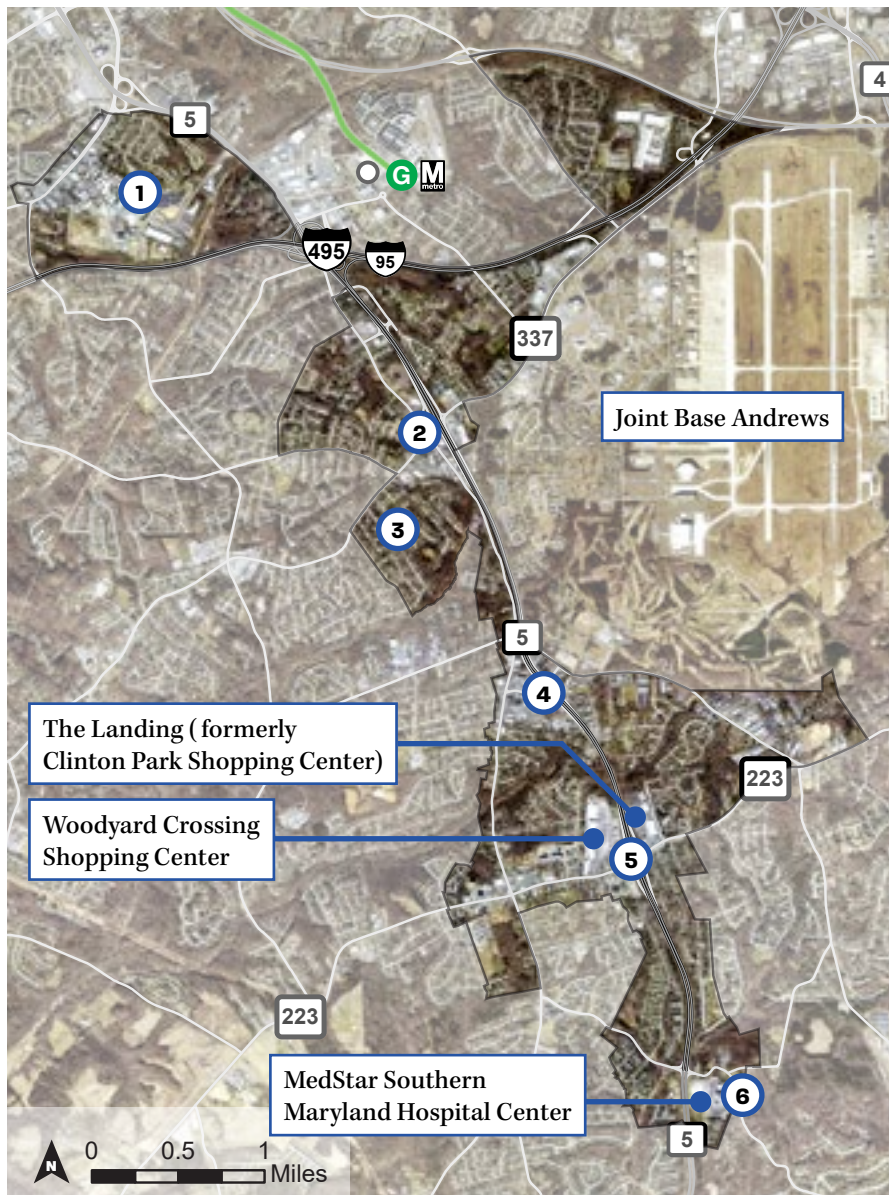
- 2 Subregion 5 Master Plan (2013)
- 3 Branch Avenue Corridor Sector Plan (2008)
- 4 Henson Creek-South Potomac Master Plan (2006)
- 5 The Heights and Vicinity Master Plan (2000)

Plan Area Summary

Plan Area

The approved Central Branch Avenue Corridor Revitalization Sector Plan area encompassed 8.84 square miles, extending from the intersection of MD 5 (Branch Avenue) and MD 414 (St. Barnabas Road) in the north to the Southern Maryland Hospital Center (Surratts Road and Branch Avenue) in the south, with northeastern and eastern boundaries along Suitland Parkway, MD 337 (Allentown Road), and MD 223 (Woodyard Road). The plan boundary included portions of the Camp Springs and Clinton communities along Branch Avenue, Auth Road, and Woodyard Road; the Town of Morningside and Skyline neighborhood along Suitland Road; the Beech Road commercial-industrial area and adjacent Gordon's Corner neighborhood; and the Temple Hills community along St. Barnabas Road. The current, active plan boundary is highlighted in the map below; it has been reduced by superseding plans, as noted on the previous page.

Plan Area Aerial with Key Locations Highlighted



Focus Areas and Goals

- 1 Beech Road:** Explore opportunities to improve the older commercial strip, improve maintenance, and implement the 2010 Industrial Study and Action Plan.
- 2 Allentown Road-Suitland Road:** Identify opportunities for revitalization and that would attract base personnel and support future growth at Joint Base Andrews.
- 3 Camp Springs:** Assess ways to use a possible future bus rapid transit stop in the area to promote an arts district and plan for growth.
- 4 Coventry Way:** Create a gateway to Joint Base Andrews through the Virginia Gate on Old Alexandria Ferry Road and expand commercial services.
- 5 Clinton Commercial Core:** Opportunity for the area to evolve into a mixed-use center to capitalize on the area's function as a major activity center.
- 6 Southern Maryland Hospital Center:** Maximize the benefit of the planned expansion of the hospital complex with the recommended future transit stop at the hospital.

SOURCE: M-NCPPC AERIAL
IMAGERY (MARCH 2024)

Plan Overview

Plan Goals

- Encourage a mix of uses at key locations to create vibrant places with quality housing, expanded job opportunities, and better retail options.
- Concentrate neighborhood-serving retail in appropriate locations and repurpose obsolete commercial centers to better serve the community's needs.
- Ensure that new development is well-designed to complement and enhance nearby neighborhoods.
- Reduce reliance on automobiles by providing an enhanced and expanded access to transit, sidewalks, trails, and a bike network in order to create a healthier environment.
- Create a grid system of walkable streets with short block lengths to improve access to neighborhoods, community facilities, and activity centers.
- Create a green network of streetscapes, parks, and natural areas that enhance the public realm, expand recreational opportunities, and preserve valuable open space.
- Improve water quality and wildlife habitats by implementing innovative environmental policies and practices.
- Provide a range of housing types to attract a diverse population and encourage transit ridership.
- Ensure that land uses are compatible with Joint Base Andrews operations as well as provide opportunities to capitalize on the presence of the base.



**Multifamily
Development at Branch
Avenue Metro Station**

SOURCE: CENTRAL BRANCH AVENUE CORRIDOR REVITALIZATION SECTOR PLAN

Suitland Road Illustrative Development Concept



SOURCE: CENTRAL BRANCH AVENUE CORRIDOR REVITALIZATION SECTOR PLAN

Plan Highlights

One key component of the sector plan is the revitalization and redevelopment of the six focus areas to address traffic congestion, unsafe or nonexistent vehicular and pedestrian connectivity, the over-supply of retail space, the need for improved retail options and higher quality jobs in local employment centers, unattractive streetscapes and pedestrian environments, neglected and underutilized natural areas, limited housing choices, and incompatible land uses.

The plan employs Complete Streets principles to create transit- and pedestrian-oriented centers, as well as provides design and appearance expectations corridorwide to establish stable residential and commercial areas that are vibrant, clean, and safe.

Plan Overview

Future Vision For Residential Development South of Coventry Way



SOURCE: CENTRAL BRANCH AVENUE CORRIDOR REVITALIZATION SECTOR PLAN

Andrews Manor, Existing



Andrews Manor, Future Rendering



SOURCE: CENTRAL BRANCH AVENUE CORRIDOR REVITALIZATION SECTOR PLAN

Where Are We Now?

Population¹

PLAN AREA

2010: 15,731

2020: 15,347



-2.4%



COUNTY

2010: 863,420

2020: 967,201



+12.0%



Housing²

TOTAL UNITS

-4.6%

2010:
6,182

2020:
5,897

PLAN AREA

+9.7%

2010:
328,182

2020:
359,957

COUNTY

OCCUPANCY RATE (PLAN AREA)



-0.5%

96.6%
2010

96.1%
2020

HOMEOWNERSHIP RATE (PLAN AREA)

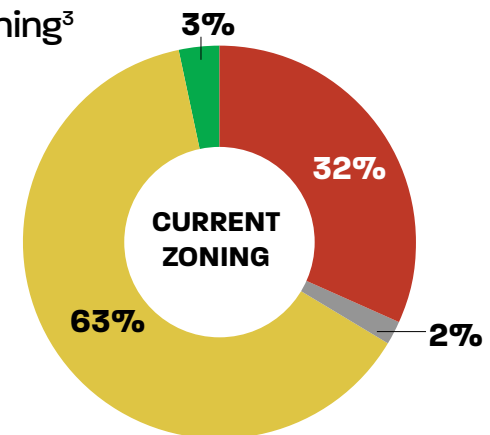


+11.8%

64.3%
2010

71.8%
2020

Zoning³



Residential (63%)

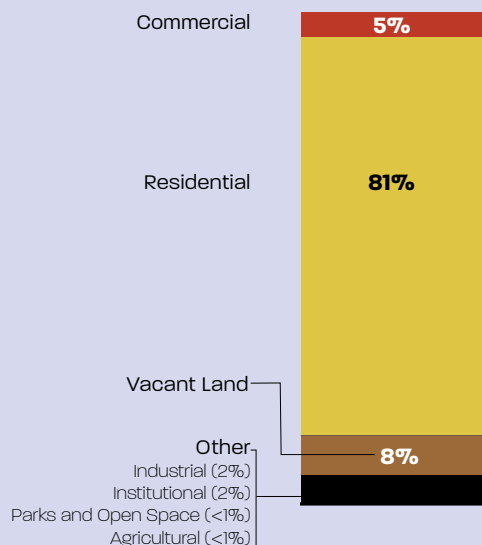
Rural/Agricultural (3%)

Non-Residential (32%)

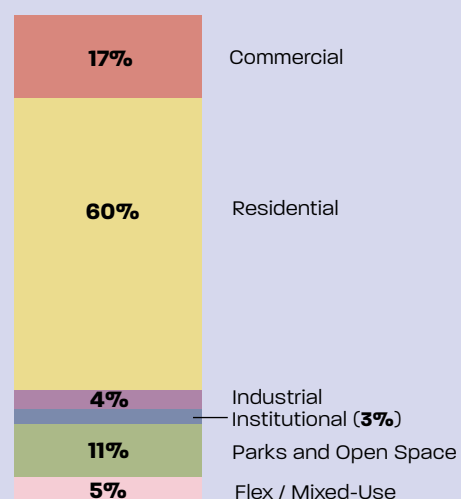
Other (2%)

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.

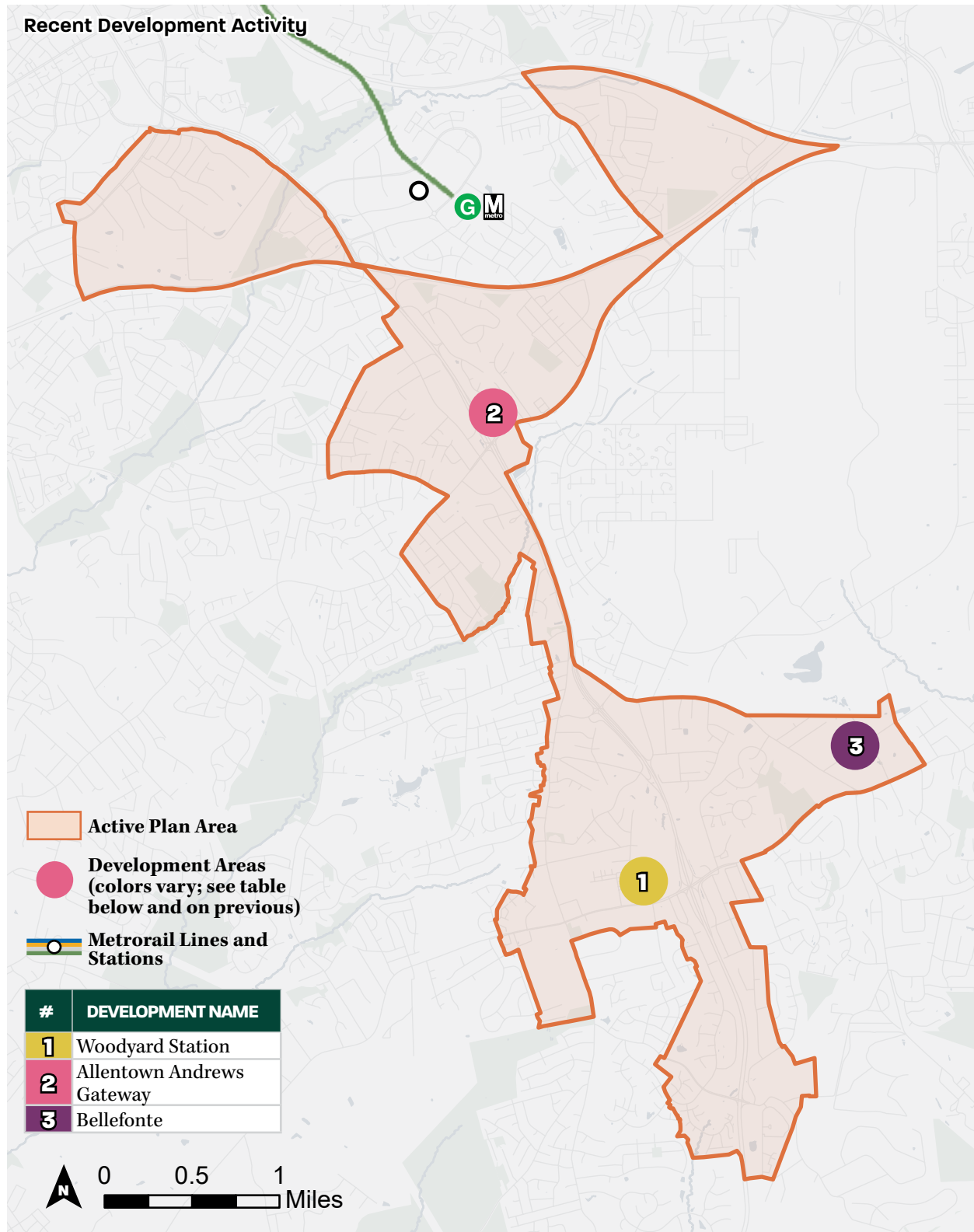
Development Activity

The plan provides detailed recommendations for development and infill along the MD 5 (Branch Avenue) corridor proximate to the Branch Avenue Metro Station, Joint Base Andrews, and Clinton. Significant greenfield development is in progress in the southern end of the plan area in Clinton, with mixed-use and light industrial projects increasing residential and employment opportunities.

MAP #	DEVELOPMENT NAME	NUMBER OF HOUSING UNITS	SQUARE FOOTAGE (SF) OF OTHER USES
Development Type: Residential			
1	Woodyard Station	229 units constructed, 48 in the pipeline	
Mixed-Use/Flex			
2	Allentown Andrews Gateway	59 units constructed	19,600 SF constructed, 37,000 in the pipeline
Industrial			
3	Bellefonte		91,088 SF constructed, 3,353,690 in the pipeline

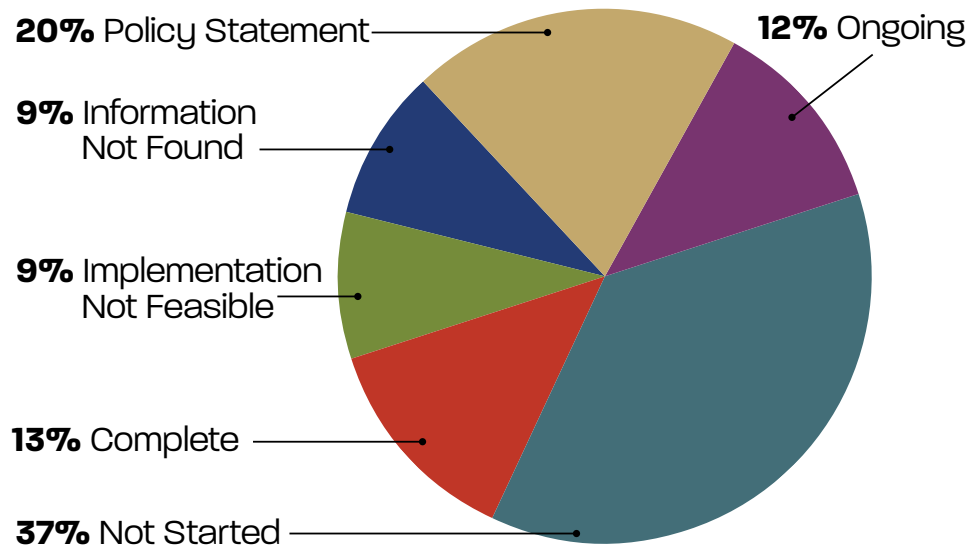
SOURCE: FOR THE PURPOSES OF THESE PROGRESS REPORTS, "DEVELOPMENT ACTIVITY" IS DEFINED AS COMPLETED OR UPCOMING CONSTRUCTION OCCURRING IN THE ACTIVE PLAN AREA, WITH AN EMPHASIS ON LARGER RESIDENTIAL, MIXED-USE, AND COMMERCIAL PROJECTS. PLEASE NOTE THAT THE INFORMATION IN THIS SUMMARY IS NOT COMPREHENSIVE 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 Prince George's County Department of Public Works and Transportation (DPW&T) is constructing **drainage repairs** at Allentown Road at Old Branch Avenue. The project addresses pipe and road failure as well as ponding.

KEY UPCOMING PROJECTS



The Maryland Transit Administration (MTA) is leading the **Southern Maryland Rapid Transit (SMRT) Planning and Environment Linkages Study** to evaluate Rapid Transit Improvements along nearly 19 miles of the MD 5 / US 301 corridor.



A **drainage improvement project** at Clinton Street is in the preliminary design phase.

Challenges

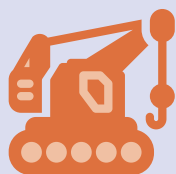
- **Balance of On- And Off-Base Commercial Activity:** Plans for communities around Joint Base Andrews (JBA) largely anticipated an increase in off-base office space driven by defense contracting, with resulting conference space, hotels, eating/drinking establishments, and other ancillary commercial impacts. For a number of reasons, JBA constructed on-base office spaces. Between this and a reduction in office demand, it is unlikely that such off-base investments will ever occur.
- **Unrealistic Designation of Future Commercial Neighborhood Land Use:** The plan contains unrealistic expectations for redevelopment of existing auto-oriented industrial land uses to neighborhood-scale commercial uses, especially along the St. Barnabas Commercial Corridor. This corridor is adjacent to Marlow Heights Shopping Center and close to Iverson Mall; the existing low density houses adjacent to one side of the corridor and industrial uses on the other, along with fragmented parcel ownership, make redevelopment to a neighborhood-commercial scale impractical during the expected lifetime of the plan (20 years).

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

Next Steps

Near-Term Opportunities

While the Metro area has been superseded out of this plan, there are many additional opportunities to catalyze change to realize the vision for the plan area, as well as support implementation of Plan 2035.



Redevelopment Site Identification: In order to incentivize private developers and reduce costs, the plan recommends identifying underutilized sites with few existing owners or for government to acquire and assemble properties for private development. (See plan page 141.) Paired with public-private coordination to develop shared project outcomes, this can support Plan 2035 Partnerships and Civic Engagement Policy 2, to “strategically build partnerships with public and private stakeholders.”

Responsible Parties:

- Prince George’s County Community Development Corporation (PGCDC)
- Redevelopment Authority (RDA)
- Planning Department
- Property owners/developers



Healthcare Development: The Corridor contains several opportunities to expand access to health care (see page 58), one of the Prince George’s County’s identified economic growth sectors. Medical uses in the area, currently housed in older offices, present an opportunity for the development of newer, larger medical spaces near the Southern Maryland Hospital Center (SMHC) in Clinton. The expansion of the SMHC may present a market for new medical related offices near the hospital. This opportunity could help support Plan 2035 Healthy Communities Policy 4, to “improve access to health services and programs.”

Responsible Parties:

- PGCDC
- RDA
- Property owners/developers

PLAN UPDATE RECOMMENDATION

- Review for updates as scheduled
- Consolidate

NEXT SIX-YEAR UPDATE DUE DATE

April 2031

While we are not recommending short-term replacement of this plan, to reduce fragmentation of planning areas, we recommend a future consolidation of the plans in the southwestern portion of the County. The Central Branch Avenue Sector Plan would be dissolved into three separate plans:

- 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).
- A sector plan for the Henson Creek-South Potomac Plan area and the portion of the Central Branch Avenue Sector Plan that sits between I-495 (Capital Beltway) and Tinkers Creek.
- If possible, the portion of the Central Branch Avenue Sector Plan south of Tinkers Creek should be incorporated into the Subregion 5 Master Plan Minor Plan Amendment.