

## Vision Statement

The Bladensburg Town Center has an active civic core closely integrated with a vibrant mix of residential, retail, and office development located along the Annapolis Road Corridor. Rehabilitated housing and infill residential development offer a diverse mix of market rate and workforce housing linked to convenient mass transit stops by an efficient and safe network of pedestrian-friendly streets and paths. The unique historic buildings and sites in the community enhance the sense of place and highlight the history of the town, drawing visitors and guests to new businesses. A revitalized and rehabilitated Anacostia waterfront, closely linked to the town center, serves as a draw to the community and as an attractive gateway, balanced by the cultural features of the town's eastern gateway at the Publick Playhouse.

## Vision Elements

### ■ A NEW CIVIC TOWN CENTER WITH COMPATIBLE PUBLIC AND PRIVATE USES

The town hall is relocated to the core area of Bladensburg near the intersection of Annapolis Road and Edmonston Road, which is the current library site. It includes an expanded and updated or new library building, and a future town green is located behind the town hall and library fronting on Edmonston Road. The town hall and town green are flanked by mixed-use structures to the west and north. The existing public right-of-way on the northern edge of the town hall/library and commercial properties (formerly occupied by a restaurant/bar, barber school, and convenience store) is formalized as a new street (Spring Street) that provides rear access to the civic core and a new public/private parking structure and serves as a connection to Edmonston Road reinforcing a strong street grid.

### ■ MIXED-USE DEVELOPMENT ALONG THE ANNAPOLIS ROAD CORRIDOR

A mix of uses and increased density will support a vibrant and economically sustainable town center. Vertical mixed-use development (ground floor retail with residential and/or office uses on the upper floors) will replace the existing shopping centers and strip commercial uses on both the north and south sides of Annapolis Road. The new development concept recommends building frontage that embraces the street. Parking—in both structures and surface lots—is located behind the buildings. Mixed-use development also extends south from Annapolis Road along 48th Street and north from Annapolis Road along Edmonston Road. The area surrounding the Publick Playhouse is characterized by mixed-use development (retail, entertainment, and residential uses), establishing the intersection of Annapolis and Landover Roads as the eastern gateway to the town center.

### ■ REHABILITATED HOUSING AND ADDITIONAL INFILL HOUSING

Bladensburg's existing housing stock is a unique asset that should be preserved and rehabilitated. At the same time, opportunities exist to expand both the number and variety of housing choices, especially in the vicinity of the town center, while maintaining affordability. New residential construction includes multifamily housing in the town center and in the vicinity of the Publick Playhouse. Moreover, infill townhouse development exists in a variety of locations—west of the town hall site on both sides of Kenilworth Avenue and extending northward on a new street running parallel to Edmonston Road; north of the town center

on Edmonston Road, occupying the former town hall site and nearby parcels; south of the town center along Quincy Street; and east of the town center along Annapolis Road, reinforcing the residential character of the sector plan area.

■ **COMPACT DEVELOPMENT, PEDESTRIAN CONNECTIVITY, RECREATIONAL OPPORTUNITIES AND ENVIRONMENTAL ENHANCEMENTS SUPPORT THE HEALTH AND WELL-BEING OF ALL RESIDENTS**

In order to build a healthy community the Bladensburg plan strives to support the varied needs of its residents and allow convenient physical access to parks, restaurants, shops, schools, libraries and other community resources. A safe and connected pedestrian and bicycle network encourages and supports residents of all ages and physical capabilities to access community resources without an automobile. Well designed and unobstructed crosswalks and sidewalks allow users with mobility limitations to traverse the streets and sidewalks of Bladensburg. Landscape enhancements including: street trees, and other plantings, benches, awnings, non-glare lighting, noise and wind buffers contribute to a healthy and desirable outdoor environment encouraging residents to dine, shop, and visit on foot. Parks and open space are designed with a variety of recreational opportunities encouraging Bladensburg's youth to engage in physical activity and exercise both as organized sports and independent interests.

■ **NEW BICYCLE TRAILS AND TRAVEL LANES, CALMER TRAFFIC, AND IMPROVED SIDEWALKS AND STREETSCAPES**

A revitalized town center transforms Annapolis Road into a comfortable pedestrian environment that encourages walking. While the new development activates the street, accompanying streetscape improvements such as wider sidewalks, street trees, and a unified family of paving and street furniture encourage increased pedestrian activity. Safe and convenient pedestrian crossings along Annapolis Road knit the north and south sides of the town center into a unified whole. Provision of on-street parking and traffic-calming measures further establish the pedestrian character of the area and redefine the town center as a place to stop rather than simply a conduit for through traffic. New trail connections north of the town center on Upshur Street, and to the south along Quincy Street, help to complete the pedestrian and bicycle network and provide new connections between the town center, the Anacostia waterfront, and surrounding communities.

■ **AN EFFECTIVE AND EFFICIENT TRANSPORTATION SYSTEM**

There is a fully integrated multi-modal system of vehicular, pedestrian, bicycle and bus transit systems included within a network of thoroughfares and open space, with each thoroughfare having its own specific civic character. Improvements are aimed at ensuring safe and efficient transit connections by upgrading bus stops and bus pull-off areas. Cut-through traffic in residential areas is minimized and truck traffic along specific roads and streets, such as Edmonston Road, is limited. New streets have been constructed in existing public rights-of-way to improve access to new development and to provide rear access to existing properties and parking.

Potential long-term improvements to the road network include lowering the Kenilworth Avenue overpass to grade level, realignment of Baltimore Avenue, and provision for a traffic circle at Landover and Annapolis Roads.

#### ■ **NEW BUSINESS OPPORTUNITIES AND NEIGHBORHOOD SERVICES**

The redevelopment occurring in the town center results in the addition of state-of-the-art retail and office space that house a combination of existing and new businesses. These changes enable Bladensburg to reposition itself and carve its niche in the regional marketplace while increasing the number of neighborhood-oriented services.

#### ■ **VISIBLE, ACCESSIBLE, AND RESTORED HISTORIC RESOURCES TO HIGHLIGHT BLADENSBURG'S RICH HISTORY**

The redevelopment of the town center serves as an opportunity to highlight Bladensburg's rich history and reconnect historic resources with the town center fabric. A restored Bostwick House is more visible and accessible as a result of improved connections to Annapolis Road. Redevelopment in the vicinity of the Market Master's House serves to highlight this historic structure with the addition of new mixed-use development and an expansive green that together recall the historic Market Square that once existed in this location. The long-term vision also includes lowering Kenilworth Avenue to street grade, thereby reclaiming the historic relationship between the Market Master's House and Hilleary-Magruder House and reconnecting the George Washington House with surrounding development through the realignment of Baltimore Avenue. The Free Hope Baptist Church is rehabilitated as a catalyst for appropriate surrounding development. Finally, the creation of architectural design districts serves to highlight Bladensburg's more recent past by ensuring the preservation and restoration of existing bungalow housing, Art Deco and Streamline Moderne architecture, as evidenced by the Ernest Maier Building.

#### ■ **IMPROVED CONNECTIONS BETWEEN THE TOWN CENTER AND THE ANACOSTIA WATERFRONT**

Connections between the waterfront and the town center are improved in multiple ways. The existing street network is changed to improve the pedestrian environment, facilitate pedestrian crossings, and improve visual connections in the western portion of the sector plan area. In addition, new trail connections provide alternative routes to the waterfront in the north via Upshur Street and in the south via Quincy Street and the South Bladensburg Community Park. In the long-term, the lowering of Kenilworth Avenue to street grade would dramatically improve pedestrian and visual connections between the town center and the waterfront. In the short term, the pedestrian walkway tunnels beneath Kenilworth Avenue are opened to the roadway to improve visibility and the perception of safety.

#### ■ **ENHANCED EASTERN AND WESTERN GATEWAYS TO THE TOWN CENTER**

The western gateway, which focuses on the waterfront, is enhanced through a variety of improvements. A combination of streetscape and pedestrian improvements not only strengthens physical connections to the town center but also greatly enhances the aesthetics of the area. The realignment of Baltimore Avenue reduces traffic speed and enables the creation of continuous parkland along the length of the waterfront. Finally, the development of a riverfront recreational and retail district provides a variety of service-oriented uses focused on the waterfront and creates a definable destination. The eastern gateway showcases the Publick Playhouse and

builds on the cultural theme established by this facility. Locating other cultural and entertainment uses nearby the Publick Playhouse gateway, adding new mixed-use development along Annapolis Road, and improving north/south pedestrian connections will provide attractive and vibrant ingredients to support the town center. The proposed traffic circle serves as a ceremonial entrance to Bladensburg for traffic at the eastern gateway.

■ **PROTECTED OPEN SPACE AND NEW DEVELOPMENT THAT INCORPORATES SUSTAINABLE DESIGN PRACTICES**

Throughout the sector plan area, there is an enhanced open space network that also provides for increased stormwater management capacity. Open space improvements include the creation of new parks and plazas and new connections between existing open spaces, as well as improvements to the existing parkland. There is a new communitywide stormwater management facility just south of the sector plan area at the South Bladensburg Community Park. Low-impact design strategies to create bioretention facilities have been developed at the western sector plan boundary along Upshur Street, within the industrial area. In each case, these areas also serve as recreational open space.

■ **URBAN DESIGN GUIDELINES TO HIGHLIGHT THE UNIQUE CHARACTER OF BLADENSBURG AND STRENGTHEN EXISTING ARCHITECTURAL STYLE**

The sector plan area has a variety of architectural influences documenting its history from the mid-eighteenth century through the mid-twentieth century. Historic hip and gable roofs, dormers, porches and stoops, Streamline Moderne brickwork, and bungalow-style housing are contributing influences to the style and detail of new development in and around the town center. Strong street walls comprised of buildings, fences, walls, and landscaping clearly articulate the public space that contains street trees, unified paving, lighting, and other amenities. Urban design guidelines address the use of appropriate scale, form, and building massing, punctuated with open space plazas and greens that can be appreciated at a pedestrian scale. Sustainable design, through the use of green roofs, solar panels, and building orientation, and trees and vegetation as wind, noise, and visual buffers, support a strong community environmental initiative. Placement of windows and doors, parking areas, and courtyards adhere to the principles of Crime Prevention Through Environmental Design (CPTED) to maximize overall safety in Bladensburg.

■ **PLANNED PUBLIC FACILITIES TO SUPPORT, PROTECT, AND EDUCATE THE EXISTING AND FUTURE RESIDENTS OF BLADENSBURG**

Bladensburg's municipal police and volunteer fire company have state-of-the-art facilities to foster safety and quality of life in Bladensburg. The municipal police are housed in a new building on the existing visitor center site and the existing fire station has the capacity to upgrade in response to growing needs and resources. Bladensburg is home to schools that are safe and accessible and are capable of meeting the educational, technical and recreational needs of all residents. The new civic core provides a library and a relocated town hall that can meet the needs of a growing population and provide resources to inform the residents about their community's history, resources, and events.

## The Overall Sector Plan Area

### VISION

The vision for the development pattern is to create a network of environmentally sustainable, transit accessible, mixed-use, pedestrian-oriented, medium- to high-density neighborhoods. There is a civic core within the town center and a mix of residential and nonresidential uses at moderate to high densities that serve the immediate community with a strong emphasis on transit- and pedestrian-oriented accessibility. There are additional residential and retail developments at the Bladensburg Waterfront Park and the Publick Playhouse.

### BACKGROUND

Annapolis Road serves as a “main street” for the Town of Bladensburg, but little exists along this transportation corridor to create a unique identity for the town. Annapolis Road caters to the automobile, much as it has for the latter half of the twentieth century, which contributes to an unfriendly pedestrian environment. Parking lots dominate much of the retail shopping areas and discourage visitors who are unfamiliar with Bladensburg and whose impressions are made solely on appearance.

Sidewalks are not continuous and accessible. Shopping centers need a street presence with well-lit, nearby parking. The Annapolis Road streetscape needs upgraded amenities including well-defined crosswalks, street trees, lighting, and signage.

The existing housing mostly consists of small bungalows or rental apartments and is limited in diversity and opportunities for home ownership.

Bladensburg has an untapped resource of historic sites and structures. Poor access and street presence have prevented the highest and best use of these assets.

The Town of Bladensburg shares its western edge with the banks of the Anacostia River. The restored and upgraded waterfront park is within steps of the town center yet remains difficult to access, which adversely affects its function as a community amenity.

The eastern gateway into Bladensburg is delineated by the Publick Playhouse with its Art Deco style. This resource lacks a strong street presence and the road environment does not support pedestrian connections and access.

There are numerous municipal organizations, government agencies, and nonprofit associations that are current or potential stakeholders in the area. These groups need well-defined goals and objectives to organize and prioritize various development efforts.

## Town Center

### VISION

The Bladensburg Town Center is a vibrant and walkable civic core anchored by a relocated town hall, a renovated library, and new town green. A mix of high-quality retail, office and residential uses, and neighborhood services support the town center. To the north and south of the civic core, existing housing has been retained and improved, rich historic structures are restored and made accessible, police, fire and post office facilities have a community presence, and an improved open space network of parks and recreational uses complete the town center. There is an attractive, safe and pedestrian-oriented interconnecting thoroughfare system with an expanded pedestrian and bicycle trail network.

### BACKGROUND

The town center focus area includes both the new designated civic core and adjacent areas. The northern boundary extends to the existing town hall site at Upshur Street and the southern boundary extends to Quincy Street. Kenilworth Avenue and the Port of Bladensburg Shopping Center demarcate the western and eastern edges of the focus area, respectively. The total land within the town center focus area is approximately 67.5 acres. Predominant land uses include the existing strip commercial development along both sides of Annapolis Road and single-family and multifamily residential uses to the north and south. Public services, including a municipal police station, a volunteer fire station, a post office facility, and the existing town hall, occupy the northernmost portion of the focus area. The town center area is also distinguished by a collection of historic properties—the Bostwick House, Market Master’s House, Hilleary-Magruder House, and Free Hope Baptist Church. South of Annapolis Road, steep slopes, wooded wetlands, and recreational open space characterize the landscape.

Key planning issues include the lack of density and housing choices; the lack of visibility and accessibility of town attributes, such as its historic resources and its waterfront; the poor pedestrian environment; the current isolation of the municipal core to the north of the town center area; and the barrier created by the elevated Kenilworth Avenue. Other issues include environmentally sensitive areas, flooding, and traffic concerns related to cut-through and truck traffic. Strengths and opportunities include: the potential for mixed-use development and increased density near the core of the town center; the potential to increase the visibility and accessibility of historic sites; the proximity of the town center area to the Anacostia waterfront and the potential for improved linkages; the presence of numerous infill development opportunities, including large parcels under single ownership and significant publicly owned land; and the potential for restoring and enhancing the existing housing stock north and south of the town center.

### GOALS

- A vibrant and walkable civic core
- The town hall relocated to the town center
- Mixed-use residential, retail, and office development at moderate to high densities



Map 5: Town Center

- Sustainable development and design practices
- Active and passive open spaces
- Diverse housing and homeownership opportunities
- Adequate public facilities
- A multimodal, safe, and attractive road network.
- Restored and fully integrated historic resources



*Bladensburg new town hall and rehabilitated library.*

### **POLICY 1:**

#### **ENCOURAGE MIXED-USE INFILL DEVELOPMENT IN THE TOWN CENTER TO CREATE A PEDESTRIAN-ORIENTED CENTER FOR ACTIVITIES AND SERVICES.**

##### *Strategies*

- Redevelop the existing shopping centers on the north and south sides of Annapolis Road in the town center as mixed residential, office, and ground floor retail uses.
- Support rezoning by application, or sectional map amendment, to a mixed-use category that is appropriate for implementing the land use concepts of the Bladensburg Town Center plan.
- Develop mixed-use retail, residential, and/or office adjacent to the future town hall site along Edmonston Road and 48th Street.
- Identify themes, opportunities and potential tenants for retail and office development.

**POLICY 2:**

**ESTABLISH THE NEW TOWN HALL AND THE SURROUNDING BLOCK AS THE FOCAL POINT OF THE TOWN CENTER.**

*Strategies*

- Relocate the existing town hall to the heart of the town center at the civic core.
- Explore opportunities for a partnership project to develop block-wide mixed uses, a public/private shared parking facility, and a civic plaza.
- Encourage all development facing the future town hall site as mixed-use.
- Maintain connected pedestrian circulation between the town hall site, transit stops, and town activity nodes.
- Create a public gathering place facing Edmonston Road within the relocated town hall site as a civic green.
- Create a new street (Spring Street) on the existing paper street, north of the future town hall, to foster a street grid fabric.
- Explore opportunities for mixed-use development north of the proposed new street (Spring Street).



*Before*

**48th Street Bostwick House  
looking north.**



*After*

**POLICY 3:**

**ENSURE HIGH-QUALITY DESIGN FOR ALL FUTURE DEVELOPMENT.**

*Strategies*

- Develop urban design guidelines to establish a consistent framework for design character in the town center.
- Develop a historic preservation plan to manage, preserve, and integrate all historic sites and structures.
- Consider the possibility of creating an Architectural Review Board to assist the county in the review of site plan proposals for consistency with the town center design guidelines.
- Establish character area districts based on common architectural styles, such as eighteenth-century historic, bungalow-style housing, Art Deco and Streamline Moderne to guide urban design.



*Before*



*After*

**Historic Market Square**

#### **POLICY 4:**

#### **ENSURE THAT BLADENSBURG’S HISTORIC RESOURCES ARE VISIBLE AND ACCESSIBLE.**

##### ***Strategies***

- Improve the physical and visual access to the Bostwick House site from Annapolis Road.
- Integrate the Market Master’s House and the historic Market Square into the town center as a visitor destination as well as a resident resource.
- Reconnect St. Paul’s/Free Hope Baptist Church visually and physically with the town center and ensure that it is situated to allow recognition of its significance.
- Restore a visual connection between the Market Master’s House and the Hilleary-Magruder House with the lowering of the Kenilworth Avenue overpass.
- Consider using the land currently occupied by an access-ramp for Kenilworth Avenue as future open space for the Hilleary-Magruder House.

#### **POLICY 5:**

#### **UNDERTAKE TRAFFIC-CALMING AND PEDESTRIAN IMPROVEMENTS ON KEY THOROUGHFARES.**

##### ***Strategies***

- Provide a landscaped median and pedestrian crossings on Annapolis Road and develop a new streetscape that includes wider sidewalks on both sides and bus pull-off areas.
- Minimize the number of commercial driveway cuts along Annapolis Road by consolidating access points and utilizing alley access to rear parking where possible.
- Install appropriate traffic-calming features and provisions for on-street parking on 48th Street and Edmonston Road.
- Upgrade existing thoroughfares to improve pedestrian and bicycle access to the waterfront by lowering Kenilworth Avenue or opening the pedestrian tunnels.
- Develop a comprehensive streetscape plan for the town center and vicinity.

#### **POLICY 6:**

#### **UNDERTAKE OPEN SPACE IMPROVEMENTS.**

##### ***Strategies***

- Utilize existing public rights-of-way for open space improvements on Upshur Street.
- Consider the M-NCPPC property, South Bladensburg Community Park, located south of Quincy Street for open space improvements to meet the neighborhood demand for active park facilities.

- Utilize existing and proposed thoroughfares for open space improvements and linkages through streetscape enhancements and clear connections to the parks and trail systems.
- Study stormwater management as part of any open space improvement opportunity (for example, the Bladensburg South Community Park could contain a larger wetland/stormwater management feature).

#### **POLICY 7:**

#### **PURSUE PUBLIC/PRIVATE PARTNERSHIP OPPORTUNITIES.**

##### *Strategies*

- Study the opportunities for joint use development of the Bostwick House property and the Bladensburg Shopping Center.
- Explore public/private development opportunities for the Market Master's House and historic Market Square site.
- Examine public/private development opportunities for redeveloping the existing town hall site as residential, with attached single-family housing, following the relocation of the town hall to the town center.
- Investigate public/private development opportunities for mixed-use development around the site of the relocated town hall at the civic core.
- Search for public/private development opportunities for the South Bladensburg Community Park.
- Pursue public/private partnerships to redevelop the parcels surrounding the Publick Playhouse to support the theater, provide visitor services, and offer new housing opportunities.
- Consider the creation of a Community Development Corporation to manage public/private partnerships and development.

#### **POLICY 8:**

#### **RETAIN AND SUPPORT EXISTING HOUSING.**

##### *Strategies*

- Utilize existing bungalow-style housing as an architectural precedent for additional and/or infill housing.
- Utilize new and existing grant programs to support housing rehabilitation.
- Support home ownership through loan and employee/employer partnership programs.

## **POLICY 9:**

### **SUPPORT NEW RESIDENTIAL DEVELOPMENT TO PROVIDE HOUSING OPPORTUNITIES FOR THE COMMUNITY.**

#### ***Strategies***

- Explore options to convert existing rental housing into condominiums.
- Support new mixed-use development that provides upper floor residential opportunities.
- Utilize government and privately sponsored home ownership programs.
- Explore options to create home ownership opportunities with new infill single-family houses.

## **POLICY 10:**

### **RETAIN AND IMPROVE POLICE, FIRE, AND POST OFFICE USES NORTH OF THE TOWN CENTER.**

#### ***Strategies***

- Support development of a new municipal police facility on the town-owned visitor center site adjacent to the existing volunteer fire station at the intersection of Tilden Road and Edmonston Road.
- Retain the existing post office use and evaluate any future plans for expansion of the facility relative to maintaining the neighborhood character.
- Retain the existing volunteer fire station and review additional redevelopment proposals on the fire department property for compatibility with the existing neighborhood character.

## Annapolis Road Corridor

### **VISION**

The Annapolis Road Corridor joins west to east various distinct character areas, including a waterfront recreational area, a civic/mixed-use/historic town center, a residential corridor, and an entertainment/cultural activity node. Well-defined gateways anchor the eastern and western edges of the unified Annapolis Road Corridor.

### **BACKGROUND**

The Annapolis Road Corridor extends approximately three-quarters of a mile, the length of the sector plan area, from Baltimore Avenue to the Publick Playhouse, and includes those properties immediately adjacent to Annapolis Road.

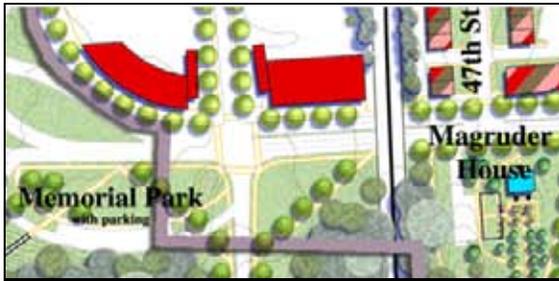
Annapolis Road serves as a “main street” for the Town of Bladensburg, but little exists along this transportation corridor to create a unique identity for the town. Annapolis Road caters to the automobile, much as it has for the latter half of the twentieth century, which contributes to an unfriendly pedestrian environment. Parking lots dominate much of the retail shopping areas and discourage visitors who are unfamiliar with Bladensburg and whose impressions are made solely on appearance.

Sidewalks are not continuous and accessible. Shopping centers need a street presence with well-lit, near-by parking. The Annapolis Road streetscape needs upgraded amenities including well-defined crosswalks, street trees, lighting, and signage.

Key planning issues for the corridor include: the need to improve vehicular and pedestrian connections to the waterfront area; the potential “canyon effect” and barrier created by the Kenilworth Avenue overpass and the future CSX railroad bridge between 46th and 47th Streets; the lack of accessibility and visibility of the town’s historic properties near the Kenilworth Avenue overpass; the future of the two school sites on the north and south sides of Annapolis Road; rehabilitation of existing apartment communities; resolving the conflict between residential and emerging commercial uses east of the town center; pedestrian accessibility and safety, and determining the future of the variety of commercial uses surrounding the Publick Playhouse.

### **GOALS**

- Destinations and focal points along Annapolis Road
- Additional housing development along the Annapolis Road Corridor
- Preserved and rehabilitated existing housing stock
- An improved gateway from the corridor to the Bladensburg Waterfront Park
- An improved gateway into Bladensburg at the Publick Playhouse
- Sustainable design and development practices



CORRIDOR WATERFRONT RECREATION AREA



CORRIDOR TOWN CENTER



CORRIDOR BOULEVARD



CORRIDOR PUBLICK PLAYHOUSE



PS	Parking Structure	Entertainment	Public & Civic	Retail & Residential
Industrial	Industrial	Single Family	Condominium Residences	
Historic	Historic	Row House	Office, Retail & Residential	

Map 6: Annapolis Road Corridor



*Before*



*After*

**Annapolis Road at  
intersection with  
Edmonston Road  
looking west.**

**POLICY 1:**

**ENCOURAGE THE CONSTRUCTION AND REHABILITATION OF RESIDENTIAL UNITS ALONG ANNAPOLIS ROAD.**

***Strategies***

- Assemble existing disparate commercial and residential parcels facing Annapolis Road to allow for cohesive moderate- to high-density residential development.
- Convert existing multifamily apartments on the north side of Annapolis Road to ownership/condominium units.

**POLICY 2:**

**CONSIDER ADAPTIVE REUSE OF THE EXISTING ANNAPOLIS ROAD ACADEMY ALTERNATIVE HIGH SCHOOL BUILDING AS A POSSIBLE LOFT/CONDOMINIUM COMPLEX.**

***Strategies***

- Conduct a search for an appropriate site to relocate the alternative school.
- Evaluate the structural capacity of reusing the existing alternative school structure.
- Assemble parcels east and west of the alternative school site to develop a central parking facility.

### **POLICY 3:**

#### **PRESERVE, RETAIN, AND SUPPORT EXISTING HOUSING STOCK.**

##### *Strategies*

- Explore mechanisms for providing financial support for housing rehabilitation.
- Implement public streetscape improvements to add value to residential real estate.

### **POLICY 4:**

#### **IMPROVE PEDESTRIAN CIRCULATION.**

##### *Strategies*

- Provide continuous sidewalks of adequate widths to support pedestrian movement between various activities.
- Minimize the number of commercial driveway cuts along Annapolis Road by consolidating access points and utilizing alley access to rear parking where possible.
- Consider converting the service road along eastbound lanes of Annapolis Road at the shopping center opposite of Edmonston Road to a pedestrian-oriented plaza until the property is redeveloped as mixed use.
- Provide clearly marked crosswalks at all intersections with pedestrian-activated crossing lights and/or countdown lights where necessary.

### **POLICY 5:**

#### **CREATE A SAFE AND PLEASURABLE PASSAGE ALONG ANNAPOLIS ROAD TO THE BLADENSBURG WATERFRONT PARK ENTRANCE.**

##### *Strategies*

- Improve pedestrian and bicycle access to the waterfront along Annapolis Road by lowering Kenilworth Avenue or opening the pedestrian tunnels.
- Provide a signalized intersection at the entrance to Bladensburg Waterfront Park to make entering and exiting the park safe and convenient for pedestrians and vehicles.

## **Publick Playhouse Corridor Node**

### **VISION**

The Publick Playhouse Corridor Node is a cultural activity center located at the convergence of Annapolis Road and Landover Road. It establishes an identifiable eastern gateway to the Town of Bladensburg. New development to house additional cultural and entertainment uses, along with retail and housing, supports the vision of this corridor node. A redesigned intersection of Landover Road and Annapolis Road enables improved pedestrian and vehicular circulation as well as the inclusion of streetscape enhancements.

### **BACKGROUND**

The Publick Playhouse Corridor Node contains a community cultural resource and covers approximately 6.6 acres. This node centers on the M-NCPPC community theater, the Publick Playhouse, and sits just west of the junction of Annapolis Road and Landover Road. The corridor node includes commercial properties, the Central Baptist Church, and additional M-NCPPC properties (undeveloped, surface parking, and a restaurant) surrounding the Publick Playhouse. Just beyond the sector plan boundaries are additional strip commercial development to the east and residential uses to the north and south.

An opportunity in the Publick Playhouse area includes establishing the playhouse as the focus of a larger cultural and entertainment district. Expansion plans for this facility are already under consideration. This area could be expanded to include supporting goods and services through mixed-use infill development. Improvements to the pedestrian connections are needed in the area to provide easy and convenient access to the playhouse.

### **GOALS**

- New residential and retail development
- Cultural and entertainment uses with new restaurants and retail
- Improved pedestrian and vehicular circulation at the intersection of Annapolis Road and Landover Road
- An upgraded gateway image at the intersection of Landover Road and Annapolis Road
- Sustainable design and development practices



Map 7: Publick Playhouse Corridor Node



*Before*

**Intersection of Annapolis Road and Landover Road looking east.**



*After*

**POLICY 1:**

**DEVELOP A MIX OF RETAIL AND RESIDENTIAL ON PARCELS TO THE WEST AND EAST OF THE PUBLIC PLAYHOUSE.**

***Strategies***

- Pursue public/private development opportunities on parcels owned by M-NCPPC.
- Assemble and incorporate outparcels into existing M-NCPPC property.
- Redevelop as mixed-use to include residential, commercial, and theater-related facilities with shared public/private parking.

**POLICY 2:**

**UNDERTAKE IMPROVEMENTS TO CIRCULATION AND THE PEDESTRIAN ENVIRONMENT AT THE INTERSECTION OF LANDOVER ROAD AND ANNAPOLIS ROAD.**

***Strategies***

- Modify and reconstruct the intersection of Annapolis Road and Landover Road to include a landscaped traffic circle with appropriate amenities to encourage pedestrian activity along and across both roadways.
- Provide landscape buffers and other streetscape amenities to allow convenient and safe pedestrian access.

## Waterfront Area

### VISION

The waterfront area is a popular destination for both residents and visitors. Improvements to the circulation and streetscape, consolidated open space adjacent to the waterfront, and new pedestrian and bicycle routes from the town center area make the waterfront more accessible. A waterfront district with retail, recreation, and entertainment uses serves as an additional draw to the area, while a reconfigured Baltimore Avenue allows for an improved pedestrian environment and on-street parking.

### BACKGROUND

The portion of the waterfront area included in this sector plan consists of approximately 13.7 acres north and south of Annapolis Road and east of the northbound lanes of Baltimore Avenue. A significant portion of the waterfront area is M-NCPPC-owned and contains the redeveloped Bladensburg Waterfront Park. The northern boundary of the sector plan area falls at the M-NCPPC Balloon Park and the Crossroads Restaurant development, while the southern boundary falls in line with the southern edge of the Hilleary-Magruder House property. Across both halves of Baltimore Avenue, exclusive of the park, the area is primarily industrial and commercial, including the Crossroads Restaurant, a pawnshop, and several warehouses and parking lots. The CSX railroad has begun construction of the railroad bridge over Annapolis Road between 46th Street and 47th Street.

There is a need to establish better connections between the waterfront area and the town center and to improve the overall accessibility and visibility of Bladensburg Waterfront Park. Moreover, Baltimore Avenue is currently characterized by the high speed of traffic on both the northbound and southbound lanes, a poor pedestrian environment, and an industrial edge.

### GOALS

- Access to the waterfront area from the town center
- A pedestrian-friendly “waterfront retail” area along Baltimore Avenue (east)
- A balance between industrial preservation and industrial reuse
- Minimal conflicts between industrial and commercial and residential uses
- Sustainable design and development practices
- Quality and accessible open space along the waterfront



Map 8: Waterfront Area



*Before*

**Baltimore Avenue  
across from  
Balloon Park  
looking north.**



*After*

**POLICY 1:**

**CREATE TWO NEW PEDESTRIAN/BIKE ROUTES TO THE WATERFRONT.**

***Strategies***

- Establish a connection to the waterfront area via a river access trail on Upshur Street.
- Form a waterfront connection from Quincy Street with an elevated river trail enabling access over the CSX railroad tracks.

**POLICY 2:**

**DEVELOP RETAIL USES THAT ARE ORIENTED TOWARD THE WATERFRONT.**

***Strategies***

- Explore making Baltimore Avenue (west) a two-way major collector route with northbound and southbound traffic in order to improve the pedestrian environment and transform Baltimore Avenue (east) into a “waterfront main street” environment and a local street.
  - Develop on-street parking and an improved pedestrian environment on existing northbound lanes.
  - Provide two-way traffic on existing southbound lanes of Baltimore Avenue with a pedestrian crossing feature at the intersection of Upshur Street.
  - Facilitate safe, easy, and convenient pedestrian crossing of Annapolis Road to the Bladensburg Waterfront Park.
- Coordinate the proposed redevelopment of the area to create a waterfront retail and recreation district.

### **POLICY 3:**

#### **MAINTAIN VIABLE INDUSTRIAL USES.**

##### *Strategies*

- Reduce stormwater runoff quantities and improve runoff quality on existing industrial properties using low-impact development, sustainable and green building design techniques to mitigate negative impacts to the Anacostia River.
- Offer adequate buffers and screening to minimize visibility of industrial uses along Annapolis Road and Baltimore Avenue.
- Evaluate adjacent uses for incompatibility and provide buffers and screening where appropriate.
- Create incentives to maintain and expand existing businesses and attract new business that support the growth of the industrial job market.

### **POLICY 4:**

#### **DEVELOP AN IDENTIFIABLE ENTRY TO THE BLADENSBURG WATERFRONT PARK WITH A PEDESTRIAN-ORIENTED EDGE.**

##### *Strategies*

- Furnish a lighted intersection at the Annapolis Road entry to the Bladensburg Waterfront Park.
- Maintain sidewalks on the north and south side of Annapolis Road with convenient and clearly marked crosswalks.
- Support signage and lighting that identifies and welcomes visitors into the park using the design guidelines for signage and alternate lighting techniques contained in the urban design and environmental infrastructure sections of this sector plan.



*Bladensburg Historic Balloon Park.*



*View of the Anacostia River at the Bladensburg Waterfront Park.*