

Plan Elements



LAND USE AND DEVELOPMENT PATTERN

The concept plan identifies seven character areas in the Arts District. Each character area exhibits distinctive existing conditions and opportunities for development that will promote the evolution of a vital Arts District. Each character area is described below in terms of existing conditions and issues, and recommendations are made that will promote the development of each area into a successful, contributing component of the Arts District.

Town Center Character Areas

Goal

To enhance the walkability of the town centers by creating a framework for high-quality, mixed-use, pedestrian-oriented development incorporating human-scale buildings, an attractive streetscape, landscaping, and small parks.

Existing Conditions and Issues

The town center character area contains three municipal centers with commercial and civic functions: Mount Rainier, Brentwood, and Hyattsville. Two of the municipal centers, Mount Rainier and Brentwood, have county-adopted development plans that contain development standards and guidelines specific to those communities. The concepts, standards, and guidelines in these development plans will continue to guide development in these centers.

The three municipal centers face similar challenges in attracting development that fits into the existing traditional character while offering a modern range of services and leisure activities. Residents of the neighborhoods adjacent to the municipal centers frequent other commercial centers, and many of the uses in the municipal centers are related to automotive or industrial purposes.

Recommendations pertaining to town center character areas collectively:

Areawide

1. Create one or more parking districts and a mechanism to ensure funding of all necessary public improvements, adequate parking facilities, and to assist with parcel assembly for initial Arts District redevelopment projects, either to address the entire district or each municipality separately.
2. To encourage the construction of off-street, structured parking facilities in the town center and to promote economic development, the establishment of one or more parking districts in accordance with the requirements of Sections 27-399 to 27-413 of the Prince George's County Zoning Ordinance is recommended. Applicants within an established parking district may have the minimum off-street parking requirements reduced or waived provided that the applicant agrees to pay a special assessment and/or a fee-in-lieu for the required number of off-street parking spaces that are to be waived as defined by the parking district.
3. Promote the Brownfield Revitalization Program of the Maryland Department of Business and Economic Development.
4. Encourage home ownership within multifamily residential developments, where possible.
5. Rezone to implement the proposed development district standards and guidelines that support pedestrian-oriented, high-quality, mixed-use development.
6. Encourage development that supports both a horizontal and vertical mix of uses (commercial, residential, civic, arts and entertainment).
7. Identify and preserve or reuse historic structures. Incorporate historic structures, themes, and architectural/decorative design into physical improvement projects. Integrate historic structures into construction projects. Preserve or recapture arts and entertainment uses of sites and existing structures.

Mount Rainier

Mount Rainier's town center character area looks, feels and functions like a village with several arts-related businesses and institutions located in the town center area. Currently there is relatively little undeveloped land. Buildings occupy most of the lots and range in height from 15 feet to 40 feet. Many of the buildings include traditional storefronts. The perception of inadequate parking hampers redevelopment. Liberal and uniform setbacks exist along the east side of Rhode Island Avenue and on both sides of 34th Street west of Rhode Island Avenue, which create a street wall and allow space for an inviting streetscape. However, the sidewalks and the landscaping need to be enhanced to support an inviting streetscape. Dilapidated and underutilized properties need to be rehabilitated and/or redeveloped to form an attractive

transition between the town center and the residential communities.

Commercial uses range from local-serving and easy start-up businesses, such as hair salons, to one-of-a-kind regional destinations. More arts-related uses, and uses that cater to the needs of the existing community, are needed in the Mount Rainier town center.

Recommendations

1. Make primary amendments to the Mount Rainier M-U-TC development plan by adding the following properties to the zone.
 - a. The former boarding house and abutting parking lot located at 3210 Perry Street. The house occupies Lot 1 and part of Lot 2, and the parking lot occupies part of Lot 2 of Block 8.
 - b. The single-family detached residence located at 3621 Eastern Avenue. This property is an important gateway entry property to the Arts District.
 - c. The church located at 4001 33rd Street. This church is contiguous with the existing M-U-TC boundary area and relates more closely to the M-U-TC character than to the surrounding traditional residential neighborhood character area.
2. Make secondary amendments to the Mount Rainier M-U-TC development plan clarifying membership criteria on the local design review committee and providing uniform permit applications, instructions, process flow charts, and any other elements needed to facilitate a coordinated municipal and county review. Specific language changes to subsections pertinent to signs, color, and design review committee membership are located in the Sectional Map Amendment Chapter of the Implementation Section.

Brentwood

The Brentwood town center character area is concentrated around the corner of 38th Street and Rhode Island Avenue. Currently the area contains a number of auto-related businesses and businesses that require a great deal of outdoor storage of materials that undermine development of a compact, pedestrian-friendly town center. The “free turn” toward Bladensburg to the east and inadequate crosswalks at Rhode Island Avenue and 38th Street also contribute to an unfriendly pedestrian environment.

The most significant redevelopment that has occurred in Brentwood is the construction of the Bunker Hill Road Fire Station, which required significant parcel assembly in order to create a developable site large enough to accommodate the fire station. An artist live/work complex of approximately 60 residences and an arts-related community space is planned for Brentwood as one of the four major Arts District anchor projects.

As a complement to the African-American Heritage Cultural Center Museum in North Brentwood, Brentwood could support a Children’s

Discovery Museum that combines arts and sciences, a hands-on Exploratorium, a museum of science, arts and human perception, and a hands-on Natural History Museum that features the environmental and ecological aspects of the Anacostia River area.

An urban school site has also been suggested for the Brentwood town center character area. This could create a concentration of public facilities in the area, thereby contributing to Brentwood's identity as a civic center, which could draw a small number of civic-related businesses and uses.

Recommendation

Encourage streetscape improvements, redevelopment, and street configurations that will support infill development in accordance with Brentwood's M-U-TC development plan.

North Brentwood

The town center of North Brentwood reflects the traditional residential neighborhood character as opposed to a commercial character. The town center is organized around the Town Hall presently on Church Street, which will be relocated to 4009 Wallace Road. For this reason, North Brentwood's town center is formed within the traditional residential neighborhood character area (see Map 2, Character Areas).

Hyattsville

The town center character area located in Hyattsville contains approximately 30 acres of redevelopment potential. Many of these parcels are already assembled into lots of several acres. A section of US 1 south of Gallatin Street has recently been revitalized with new facades, businesses, and infill development. However, the northern section of US 1 features a large unimproved area that has been mainly occupied by car lots, presenting a significant opportunity for new development.

Hyattsville has an existing parking district and excess parking capacity, but the lack of easily identified and well-lit parking lots in the area suggests that parking is insufficient. This perception of inadequate parking hampers redevelopment. Well-planned and managed public parking will be an important component to achieving the goal and objectives of the Arts District.

The City of Hyattsville has adopted the revitalization values for US 1 (Baltimore Avenue) with a focus on the Lustine area that includes the following:

1. Coordination with the Community Legacy Revitalization Plan and other plans adopted by the City of Hyattsville.
2. Mixed-use residential and commercial development on US 1 that supports commercial and civic activities.
3. Strong preference for owner-occupied housing.

- d. A distinctive and unique identity for “main street” Hyattsville.
- e. Historic preservation and adaptive reuse of architecturally and culturally significant properties.
- f. Until there is a master plan or mixed-use town center in place, prospective developers should address the following general planning dimensions: traffic volume and circulation, street layout and connections, building height and density, and parking.

Recommendations

- 1. Rezone to implement the proposed development district standards and guidelines and permit uses that support both a horizontal and vertical mix of uses (commercial, residential, civic, arts and entertainment) to create a regional residential, employment, and entertainment destination.
- 2. All properties in the Commercial Miscellaneous (C-M) Zone should be rezoned to the Mixed-Use Infill (M-U-I) Zone to promote redevelopment consistent with the goals of the Arts District. A small parcel within the Hyattsville Justice Center is recommended to be placed in the Commercial Office (C-O) Zone as a technical correction to the zoning map.

Arts Production and Entertainment Character Areas

Goal

To promote the development of a mix of arts-related studio and workshop production uses or mixed-use residential loft-style buildings with scattered small-scale commercial development. The feel of the area should be functional/industrial with climatic improvements provided through the addition of trees and moderate landscaping. Enhance the safety of the area through design that increases natural surveillance and reduces the potential of crime.

Existing Conditions and Issues

The Arts District sector plan area contains three areas designated as arts production and entertainment character areas that can generally be described as industrial—Varnum Street in Mount Rainier, the Wilen Heights area of Brentwood (located east of Rhode Island Avenue, west of the railroad tracks, and north of Bunker Hill Road) and the Melrose area of Hyattsville (located east of the railroad tracks and north of Armentrout Drive). Although the character and issues faced within the arts production and entertainment areas are similar, each has distinctive existing conditions and issues.

Areawide

- 1. Existing developed sites have high floor area ratios (FAR) and predate current site design standards, which means that buildings cover most of the site and leave inadequate loading and parking for industrial users.

2. Many industrial uses have been developed in areas subdivided in a residential grid pattern around narrow rights-of-way. Sites have been assembled from small adjacent lots, which results in insufficient parking and a high ratio of street frontage to lot area.
3. Most of the industrial building stock lacks modern mechanical systems, such as air conditioning and up-to-date electrical systems, and have low ceilings, short beam spans and ground-level loading that do not meet the needs of current warehousing practices.
4. Much of the public infrastructure in these areas was built to nonindustrial standards. Trucks and heavy equipment are damaging the curbs and surfaces of the narrow streets. Turning radii at intersections cannot accommodate industrial traffic, and stormdrains may be undersized for the amount of runoff generated by expansive impermeable surfaces.

Varnum Street Arts Production and Entertainment Character Area

Varnum Street is the one area that functioned traditionally as a main street area, but currently lacks the physical and transportation infrastructure and location to continue serving this function. Church-related uses occupy most of the existing buildings in the 2200 and 2300 block of Varnum Street, which is an underutilization of the area.

A relatively large vacant parcel on Varnum Street abuts the gas station located at 4501 Eastern Avenue and provides ancillary parking for another church located at 4603 Eastern Avenue. A Washington Suburban Sanitary Commission (WSSC) easement existing on the property complicates redevelopment opportunities.

Brentwood Arts Production and Entertainment Character Area

Brentwood has a high occupancy rate with automotive, warehouse, light production and commercial uses. Automotive uses that occupy the frontage on Rhode Island Avenue (US 1) do not provide a positive first impression of the area when the properties are enclosed with chain-link fences topped with barbed wire.

North Brentwood Arts Production and Entertainment Character Area

The North Brentwood Arts Production and Entertainment Character Area is located on the east side of Rhode Island Avenue between the Northwest Branch of the Anacostia River and the southern boundary of the Town of North Brentwood. The area has a variety of building types in a central location that will offer places for artists to create and produce art. Currently, the area has a high occupancy rate with automotive, warehouse, light production, and commercial uses. However, the Maryland Department of Housing and Community Development has awarded \$58,000 for the second phase of a feasibility study of the African-American Heritage Cultural Center in North Brentwood.



Upper-story residential lofts will be a welcome use in the arts production and entertainment character areas.

Melrose Arts Production and Entertainment Character Area

The Melrose industrial area developed adjacent to railroad tracks and an existing older single-family residential neighborhood. Many of the structures are converted from residential uses. There is also a large section currently zoned for apartment development. This area has highway access to both US 1 and MD 450 via Alternate US 1, which

connects Hyattsville to Bladensburg. There are visually notable warehouses and other industrial structures in this area. The street pattern is both grid and meandering loops. A large parcel is occupied by the City of Hyattsville's public works. Another parcel is occupied by an ironworks company and may pose brownfield issues (soil or water contamination at commercial or industrial locations).

Recommendations

The following recommendations pertain to all four arts production and entertainment character areas:

1. Rezone to implement the proposed development district standards and guidelines to permit and support production facilities needed by artists and provide residential options such as upper-story residential loft space and related commercial development.
2. Require appropriate design for facades and public space on streets that in the future may function as a main street for the local community or provide a first impression of the Arts District (Alternate US 1, Rhode Island Avenue (US 1) in North Brentwood, and Varnum Street).
3. Create a parking district and a funding mechanism to ensure adequate parking and funding of all necessary public improvements.
4. Promote the Brownfield Revitalization Program of the Maryland Department of Business and Economic Development. This program offers tax credits or financial assistance for the cost of Phase I and Phase II assessments to clean up contaminated sites for redevelopment.
5. Adopt development standards where there are adjacent single-family neighborhoods that require design and uses sensitive to residential properties.



Redevelopment of the east side of Rhode Island Avenue with facilities needed by artists, along with arts-related first-floor retail and upper-story loft residential uses, will transform underutilized industrial space into a vital arts production and entertainment character area.



Photo of existing conditions of east side of Rhode Island Avenue in Brentwood between Volta and Utah Streets.

Neighborhood Arts and Production Character Areas

Goal

To develop small-scale arts production, live/work spaces and start-up business flex-space with minimal design restrictions that do not create a nuisance to adjacent neighborhoods.

Existing Conditions and Issues

The Gateway Arts District sector plan area contains three locations designated as neighborhood arts and production character areas.

Windom Rowe

Windom Road, located in Brentwood, once contained small-scale manufacturers. As small-scale manufacturing grew and required larger facilities, the uses moved out. Over time, the area contained construction offices and automotive uses. The industrial buildings currently house a number of artists who work with large sculptural materials or require industrial tools and techniques such as welding to assemble their artwork. The artists who currently have studios here refer to this location as Windom Rowe.

North Brentwood Neighborhood Arts Production Character Area

The area west of Rhode Island Avenue between the stream valley park on the north and North Brentwood's municipal boundary on the south contains a mix of light industrial uses, commercial uses with outside storage, auto repair uses, and single-family residential uses. A number of the lots fronting Rhode Island Avenue are shallow, offering little to no redevelopment potential. These properties exist on the perimeter of the North Brentwood residential community that is listed as a National Register Historic District. These properties offer an opportunity to develop small-scale arts production, live/work spaces, and start-up business flex-spaces that do not create a nuisance to the adjacent National Register Historic District community.

Artists on the Tracks

The area east of Rhode Island Avenue and west of the railroad tracks, along Otis and Wells Avenue, is commonly referred to as Artists on the Tracks. At one time this area contained small-scale manufacturers and distribution companies. The area also contains several small apartment buildings. Over time the industrial uses outgrew these facilities, which were then often not leased for relatively long periods of time. Currently the area is fully occupied by artists and arts-related businesses, such as theater set and costume designers.

Recommendation

Rezone to implement the proposed development district standards and guidelines and permit uses that support arts production space, artist live/work space, and small-scale technical research and development flex-space.

Multifamily Residential Community Character Areas

Goals

- To promote development of high-quality multifamily residential housing with auxiliary buildings that will include artist studios for the residents.
- To promote renovation and/or redevelopment and to increase the variety of multifamily housing options, especially for artists and their families.
- To enhance safety through the implementation of development district standards that increase natural surveillance.
- To encourage multimodal transportation options.

Existing Conditions and Issues

The locations of the multifamily residential community character areas are scattered throughout the Arts District, mostly east of Queens Chapel Road, in areas currently zoned multifamily. Most of the multifamily housing was developed with brick construction in the late 1940s and has stood the test of time. There is relatively little land available for new multifamily development.

Many multifamily developments are nonconforming with the Zoning Ordinance design standards. This has limited the ability of owners to renovate and adapt existing structures to market tastes and inhibited reinvestment in the communities. Many apartments are surrounded by wide but poorly maintained lawns that lack functional green space. Current multifamily zoning regulations require 50-60 percent of the site for open space, not including parking. They also require substantial setbacks. The effect of these regulations makes redevelopment of obsolete multifamily housing financially impractical.

■ Recommendations

1. Rezone to implement the proposed development district standards for affordable and mixed-income buildings.
2. Permit uses that will support dense, mixed-income, multifamily residential units.
3. Encourage Crime Prevention Through Environmental Design (CPTED) and green building standards.
4. Package multifamily housing with separate studios for artists.
5. Set aside a percentage of new residential units for affordable artist housing.
6. Reduce the required buffers, side yards, and setbacks.
7. Retain the current density for any future development of existing multifamily communities.

Traditional Residential Neighborhood Character Areas

Goal

To preserve the single-family residential neighborhood character as anchor of the Arts District, while supporting artists who produce and teach from their homes.



Front yards of residential homes should not be paved over, nor should wide driveway aprons be constructed.

Existing Conditions and Issues

The traditional residential neighborhood character area is the largest part of the Arts District. Each of the four Arts District municipalities has historic districts emphasizing the quality of historic and vernacular housing stock. These communities are known for their large stock of moderately priced housing, as most lots had been built out by the first half of the twentieth century with housing stock dating from the 1910s to the 1940s. Recently housing prices have approached market rates, after going through a long period of being undervalued. There are also higher-priced homes, mainly large historic structures, which are for the most part restored or under restoration.

The Arts District single-family residential communities are generally walkable, laid out on a grid, and have few cul-de-sacs or loops. Small lots, with 20-foot setbacks, single-apron driveways, and minimal lot widths are the norm and add to the appeal of these neighborhoods. Generally, density is four to ten units per acre. In addition to the built environment, many natural features such as wooded slopes run through these neighborhoods. These add to the appeal of these neighborhoods and their ability to stabilize and add long-term value to the Arts District as a whole.

Recommendations

1. Rezone to implement the proposed development district standards and guidelines.
2. Reinforce existing single-family detached residential neighborhoods as community-oriented, quiet, low-traffic, and child-safe.
3. Maintain the integrity of residential streetscape. Front yards should not be paved, nor should wide driveway aprons be constructed.
4. Support arts and handcraft home occupations.

Neighborhood Commercial Character Areas

Goals

1. To facilitate the development, redevelopment, and renovation of small businesses and institutions compatible with the surrounding neighborhoods, but discourage stores whose primary goods include beer, wine, cigarettes, and lottery tickets.
2. To encourage neighborhood and convenience services and retail establishments within easy walking distance of residences.
3. To offer opportunities for residential and artist studio spaces above ground-level retail.
4. To provide design, landscaping, and screening methods to mitigate the impact of neighborhood commercial uses on the traditional residential neighborhoods.

Existing Conditions and Issues

A handful of neighborhood commercial uses are scattered throughout the Arts District. These commercial character areas are not located on US 1 or Alternate US 1, but rather on local municipal streets. They offer a very localized alternative to major shopping venues. Most are “Mom and Pop” enterprises that cater to local needs, provide convenience retail and services, and have local customers. They generally do not have, nor do they pose a need for, significant parking as their patronage is generally by foot traffic.

There is a larger neighborhood commercial strip developed along Hamilton Street that features a gas station and liquor store, as well as a bank and grocery store. Although many pedestrians walk through this area to access Metro from the surrounding apartments and single-family neighborhoods, this area is primarily designed to be car accessible and as a result is not pedestrian-friendly.

■ Recommendation

Rezone to implement the proposed development district standards and permit uses that support neighborhood-serving retail services, such as specialty or convenience grocery stores, dry cleaners, and video stores.

Stream Valley Park Character Area

Goal

To maximize the potential of the stream valley park as a green anchor of the Arts District by enhancing the natural habitat, landscaping, and recreational and cultural facilities.

Existing Conditions and Issues

The linear nature of the Arts District corridor poses a significant challenge to connecting the Arts District communities along the corridor. The fact that the stream valley park divides the corridor nearly in half emphasizes the stream valley as an asset and a challenge. It is an asset because (1) it is a significant green area in an urban and highly developed area, and (2) it has the potential to be a natural gathering place since it is situated in the middle of the corridor. It is a challenge because (1) it divides the corridor and acts as a barrier or end point, and (2) the park is not celebrated as a focal point for the corridor.

The United States Army Corps of Engineers (ACOE) constructed and manages a flood levee system along the Northwest Branch Stream Valley Park. To ensure the integrity of the levee during flooding, the ACOE has been strict about modifications done to the levee. As a consequence, the stream valley park appears barren and uninviting as a place for respite and recreation. ACOE will determine if additional vegetation within the levee will be feasible. ACOE indicated a willingness to incorporate the desires of the community into its environmental enhancement plan, if feasible.



The provision of design enhancements linking the stream valley park to surrounding neighborhoods will make it a destination point and a link to the Arts District.

Recommendations

1. Provide design and programming enhancements to the park that will make it a destination point and a link to the Arts District.
2. Celebrate the Northwest Branch Stream Valley Park as an integral part of the Arts District by enhancing linkages to surrounding neighborhoods and providing opportunities for artistic expression.
3. Improve accessibility and recreational opportunities by providing trails, bridges, gateway signage, information kiosks, and design changes.
4. Enhance the natural ecosystem of the park by increasing native plantings, the no-mow zones, and planting trees with breakaway branches. Consider redesigning stream banks to include wetland features.
5. Create partnerships with businesses, investors, municipalities, agencies, and organizations to fund and strengthen programs and enhancement projects.

ENVIRONMENTAL INFRASTRUCTURE

Goal

To protect, improve, and enhance the natural and built environment to provide a high quality of life for residents, workers and visitors.

Objectives

1. To guide development in a manner that will minimize any adverse impacts on the natural environment, with particular emphasis on the stream valleys and buffers of the Northwest Branch and Northeast Branch in the Anacostia River basin.
2. To improve the water of all receiving streams through implementation of appropriate water quality and quantity controls on a micro (site level) scale.
3. To preserve, enhance and augment the existing tree and forest cover to contribute toward meeting the goals of the General Plan.

4. To identify and recommend the preservation and enhancement of features that have significant influence on the environment and the aesthetic quality of the sector plan.
5. To protect, enhance and expand, where possible, the public and private open space network as an environmental framework for development.
6. To encourage development that enhances existing natural features and provides a safe and healthy built environment for residents, workers and visitors.

Existing Conditions and Issues

This sector plan seeks to create a sense of place for the Arts District and to ensure its full potential within the realistic limitations of the existing built and natural environments. The land that makes up the Arts District has been developed for decades. Most of the existing development was constructed prior to the adoption of current environmental regulations regarding stream and wetland preservation, tree and forest cover, stormwater management, and amount of impervious surfaces. The lack of these environmental protections over time has resulted in the degradation of the water quality of streams that receive rainwater from within the Arts District. An appropriate level of emphasis on environmental preservation and enhancement during the land development process would improve the quality of life within the Arts District and the health of the environmental features both internal and external to the Arts District.

Tree and Forest Cover

Individual trees and forested areas contribute to the quality of life of residents and employees in many ways. Aside from the aesthetics of a green environment, trees clean the air, reduce ambient air temperatures, reduce heating and cooling costs for buildings, and intercept stormwater. The monetary value of tree and forest cover in urban setting has been well documented in recent years; the stormwater interception and water quality treatment provided by trees has been estimated in the millions of dollars.

The total area of the Arts District is approximately 1,921 acres, of which 186 acres are existing forest and tree cover, resulting in 9.7 percent existing cover. Most of the development that is anticipated in the Arts District will be exempt from the Woodland Conservation Ordinance, because the sites are either less than 40,000 square feet in size or have less than 10,000 square feet of existing woodland. Exempt projects will not be required to provide even minimal tree planting. To address this issue, minimum tree cover standards are needed to ensure that new development contributes to the next generation of trees to the fullest extent possible. In addition, all development should respect existing municipal codes, such as the Hyattsville and Mount Rainier urban forest ordinances.

Table 3: Impervious Surfaces in the Gateway Arts District	
Types of Impervious Surfaces	Acres
Bridges	1.27
Buildings	247.42
Driveways and Sidewalks	123.71
Street	205.67
Parking Lots	106.43
Median Strips	5.13
Total Impervious Surface	689.63
Total Area of Arts District	1,921.15
Arts District That Is Impervious	35.90 percent

Impervious Surface Cover

Along with forest and tree cover, the amount of impervious surfaces in an area influences the quality of the natural and built environments. When rainwater hits an impervious surface such as a building, road or driveway, it is not absorbed by the soil and becomes stormwater runoff. When there is a high percentage of impervious surfaces in an area, coupled with limited stormwater management facilities as is true for the Arts District, the combined effect is rainwater that picks up speed and pollutants on its way to the receiving stream. Rainwater velocity, quantity, and quality can be controlled on a limited basis on individual sites by using appropriate treatment techniques that do not prohibit or limit existing or proposed development.

The total impervious surface in the Arts District is approximately 690 acres and consists of buildings, driveways, bridges, sidewalks, streets, parking lots and median strips. This means that 36 percent of the land area within the Arts District is currently impervious. In addition, compacted urban soils can act similar to impervious surfaces in that stormwater often runs off instead of infiltrating the soil layer.

The overall amount of impervious surfaces within the Arts District is not anticipated to decrease over time; however, if stormwater treatment techniques are implemented on a site-by-site basis as each is developed or redeveloped, these small contributions to water quality will eventually result in improved water quality in the watershed and improved stream and tributary stabilization.

Stormwater Management

Broadly defined, stormwater management is intended to improve the quality of stormwater that eventually leaves a site, maintain or reduce existing

peak discharges of water from storm events, alleviate or prevent flooding problems, and preserve and protect the natural stream system. Techniques are applied in an integrated approach utilizing existing site hydrology as a framework and focusing on controlling stormwater at the source, while integrating nonstructural methods to create a diverse landscape.

One of the best-known techniques for micromanaging stormwater on a small scale is a rain garden, also called a bioretention area. Its purpose is to collect, treat, and where infiltration is not possible, discharge rainwater on a small scale. Other techniques that may be appropriate in the plan area include dry wells, infiltration trenches, filter/buffer strips, vegetated swales, infiltration swales, rain barrels, and cisterns. Small-site treatment options are especially needed for automobile-related uses, such as dealerships and repair or storage facilities. The stormwater runoff from these types of sites can contain petroleum-based materials that are toxic if released into the receiving streams.

Green Infrastructure

Within the Developed Tier, the term “green infrastructure” takes on a slightly different meaning than in areas under development for the first time. The traditional definition of green infrastructure refers to the structural environmental elements of the landscape, including wooded areas, stream valleys and buffers, and wetlands. Within the Developed Tier, much of the stream system has been hardscaped or engineered to control the large volume of stormwater that is created in an area without stormwater quality controls.

This results in some limitations as to what can be done within the regulated stream buffer (50 feet from each bank). The engineered sections of the two major tributaries historically could not have trees planted within certain areas, the topography could not be altered, and permanent structures could not be placed there. The establishment of stream buffers through the planting of trees along the channelized streams has not occurred because of restrictions that ensure the proper flow of floodwaters and the stability of the channel’s slopes. This has resulted in these areas having limited wildlife habitat. Currently in coordination with ACOE, the M-NCPPC Department of Parks and Recreation, and the Prince George’s County Department of Environmental Resources, more tree planting and “rough” or meadow areas may be considered.

As the stream valley parks compose only 10 percent of the overall Arts District, the green infrastructure needs to be viewed as features woven throughout the landscape via enhancements to engineered elements. The green infrastructure should include features such as wooded slopes and backyards containing understory forested growth, public space, landscaped traffic islands, street trees, and rooftop gardens. The built environment, including buildings, streets and sidewalks, should integrate green infrastructure elements as part of its design, as space is too limited to provide each feature separately.

100-Year Floodplain, Streams, and Wetlands

According to the United States Federal Emergency Management Agency (FEMA) and floodplain studies completed by and for the Department of Environmental Resources, the study area contains 100-year floodplain along Northwest Branch and Northeast Branch in the Anacostia River basin (see Map 3, Environmental Features). Currently a large portion of the designated floodplain is developed within the study area, which has resulted in the need to engineer the stream system to efficiently handle the volume of stormwater produced.

The natural streams and wetlands that remain in the Arts District are all within the 100-year floodplain. New development within the floodplain should be limited, and new impervious surfaces should not be added. Where appropriate, tree planting should take place to control erosion and improve the overall environment.

Chesapeake Bay Critical Area

In June 1984, the Maryland General Assembly adopted the Chesapeake Bay Critical Area (CBCA) law after finding that there existed a critical and substantial state interest in fostering more sensitive development along the shoreline of the Chesapeake Bay and its tidal tributaries in order to minimize damage to water quality and natural habitats. In the Arts District sector plan area, CBCA extends along the length of the tributaries to the Anacostia River: the Northwest Branch and the Northeast Branch. This overlay zone area generally includes the area within 1,000 feet of the banks of a stream or river. CBCA is either within the Resource Conservation Overlay (R-C-O) Zone or the Intense Development Overlay (I-D-O) Zone. A conservation plan is required for all developments located within CBCA.

The R-C-O-zoned areas are generally R-O-S and O-S parkland or recreation areas, while most of the I-D-O has been developed with industrial uses. Within these areas any renovations to parkland should retain natural features and improve the ability of the park to absorb stormwater runoff from adjacent neighborhoods to reduce stream contamination. Redevelopment of I-D-O areas should improve stormwater treatment, landscaping and tree coverage to reduce continued adverse effects to the affected streams.

Green Buildings

Green building techniques range from the use of renewable resources and recycled materials in building construction to the use of renewable energy sources. Green building can also refer to the rehabilitation of existing structures whether or not they have had previous environmental problems. Another green building technique is the use of building designs that are energy efficient. In redevelopment areas, energy efficient building designs could be used as an economic draw for both business and residential development.

Previous development within the Arts District did not emphasize the use of energy efficient designs or the efficient reuse of existing structures. One exception is the Mount Rainier Police Station, a city-led and publicly funded project to reuse a historic structure on US 1 using geothermal heating and recycled, renewable, and nontoxic materials. Current building codes do not easily facilitate the use of many of the green building techniques available today for residential and commercial structures.

Green building emphasizes the use of materials that are both nontoxic and avoid adverse short- and long-term impacts on the human environment, such as paints that release toxic chemicals over time, or roofing materials that create “heat islands,” resulting in an uninhabitable microclimate for humans and wildlife. Green buildings and designs that follow Leadership in Energy and Environmental Design (LEED) standards may also facilitate multimodal transportation, street and highway designs and parking lot treatments; improve habitat through landscaping; and reduce potential air and water pollution and water consumption. It should be noted that the state tax credit is available for green buildings.

Business and residential recycling programs reduce the waste stream and the need for disposal sites. In redevelopment areas, waste reduction programs could result in fewer truck trips in and through the area and reduce the need for waste holding areas such as outdoor dumpsters. This could lead to an overall reduction in paved surfaces with less need for dumpster locations.

Noise Pollution

Noise is generally defined as unwanted sound. The major noise generators in the area are vehicular activity along US 1 (a state-owned and maintained collector), Queens Chapel Road (a state-owned and maintained arterial), and East West Highway (a county-owned and maintained arterial). There are other occasional noise-related sources including the Baltimore and Ohio (B&O) Railroad and other episodic noise events. The prevailing ambient noise level in the general vicinity is typical of residential areas and does not exceed 65 dBA (average decibels) Ldn (average sound level).

Transportation-generated noise can generally be addressed for interior spaces through the provision of standard building materials that are used for energy conservation such as double-paned windows and solid doors. Many of the structures within the Arts District were constructed several decades ago, using building techniques and materials that reduce sound levels, such as concrete masonry units and brick. These building materials should be retained wherever they exist and should be imitated throughout the Arts District because they assist in the reduction of transportation-generated noise.

Map 3: Environmental Features

-  Chesapeake Bay Critical Area
-  Anacostia 100-Year Floodplain
-  Stream
-  Roadway



1000 0 1000 Feet



Light Pollution

Light pollution, sometimes described as light trespass, consists of the presence of more light than is needed for the area, or when light is poorly directed for the intended purpose. In urban areas it is common to see lighting of every structure and little or no sharing of the common light that already exists. Certain uses also produce light at higher levels to attract customers and reduce crime.

The Arts District is currently developed with a variety of uses that may not share the same level of lighting needs. The lighting standards should be followed to address the issue of too much light, misdirected light, and nuisance light.

Air Quality

At the time of the preparation of this report, the United States Environmental Protection Agency (EPA) considered the Washington, D.C., metropolitan area a “nonattainment area.” This means that air quality standards for the region are not being met. There are many different strategies being developed and implemented to address this difficult issue. Solutions include multimodal transportation options, tree planting, and promoting energy efficiency. The Prince George’s County Health Department is the primary agency responsible for the regulation of air pollution in conjunction with the Metropolitan Washington Council of Governments.

This plan contributes to the overall goal to improve air quality by proposing the reuse of existing buildings and the redevelopment of an area that is already well-served by a mass transit transportation infrastructure (bus and rail lines). Air quality improvements will be seen in the long run if residents have more transportation options. More frequent bus service, better pedestrian and bicycle commuter infrastructure along the US 1 corridor, and connections to Metro stations can achieve this. In addition, a local economy and infrastructure that allows people to work within walking distance of their homes and building codes that encourage live/work units can all contribute to overall air quality improvements.

Recommendations

1. Use existing land use regulations to provide open space and protect environmental features that add value to communities. These tools, used in conjunction with the development district standards and guidelines contained in this plan, function to achieve the desired vision for the Arts District.
 - a. Public Park Acquisition or Dedication: Land is acquired for active and passive recreation through purchase, gift, or mandatory dedication provisions (Subtitle 24, Section 134, Prince George’s County Code).
 - b. Floodplain Areas: Land within the 100-year floodplain is generally

- restricted from further development (Subtitle 4, Division 2, Prince George's County Code).
- c. Stormwater Management: Existing regulations require adequate control of stormwater runoff (Subtitle 4, Division 2, Prince George's County Code).
 - d. Use of Unsafe Land: Land subject to flooding, erosive stream action, unstable soil conditions, or manmade unsafe conditions (unstable fills or slopes) is generally restricted from development (Subtitle 24, Section 131, Prince George's County Code).
 - e. Protection of Wetlands: Existing federal and state regulations require buffers adjacent to nontidal wetlands and generally restrict wetland areas from development. These are enforced locally through the county permit process (Subtitle 4, Division 2, Prince George's County Code).
 - f. Provision of Stream Buffers: Areas within 50 feet of streams, floodplains and adjacent slopes are generally restricted from development (Subtitle 24, Section 130, Prince George's County Code).
 - g. Protection and Restoration of Woodlands: The Woodland Conservation Ordinance requires the conservation of woodlands through preservation, reforestation and afforestation of woodland and specimen trees by meeting minimum woodland conservation thresholds (Subtitle 25, Prince George's County Code).
2. Incorporate low-impact development design features and implement green building techniques that include the latest environmental technologies.
 3. Affirm county and state Smart Growth initiatives and the policies and strategies of the General Plan. New development and redevelopment should enhance existing green infrastructure elements such as wetlands, woodlands, open space, landscaped areas, street tree corridors, and sensitive species habitats. It should also establish open space linkages where they do not currently exist.
 4. Seek opportunities to create new, connected green infrastructure elements. New development or redevelopment project proposals should establish landscaped areas and open space connections, wherever possible.
 5. Require the following tree cover areas based on ten-year tree canopies: 10 percent tree cover on all properties not in the CBCA I-D-O overlay and within the industrial areas, 15 percent tree cover on property containing an L-D-O (limited development overlay), 20 percent tree cover within mixed-use or commercial areas, and 26 percent tree cover within residential areas. Establish street trees along main transportation corridors. Count trees planted in the public right-of-way but within 16 feet of a property line toward a development's tree coverage.

6. Decrease impervious surfaces by sharing parking to the fullest extent, constructing green roofs, and following the county's Department of Environmental Resources requirements to the fullest extent.
7. Use micromanagement stormwater treatment methods on new development or redevelopment projects.
8. Encourage new development to avoid impact on wetlands. Where feasible, construct new wetlands with the intent of replicating the functions provided by natural wetlands, including pollutant interception, erosion control, and provision of wildlife habitat.
9. Encourage the use of green building techniques in designated areas through incentives.
10. Evaluate noise impacts for proposed development and require that noise levels meet the state standards.
11. Promote nonautomobile use by residents, customers and employees. The use of available state and local incentives to help reduce the use of the automobile and in turn reduce air pollution is encouraged. Public resources should emphasize connectivity and multimodal access throughout the Arts District.
12. Encourage land uses compatible with and supportive of the stream valley parks and other environmental features such as florists and restaurants near the water features.

TRANSPORTATION SYSTEMS

The Gateway Arts District sector plan area is presently served by a broad transportation network that includes residential and collector streets, arterial highways, regional and local bus services, hiker/biker trails, sidewalks, two Metrorail Green Line stations (West Hyattsville and Prince George's Plaza), and nearby regional commuter rail service (Riverdale Park).

Generally well served and with fewer traffic problems than comparable areas in the region, the Arts District is most frequently criticized as too automobile oriented. Transportation-related issues and concerns that have been raised by citizens, elected officials, and planning staff include:

1. Disjointed pedestrian system.
2. Overall lack of streetscape.
3. Inadequately sized sidewalks.
4. Unattractive connections between residential neighborhoods, commercial areas, art centers, and the Metro.

Since most of the area's transportation system is already in place, efforts are needed to maximize the use of the existing transportation network and make changes that will result in a balanced use of all transportation modes: transit (rail and bus), automobile, bicycle, and walking. The Maryland State Highway Administration's streetscape improvement projects along Rhode



Wide sidewalks, such as the one shown here, enhance pedestrianism.

Island Avenue (US 1) in Mount Rainier should be resumed to promote traffic-calming programs and increase the walkability to the town centers and neighborhoods in the area.

Goals

1. To provide an integrated multimodal transportation system that is safe, efficient, attractive, and accessible, while reducing dependency on the automobile.
2. To provide safe and convenient pedestrian and nonmotorized circulation opportunities in the Arts District for recreation and transportation, with an emphasis on connections to Metro and US 1.

Objectives

1. Improve the ability to safely manage current and projected traffic volumes of internal roadways.
2. Provide adequate accessibility to all existing and planned development and activities.
3. Provide direct connections to the two transit stations.
4. Define the streetscape as an inviting public space.
5. Enhance crosswalks and sidewalks so that the area is recognized as pedestrian-friendly.
6. Identify safe and practical measures to accommodate those who choose to bicycle to and within the sector plan area.
7. Investigate provision of a shuttle transit service to augment the existing regional public transit service provided by the Washington Metropolitan Area Transit Authority (WMATA) between the US 1 corridor and the Metro Green Line, and include bike racks as part of the shuttle transit service study.
8. To increase the overall usability of the trails and bicycle network by providing additional trail, bicycle and pedestrian connections.
9. To improve or create pedestrian and bicycle connections along US 1 and to Metro from other areas of community activity.
10. To enhance the east/west connections from the West Hyattsville Metro Station to the town center areas located along the US 1 corridor.

Existing Conditions and Issues

Roadways and Transit

The Arts District's main corridor, US 1, is a planned four-lane major collector (MC-200) roadway south of the University Boulevard (MD 193) interchange to the District of Columbia (see Map 4, Road Network and Shuttle Route). Heavy traffic congestion occurs during the morning and afternoon peak hours. Closely spaced business entrances (individual curb

cuts), inadequate or missing pedestrian facilities, numerous utility poles and distracting business signage, lack of significant buffers along the roadway, and deficient nighttime lighting project a less-than-inviting environment. These are among the reasons that pedestrian movement through the Arts District is minimal or nonexistent. In 2001, the average annual daily traffic (AADT) for vehicles on US 1 ranged from 21,500 in Mount Rainier to 24,500 in Hyattsville.

Queens Chapel Road (MD 500), a six-lane arterial roadway, starts in the District of Columbia, enters the Gateway Arts District sector plan area at Eastern Avenue, and continues to East West Highway (MD 410) at the northern edge of the area. It provides vehicular access to both Metro stations and serves area neighborhoods. Currently pedestrians walk on the shoulders in many areas where sidewalks do not exist or are in very poor condition. The 2001 AADT on Queens Chapel Road in Hyattsville was 41,500.

Hamilton Street (MD 208) starts at the West Hyattsville Metro Station, continues east and crosses Ager Road, Queens Chapel Road, and 38th Street. In 2001 the AADT on Hamilton Street was approximately 13,000.

The existing transit service consists of several Metro bus routes; some are commuter transit with longer routes and some are feeder transit with shorter routes and frequent stops within the area.

Sidewalks, Trails, and Bikeways Network

In addition to providing outdoor recreational opportunities, sidewalks, bikeways and trails can provide alternative modes of transportation for some trips. This is especially important in urban areas and areas around mass transit stations where higher residential, office and commercial densities make it more feasible for some trips to be made without an automobile.

A variety of methods can be used to safely accommodate pedestrians and bicyclists. Standard-size and wide sidewalks are an integral part of any multimodal transportation network.

Appropriate traffic calming improves the safety of pedestrians and bicyclists. Pedestrian improvements, such as curb extensions and raised crosswalks, can be implemented as part of traffic calming.

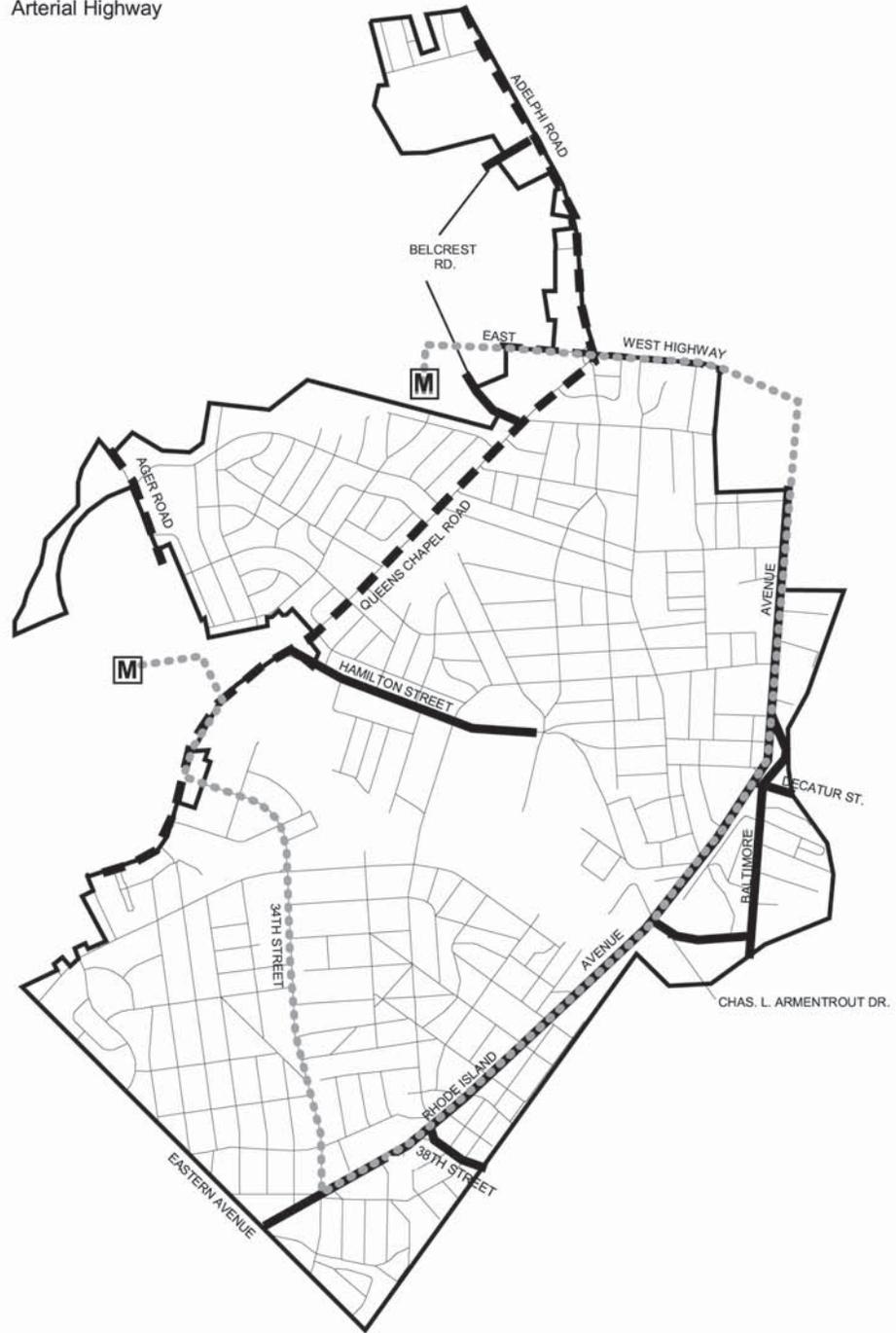
Providing bicycle-friendly roadways is also an important element of a comprehensive multimodal transportation network constructed or retrofitted to accommodate in-road bicycle commuters. The 1999 *Guide for the Development of Bicycle Facilities*, published by the American Association of State Highway and Transportation Officials (AASHTO), provides current best practices for incorporating bicycle facilities into roadway design. Methods encouraged include designated bike lanes, wide outside curb lanes, shoulders, and shared-use roadways.



It is important to provide a continuous network of pedestrian and bicycle facilities.

Map 4: Road Network and Shuttle Route

-  Metro Station
-  Proposed Shuttle Route
-  Collector Street
-  Arterial Highway

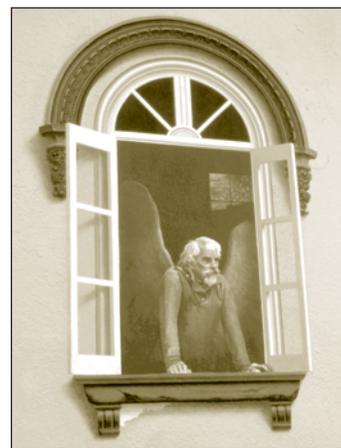


The Arts District also contains an extensive stream valley trail network. These trails provide recreational opportunities, as well as bicycle and pedestrian connections to Metro and other activity centers. The Northwest Branch Stream Valley Trail provides an off-road, bicycle and pedestrian connection through the Arts District. The Northwest Branch is a valuable greenway corridor. Both recreational trail users and bicycle commuters use the trail. Many pedestrians also use the trail to get to the West Hyattsville Metro Station, as well as other local destinations.

Recommendations

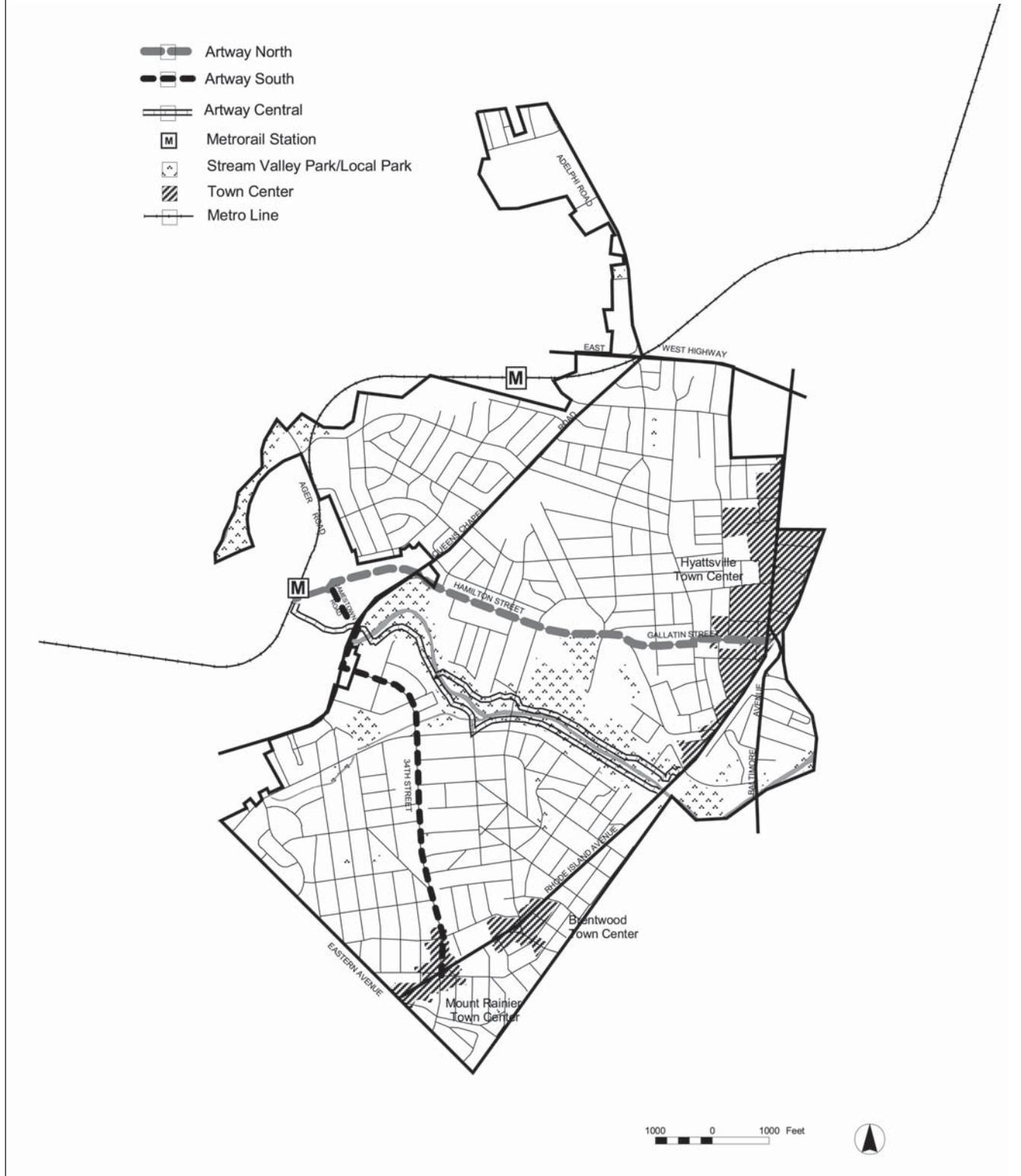
Artways

1. Designate three Artway routes that transform ordinary streets into unique, dynamic forms of artistic expression to enhance east/west connections along the US 1 corridor and celebrate the Arts District (see Map 5, Artways). In general these routes should be designated as truck-restricted routes. Modifications to these roadways should include safe, adequate sidewalks, protected and highly visible pedestrian crossings, unified and unique street signage, street and sidewalk lighting, and landscape and street tree planting. The following three routes connect the West Hyattsville Metro Station to US 1:
 - Artway South • Chillum Road/34th Street
 - Artway Central • The Northwest Branch Stream Valley Park Trail
 - Artway North • Hamilton Street/Gallatin Street
2. Create an advisory group to develop, guide and implement the Artways concept.
3. Develop a vision and theme for each Artway that highlights its unique nature and nurtures the concept into an asset and marketing tool for the Arts District.
4. Involve the community in planning and implementation.
5. Use multiple artistic media to decorate and celebrate the Artways and to facilitate wayfinding.
6. Consider renaming the West Hyattsville Metro so that it links the Arts District to the region.
7. Encourage residents to consider implementing a residential parking permit program to control on-street parking along the Artways.
8. Promote bicycle use throughout the Arts District roadway network with emphasis given to provision of bicycle routes along the Artways.
9. Tint sidewalks and install pedestrian-scale lighting along the Artways.
10. Install banners for special events.
11. Identify parks, small plazas, and art activity locations along the Artways.
12. Install decorative, artistic street furniture, light pole mosaics, sidewalk imprint patterns, murals, sculptures, and artworks along the Artways.



Pedestrians may encounter a Trompe L'Oeil angel along an Artway while strolling the Art District.

Map 5: Artways



Roadways

1. Improve US 1 as a four-lane major collector within a right-of-way of 90 to 110 feet with on-street bike lanes and continuous sidewalks.
2. Improve all existing and proposed intersections and mid-block crossings of Rhode Island/Baltimore Avenues (US 1), Queens Chapel Road (MD 500), Chillum Road (MD 501), Hamilton Street (MD 208), and Ager Road, where deemed appropriate. At these locations, pedestrian crossings should be very clearly demarcated and, where missing, pedestrian-actuated signals need to be installed. Crossings of 12 to 15 feet wide and the use of special paving treatments are recommended.
3. Encourage the use of transportation demand management (TDM) techniques, such as carpooling, ridesharing, flexible working hours, and employer-subsidized transit passes.
4. Provide parking credits for using alternative modes of transportation and the use of off-site parking facilities.

Transit

1. Operate a shuttle-type service bus in a circular loop system that connects Metro and major activity centers within the Gateway Arts District sector plan area. Special consideration should be given to having the proposed transit service take the most direct route in distinct vehicles, preferably boldly painted, artistic, small trolley buses or jitneys (see Map 4, Road Network and Shuttle Route). This service may be provided by the county transit service or a private enterprise.
2. Seek the expansion of the existing University of Maryland transit service, known as “Shuttle UM,” to the Arts District.

Sidewalks, Trails and Bikeways

1. Develop all new roads and retrofit existing facilities within the study area in accordance with the AASHTO *Guide for the Development of Bicycle Facilities* and guidelines for pedestrian facilities, where feasible.
2. Implement pedestrian safety measures at road crossings and trail intersections. These improvements can include curb extensions, in-pavement lighting in crosswalks, raised crosswalks, road striping, additional signage and lighting, and contrasting surface materials, as deemed appropriate by the communities and road agencies.
3. Provide sidewalk additions and enhancements as necessary and emphasize the continuity of sidewalks.
4. Comprehensive bicycle and pedestrian facilities are recommended along US 1 within the Arts District. Designated bicycle lanes, continuous wide sidewalks, and other pedestrian amenities are recommended, where



This illustration depicts how the Hamilton Street Artway will transform an ordinary street into a unique, dynamic route connecting the West Hyattsville Metro Station to US 1 while celebrating the Arts District.



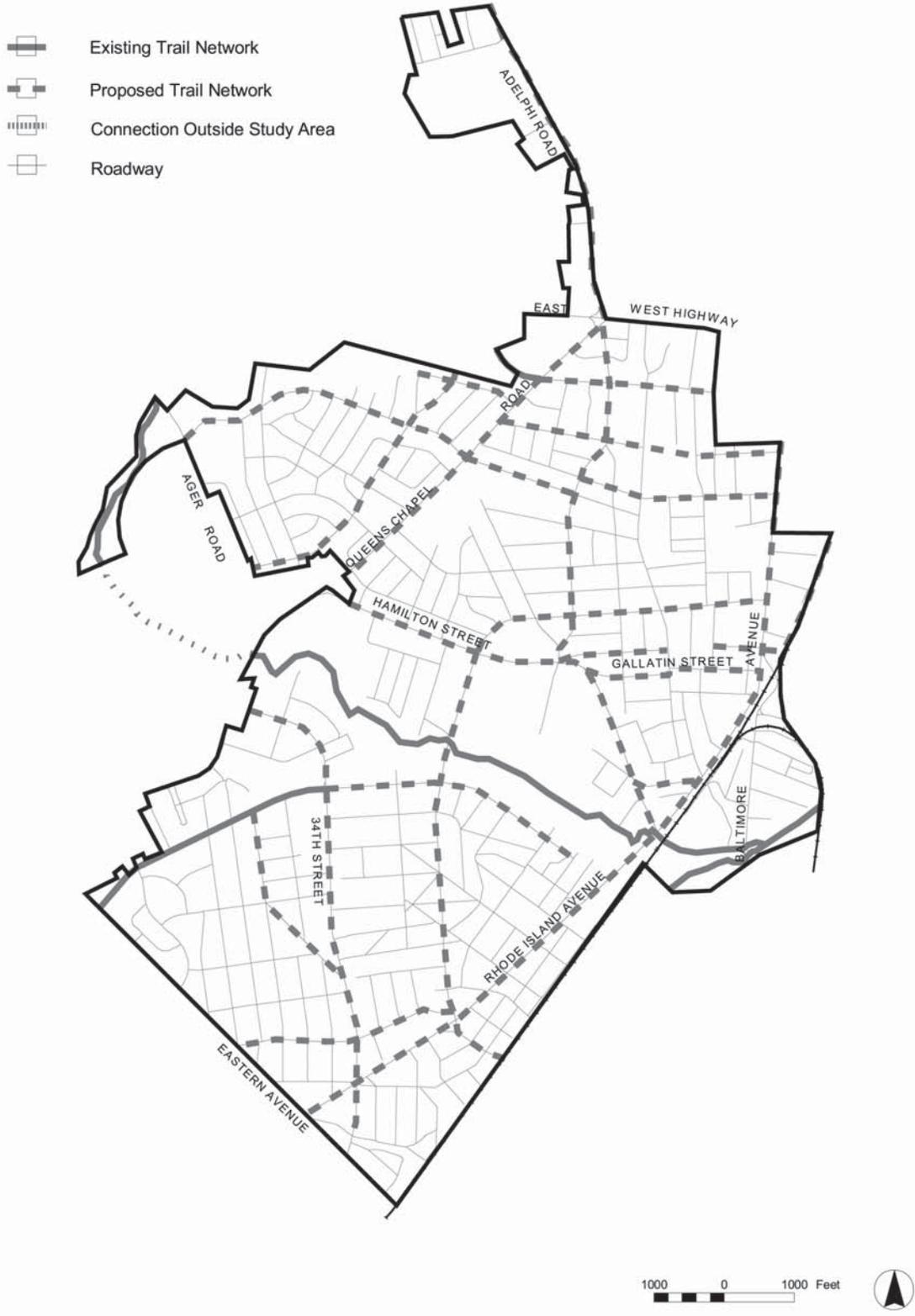
Photo of existing Hamilton Street, looking west.

feasible and practical. It is also encouraged that the intersection at 38th Street be reconfigured so that it is pedestrian-friendly.

5. A variety of routes were identified that are currently used by bicyclists and pedestrians and most efficiently connect the West Hyattsville and Prince George's Plaza Metro Stations with US 1. These routes primarily focus on serving the local neighborhoods. These routes may also be designated as Artways with specific themes or features (such as banners or artwork) unifying the entire corridor. A description of each route is given, with a summary of the major bicycle and pedestrian recommendations for the district (see Map 6, Existing and Proposed Trail Networks).
 - a. West Hyattsville Metro to 34th Street and US 1
 - (1) Jamestown Road
 - (a) Provide a wide sidewalk or trail and lighting along the entire length of Jamestown Road from Ager Road to Queens Chapel Road.
 - (b) Provide in-road bike lanes to accommodate bicycle commuters.
 - (2) Queens Chapel Road
 - (a) Provide comprehensive bicycle and pedestrian facilities along Queens Chapel Road for the entire length of the Arts District.
 - (b) Wide sidewalks (a minimum of eight feet) and in-road bike lanes are recommended along both sides of the road for the entire Arts District, where feasible.
 - (c) Additional safety improvements are also recommended including: well-marked crosswalks, pedestrian-friendly street lighting, pedestrian crosswalk signals, and traffic-calming measures.
 - (3) Chillum Road: Enhance the pedestrian crossing to the Northwest Branch Stream Valley Trail that leads to the West Hyattsville Metro including increased street lighting, signage, and other appropriate safety measures, such as in-pavement crosswalk lighting that is activated by the presence of pedestrians.
 - (4) 34th Street: Where feasible and practical, provide wider sidewalks.
 - b. West Hyattsville Metro to 38th Street and US 1
 - (1) Jamestown Road—Same as noted for West Hyattsville Metro to 34th Street and US 1.
 - (2) Hamilton Street
 - (a) Provide standard or wide sidewalks along both sides of Hamilton Street, where feasible and practical.
 - (b) Curb extensions are recommended in some locations, particularly at the pedestrian crossing in front of the Safeway grocery store.

- (c) Pedestrian crossing safety improvements should also be considered at Hamilton Street and Queens Chapel Road.
- (d) In-road bike lanes should be provided, as feasible.
- (e) Additional lighting is recommended along the street, as well as directional signage for motorists and pedestrians.
- (3) 38th Street
 - (a) Improved pedestrian crossings are recommended at US 1 and at Hamilton Street.
 - (b) A pedestrian bump-out is also recommended at US 1 to shorten the distance of the roadway that pedestrians have to cross.
 - (c) Wider sidewalks are recommended along both sides.
 - (d) Additional sidewalk links should be added, where feasible.
 - (e) Improved lighting and signage are recommended, along with designated bike lanes.
- c. West Hyattsville Metro to Gallatin Street and US 1
 - (1) Jamestown Road—Same as noted for West Hyattsville Metro to 34th Street and US 1.
 - (2) Hamilton Street—Same as noted for West Hyattsville Metro to 38th Street and US 1.
 - (3) Gallatin Street
 - (a) Widen sidewalks, where feasible.
 - (b) Provide directional signage where Gallatin Street is not continuous and users must briefly turn onto 42nd Street.
 - (c) If appropriate, consider traffic-calming measures to provide for safe shared bicycle and motor vehicle use.
- d. Northwest Branch Stream Valley Trail
 - (1) The county’s Bicycle and Trails Advisory Group (BTAG) has identified the Northwest Branch Trail and Queens Chapel Road intersection as a safety “hot spot.”
 - (2) Safety measures should be considered where the stream valley trail crosses Queens Chapel Road.
- e. Prince George’s Plaza to Oliver Street and US 1
 - (1) Oliver Street to Queens Chapel Road: Maintain the existing pedestrian path that connects Metro to Oliver Street. Additional lighting may be necessary both at this access point and at other locations along Oliver Street.
 - (2) Queens Chapel Road: Provide a safe and convenient pedestrian crossing to increase the usability of this access point.
 - (3) Oliver Street from Queens Chapel Road to US 1
 - (a) Improved pedestrian-friendly street lighting is necessary along some portions of Oliver Street.

Map 6: Existing and Proposed Trail Networks



- (b) Signage may also be necessary to direct pedestrians along this corridor, as Oliver Street has several abrupt turns and changes in direction.
 - (c) Complete the gaps in the sidewalk network, where feasible and deemed necessary.
- 6. Provide or enhance adequate signage, bike lane striping, sidewalks, and traffic-calming measures (if necessary) to the following routes:
 - a. Arundel Road
 - b. Bunker Hill Road
 - c. 40th Avenue and 40th Place
 - d. Queensbury Road
 - e. Nicholson Street
 - f. Oglethorpe Street
 - g. 31st Street
 - h. Mount Rainier Avenue
- 7. Alternate US 1 is recommended as a master plan bicycle and pedestrian corridor. This will have to be addressed comprehensively for the entire roadway, but continuous standard and wide sidewalks are recommended, as well as in-road bicycle facilities. Safety improvements such as pedestrian-scale street lighting and crosswalk improvements are encouraged.
- 8. A trail connection is recommended from 38th Place to Colmar Manor Community Park. This trail could be parallel to the railroad tracks and would ultimately provide access to Bladensburg Waterfront Park.
- 9. Provide a master plan trail/bicycle route along the former Rhode Island Avenue Trolley right-of-way.

PUBLIC FACILITIES

The sector plan area is located within the Developed Tier and the US 1 corridor designated in the 2002 General Plan. The impact of this designation is that within the Developed Tier, public facilities should be provided primarily by the public sector and be designed to support existing development patterns. Currently the sector plan area is well served by public facilities (see Map 7, Existing and Proposed Public Facilities).

Police Facilities

Goal

To ensure that police stations meet the needs of the community.

Objective

To provide sufficient facilities so that the police may ensure the public's safety.

Existing Conditions and Issues

The need for new police facilities is determined by analyzing the adequacy of existing facilities and the demand for increases in workload. Police workload is directly related to demands of additional manpower, facility size and the number of police facilities. In accordance with the recommendation of the 2002 General Plan, police adequacy is based upon the following guidelines:

1. Station space per capita: at the rate of 141 feet per 1,000 residents.
2. Station space per calls for service: 184 feet of station space per 1,000 calls for service.

The sector plan area falls within County Police District I Hyattsville (Beats A-1, B-1 and B-2). The District I station, with its 30,000-foot structure, has the physical capacity to staff 261 officers based upon the standard of 115 square feet per officer. The station currently contains a sworn staff of 179 officers and is adequate. In addition, multiple police departments, including the Maryland State Police, Prince George's County Police, Park Police and the municipal departments of Hyattsville and Mount Rainier, serve the sector plan area.

■ Recommendation: None.

The District I Police Station is deemed adequate to support the population proposed by this sector plan.

Fire and Rescue Services

Goal

To ensure that adequate fire and rescue services meet the needs of the community.

Objective

To establish fire and rescue facilities at locations within recommended response time standards.



The new Bunker Hill Road Fire Station will provide fire and rescue services for much of the Arts District.

Existing Conditions and Issues

The provision of fire and emergency medical facilities and services focuses on two major criteria: first, a service must be provided when demanded, and second, firefighting resources must be available upon potential demand.

First-due fire and rescue services for the majority of the Arts District will primarily be provided by the Bunker Hill Road Station in Mount Rainier (Company 3). The upper, northwest corner of the study area will continue to receive first-due service from the Hyattsville Station (Company 1).

With regard to equipment, the Bunker Hill Road Station is programmed to contain two ambulance units, three engines, two ladder trucks, one rescue unit, and one medic unit along with a 9,669-square-foot apparatus bay. In addition, the site will contain 80 parking spaces, which will be used, in part, to support the proposed 33,120-square-foot meeting/training room that can be used by the public.

Recommendation: None

The sector plan area is adequately served for fire and emergency service. This means that all facilities are within nationally accepted response time standards.

Table 4: Travel Time Standards in Minutes

	Engine	Ladder	Ambulance	Medic
Single-Family Residential and Townhouses	5.25	N/A	6.25	7.25
Apartments and Multifamily	3.25	4.25	4.25	7.25

Table 5: Station Locations and Services

Station No.	Location	Apparatus
1	Hyattsville	Engine, Truck, Metro Support, Ambulance
2	Cottage City	Engine, Truck, Squad, Ambulance
3	Mount Rainier	Engine, Truck, Ambulance
4	Brentwood	Engine, Mini-Pumper, Paramedic

Library Services

Goal

To ensure that library services meet the needs of the community.

Map 7: Existing and Proposed Public Facilities



Objective

To provide adequate library facilities at locations with acceptable access to the community served.

Existing Conditions and Issues

Primary library services for the sector plan area are provided by two facilities: the Mount Rainier Branch Library on Rhode Island Avenue and the Hyattsville Branch Library on Adelphi Road. The Mount Rainier Branch, located at 3409 Rhode Island Avenue, opened in 1953. It is the smallest full-service branch in the system. The 1,255-square-foot branch contains a book capacity for 7,000 volumes and had a FY 2002 circulation of 4,662 volumes. The Mount Rainier Police Department (the tenant within which the library system shared the building) has moved out of the building to a new location. The Hyattsville Branch, opened in 1964, has a floor space of 41,701 square feet. It has a book capacity for 200,000 volumes and had a FY 2002 total circulation of 494,692 volumes. This number is significant since systemwide just over three million items were circulated. Hence, with regard to access, circulation and collection capacity, the sector plan area is well served.

The library system has a foreign language task force that is making recommendations to improve signage in foreign languages and to increase the number of bilingual public programs. For example, on a weekly basis the Hyattsville Branch Library presents a bilingual story time in Spanish and English. A Chinese/English story time has also been presented at the Hyattsville Branch. The foreign language collection, for customers of all ages, includes materials in Spanish, French, Korean, Chinese and Vietnamese, newspapers in Spanish and Chinese, and magazines in Spanish. To the extent possible, the library also celebrates ethnic heritage months with materials, displays and public programs.

Recommendations

1. The Hyattsville Branch should consider expansion of its building to accommodate more arts-related holdings, art exhibits, and galleries.
2. The Mount Rainier Branch should consider expansion onto the second floor of its building, which may include meeting rooms, exhibits, galleries, and reference areas, or relocating into a larger space.

Table 6: Yield Generated by This Sector Plan (2,769 Proposed Dwelling Units)		
	Anticipated School-Age Children	Anticipated School-Age Children (After Deducting Existing Cap)
Elementary	665	99
Middle	166	(408)
High	322	(353)
Total	1,153	(662)

Table 7: School Capacity¹					
Existing Constructed	School Name	Capacity	Enrollment	Percent of Capacity	Surplus (Deficit)
Elementary:					
	Mount Rainier	369	403	109.2	(34)
	Thomas Stone	574	918	159.9	(334)
	Riverdale	545	581	106.6	(36)
	Hyattsville	479	540	112.7	(61)
	Seat Pleasant	379	472	124.5	(93)
2003	Colmar Manor	700 ²			700
2005	Ager Road	700 ²			700
	University Park	546	624	114.3	(78)
	Total				(636)
	Programmed				128
Middle:					
	Hyattsville	612	734	119.9	(122)
	Nicholas Oren	825	913	110.7	(88)
	William Wirt	815	847	103.9	(32)
	Total				(242)
High:					
	Northwestern	2,053	2,545	123.9	(492)
2004	Bladensburg	1,923 ²	1,462		461
	Total				(31)

¹ School capacity is affected by schools outside the sector plan boundary.

² Projected capacity.

As Table 7 indicates, a finding of adequacy for the study area could be achieved by the adjustment of boundaries. However, the tenuous nature of expecting the provision of additional capacity via future boundary changes leads to the recommendation that adequacy be based upon existing capacity.



Photo of proposed urban middle school site at the corner of 38th Street and Rhode Island Avenue.



This illustration depicts how the proposed urban middle school could be developed to redefine the corner of 38th Street and Rhode Island Avenue.

Public Schools

Goal

To ensure that public school facilities meet the needs of the community.

Objective

To provide sufficient school facilities placed in acceptable locations that assist in the effort to educate students.

Existing Conditions and Issues

The standard to assess and plan for future need requires comparison of the projected enrollment based upon the plan's land use proposal to the existing and planned facilities to derive figures used to determine the need for additional public school use. This standard assumes that all pupils will attend the schools as close as possible to their homes.

There are several primary schools assigned to serve the students within the sector plan area. With regard to addressing the needs of the multicultural community, all the following schools (with the exception of Hyattsville Middle School) are designated as facilities that address English as a second language. Hyattsville Middle School has been designated an arts magnet school and offers a program that encourages creative and performance arts.

Hyattsville Middle School will receive \$700,000 over three years from the U.S. Department of Education to develop programs for 350 students in its creative and performing arts magnet program. This follows a highly successful Arts and Education Initiative that placed 14 artists in residence in five area schools.

Recommendations

1. A middle school is proposed in the general vicinity of the intersection of Rhode Island Avenue and 38th Street in Brentwood. This school site would ensure adequate capacity in the long term. Further, this area offers access to several features and will become a significant hub of redevelopment within the study area, interacting with projects such as the state road improvements near Bladensburg Road and the Bunker Hill Road Fire Station (currently under construction) on Rhode Island Avenue.
2. Consider using an urban school model for future school construction, which means a three-story middle school, built on (±) five usable acres.

Health Facilities

Goal

To ensure that health, water, and sewer facilities meet the current and projected needs of the community.

Objective

To provide adequate health facilities at locations appropriate to meet the needs of the community and facilitate growth.

Existing Conditions and Issues

Standards for the provision of health-related care are used to monitor how private and publicly funded health facilities meet the needs of local residents. These standards are based on the number of facilities and staff needed to serve the residents. The county's Health Department assesses conditions and plans the public sector's role to complement private health services in the area.

The main clinic for the health department is located in Cheverly, approximately two miles southeast of the study area. The Cheverly clinic is a full-service facility ranging from prenatal care to senior citizen services. With regard to access, bus transit is available between the health facility and the sector plan area via Landover Road. The closest Metrorail station is approximately a mile from the clinic but does not provide connecting routes to the sector plan area.

■ **Recommendations:** None.

Parks, Recreation and Public Spaces

Goal

To encourage widespread pedestrian and recreational use of the Arts District and vicinity through the improvement of existing public spaces and the addition of new public spaces where appropriate for festivals, events and increased community pride.

Objectives

1. To improve the walkability of the Arts District.
2. To create an attractive lively environment by interweaving small creative parks and plazas throughout business and residential areas.
3. To facilitate the display, viewing, and creation of the visual and performing arts.
4. To improve access to the stream valley park from the neighborhoods of the Arts District and create a more hospitable environment along the levee system.
5. To fund and coordinate improvements, maintenance, and programs for active, attractive, and clean public spaces.
6. To strengthen programming to keep the Arts District in the public focus and promote it as a regional destination and coordinate efforts and initiatives to maximize momentum and growth potential.

Existing Conditions and Issues

Parks

The stream valley park, maintained by the M-NCPPC Department of Parks and Recreation, is the largest open space park area, containing 10 percent of the overall land area of the Arts District. The Army Corps of Engineers (ACOE) and the county's Department of Environmental Resources retain jurisdiction over flood control infrastructure. This complicates short- and long-term planning for recreational and aesthetic improvements but also increases the resources available for projects along the stream. Currently the stream valley park appears barren and uninviting as a place for respite and recreation. Based on results of a hydraulic study, ACOE will determine if additional capacity is available or needed, which will impact how vegetation may grow within the levee, and may provide an opportunity for redesign of the levee, stream bed, and other improvements.

The Arts District also contains a number of small neighborhood parks, many of less than an acre in size (see Map 8, M-NCPPC Parks). Some of these small parks are owned and maintained by M-NCPPC and others are municipally owned and maintained. The current policy of the Department of Parks and Recreation is not to acquire small parks, as they are costly to maintain. Frequently local jurisdictions, M-NCPPC, and private property owners do not have the resources to build and maintain improvements in public spaces. Few of the small parks along US 1 have good pedestrian connection, seating, shade, views, gardens, or other amenities that make them inviting. The Neighborhood Design Center, in partnership with other entities, has designed and subsequently constructed several reading and contemplative gardens in Mount Rainier. Hyattsville has also received funding to acquire and improve its local neighborhood parks. Future improvements will depend upon civic and Gateway Arts and Entertainment Management Committee efforts to acquire and coordinate funding in addition to current public programs.

Recreation

Within the local parks, there are few arts-specific spaces or programs, including events and festivals. Many athletic facilities are either underutilized and unattractive or over capacity at peak hours. Some outdoor basketball courts lack controlled access, are perceived by the neighborhoods as attractive to crime, and have had nets removed. Soccer fields are also difficult to access and insufficient in number. Throughout the region there is a recognized lack of recreational options and youth-oriented spaces outside of school facilities. The fragmentation of resources increases the difficulty of locating and reserving event space within the Arts District.

Public Space

There is a lack of quality outdoor spaces that may serve as a focal gathering place for community and art-related events close to US 1 in the civic and



Hand tiles made by local residents decorate and lead people through this Mount Rainier garden park.

commercial hearts of the municipalities of the Arts District. Existing spaces often are noisy, have poor pedestrian connections to area businesses and civic centers, are poorly maintained, or are configured in a way that is inconvenient for events. There has been no public funding or initiative to acquire and upgrade central locations within each community, although part of the Gateway Arts and Entertainment District Management Committee’s responsibilities will be to develop outdoor programming and marketing for the area.

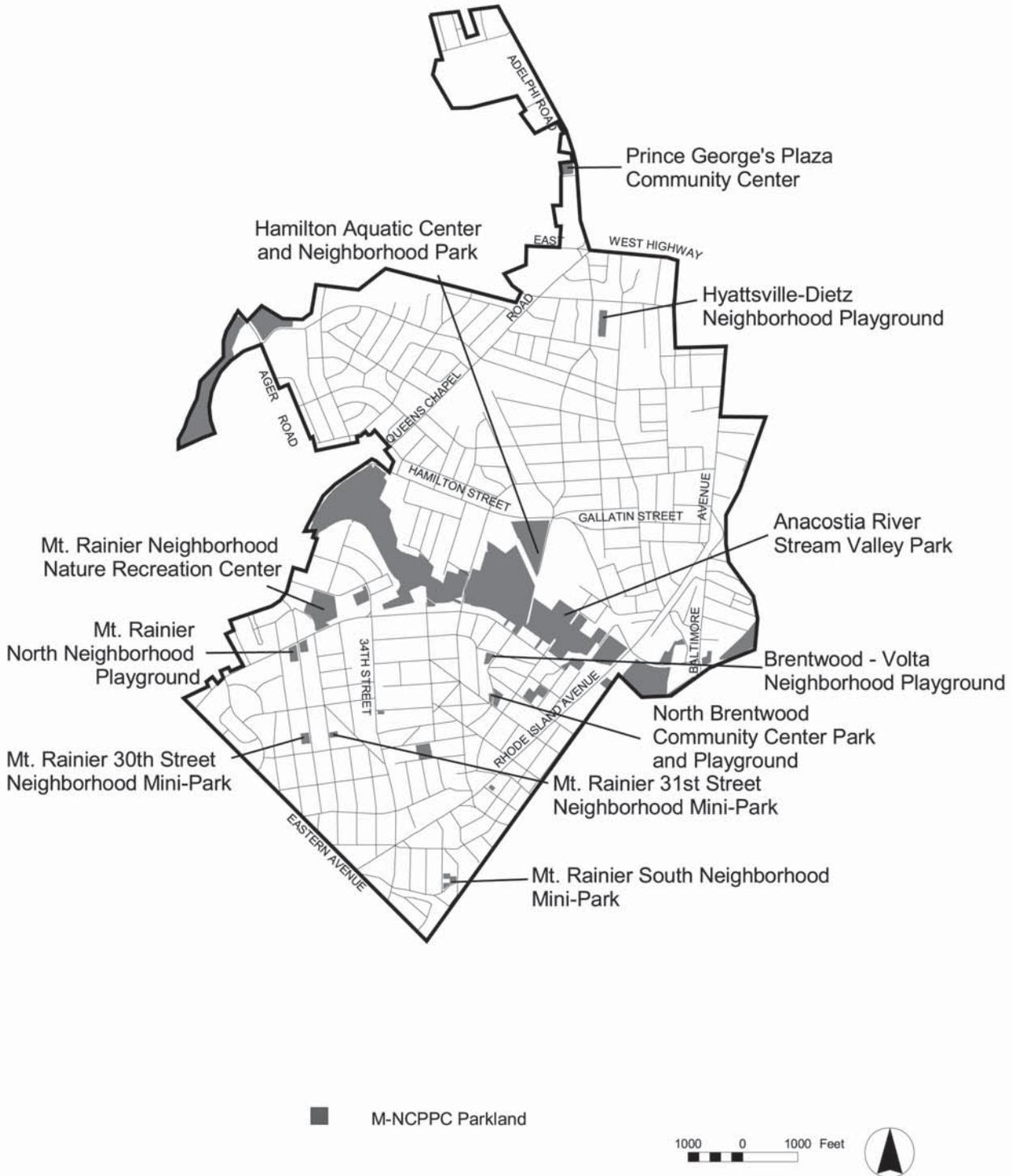
■ Recommendations

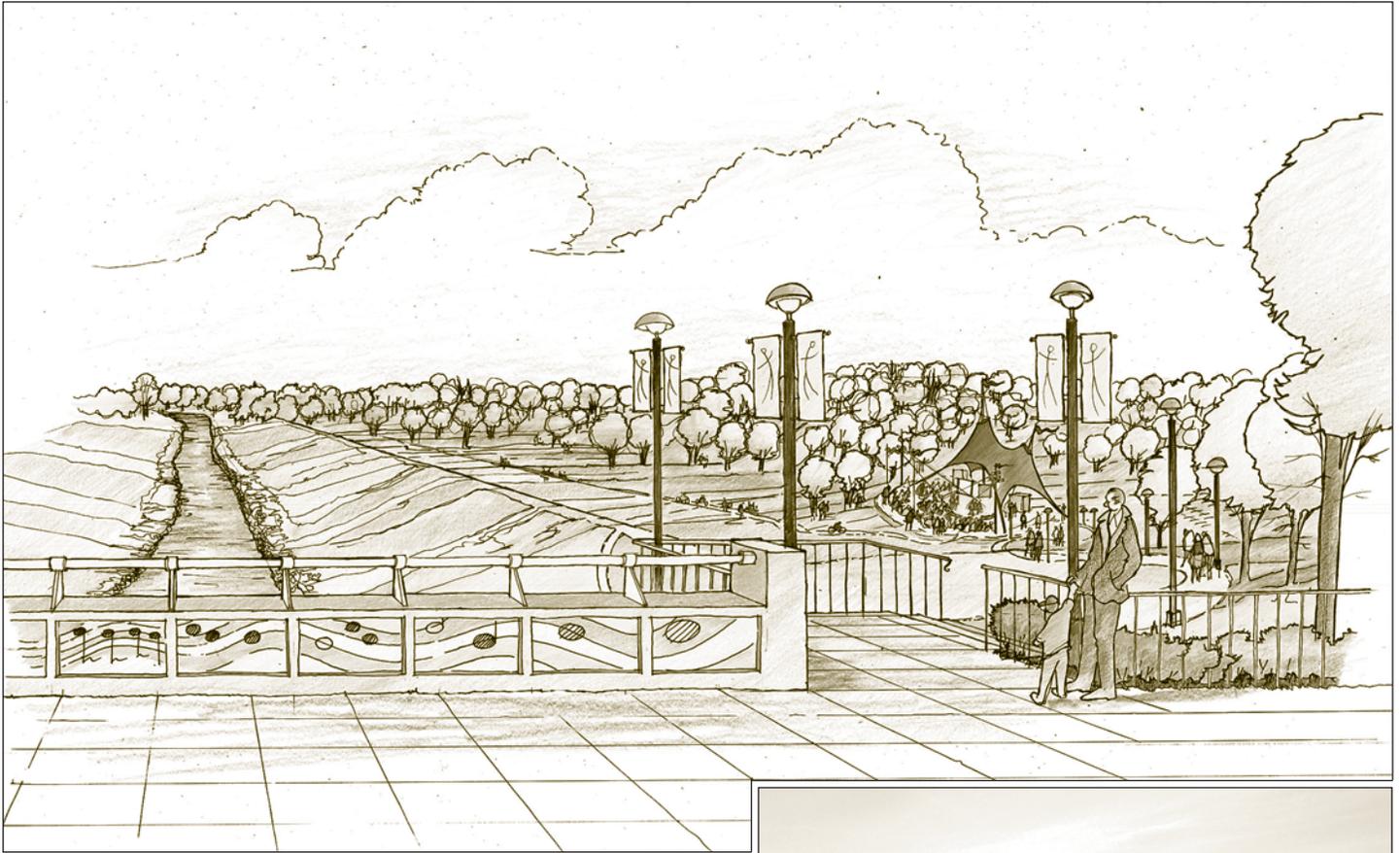
■ Parks

■ Stream Valley Park

1. Improve the microclimate and habitat of the stream valley park by planting pockets of trees with breakaway branches (such as Black Willow) parallel to the stream where the floodway is not constricted, e.g., in and near Magruder Park, in coordination with ACOE. Plant more trees outside of the levee near tot lots in North Brentwood and other facilities that benefit from shade.
2. Partner with ACOE to take advantage of the 50/50 federal matching program for recreational enhancements and the 65/35 (federal/local) cost-share program for environmental enhancements.
3. Improve the habitat, especially for butterflies and hummingbirds, by expanding the no-mow zone with native vegetation that grows to a maximum height of 18 inches, and in the future, investigate alternative mowing patterns and increasing the no-mow height.
4. Provide a cover of earth on riprap stream banks and investigate other environmental enhancements to improve water quality.
5. Create a hiker/biker trail along the top of the levee to take advantage of the view.
6. Improve access to the stream valley park from US 1 and adjacent neighborhoods through signage, trails, and gateway features. Reconnect the street grids of North Brentwood and Hyattsville across the stream valley park with hiker/biker trails consisting of steps, ramps, trails, and low bridges, specifically at 37th, 40th, and 41st Avenues.
7. Redesign the levee embankments to allow north/south passage over the top of the embankment for the physically challenged at 37th, 40th, and 41st Avenues and to use a portion of the slope seating for an amphitheater.
8. Partner with WSSC to paint murals on vents and pumping stations.
9. Install vertical sculpture throughout the low-land area.
10. Explore the possibility of community gardens outside of the flood control areas, a contemplative labyrinth close to the existing hiker/biker trail such as small landscaped garden areas, and benches with scenic views.
11. Illuminate trees and provide benches, trashcans, water fountains, information kiosks, and lighting at appropriate locations along the hiker/biker trail and at entrances.

Map 8: M-NCPPC Parks





This illustration depicts improved access to the stream valley park from US 1.



Photo of existing lack of access to stream valley park from 150 feet south of Charles Armentrout Drive at Rhode Island Avenue.

12. Provide additional soccer fields.
13. Create a temporary public art participatory event that takes advantage of the length and area of the stream valley park.
14. Develop an M-NCPPC program for private funding of memorial benches, bridges, trees, fountains, gardens, decorative elements, and sculpture and seek funding from local, state, federal and private foundation sources.

■ **Small Parks**

1. Locate small parks and amenities close to other related uses; for example, tot lots should be located near grocery stores and libraries.
2. Create mechanisms for public-private partnerships to improve smaller parks throughout the Arts District and facilitate private donations and stewardship.
3. Encourage civic involvement in the design, construction, and care of neighborhood and gateway parks.
4. Apply for grants through federal, state, local, and foundation programs and actively seek other grant and funding opportunities.

Recreation

1. Support the Gateway Arts and Entertainment District Management Committee in its endeavors to promote, fundraise, and coordinate activities among agencies, organizations, and municipalities and market to artists, tourists, and arts-related businesses.
2. Develop a calendar of events (performances, openings, shows, lectures, exhibits) to be publicly distributed in local newspapers and other media.
3. Organize programming for currently underused parking lots and usable spaces to draw people into the corridor over weekends and in the evenings.
4. Create or build on local festivals for regional appeal and draw.
5. Create partnerships with investors, businesses, municipalities, agencies, and organizations to fund and strengthen programs and draw on local resources, such as talent from local schools and universities, to program arts events and activities throughout the Arts District.
6. Develop educational programs and activities for residents and visitors, such as:
 - a. Art-themed day camps and workshops.
 - b. A lecture or exhibit series drawing upon local and national, established, or emerging artists.
 - c. Art-related curriculum for public and private schools.
7. Include youth in planning and decision making and target activities to youth so that they will grow up to identify themselves with the Arts District.

Public Space

1. Designate, acquire, and improve public spaces in town centers and parks, create new indoor and outdoor spaces for art displays and performances, and encourage businesses and other landowners to incorporate art displays and performances on their properties.
2. Create a system of usable plaza and park space in the US 1 corridor for performances, exhibits, festivals, relaxation, and people watching that enhances view corridors between architectural or civic assets, creates opportunities to install fountains or other distinguishing focal features, and increases economic opportunities for adjacent businesses.
3. Enhance or upgrade the following public spaces:
 - a. Mount Rainier: (1) the sidewalks between Eastern Avenue and the traffic circle at 34th Avenue, (2) areas adjacent to US 1 currently used.
 - b. Brentwood: (1) areas associated with the Brentwood anchor project, (2) the park around the town hall, and (3) recreational facilities and garden spaces associated with the proposed urban school.
 - c. North Brentwood: (1) The Prince George's County African-American Heritage Cultural Center, (2) interface between the town and the stream valley park.
 - d. Hyattsville: (1) The County Justice Center Plaza; (2) the parking lot southeast of the intersection of Jefferson Street and US 1, (3) redevelop the land between Jefferson and Madison Streets on US 1 around a green focal point, and (4) the interface between the city and the stream valley park.
4. Create a fund through special taxing districts or other mechanisms for capital improvements and maintenance.



The Prince George's County Justice Center is a usable public space for exhibits, festivals and performances.

ECONOMIC DEVELOPMENT

Goal

Retain and attract arts and arts-related businesses at appropriate locations and new mixed-use projects in town centers to rejuvenate the Arts District, create job and income growth, and add to the tax base.

Objectives

1. Support the retention, expansion, and growth of arts and arts-related businesses through land use, development review, and other policy decisions.
2. Attract new and revitalized businesses such as restaurants, theaters, and other quality amusement activities to locate in the area.
3. Encourage artists to live and work in the area.
4. Strengthen existing partnerships between public agencies and engage with the private sector to encourage redevelopment projects.
5. Use incentives to promote private sector development of mixed-use projects.
6. Use existing industrial areas for arts production space.

Existing Conditions and Issues

The Arts District is approximately two miles along the US 1 corridor, making it unlikely that pedestrians will walk from one end to the other. From a commercial market standpoint, the two commercial centers are distinct, Mount Rainier to the south and Hyattsville to the north. These commercial areas are separated by light-industrial land uses. The automobile will be the primary method to move from one commercial center to the other.

There are three distinct subareas within the Arts District US 1 corridor. These subareas are Hyattsville's commercial core, the Brentwood/North Brentwood light-industrial area, and Mount Rainier's commercial core. Each subarea possesses distinct land use patterns. Given the unique character of the Arts District's three subareas, a uniform development strategy is inappropriate. Instead, to maximize the commercial revitalization potential of the Arts District, the unique attributes of each subarea must be leveraged. The objective is to realize the Prince George's County Gateway Arts District vision by attracting a variety of land uses and investors.

The Arts District offers a unique opportunity to attract a range of investors. It can offer inexpensive living, production and exhibit space for artists. Through public/private development, the Arts District can offer viable redevelopment and renovation opportunities for independent entrepreneurs as well as institutional investors (see Map 9, Public and Private Investment). Leveraging the assets of the Arts District's unique subareas will create a dynamic and sustainable commercial area.

Recommendations

Implement a development strategy that ascribes the following roles to each of the Arts District's subareas (see Map 10, Concept Plan):

- Hyattsville—the Arts District's economic engine
- Mount Rainier—the Arts District's cultural center
- Brentwood/North Brentwood—the Arts District's production center

Hyattsville: The Economic Engine

Hyattsville has the potential to evolve into a central business district. Hyattsville's potential is driven by its proximity to The University of Maryland, nearby West Hyattsville's demonstrated success as a commercial investment location, the presence of the County Courthouse and other institutional uses, and large assemblages of vacant land immediately north of the commercial core.

The development strategy for Hyattsville centers on major mixed-use projects on underutilized land. The introduction of a critical mass of employees and residents will enhance the commercial revitalization of not only Hyattsville's commercial core but Mount Rainier's as well. Possibly more important in the short term, large-scale investment in Hyattsville will demonstrate the Arts District's potential. Of the three subareas, Hyattsville is best positioned to attract major development of this character.

With the development of new office, residential, and retail space, Hyattsville may become the most mainstream of the subareas. However, Hyattsville's cultural assets and organizations include fine arts and diverse community organization, fine artists, and great historical assets that make Hyattsville a pluralistic cultural milieu. Hyattsville will cleave to a vision that allows for the funkiness of the arts to thrive in the Arts District. Although arts-related uses will likely occupy some of Hyattsville's commercial space, it will likely be more retail- and entertainment-oriented due to high rental rates.

To implement a major development project in Hyattsville, the public/quasi-public sector should be prepared to undertake the following initiatives:

- Through acquisition or negotiation, market the former Lustine property.
- Prepare to offer subsidies or incentives to private investors.
- Solicit and negotiate joint development arrangements with a private developer(s).
- Establish financing tools and incentives.
- Renegotiate and extend the existing parking district.

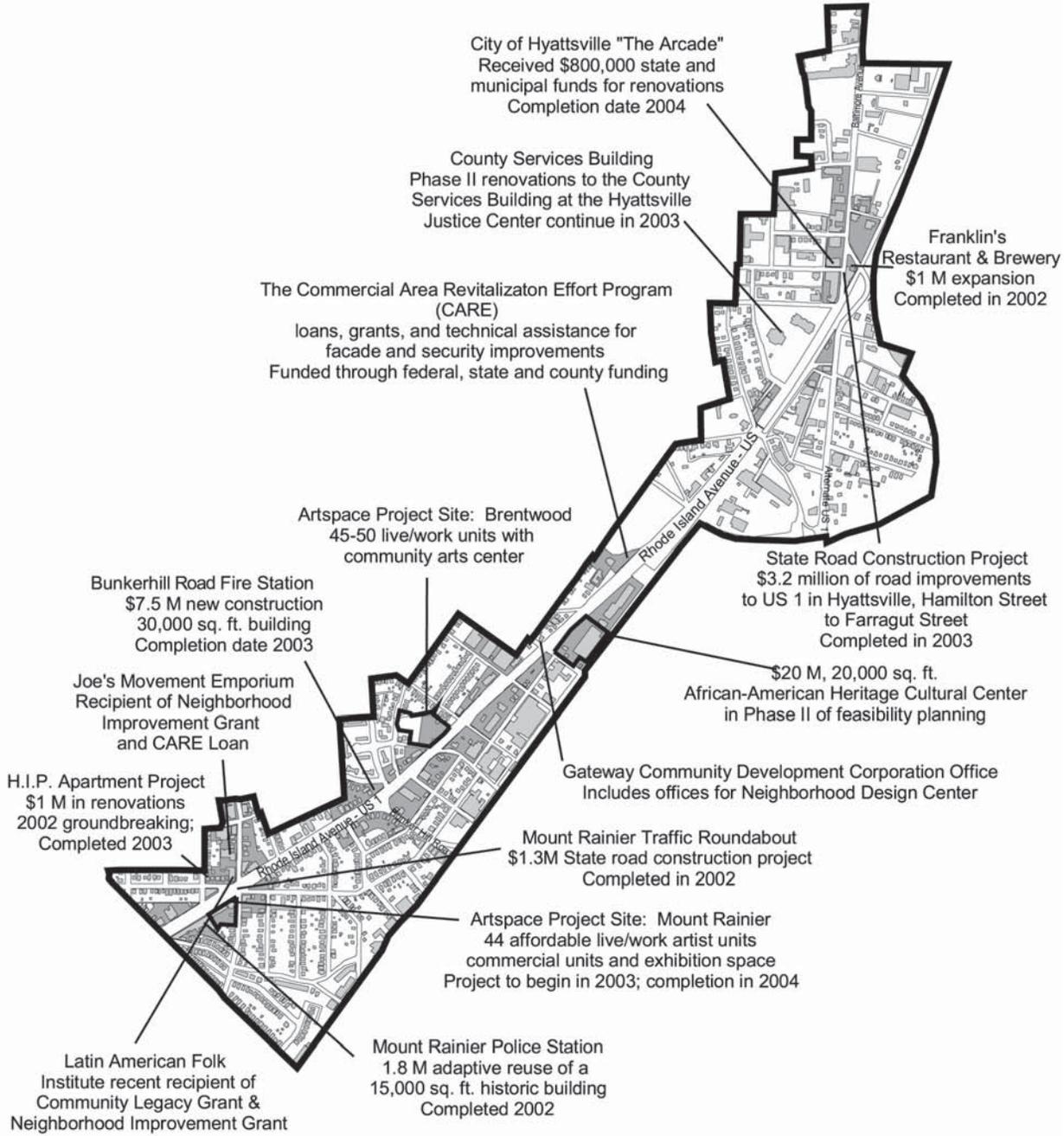
Once a market rate project is developed, the renovation of existing buildings will be more feasible because market rents will be higher and perceived investment risk lower.

Before the anchor project is developed, the following initiatives should be considered for early implementation:



Redevelopment of the former Lustine property as a high-quality, mixed-use residential and retail complex will introduce a critical mass of employees and residents to US 1 that will further revitalization.

Map 9: Public and Private Investment



-  Prince George's County Gateway Arts and Entertainment District Boundary
-  Anchor Project Site
-  Building
-  CARE Program Area

1000 0 1000 Feet





View of Artspace (artist live/work project) from the corner of 34th Street south onto Rhode Island Avenue.

- A parking management strategy and the provision of public parking.
- Gap financing for smaller-scale projects.
- The establishment of financing tools and incentives to support land assembly and infrastructure development.

Mount Rainier: The Cultural Center

Anchored by the new live/work artist housing project on Rhode Island Avenue, Mount Rainier will continue to function as an urban village. With little land available for major redevelopment, Mount Rainier must continue to capitalize on its compact and walkable village environment. With relatively inexpensive rents, the target tenant for Mount Rainier’s commercial space is the local or regional independent business or organization. Target uses are restaurants, book and music stores, ethnic specialty shops, galleries, and arts organizations and nonprofit organizations.

The ability to recruit these uses will require that Mount Rainier’s commercial district become more functional. Public parking must be developed to support the commercial core. A parking management plan and the establishment of financing tools and incentives will support the revitalization of Mount Rainier’s commercial district.

Programming is necessary to draw a more diverse market to Mount Rainier. Events, a radio station, an arts directory or public listing, and children’s activities will all help to enhance Mount Rainier’s exposure. In addition, artwork or temporary shows in vacant storefronts, murals, and other unique place making initiatives will contribute to Mount Rainier’s success.

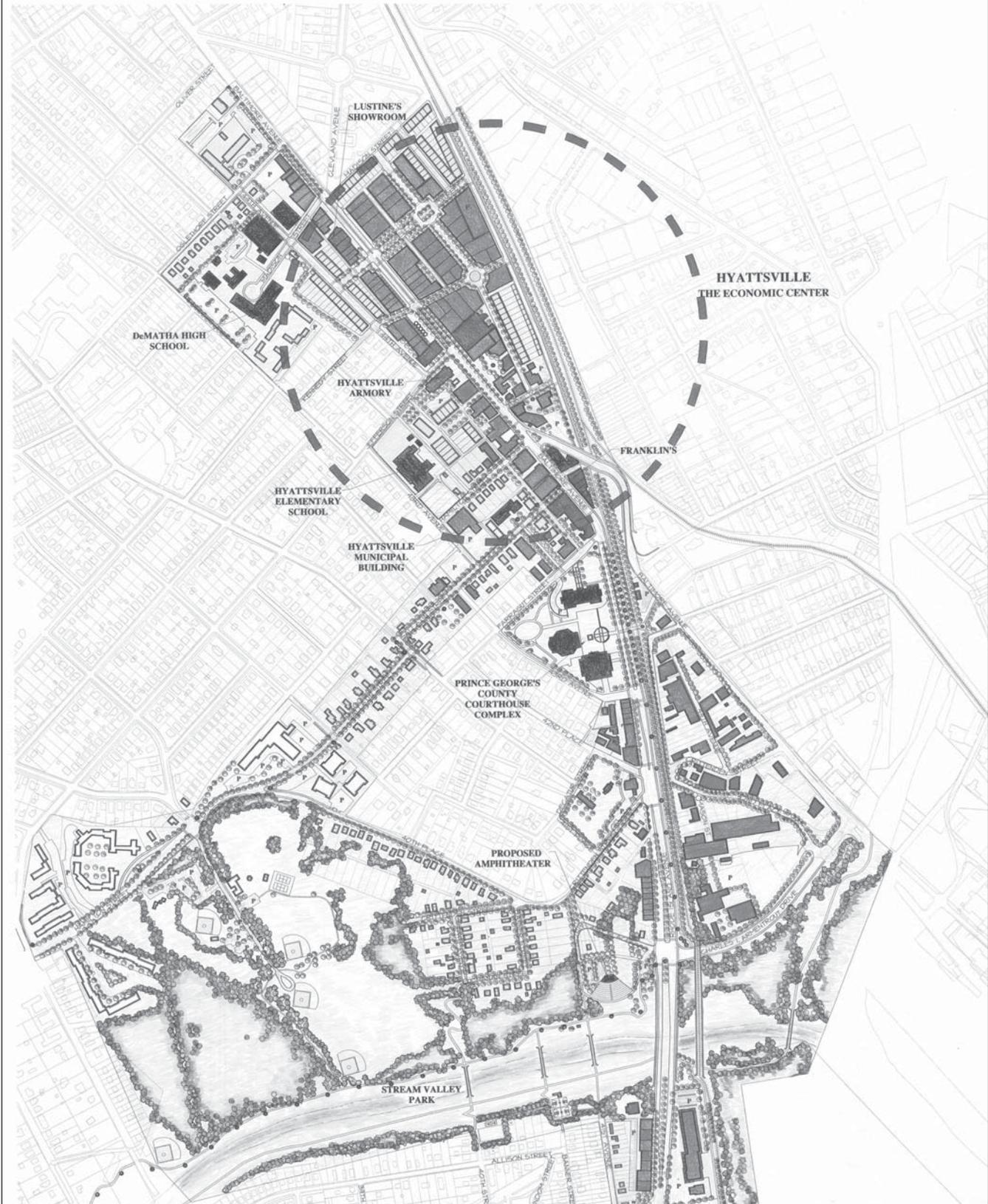
Business plan development support is a common initiative targeted to the recruitment of independent operators. Often start-up entrepreneurs cannot obtain financing because they fail to provide a thorough business plan. More and more business districts are working with entrepreneurs to educate and assist in business plan preparation and financing. The Small Business Development Center at The University of Maryland, the Small Business Assistance Center (SBC) at the Prince George’s Economic Development Corporation (PGEDC), and the National Trust for Historic Preservation’s Main Street Program offer these services.

Where Hyattsville is the economic engine of the Arts District, Mount Rainier’s role is that of the cultural center. Mount Rainier’s commercial core should imbue diversity, creativity, and activity.

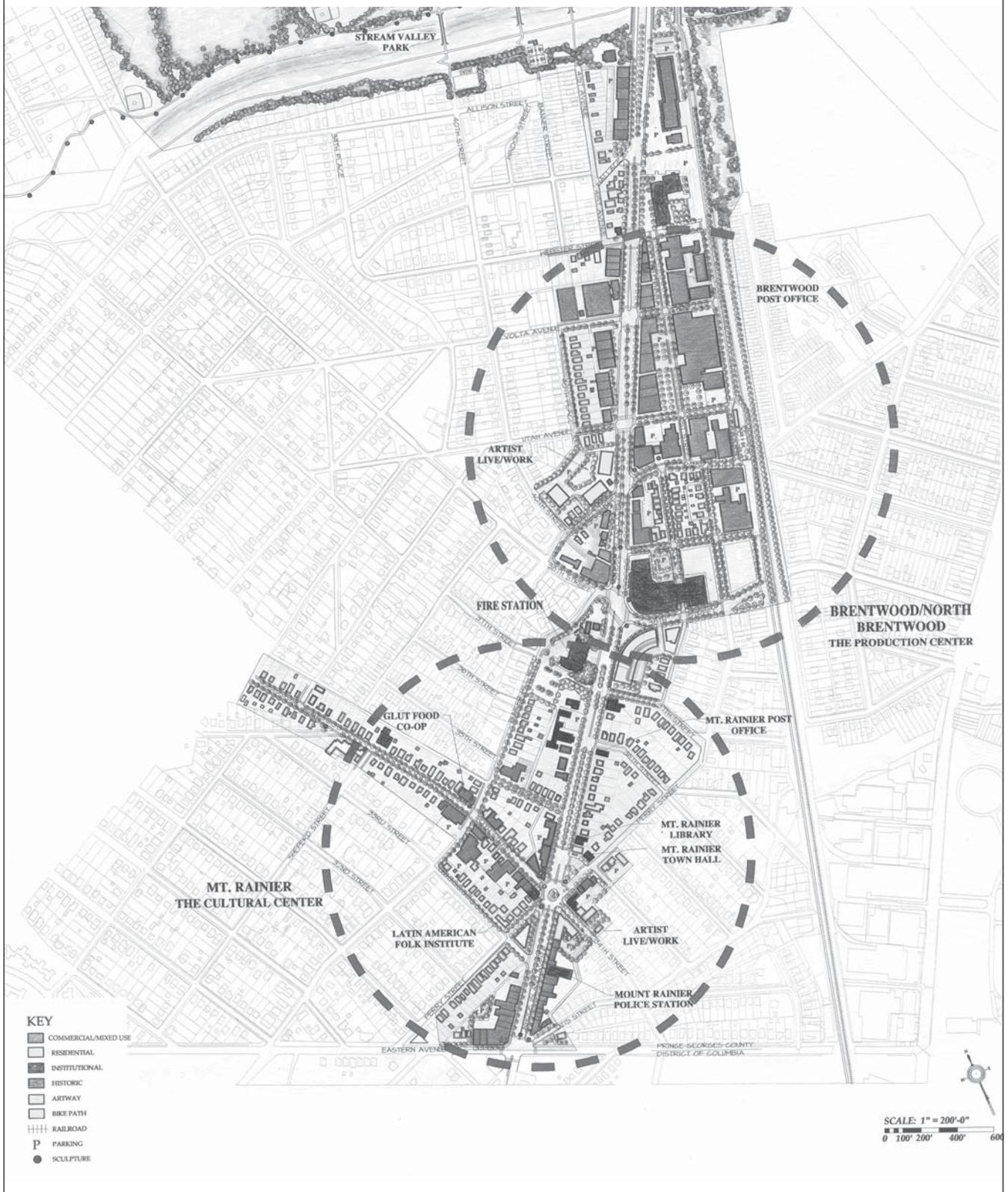
Brentwood/North Brentwood: The Production Center

The Arts District could be considered in its infancy. The greatest asset that the Arts District has to offer the arts community is in Brentwood/North Brentwood: a variety of building types at low cost in a central location. To flourish as a place for artists to create and produce art, the Brentwood/North Brentwood subarea must remain predominantly light industrial in character.

Map 10a: Concept Plan



Map 10b: Concept Plan



It must also remain relatively inexpensive.

As the Arts District's production center, the development strategy recommends that the area function much like it does today. Regulations must be refined to ensure that zoning and parking requirements are responsive to a broad and diverse range of land uses.

Artist ownership is the most successful tool to avert rising costs as the Arts District matures. To stimulate artist investment, the public/quasi-public sector should consider the following initiatives:

- Gap financing for conversions to art spaces.
- Low-interest loans for artists seeking to own property.
- Land assembly for art anchors.

Where incentives are applied, the terms should stipulate that the land use must remain arts-related for a term of at least ten years.

URBAN DESIGN

Goal

Quality and context-sensitive infill development and redevelopment.

Objectives

1. Quality neighborhood design throughout the district.
2. Safe neighborhoods through design that helps prevent crime.
3. Multimodal transportation options.
4. Pedestrian-friendly environment.
5. Extension of the human-scale design.
6. Quality architectural and urban design throughout the Arts District.

Existing Conditions and Issues

Art-related businesses that attract foot traffic are beginning to emerge in the area, but the Arts District is a two-mile linear corridor where sidewalks are inadequate and discontinuous. Cars are needed to reach many recreational facilities, making access more difficult for youth, elderly, and persons with disabilities.

Industrial- and auto-related uses dominate US 1 north and south of Hyattsville's commercial core and continue south through North Brentwood and Brentwood to Mount Rainier. Lot after lot of paved parking, chain-link fences, deteriorating buildings, and unsightly outdoor storage predominate. This condition contributes to a perception that the area is unsafe.

On the positive side, new buildings have been designed in ways reflective of both the Arts District and the historic nearby structures. By combining modern or unusual materials with traditional details, bright colors and unexpected textures, new buildings along the corridor have begun to send a message to artists, developers, businessmen, and homeowners that the Arts District is here.

Design Principles

The fundamental design principles to guide development in the Arts District involve four categories of urban design: traditional neighborhood design (TND), Crime Prevention Through Environmental Design (CPTED), pedestrian-oriented and transit-oriented design, and place making. The principles of each design category are summarized as follows:

Traditional Neighborhood Design

TND takes a comprehensive approach to designing communities with attention to the composition and structure of multifunctional neighborhoods by uses, lots, and streets. Traditionally the exterior, location, and approach to the building told passersby as much about the function of the building within



The State Highway Administration recently installed a quality streetscape with pedestrian-oriented lighting in the heart of Hyattsville's commercial US 1 core.

the community as the name did. Banks looked like banks, bookstores looked like bookstores, and the town hall looked like a town hall. TND principles form a useful template for the Arts District because they support active lifestyles, civic involvement, and a healthy local economy.

The arrangement of uses in TND is meant to ensure adequate space for everyone and to avoid mixing conflicting uses that might disrupt the community fabric because of incompatible activities, architectural design or parking requirements. The following TND principles apply to the Arts District.

- High-quality multifamily and mixed-income housing is an important economic driver. This use provides local foot traffic for area stores and services. Twenty percent of the land area of multifunctional neighborhoods should be set aside for high-quality multifamily and mixed-income housing. In the Arts District only 16 percent of the land area is zoned for multifamily residential uses, but the addition of high-end residential units within mixed-use areas will create sufficient local population to attract new retail and service uses. All or most of new residential development in mixed-use areas of the Arts District should be high-end, owner-occupied units such as condominiums, row houses, or two-over-two homes.
- Less-dense residential areas should be a maximum of 60 percent of the total area. In the Arts District, 59 percent of the land area is developed into compact single-family residential neighborhoods, featuring land use patterns in keeping with the tenets of TND.
- A minimum of 2 percent and a maximum of 30 percent should be reserved for production activity. The Arts District retains the entire industrial area (16 percent of the total land area) for production-oriented uses including artist live/work studios, small-scale commercial, laboratory, and high-tech uses. Loft-style apartments are also encouraged.
- A minimum of five percent should be reserved for public areas and there should be a central square or green space at least one acre in size per neighborhood center. The Arts District appears to surpass the public area guidelines in gross area as the stream valley park, which bisects the Arts District, is approximately ten percent of the total area. For the most part, town centers lack focal public spaces on US 1.
- Infill development should align with existing setbacks and in areas of new development, setbacks should be similarly close to the sidewalk. In the town center, and in the areas for production uses and multifamily uses, a street wall of abutting buildings adjacent to the sidewalk controlled by a build-to line is recommended.
- Streets should connect in a grid pattern and alleys should bisect blocks to provide access to parking, garages, and service entrances. Sidewalks, crosswalks, passages and paths, landscaped alleys, and other features

provide connections and shortcuts that encourage walking and biking. Street design and placement of buildings, plazas and parks emphasize creating view corridors, vistas, and view termini. The Arts District lacks adequate sidewalks, passages, paths, alleys, plazas, public spaces and other features that provide linkages and connections in the neighborhoods.

These TND principles, if applied and adapted to the local character of an area, can help create townscapes that uplift and instill pride in viewers, residents and visitors alike.



Territoriality has two emphases and is based on the principle that most people will protect their own territory and respect others by delineating and beautifying private areas.

Crime Prevention Through Environmental Design

CPTED focuses on creating safe and comfortable areas for residents and visitors that are also unattractive to criminals. CPTED recognizes that criminals are adept at assessing risks to their enterprise. CPTED principles help design areas that appear risky to criminals for criminal activity. The CPTED tenets are territoriality, natural surveillance, activity programming, and access control.

- Territoriality has two emphases and is based on the principle that most people will protect their own territory and respect the territory of others. The first emphasis is using a low wall or fence to clearly delineate the line between public areas, such as sidewalks, and private areas and yards associated with residences. Equally important is the private beautification of personal and public property through continued maintenance, use of quality decorative materials, and landscaping. Well-maintained, litter free, and quality-landscaped public spaces send the message that illegitimate activity is not tolerated.
- Natural surveillance is facilitated through design that allows users of public space to feel that they may be viewed at any moment. Windows, storefronts, entrances, balconies, porches, outdoor activity areas, and benches increase the likelihood that a neighbor, passerby, or business owner will spot and report criminal activity. In addition, sightlines along sidewalks should be kept clear, tree branches should be limbed and bushes trimmed to leave an area between three to nine feet in height, and displays and signs should be cleaned away from storefront windows to allow people inside to see out and those outside to see in. These two features, built-in oversight of public areas and clear sightlines, make legitimate users feel safer and increase the risk to criminals. A secondary component is to provide uniform low-level lighting around sidewalks, pathways, service entrances and areas, parking, and alleys.
- Activity programming includes the arrangement of uses through triangulation and programming, so that public space is protected by people

using the areas in legitimate ways. For example, place benches near trash cans or main entrances. Locate a library next to a park to increase the number of people who notice the amenity, find it convenient to use, and feel safe using it (natural surveillance). Special programming, such as arts festivals, block parties, farmers markets, and clean-up days bring people together in parks and streets and allow them to get to know each other. Legitimate public activity displaces or precludes illegitimate users and increases both natural surveillance and sense of ownership (territoriality).

- Access control places commercial and residential entrances and exits in plain public view; such as on the public sidewalk or from a visually unobstructed plaza. Multifamily development entrances are restricted to two options: entrances that are controlled by a concierge, or reduction of the number of units per entrance so residents recognize strangers who do not belong in the building. Traffic-calming measures change the perception that streets provide fast getaway routes and reduce the number of people who use adjacent streets as criminal activity centers.

These changes in design applied in a comprehensive manner deter criminals from using public areas for illegitimate activities and increase everyone else's comfort and safety.

Pedestrian-Oriented Design and Transit-Oriented Design

Pedestrian-oriented design focuses attention on details that create places where people enjoy walking. The proximity of residential and civic/commercial neighborhoods; building placement on the lot; completeness and interconnectedness of sidewalks, crosswalks, supplementary paths, public transportation, and parking facilities; human-scale architecture; and the provision of comfort elements bring people onto the sidewalk and into the streets, shops, libraries, parks, and playgrounds. The increased pedestrian traffic improves business opportunities and reduces the potential of illegitimate uses.

- Compact neighborhoods encourage a healthy and neighborly lifestyle by enabling walking and casual interactions with other residents. Tree-lined streets, flower beds, benches, fountains, and other items welcome and delight pedestrians.
- In mixed-use areas, the street wall formed by adjoining buildings creates a sense of enclosure giving users an intuitive understanding of the limits and boundaries of the area within eyesight and increasing their security.
- Human-scale architecture is inviting through its eye-level details such as stoops, decorative railings, storefront windows, details, cornices, signs, banners, and flags.
- The presence of windows gives users the confidence that the street and public spaces have built-in natural surveillance.
- Benches and water fountains give people respite and make users feel welcome.

- Sufficient sidewalk width, shade, and attractive surroundings invite pedestrianism.

The ease with which residents and visitors can move about the Arts District using multiple modes of transportation is determined by the completeness and interconnectedness of the entire transportation system, not just vehicular travel lanes and parking. Breaks in parking lot fences and walls and mid-block alleys facilitate shortcuts. The proximity of bus stops to intersections, bike lanes, and sufficiently wide and maintained sidewalks all contribute to connectivity. Equally important is access to frequent and reliable public transportation, such as buses, street cars or light rail, and Metro. These types of services rely on compact, medium-density development patterns to provide the commuter, visitor, and casual ridership to support public investment in transit. Design that improves access to Metro and feeder buses, such as providing sidewalks, benches, lighting, commercial activity, and other pedestrian- and safety-related facilities is a means to improve ridership, which in turn increases the frequency and safety of public transport.

Place Making

A common thread between TND, CPTED, and pedestrian-oriented design is place making, or creating a sense of place. Identifiable neighborhoods are those that people enjoy being in, care for, and protect. People enjoy places with harmonious and uplifting views, gathering places, and built-in identifiers or natural beauty.



Creating a sense of place is an important part of pedestrian-oriented design. People enjoy places with harmonious views, gathering places, and built-in identifiers or natural beauty.

Comfort or features that make people feel welcome are equally important to appearances. Most of all, great places are not sterile environments but are lived in, with a visible record of those who live, work, and play in an area. Thus, on one side, place making consists of gateway features, unique architecture, views, and focal points. On the other side are the contributions that individuals, groups, and businesses make to the area through

participation in beautification, events, and everyday activities. One possible option to distinguish the Gateway Arts District from other arts districts is to marry the arts theme to mathematics, science, and technology. The proximity to the University of Maryland and to NASA-Goddard Space Flight Center should provide ample resources in the form of experts and students to help develop this theme.

Recommendations

1. Create lively commercial centers through a pattern of mixed-use development. Produce a street wall of continuous storefronts with retail, services, and restaurants on the first story, and residential, office, live/work, and selected business units on upper stories.

2. Site buildings to create compact and attractive multifunctional communities:
 - a. Locate retail units adjacent to each other along the sidewalk in order to create a continuous street wall of storefronts that attract users.
 - b. Place parking behind, beside, or beneath buildings, or along the street, but never between a sidewalk and a building. Allow shared parking.
 - c. Establish standards for building height to create a sense of enclosure along the street.
3. Use human-scale and context-sensitive design:
 - a. Establish building design standards that respect the traditional design of surrounding residential communities while reflecting the artistic nature of the Arts District.
 - b. Use materials that reflect the quality and spirit of the Arts District.
 - c. Relate the shape and style of upper-story window openings to the internal unit use, such as vertically oriented windows for residential and horizontally oriented windows for commercial.
 - d. Install landscaping that provides shade and visual variety along the street.
4. Develop safe and attractive public areas:
 - a. Encourage public and private entities to provide sidewalks, street trees, landscaping, seating, bus shelters, and other amenities.
 - b. Mix uses, where possible, so that public spaces intended for active use by children and seniors (1) contain an element that attracts widespread use such as a fountain and (2) are located adjacent to or on the path to areas of higher foot traffic, such as cafés, stores, and higher-density residential.
 - c. Trim the limbs of street trees to a height of not less than seven feet to open views of the street environment.
 - d. Regulate window signs.
 - e. Delineate the line between the sidewalk and private property by installing low walls and fences.
 - f. Keep areas clean, well maintained, and attractively planted.
 - g. Add low-level, pedestrian-oriented lights.
 - h. Promote windows, porches, balconies and stoops.
5. Use art as a traffic-calming measure along US 1:
 - a. Install eye-catching sculpture or installations along the highway. Place permanent, eye-catching vertical sculpture at the gateways to the Arts District.
 - b. Add temporary or permanent breakaway sculpture (shatters or compacts upon impact) to street medians and islands.
 - c. Promote a public sculpture program.



Shade trees, adequate sidewalks, seating opportunities, and interesting buildings and businesses will contribute to a comfortable and vital arts district.

6. Increase comfort of pedestrian, bicycle, and public transport users on US 1:
 - a. Expand sidewalk widths so that pedestrians may walk a minimum of two abreast.
 - b. Plant shade trees (trim to grow around overhead wires). Avoid ornamental trees; they are not scaled appropriately to the width of the street and do not reduce adverse impacts of pavement.
 - c. Add pedestrian crossings unique to each town to all sides of intersections. Add mid-block crossings to facilitate movement across US 1.
 - d. Install seating at all bus stops and in front of businesses.
 - e. Add public restrooms.
7. Create a sense of place by combining the positive characteristics of traditional US 1 residential communities with place making:
 - a. Incorporate art into gateways, wayfinding signs, street furniture and other structures.
 - b. Use unique design and visual features.
 - c. Encourage lively storefronts, first-story architectural detailing, bright signage, banners, and flags directed toward pedestrians.
 - d. Place public art, fountains, archways, and other visual elements that celebrate the community at main intersections and in public areas.
 - e. Choose street trees compatible with the overall design themes of the street, building, and use in terms of height and width, shade provided, horizontal or vertical growth, canopy shape, and color.
 - f. Create colorful and imaginative mini-gardens to soften and enliven the streetscape on landscape strips and vacant properties, particularly at gateways.
 - g. Retain and restore the historic character and details of original buildings.
 - h. Protect landmark buildings and properties of historic or civic significance and the views of these properties.
 - i. Adopt design standards that define building and street relationships and coordinate a pedestrian-oriented streetscape.
 - j. Encourage exceptional design on gateway and view terminus site development proposals.
 - k. Implement recommendations in Table 8. Work with local, county, federal and private entities to fund improvements (see Map 11, Proposed Gateway and View Terminus Sites).
 - l. Incorporate historic themes and designs in public infrastructures and amenities, such as “Auto Alley” history of US 1 in Hyattsville in banners, scrollwork in lampposts, and benches.

Map 11: Gateway and View Terminus Sites

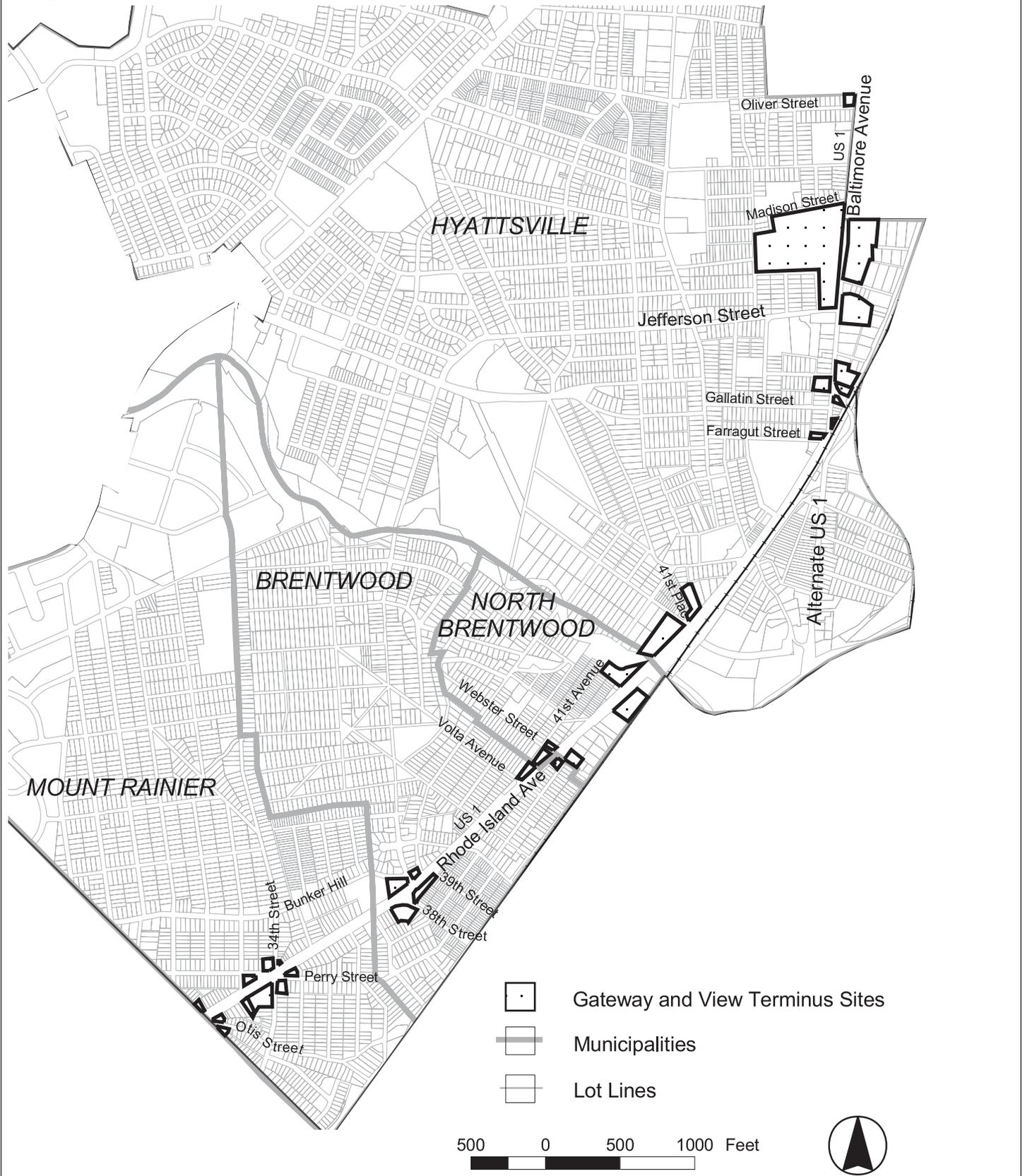


Table 8: Urban Design Options for Specific Locations*

Design Options	Mount Rainier	Brentwood	North Brentwood	Hyattsville
<i>Pedestrian Orientation:</i>				
Add shade trees and an eight-foot-wide strip for landscaping and pedestrian amenities	Where missing on NW side of US 1	Both sides of US 1	Both sides of US 1	Along US 1 to Farragut, north of US 1 between Alternate US 1 and Jefferson
Add bus shelters and artistic coverings on buses	34th St. and US 1	38th St. and US 1	US 1	Hamilton St. and US 1
Improve safety with pedestrian-oriented lights	Mount Rainier Public Library to Brentwood	Town center, parking lots, industrial area	Along US 1/stream valley trail	From the stream valley park to Farragut St., Alternate US 1 to Madison St.
Add pedestrian crossings to US 1 at intersections	At Eastern Ave. and Otis and at 37th St.	At 38th Street including the “free turn,” Utah Ave., and Volta Ave.	US 1 and Webster St., US 1 and Wallace Rd., US 1 just south of the stream valley park	At Charles Armentrout Dr., the County Justice Center, Farragut St., Alternate US 1, Jefferson St., Longfellow St., and Madison St.
Add seating	Between Eastern Ave. and the Mount Rainier Town Hall	Town center in front of appropriate businesses		In front of the County Justice Center, along US 1 from Farragut St. to Jefferson St.
Add bike lanes	US 1	US 1	US 1	US 1, Hamilton St. Exception: between Farragut and Alternate US 1
<i>Traffic Calming Through Arts District Identity:</i>				
Install signs, banners, murals, logos, illuminated trees, and landscaping features and colored pavers on crosswalks and sidewalks	Town center, 34th St. and Chillum Rd. to Queens Chapel Rd., US 1	Town center, US 1	Proposed African-American Heritage Cultural Center and when arts-related businesses occupy more than 50% of the industrial area, US 1	In Hyattsville town center, along Gallatin and Hamilton Streets to Queens Chapel Rd., US 1
Install gateway features such as arches on municipal roads and vertical sculpture on state roads; install gateway landscaping	Chillum Rd./Queens Chapel Rd. US 1/Eastern Ave.	38th St. and US 1	At stream valley park	Intersection of US 1 and Madison St., Jefferson St., and Alternate US 1; Charles Armentrout Dr.
Install temporary or permanent breakaway sculpture on a rotating basis	Public library north to Brentwood; add pads/ pedestals for temporary sculpture installations where the residential area grade is above the street level on US 1, all US 1 medians	A life-size train facing oncoming traffic on the islands between Brentwood and North Brentwood		US 1 between the stream valley park and the County Justice Center, on the proposed 12-foot-wide median between Jefferson and Madison Sts.

Table 8: Urban Design Options for Specific Locations*

Design Options	Mount Rainier	Brentwood	North Brentwood	Hyattsville
<i>Sense of Place</i>				
Provide exceptional design on gateway and view terminus properties	Intersection of Eastern Ave., Otis Pl., and US 1, and all corners of 34th St. and US 1	Intersection of 38th St. and US 1		Northeast corner of US 1 and Alternate US 1; facing Jefferson St. on US 1; intersection of Madison St. and US 1
Protect landmarks (properties of historic or civic significance) and the views of these properties	Latin American Folk Institute building on US 1 and 34th St., the northwest corner of US 1 and 34th St., the historic gas station structure on US 1 between Eastern Ave. and 33rd St., the Singer Building between 33rd St., and Perry St. on the northwest side of US 1, St. James Church on the north side of US 1			Southwest corner of Jefferson and US 1, the east side of the block between Alternate US 1 and Farragut St. fronting US 1, two or all buildings on the west side of US 1 between Farragut St. and Alternate US 1, the Lustine showroom and sign on the west side of US 1 south of Madison St., the County Justice Center on the southwest corner of US 1 and Farragut St.

* Although these design options were developed in coordination with the State Highway Administration, they remain subject to SHA approval.

HISTORIC PRESERVATION

Goal

Preserve and protect the Historic Sites and districts of the Arts District.

Objectives

1. To evaluate and designate historic resources and historic survey properties that meet the criteria of the Historic Preservation Ordinance.
2. To integrate Historic Sites and historic districts into the fabric of the Arts District.
3. To encourage stewardship, use and compatible adaptive reuse of Historic Sites and historic resources.
4. To use the rich history of individual buildings and communities to help strengthen community identity.
5. To encourage quality design of infill development to complement existing site patterns and architectural styles of historic neighborhoods.

Existing Conditions and Issues

The Arts District comprises four Washington, D.C., suburbs: Mount Rainier, Brentwood, North Brentwood, and Hyattsville, tied together by the US 1 corridor. This area developed actively from the 1870s through the World War II period and throughout are reminders of the area's rich history.

Development began with the establishment in 1742 of Bladensburg as a commercial port town on the eastern branch of the Potomac River. Bladensburg thrived, but with the silting of the river in the first half of the nineteenth century, its prominence began to fade.

After the establishment of the national capital in the 1790s, a connecting road between the capital and the principal market city, Baltimore, was needed, and the Washington and Baltimore Turnpike was established in 1812. A substantial part of the land surrounding this turnpike was part of the Riversdale plantation, first established in 1801 by the Stier family of Antwerp; the prominence of the Riversdale plantation, and the related establishment of the Maryland Agricultural College (now The University of Maryland, College Park) were important factors in the development of the US 1 corridor.

Another powerful factor was the construction of the Baltimore and Ohio Railroad; beginning in 1835, trains ran regularly through 32 miles of Prince George's County on a line nearly parallel to the turnpike. The construction of the railroad changed the patterns of travel, commerce and daily life for residents of the area. Stations were established at several locations and small communities began to develop around them. By the Civil War, Hyattsville was slowly becoming the commercial center of the area. In 1878 it was recorded that Hyattsville, with its "tasteful houses in the modern style of

architecture, ornamented with gardens and lawns, has gradually increased in beauty and prosperity until it stands as one of the foremost villages between Baltimore and Washington.”¹

Other late Victorian suburbs were also developing, spurred by the advent of yet another artery of transportation: the streetcar. The first subdivision of Mount Rainier occurred in the early 1890s, and by 1910, eight different syndicates had platted eight separate subdivisions. Dwellings were erected for middle-class families who used the trolleys to commute to downtown Washington, and a busy commercial center grew up at the location of the trolley stop.

Just north of the Mount Rainier settlement, Captain Wallace Bartlett planned a subdivision in 1891. Construction of dwellings began in the northern section of this subdivision, near the Northwest Branch, providing homes for black farmers and laborers, some of who had been associated with Bartlett by their service in the U.S. Colored Troops during the Civil War. White families also began to build homes in the southern section of Bartlett’s subdivision. Both sections were growing by the beginning of the twentieth century. The southern section was incorporated as Brentwood in 1922; two years later the northern section was incorporated as North Brentwood, the first black town to be incorporated in Prince George’s County. The North Brentwood Historic District was added to the National Historic Register of Historic Places in March 2004.

Throughout the 1920s and 1930s, residential communities with bungalows and revival-style cottages, as well as two-story brick apartments, were developed. By the eve of World War II, the four town areas had developed as middle-class communities. Before the construction of post-World War II shopping centers, the stores in Hyattsville and Mount Rainier made up the dominant business districts in the northern portion of Prince George’s County. Since the post-war development phase, development has been limited to a few remaining parcels and building lots within established communities. As a result, this area retains a largely early and mid-twentieth century character.

Today, in the four communities that make up the Arts District, visitors can see handsome late Victorian houses that recall the early years of their development and exhibit fine craftsmanship. These communities also have a history of lively arts, from Sis’s nightclub in North Brentwood to the theaters of Mount Rainier (Potts Hall) and Hyattsville (the Masonic Hall, the Castle/Armory, and Edgewood). It is particularly appropriate that this sector plan

¹ “Historical Sketch of Prince George’s County, Maryland,” by Dawson Lawrence, included in *Atlas of Fifteen Miles Around Washington Including the County of Prince George, Maryland*, by G. M. Hopkins, Philadelphia, 1878.



Capt. Wallace Bartlett planned a subdivision in 1891 that became two incorporated towns, Brentwood and North Brentwood. Many of its original vernacular houses remain.



Today, in the four communities that make up the proposed Arts District, visitors can see handsome late-Victorian houses that recall the early years of their development.

area will be known as the Arts District, because a very important art exhibit took place near here in 1816, and the area of these four communities served as a sort of gateway to that event from the Federal City. The Stier family who built Riversdale had, at the end of the eighteenth century, brought with them from Europe the first and most important collection of Old World Master paintings to arrive in the United States. Housed at Riversdale from 1802 to 1816, this collection included paintings by Rubens, Van Dyck, Jan Brueghel and other European masters. In spring 1816, just before the paintings were returned to Europe, Riversdale was opened to art connoisseurs from near and far to view these paintings. The land, which has since then developed into the communities of the Arts District, was truly a “gateway” to the earliest and most important arts event in our young country.

The four communities contain a rich history. Many properties have been lovingly restored, others have had compatible rehabilitations, and others have been muddled. Preservation issues in the Arts District include the following needs:

1. Education of property owners on appropriate rehabilitation and infill techniques.
2. Funding for sensitive rehabilitation of churches.
3. Protection and maintenance of historic cemeteries.
4. Tools to preclude postponed maintenance, which could result in the loss of historic fabric.
5. Protection of historic open space.

Historic Sites and Resources

Within the Arts District a number of properties have been documented and recognized as Historic Sites and historic resources through the Historic Sites and Districts Plan and through the evaluation process set in place with the enactment of Subtitle 29, the Prince George’s County Historic Preservation Ordinance.

Two individual properties within the Arts District boundaries are listed in the National Register of Historic Places. Mount Rainier, North Brentwood and Hyattsville have National Register Historic Districts.

Appendix A contains a listing of 142 historic survey properties, i.e., properties that have been at least partially surveyed and documented, but are not included in the Inventory of Historic Resources of the 1992 approved *Historic Sites and Districts Plan*.

■ Recommendations

1. Delete from the Inventory of Historic Resources the following resource: Site of Pinkney Memorial Church (destroyed by fire in 1993).
2. Evaluate and designate as Historic Sites the following resources: 68-13-43 St. James Catholic Church (Criteria 1c, 1d, 2a);

- 68-61-11 North Brentwood A.M.E. Zion Church (Criteria 1d, 2a, 2e);
 - 68-61-37 Peter Randall House (Criteria 1c, 1d, 2a, 2e);
 - 68-10-35 Lown House (Criteria 1d, 2a);
 - 68-41-2 Prince George's Bank and Trust (Criteria 1d, 2a, 2e);
 - 68-76 Freeman House (Criteria 1d, 2a);
 - 68-77 Dorr House (Criteria 1d, 2a).
3. Designate one historic survey property (68-10-31) as a Historic Site. It has been reviewed by the Historic Preservation Commission and found to meet Criteria 2a and 2e for designation as a Historic Site:
68-10-31 Wheelock House—4100 Crittenden Street, Hyattsville. Built in 1905; Cross-gabled frame dwelling distinguished by a wraparound porch, ornamental shingles, and Victorian porch details. Built by Charles Wheelock in a prominent location in the Victorian community of Hyattsville.
 4. Build partnerships through coordination of governments, nonprofit preservation organizations, and commercial entities to provide a larger base of grants, loans, and other incentives to assist historic properties in the Gateway Arts communities.
 5. Highlight and celebrate the historic significance of the US 1 corridor.
 6. Encourage and assist in the development of the African-American Heritage Cultural Center.
 7. Encourage the designation of local historic districts in the Arts District.
 8. Encourage lending-library exhibits and craftsmen demonstrations on appropriate rehabilitation techniques for Victorian and early twentieth-century buildings.
 9. Encourage the preservation and/or reuse of historic structures, such as the Lustine Show Room and other structures in the vicinity of the Lustine properties in Hyattsville.



The Maryland Department of Housing and Community Development has awarded \$58,000 for the second phase of a feasibility study of the African-American Heritage Cultural Center in North Brentwood. This rendering by HGA Architects is a preliminary conceptual view from Rhode Island Avenue.

ARTS AND CULTURAL HERITAGE

Goal

To ensure that the Arts District becomes a county focal point for arts activities and cultural heritage tourism, offering opportunities for entertainment, socializing, dining, and shopping with the richness and diversity of the metropolitan region but retaining as its core the heart of four small municipalities.

Objectives

1. To support local artists and arts organizations who live and/or work in the Arts District and to attract new artists and arts organizations through affordable housing and work space.
2. To provide artists and arts organizations with the resources and programs that engage them, bring their art to a wider community, and allow them to thrive.
3. To provide opportunities for county and area residents and tourists to experience the arts and cultural heritage activities.
4. To create an African-American Heritage Cultural Center in North Brentwood, with synergistic programming that links the collections, oral histories, and arts to youth.

Existing Conditions and Issues

Arts and Culture

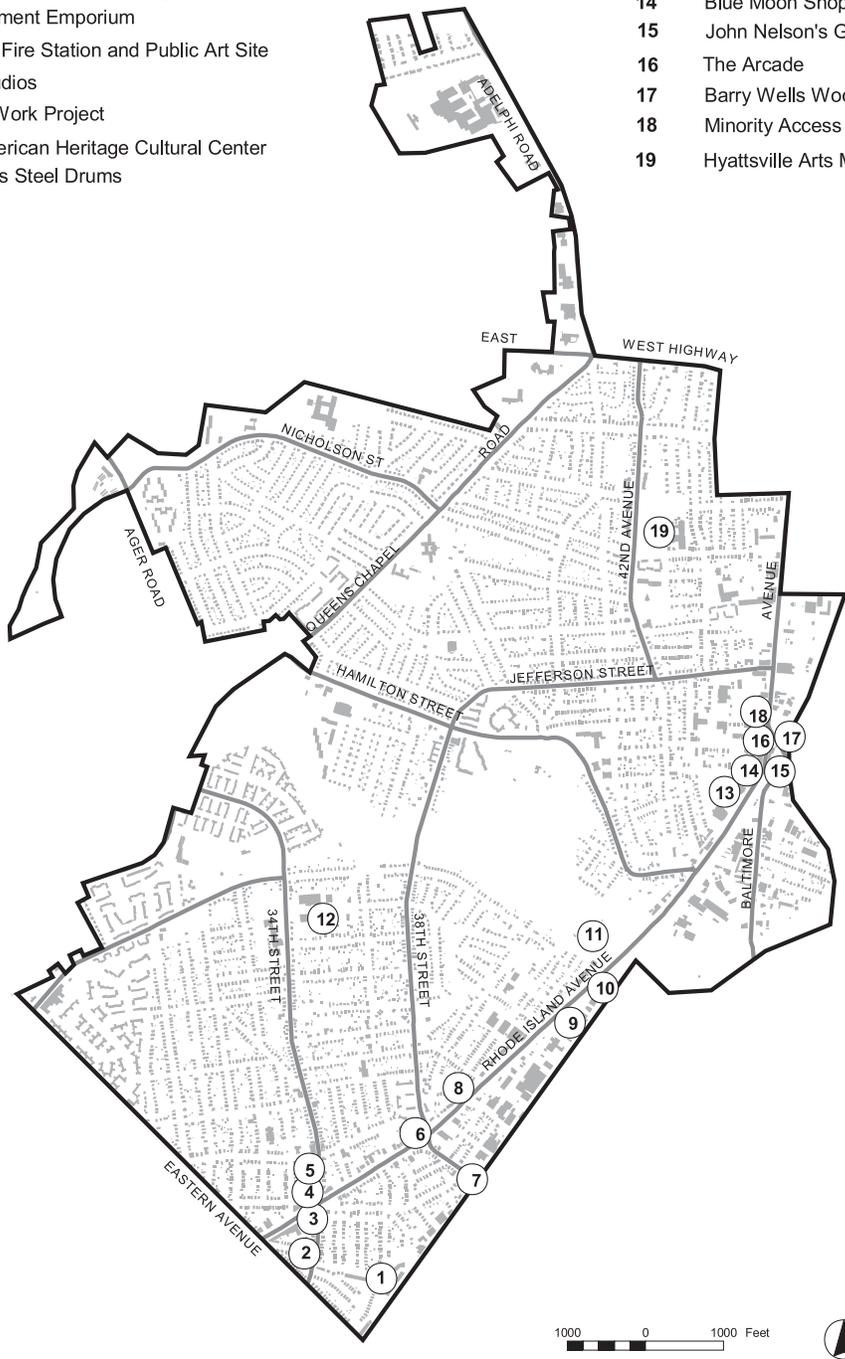
Numerous artists live or work within the Arts District, several of whom are widely known, such as Raymond Kaskey, commissioned to design sculpture for the World War II memorial that is located on the National Mall. There are also several successful organizations that promote the arts within the



Steve Weitzman is a nationally recognized artist whose studio is in the Arts District. Here his apprentices prepare designs for tiles that will eventually become a major highway art installation.

Map 12: Arts and Cultural Heritage Facilities

- | | | | |
|----|--|----|-------------------------------------|
| 1 | Artists on the Tracks | 11 | Stream Valley Park |
| 2 | Latin American Folk Institute | 12 | Windom Road Artists |
| 3 | Artist Live/Work Project | 13 | Justice Center and Public Art Site |
| 4 | H.I.P. Artist Apartment Housing | 14 | Blue Moon Shop |
| 5 | Joe's Movement Emporium | 15 | John Nelson's Gallery and Studios |
| 6 | Bunker Hill Fire Station and Public Art Site | 16 | The Arcade |
| 7 | Gianetti Studios | 17 | Barry Wells Woodworking Specialties |
| 8 | Artist Live/Work Project | 18 | Minority Access |
| 9 | African-American Heritage Cultural Center | 19 | Hyattsville Arts Magnet School |
| 10 | Pan Masters Steel Drums | | |



boundaries of the sector plan (see Map 12, Arts and Cultural Heritage Facilities). They are instrumental in programming arts-related events throughout the towns and are involved in municipal affairs.



Joe's Movement Emporium has filled a need in the Arts District to provide dance instruction and performance venues for local and visiting artists.

There is a large multicultural population of long-term residents and recent arrivals from Latin America, Asia, Africa, and the Caribbean. Although some programming is multicultural or takes advantage of multiethnic resources, such as the Latin American Folk Institute, there still exists a vast under-appreciation and under-funding of the multicultural resources that exist in the area. The multicultural population's presence may be observed from the award-winning Panmasters Steel Orchestra (a traditional Caribbean art form) to small ethnic grocery stores scattered throughout the commercial areas. There

has been no strategic planning to discover, assist, or incorporate the disparate cultural heritages into the Arts District.

There are no museums to support current or past culture, although the area is part of the Anacostia Trails Heritage Area (ATHA) and contains the oldest incorporated African-American municipality in the county, North Brentwood. Mount Rainier, Hyattsville, and North Brentwood have National Register Historic Districts. Even within the county, few museums exist that have a systematic approach to community history.

The Prince George's County African-American Heritage and Cultural Center in the Town of North Brentwood is an important element within the Arts District. A market and economic impact report on this cultural center, prepared by an economic and development consultant, provides the following assessment:

- The residential population within the museum's ten-mile trade area is 1,555,780.
- It is projected that the museum will derive approximately 23,400 visitors per year from the residential base within the ten-mile trade area.
- There are approximately 230,000 school children in the trade area.
- The museum is projected to attract approximately 6,900 school children annually.
- Out-of-town visitors are estimated to account for approximately 16,300 visitors per year.
- The museum could attract between 45,000 and 55,000 visitors per year over the first ten years of operation.
- It is estimated that the construction tax benefits would include approximately \$88,000 in state tax revenues and \$48,000 in county tax revenues.
- The state would gain approximately \$160,000 in sales tax revenue from the work done on the cultural center.

Public Process

The county currently collects and provides art under the Prince George's County Art in Public Places Program, run by the Revenue Authority of Prince George's County. This program will be placing art at the new Bunker Hill Road Fire Station. However, there are no established standards or procedures to review developer public art proposals.

As of yet, the Arts District lacks a directory of artists or arts-related services to assist artists with obtaining clients and area residents or visitors with obtaining art or services. This may be developed as a project by an Arts District management team.

Support Facilities

There are many vacant and underutilized commercial and industrial spaces within the boundaries of the Arts District. These are currently zoned for industrial or commercial (not residential) use. The Arts District also lacks live/work space that meets the needs of lower-income artists.

There are few galleries, performance spaces, studio spaces, and arts-friendly office spaces that will attract area artists and larger arts organizations to relocate to this Arts District and there is insufficient multipurpose space for community gatherings of 100 or more. While there are many studios and workshops, there are no arts-related businesses such as bookstores or art suppliers. Finally, there are no venues for artists to show and sell their work except for one area restaurant, an art gallery, and municipal halls.

Recommendations

1. Create the Prince George's County African-American Heritage Cultural Center and a dynamic performance space in North Brentwood to provide the historical context for the achievements of the history of North Brentwood.
2. Partner with nonprofit and for-profit organizations to develop appropriate performance spaces, exhibit areas, and venues.
3. Create a cultural and community center with programs designed for new immigrants.
4. Expand arts programs (during and after hours) in Arts District elementary, middle, and high schools.
5. Build three live/work spaces to accommodate 150 artists and their families.
6. Establish and define standards, a speedy and effective review process, and roles of the Arts District partners to review Arts District redevelopment proposals.
7. Develop a directory of artists and arts-related services.