

Economic Development

VISION

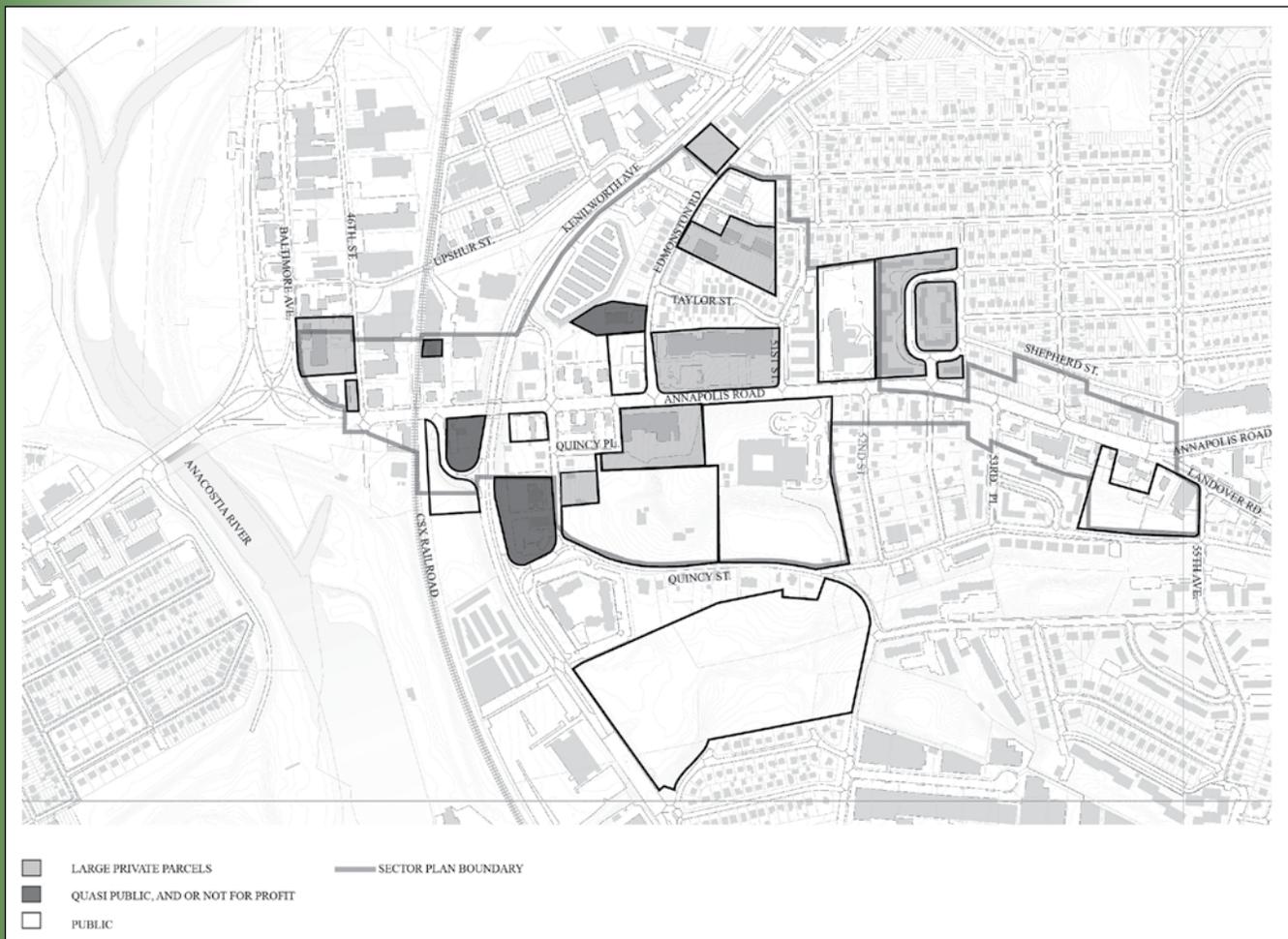
The Bladensburg Town Center sector plan area has a diverse job and housing base including a resident population that creates a market demand for quality retail and office uses. Support of residential and industrial economic development opportunities within the town fosters Bladensburg's commercial viability in a changing market climate.

BACKGROUND

The historic port town of Bladensburg features a strong industrial base, a waterfront recreational area, historical resources, a community playhouse, and easy access to and from the District of Columbia. The town contains a high percentage of residential development; most of these households are small, bungalow-style detached housing or rental apartments. The retail opportunities in Bladensburg primarily serve the local population, and the socioeconomic characteristics of the locale are reflected in the goods and services offered by area merchants. The retail venues consist of mostly single-story strip malls developed for automobile access. The industrial district provides an array of employment opportunities and makes up a large portion of the land use in and around the railroad and Kenilworth Avenue. Bladensburg's historic structures contribute to its unique and important past but presently do not contribute economically to the community. The adjacent Port Towns communities of Colmar Manor, Cottage City, and Edmonston, provide additional retail and service resources. The influence and support of the Port Towns Community Development Corporation provide a platform for coordinated growth and development efforts, merging the strengths and challenges of the individual towns.

GOALS

- A mix of land uses in the Bladensburg Town Center that contributes to the job and business base.
- Expanded residential development that creates additional market demand for future retail and office uses.
- Bladensburg Waterfront Park and Publick Playhouse retail opportunities that address unmet demand for associated services.
- Retention, development, and endorsement of the industrial employment area.



Map 17: Ownership

POLICY 1:

ENCOURAGE MIXED-USE DEVELOPMENT ALONG ANNAPOLIS ROAD.

Strategies

- Encourage shared parking arrangements for new commercial and residential development along Annapolis Road to support the sustainable development of additional housing units and/or retail space.
- Pursue public/private partnerships, land assembly, and shared resources for mixed-use development at the waterfront and Publick Playhouse areas, as well as along Annapolis Road in the town center.
- Utilize successful neighboring retail along Annapolis–Bladensburg Road in Colmar Manor as a model for development in Bladensburg.

POLICY 2:

EXPAND AND MODIFY BLADENSBURG’S BUSINESS ENVIRONMENT IN RESPONSE TO CHANGES AND GAPS IN THE MARKETPLACE.

Strategies

- Adapt Bladensburg’s retail environment to changes in the ethnic makeup of local consumers in order to maintain a responsive retail market.
- Maintain existing niche businesses and expand specialty retail offerings to meet gaps in the marketplace.
- Expand Bladensburg’s office space offerings to provide new space for neighborhood-serving businesses and services such as banks, attorneys, accountants, real estate agents, and doctors’ offices.
- Provide financial and tax incentives for local businesses to spur private investment, such as tax abatement, streamlined review processes, and facade and streetscape improvement programs, to enable area businesses to improve and maintain their appearance.
- Increase security provisions and reduce the perception of crime to encourage new business development.

POLICY 3:

PRESERVE, INCREASE, EXPAND, AND IMPROVE HOUSING CHOICES AND OPPORTUNITIES.

Strategies

- Encourage infill development to offer new housing products and workforce housing priced for homeownership.
- Support the preservation and renovation of existing single-family residences, building on the strengths of the bungalow-style homes.
- Increase the rate of homeownership by promoting county, state, and federal programs designed to assist first-time homebuyers.
- Review residential development plans to confirm consistency with goals for higher density development.



POLICY 4:

GENERATE AN INCOME-PRODUCING USE FOR BOSTWICK HOUSE THAT TAKES ADVANTAGE OF FINANCIAL INCENTIVES AND HIGHLIGHTS BLADENSBURG'S HERITAGE.

Strategies

- Explore opportunities that will enable developers to qualify for federal income tax credits, state income tax credits, and county property tax credits.
- Inquire about matching grants to secure funds to hire a development professional to develop and coordinate a potential long-term lease offering, recruit a local working committee of interested and committed stakeholders, and coordinate the evaluation of proposals by the committee.
- Encourage public/private partnerships to rehabilitate the property to provide a quality community resource.
- Encourage public/private partnerships to renovate and rehabilitate the property in order to provide income and provide a quality community asset.

POLICY 5:

MAINTAIN BLADENSBURG'S INDUSTRIAL AND MANUFACTURING BASE TO PROVIDE A STABLE JOB FOUNDATION AND TO CONTRIBUTE TO THE AREA'S ECONOMIC VIABILITY.

Strategies

- Strengthen existing buffers and create new buffers between manufacturing, light industry, and their adjacent uses in order to better integrate industrial activity.
- Emphasize improved performance standards for minimizing noise and air pollution impacts and for buffering outdoor storage areas.
- Ensure that zoning is in place to maintain a strong industrial and commercial base and further promote a stable employment zone.
- Encourage the clustering of auto-related services in the industrial areas.

Historic Preservation

VISION

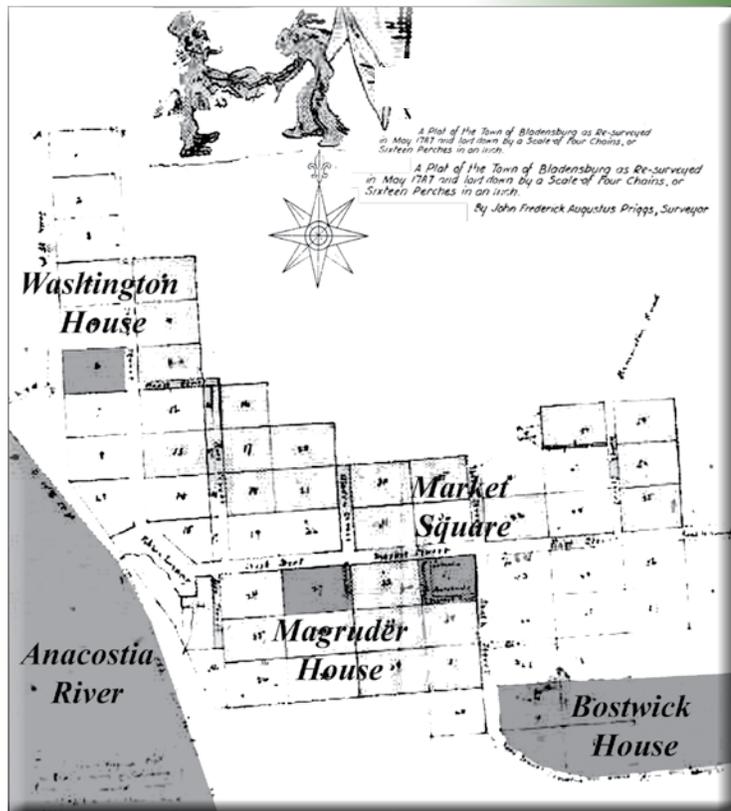
Significant historic properties are appreciated and valued as important elements of the town's cultural heritage. Restoration and adaptive reuse of these properties provide the town with a unique and historic character.

BACKGROUND

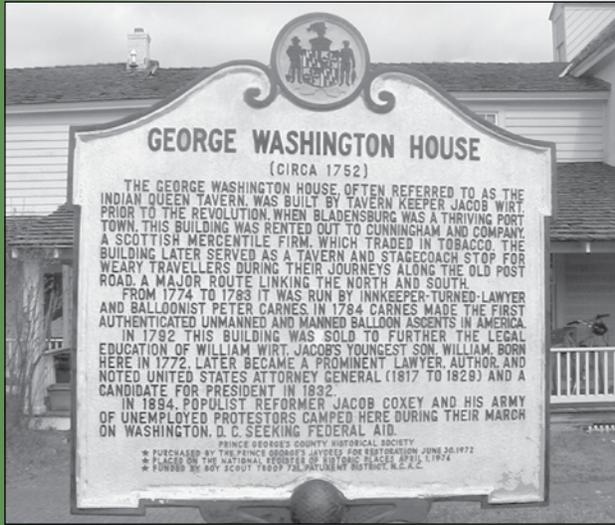
Historic sites and districts in Bladensburg are listed in the 1992 *Prince George's County Historic Sites and Districts Plan* as follows:

69-005 Bladensburg Historic Community—Town of Bladensburg created by an act of the General Assembly in 1742.

- An important port facility in colonial times, with wharves, taverns, and stores operated by tobacco factors. Much of its prominence was due to Christopher Lowndes, who was a merchant and a shipyard and ropewalk owner, and commissioner to the Town of Bladensburg from 1745 until his death 40 years later. Bladensburg is also known for the Battle of Bladensburg, which preceded the British burning of the nation's capital in the War of 1812. Although this community has undergone many changes, a number of significant historic buildings remain and recall the town's character during the Colonial and early Federal periods. At the center of the present-day Town of Bladensburg are three highly significant eighteenth-century residences, an eighteenth-century commercial building, and an early nineteenth-century church, all of which have been individually designated as historic sites and listed on the National Register of Historic Places. In addition, an early nineteenth-century church is a designated historic site. Just east of the sector plan boundary, the mid-eighteenth century George Washington House, also listed in the National Register, is a landmark on Baltimore Avenue. The town's residential area, located east of the commercial area on both sides of Annapolis Road, was platted in sections as Decatur Heights in 1914 and 1917 and contains a concentration of twentieth-century dwellings.



1742 plan for Bladensburg, with identification of historic properties added.



69-005-02 George Washington House—4302 Baltimore Avenue, Bladensburg, Maryland.

- Circa 1760—Two and one-half story, side-gabled brick structure, with a two-story porch and a rear wing of frame construction. Built originally as a store, part of a commercial complex that included a tavern and a blacksmith shop.

Status: The building presently houses the offices of the Anacostia Watershed Society.



69-005-06 St. Paul's (Free Hope Baptist) Church—4107 47th Street, Bladensburg, Maryland.

- 1818 and 1908—brick gable roof church with later bell tower and lower gable-roof addition. It was the third Presbyterian church built in Bladensburg and in 1873 was sold to an African American Baptist congregation established by Miranda Plumber, a former slave.

Status: The church currently has a congregation of about 50 people. In recent months, since the beginning of the CSX construction project, cracks have begun appearing in the church walls. The baptismal bath in the altar has cracked to the point that it can no longer hold water. State and federal agencies should be consulted to assist in mitigating damage to this structure.

69-005-07 Hilleary-Magruder House—4703 Annapolis Road, Bladensburg, Maryland.

- Mid-eighteenth century—One and one-half story stucco-covered stone gambrel-roof house, restored as an office in the 1980s. Built for William Hilleary and visited by George Washington in 1787; one of the four surviving pre-Revolutionary buildings in Bladensburg; owned or rented by a series of five doctors, including Dr. Archibald Magruder.

Status: Offices of Aman Memorial Trust.

69-005-08 Market Master's House—4006 48th Street, Bladensburg, Maryland.

- Circa 1765—One and one-half story side-gabled house built of nonlocal stone; twentieth-century compatible additions. Built by Christopher Lowndes of Bostwick on a lot overlooking adjoining market space; unique example of its type, one of four surviving pre-Revolutionary buildings in Bladensburg.

Status: Residence for University of Maryland graduate student in Historic Preservation



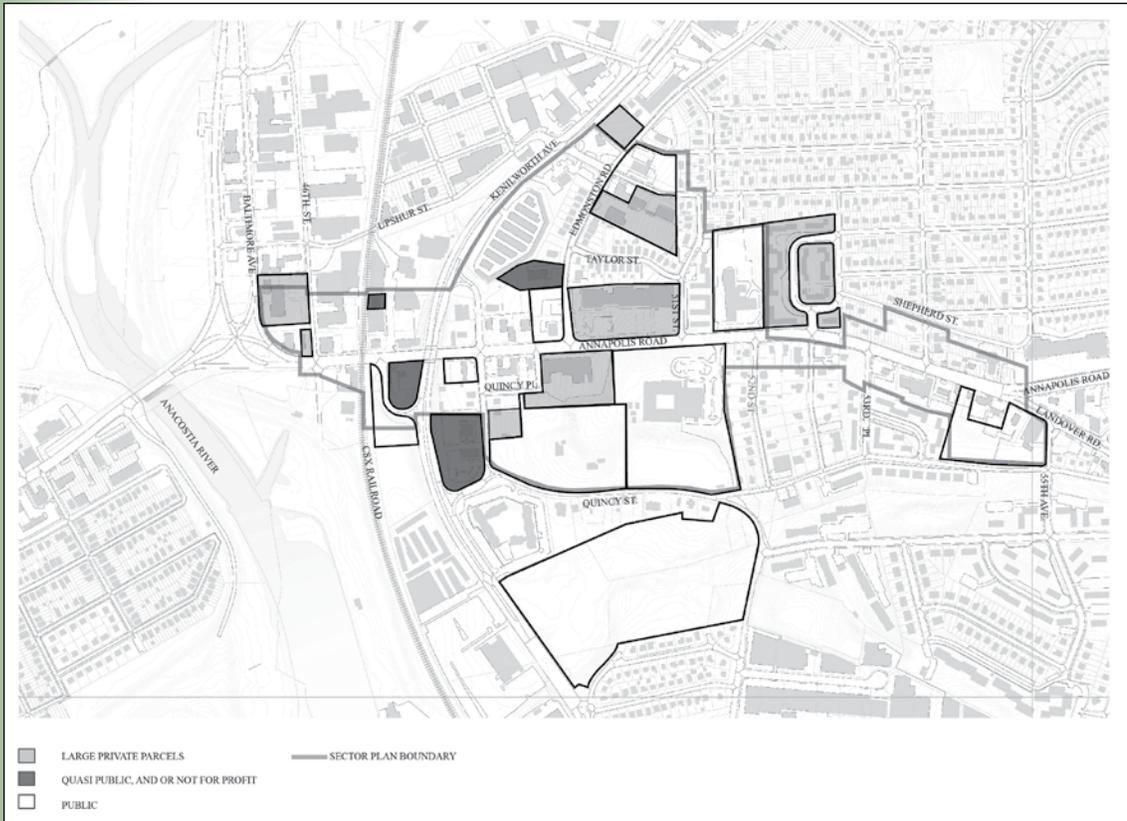
69-005-09 Bostwick House—3901 48th Street, Bladensburg, Maryland.

- 1746—Two and one-half story Georgian brick house, with high buttress at south gable end and kitchen wing at north; historic farm outbuildings. Built for Christopher Lowndes, merchant and town commissioner; home of Lowndes' son-in-law, Benjamin Stoddert, first Secretary of the Navy; oldest surviving building in Bladensburg.

Status: Funding has been received for the University of Maryland Historic Preservation program to coordinate stabilization and restoration efforts as part of regular educational programming. Additional funding is still needed for this program to commence. The town also received \$100,000 for Bostwick House capital funding for stabilization, safety, and ADA compliance.

GOALS

- Historic properties in the Bladensburg Sector Plan area are preserved and protected.
- All historic resources and historic survey properties that meet the criteria of the Historic Preservation Ordinance are identified and evaluated.
- Historic properties and their environmental settings are recognized for their historical, archeological, and architectural significance to the community and county.
- Property owners are educated about the history of the area and about appropriate maintenance, conservation, and rehabilitation of their properties.
- Property owners, realtors and others are educated about available county, state, and federal tax credit programs for rehabilitation and maintenance.



Map 18: Historic Sites and Influences

POLICY 1:

EVALUATE HISTORIC RESOURCES AND HISTORIC COMMUNITIES FOR CONSIDERATION AS HISTORIC SITES OR HISTORIC DISTRICTS.

Strategies

- Support historic resources documentation as part of the recent documentation of historic resources for the forthcoming 2007 update to the Historic Sites and District Plan.
- Initiate a survey of the historic community of Bladensburg for landscape elements that influence and contribute to the historic character.
- Provide an updated Inventory of Historic Resources for Bladensburg.
 - Hilltop Manor, currently nominated for listing in the National Register of Historic Places.
 - Saint Paul’s Free Hope Baptist Church, currently identified in the Prince George’s County list of historic sites.

POLICY 2:

DEVELOP STRATEGIES TO ENCOURAGE THE PRESERVATION AND ADAPTIVE REUSE OF THE HISTORIC BOSTWICK HOUSE AND ITS ENVIRONMENTAL SETTING.

Strategies

- Refer to the 2002 Feasibility Study for the Adaptive Use of the Bostwick House and Property for guidance for the preservation and adaptive use of Bostwick House.
- Incorporate the preservation of the remaining cultural landscape elements and structures associated with the history of Bladensburg during further development around the site.
- Explore possible tenants and compatible uses for the Bostwick House and property that could assure regular maintenance.
- Use the Hilleary-Magruder and George Washington Houses as models for adaptive use of an historic structure using tax incentives to stimulate investment.

POLICY 3:

ESTABLISH VISIBILITY AND ACCESSIBILITY OF HISTORIC RESOURCES AS A DEVELOPMENT STRATEGY TO STRENGTHEN BLADENSBURG'S DESIRABILITY AS A DESTINATION LOCATION.

Strategies

- Explore the relocation of St. Paul's Baptist Church to ensure that compatible siting, structural analysis, funding and an appropriate location are considered.
- Improvements to the adjacent commercial and residential properties near Bostwick should contribute to maintaining an attractive approach, preserve and enhance views and vistas, and compliment the historic architecture.
- Enhance the relationship between the Market Master's and Hilleary-Magruder Houses by restoring Kenilworth Avenue and Annapolis Road to an at-grade intersection or reconfigured overpass.
- If St. Paul's is relocated, ensure that its future placement supports a critical mass of historic structures, which includes the Bostwick, Market Master's, and Hilleary-Magruder Houses in the town center.

POLICY 4:

IMPLEMENT THE PRESERVATION GOALS AND OBJECTIVES OF THE ANACOSTIA TRAILS HERITAGE AREA (ATHA) PLAN.

Strategies

- Promote county, state, and federal preservation tax credits for historic sites and National Register properties by sending out annual information on these programs to property owners.
- Encourage Town of Bladensburg civic and Historic Sites to carry promotional literature on ATHA.
- Develop interpretive material and walking tour maps for historic sites.
- Promote a walking tour as a way to explore historic sites and structures utilizing informative signage to highlight Bladensburg's past.

POLICY 5:

EXPLORE PARTNERSHIPS AND LEVERAGING OF RESOURCES TO MAXIMIZE POTENTIAL OF UNDERUTILIZED HISTORIC PROPERTIES.

Strategies

- Consider development of the town's property abutting the Market Master's House, in partnership with the Aman Memorial Trust, to provide a market square as well as appropriate commercial uses to bring attention to this hidden historic resource.
- Explore the subdivision of Parcel 4 of the Bostwick property as a leveraging resource to encourage appropriate development of the Bladensburg Shopping Center.
- Pool resources and goals of the Bostwick House Partners and other vested not-for-profits to maximize benefits to historic properties.

Community Health and Wellness

VISION

The Town of Bladensburg is developed in a way that benefits the overall health and wellness of its residents. Residents of the town center and adjacent areas have access to healthy foods, reliable transportation, safe places to walk and exercise, and employment and housing options that help individuals in making healthy choices.

BACKGROUND

The core of the Town of Bladensburg currently lacks the type of compact development, pedestrian connectivity, variety of land uses, housing options, recreational opportunities, and environmental enhancements that support the health and well-being of all residents. County residents have expressed that, beyond access to high-quality and affordable health care services, a community environment that fosters health and disease prevention should be a priority consideration for land use policies. This includes access to healthy foods, reliable transportation, safe places to walk and exercise, and employment and housing options that help individuals to make healthy choices. Notably, the Consumer Health Foundation, the principal private foundation concerned about health access for poor and vulnerable populations in the Washington metropolitan area, recently conducted a series of Community Health Speakouts, out of which came the concept of Wellness Opportunity Zones. These zones would be designated neighborhoods where incentives and policies would be provided, consistent with the Smart Growth philosophy, to support health and wellness within the community.

GOALS

- Community health and wellness is considered as land use policies are developed and implemented.
- The public infrastructure system is established so that parks, restaurants, shops, schools, libraries, and other community resources are conveniently located and physically accessible.
- The transportation network is multimodal and sustainable.
- Quality, affordable housing is available in the town center.
- There are local living wage jobs and business ownership.

POLICY 1:

MAKE THE BLADENSBURG TOWN CENTER AREA THE MODEL FOR COMMUNITY HEALTH AND WELLNESS WITHIN PRINCE GEORGE'S COUNTY.

Strategies

- Designate the Bladensburg Town Center a Wellness Opportunity Zone or District, in which incentives and policies would be provided, in a manner similar to Maryland Smart Growth policies, to support and encourage health and wellness in the area.
- Undertake a health impact assessment to provide unbiased information about anticipated health benefits and costs of proposed development activities for the town center area and apply the results to urban design and transportation policies.
- Establish health and wellness objectives and a set of measures and targets to gauge the progress in achieving the objectives.
- Make available grants or loans to support the implementation of initiatives to benefit the health and wellness of the residents.
- Provide incentives for developers to do health impact assessments and provide health and wellness amenities as a part of development process.
- Develop a public education and community participation process to ensure involvement in making decisions that impact the health and wellness of its members.
- Promote walking and biking by emphasizing resources for pedestrians and cyclists instead of automobiles including bicycle parking, bicycle storage units, benches, tables, and drinking fountains.
- Provide incentives for developers to include shower and changing facilities for those who commute to work on bicycles.
- Encourage car share programs to establish outlets in the town center.
- Integrate walking and biking into the assessment of motor vehicle and mass transit transportation policies.
- Develop economic incentives to support a diverse mix of uses, affordable housing, and employment at livable wages at and around the town center.
- Require that development proposals demonstrate their ability to provide a ready access to a variety of community resources, such as grocery stores, parks, housing, and employment opportunities.
- Encourage development that supports a healthy economy that provides a variety of living wage jobs.
- Maintain land zoned for light industrial, production, and distribution uses in and around the town center to provide employment opportunities.
- Explore the option of providing density bonuses for affordable housing in the town center.

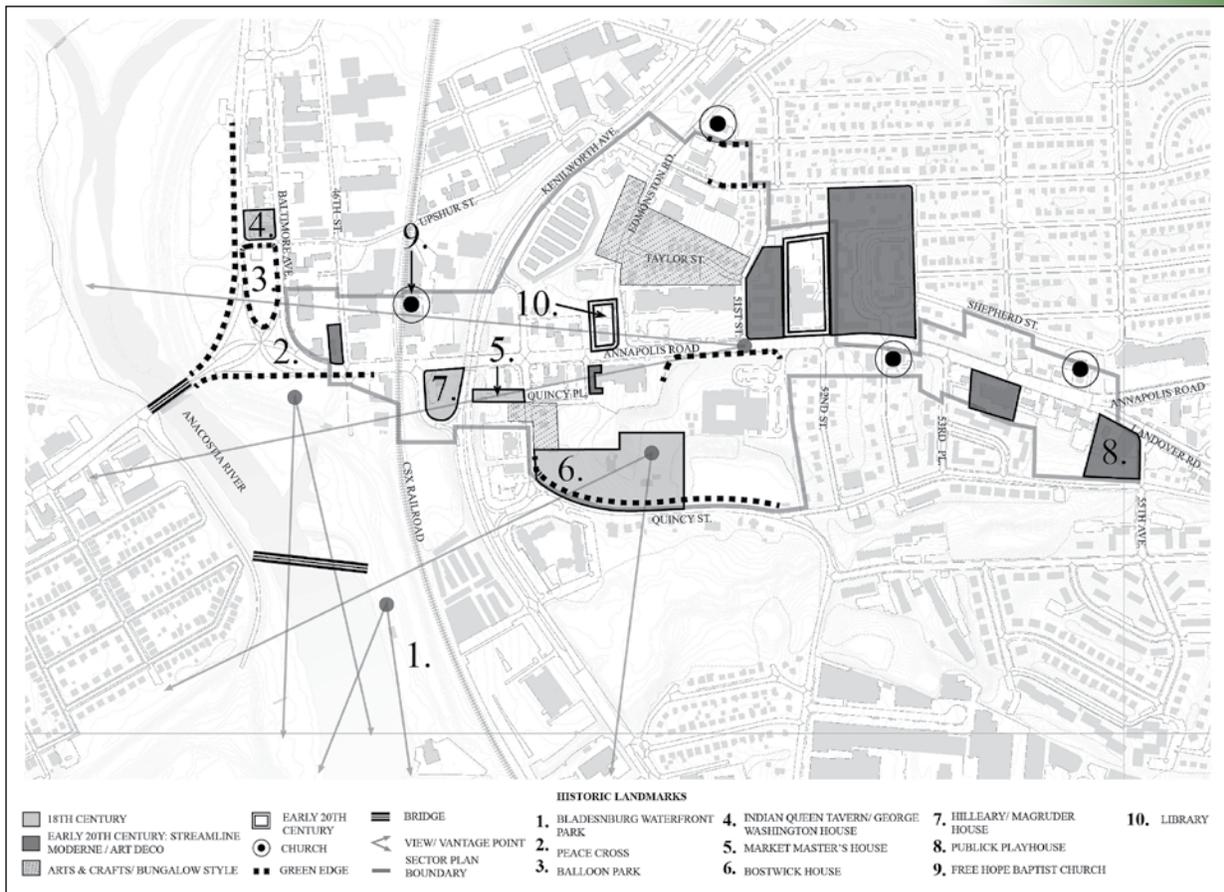
Urban Design

VISION

The Town of Bladensburg has a vibrant and walkable town center that is organized around a network of distinctive thoroughfares and public places. The character of the town center draws on historic sites and influences as well as Bladensburg’s waterfront setting to create a unique urban environment and livable community.

BACKGROUND

Over time, the sector plan area has lost its coherence and organization. Disparate building types and automobile-focused planning trends have broken apart much of its original fabric. To reverse these trends, an urban design strategy for Bladensburg, rooted in the past, can encourage a return to the area’s historic development patterns and styles. Bladensburg has a rich architectural template that it can both preserve and build upon using many of the town’s older structures as models of building form and design and to create a relationship between the buildings and the street. Bladensburg’s history includes precedents for public gathering places, such as the historic Market Square that was once located adjacent to the Market Master’s House. Moreover, bringing back elements of the historic street grid can make the town center a place for people as well as automobiles.



Map 19: Good Design Features

FUNDAMENTAL DESIGN PRINCIPLES

Pedestrian-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 shops, libraries, parks, and playgrounds. The increased pedestrian traffic improves business opportunities and reduces the potential for 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 amenities welcome and delight pedestrians.
- In mixed-use areas, the street wall formed by adjoining buildings creates a sense of enclosure giving users the intuitive understanding of the limits and boundaries of the area within eyesight and increasing their security.
- Eye-level detail such as stoops, decorative railings, storefront windows, interior and exterior lighting, cornices, signs, and banners create a human-scale architecture that is inviting to pedestrians.
- The presence of windows gives users confidence that the street and public spaces have built-in surveillance.
- Sufficient sidewalk width, shade, and attractive surroundings invite pedestrians and ensure them that the place is cared for and valued.
- Benches and water fountains give people respite and make visitors feel welcome.

Place Making

Place making is creating a sense of place. Identifiable neighborhoods are those that people enjoy living in, visiting, caring for, and protecting. People enjoy places with harmonious views, gathering places, identifiable elements, or natural beauty.

Great places are not sterile environments but are lived in, with visible evidence of those who live, work, study, and play in the area. Place making consists of gateway features, unique architecture, views, and focal points, but also requires the human elements that individuals, groups, and businesses make to the area through participation in beautification, events, and everyday activities. The following methods will contribute to developing a sense of place in the town center.

- 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, and selected businesses on the upper stories.
- Use human-scale and context-sensitive design to encourage pedestrian use and longer visits to the town center area.
- Develop safe and attractive public areas to invite a variety of users and contribute to the identity and 24-hour character of the town center.

- Increase the comfort of pedestrian, bicycle, and public transportation users by providing appropriate amenities such as street furniture, decorative paving, and lighting.

Crime Prevention Through Environmental Design (CPTED)

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 illegal activity. The CPTED tenets are territoriality, natural surveillance, activity programming, and access control. These design principles, applied in a comprehensive manner, deter criminals from using public areas for illegitimate activities and increase everyone else's comfort and safety.

- 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. Also important is the maintenance of private and public property. Well-maintained, litter free, and quality landscaped public spaces send the message that illegitimate behavior and activities is not tolerated.
- Natural surveillance is facilitated through design that allows users of public space to feel that other people can view them. 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 up and shrubbery trimmed. Displays and signs should be cleared away from storefront windows to allow people inside to see out and those outside to see in. Uniform low-level lighting should be provided around sidewalks, pathways and service entrances and areas, parking, and alleys. These features, built-in oversight of public areas and clear sightlines, make legitimate users feel safer and increase the risk to criminals.
- Activity programming includes the arrangement of uses through triangulation and programming, so that people using the areas in legitimate ways protect public space. For example, place benches near entrances and trash cans. 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.
- 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.

GOALS

- Landscaped thoroughfares offer amenities that provide a safe, attractive, and comfortable environment.
- Buildings, walls, fences, and landscaping clearly define the public space.
- Unique and attractive character elements are incorporated into new development and redevelopment.
- Sustainable design standards are applied to new development proposals and restoration plans for existing development.
- Safe neighborhoods through design that deters criminal activity.
- A network of pedestrian-friendly thoroughfares and open space with accessible connections to trails, transit and popular destinations

POLICY 1:

ENSURE HIGH-QUALITY DESIGN FOR ALL NEW CONSTRUCTION BY IMPLEMENTING GUIDELINES FOR THE BUILDING FORM AND DESIGN CHARACTER. STRATEGIES

- Support compatible building form and design based on the definitions for each thoroughfare type and architectural style area.
- Ensure appropriate form, massing, use, height, siting, fenestration and relationship to the street for all new buildings.
- Establish definable public space through the incorporation of a continuous street wall of building facades, fences, walls and/or architectural landscaping.
- Establish a consistent build-to line for each corresponding thoroughfare type to ensure a coherent street wall and appropriate relationships to the street.
- Ensure appropriate use of design elements such as entrances, porches, stoops, canopies, and roof profiles based on consistent design standards and to discourage the appearance of monotonous structures.
- Encourage adjacent stores to share ramps and stairs.
- The facades of all buildings should face the public streets or front a plaza, courtyard, green, or public park.
- Encourage flexible and creative individuality rather than monotonous uniformity.
- Provide adequate bicycle parking in close proximity to major bikeways and trails adjacent to major building entries and public gathering spaces.

POLICY 2:

CREATE ARCHITECTURAL STYLE AREAS TO EXHIBIT A DISTINCTIVE DESIGN CHARACTER.

Strategies

- Establish a waterfront area that takes its cue from the multilevel porches and hip or gable-end roof style of the George Washington House emphasizing windows and porches facing the waterfront and Baltimore Avenue.
- Establish a civic core area that reflects the civic and public uses of the library and town hall. Incorporate public space as greens, plazas, squares, courtyards, and promenades. Establish an associated mixed-use area that emphasizes street front retail.
- Establish an eighteenth-century historic area in the southwest corner of the sector area that features continuous arcades at ground level, hip or gable-end roofs, dormers, and doors and windows consistent with the scale of Bostwick House.
- Establish an Art Deco/Streamline Moderne area along the Annapolis Road Corridor that features brickwork compatible with that of Hilltop Manor, flat roofs with rooftop patios and/or green roof amenities, and a level of fenestration consistent with other Art Deco/Streamline Moderne buildings in the area.
- Establish a bungalow area that highlights the architectural style of the existing bungalow housing in the northern and western portions of the town center.

POLICY 3:

DESIGN AN EFFICIENT, SAFE, AND INTERCONNECTED THOROUGHFARE SYSTEM.

Strategies

- Use street grid systems to create compact blocks and easy connectivity to all town center features.
- Provide rear access to lots via service drives or alleys, where appropriate and feasible.
- Alley access to garages and parking at the rear of residences is encouraged.
- Arrange access drives to the side or rear of the houses or otherwise hidden from the street.

POLICY 4:

INCORPORATE TRAFFIC-CALMING TECHNIQUES TO PROMOTE A PEDESTRIAN-FRIENDLY CHARACTER.

Strategies

- Promote on-street parking along local residential and retail streets that is practical and does not impair aesthetics or safety.
- Provide bump-outs at residential intersections to shorten street crossings for pedestrians.
- Incorporate raised or flush crosswalks into paving programs to encourage crossing at designated intersections or crossing areas and to alert drivers to pedestrian activity.
- Break up continuous lines of on-street parked vehicles with island projections if appropriate.

POLICY 5:

ENSURE SURFACE PARKING RESPONDS TO SITE CONDITIONS AND IS APPROPRIATELY SCREENED.

Strategies

- Place parking behind, beside, or beneath buildings, or along the street, but never between a sidewalk and a building.
- Link parking to destinations with clear, safe, and well-lit pedestrian pathways with directional signage.
- Evaluate parking requirements to meet the needs of various uses: short-term turnover for retail, longer term for employment, and parking for evening and nighttime use.
- Adapt parking lots to minimize surface water run-off using trees and landscaped areas to filter and detain stormwater.
- Use landscape materials including trees, shrubs, and ground covers to provide shade, screening, and wind buffers.
- Encourage shared parking to the greatest extent practicable.

POLICY 6:

ENCOURAGE STRUCTURED PARKING THAT IS MULTIUSE AND DOES NOT INTERFERE WITH THE AESTHETICS OF THE STREETScape.

Strategies

- Screen freestanding parking structures from public walks and streets locating it behind primary structures
- Provide ground floor retail in parking structures located adjacent to the street.
- Provide ground-floor retail in parking structures located adjacent to the street.

POLICY 7:

CREATE A NETWORK OF TRAILS AND OPEN SPACES WITH CLEARLY ARTICULATED CONNECTIONS, SAFE PEDESTRIAN AND BICYCLE ROUTES, AND PLACES FOR PUBLIC GATHERINGS.

Strategies

- Integrate open spaces with other amenities and attractions, including sidewalks, seating, landscaping, and lighting.
- Construct inviting public amenities such as a gazebo, fountain, public art, bandstand or ornamental landscaping in all civic and public open spaces.
- Clearly define pedestrian routes with identifiable landmarks to ensure that they are visible and accessible.
- Ensure safe pedestrian access to Bladensburg Waterfront Park, Publick Playhouse, Peace Cross, and other memorials or monuments.
- Create a town green adjacent to the site of the library and future town hall that will serve as a central gathering place and venue for outdoor events.
- Create a plaza on the historic Market Square site that could serve as a venue for outdoor markets and will highlight the adjacent Market Master's House.
- Consider other numerous smaller public spaces within residential and commercial areas.
- Implement improvements according to ADA standards for handicapped accessibility.
- Cluster residential buildings around open space amenities to form distinct neighborhoods with recreational resources and a sense of identity.

POLICY 8:

CREATE SIGNAGE THAT FUNCTIONS TO MARKET SERVICES OR DENOTE BUILDING TENANTS BUT DO NOT COMPROMISE AESTHETICS OR SAFETY.

Strategies

- Provide signs only to advertise a service, product, or business on the site where the sign is located.
- Design signs to be compatible in style and character with the primary structure on the site.
- Discourage large wall signs.
- Encourage appropriately scaled monument signs.
- Prohibit pole signs, except as directional signs.
- Discourage florescent, reflective, neon, blinking, animated, flashing or rotating signs. These compromise motorists' safety.
- Prohibit roof signs.
- Encourage appropriate blade and awning signs and use windows to display merchandise.
- Encourage distinct lettering styles, artwork, and logos in type fonts and colors that are legible.
- Signs should be mounted no more than one story above the sidewalk level.
- Design signs to be compatible with the urban design style guidelines.

POLICY 9:

ENHANCE THE TOWN'S SENSE OF PLACE THROUGH THE CREATION OF CHARACTER AREAS AND UNIQUE THOROUGHFARE TYPES WITH HIGH-QUALITY PEDESTRIAN ENVIRONMENTS, THEMATIC ARCHITECTURAL ELEMENTS, AND CONSISTENT STREET WALLS.

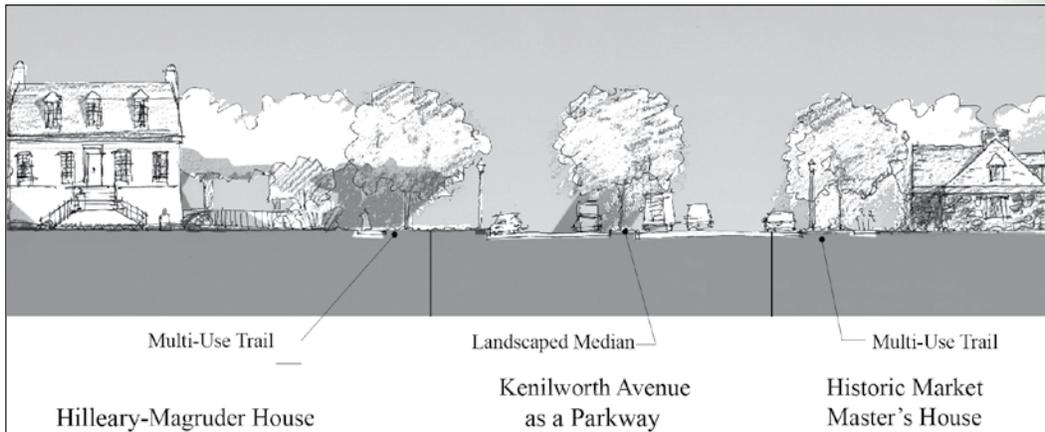
Strategies

- Create a hierarchy of character areas and corresponding thoroughfare types, each with its own unique architectural style.
- Implement streetscape enhancements to improve the pedestrian environment and establish a sense of place along each thoroughfare.
- Use lighting to accentuate architectural details.
- Establish two gateways to the town center, one at the intersection of Annapolis and Landover Roads and the other at Bladensburg Waterfront Park, that announce entry to the town and introduce a definable town character.

Character Areas and Thoroughfare Types

This sector plan promotes orderly and high-quality design for the development of Bladensburg. Urban design recommendations have been developed around four character areas; the Town Center, containing a civic core, historic area, and bungalow area; the Waterfront; the Annapolis Road Corridor; and the Public Playhouse Corridor Node. Each character area is addressed to respond to its physical location, its functional use and its existing design precedents.

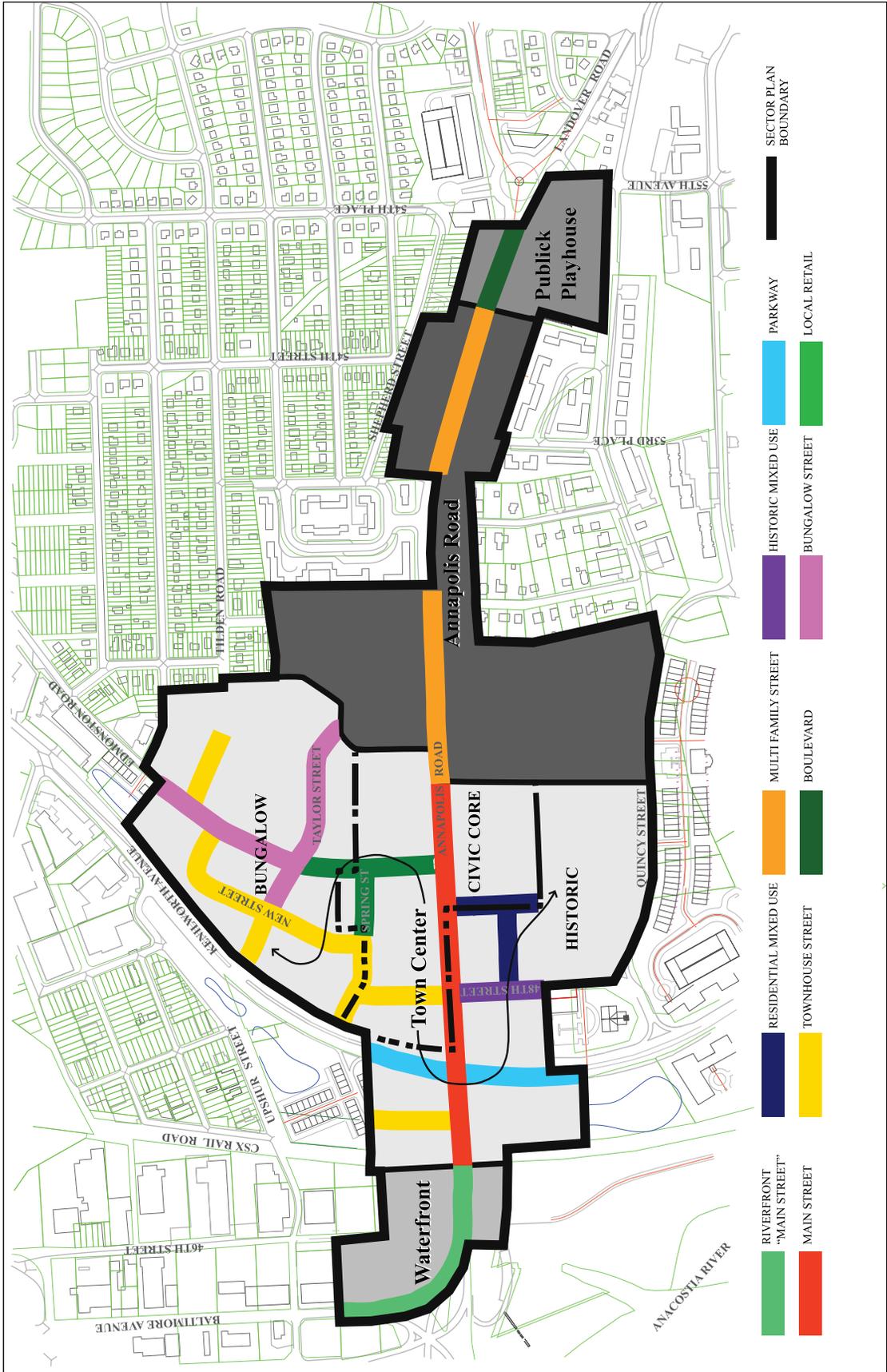
- **TOWN CENTER CHARACTER AREA**—Influenced by the new/refurbished library and town hall, the Bostwick, Market Master, and Hilleary-Magruder Houses and an existing bungalow residential community, this area has three distinct architectural/design influences. The guidelines are broken down into those components: civic core—the area along Annapolis Road near the library/town hall site; historic area—the area in and around Bostwick, Market Master’s and Hilleary-Magruder houses; and the bungalow area—the residential neighborhood north of the library, extending to the existing town hall site.



Proposed

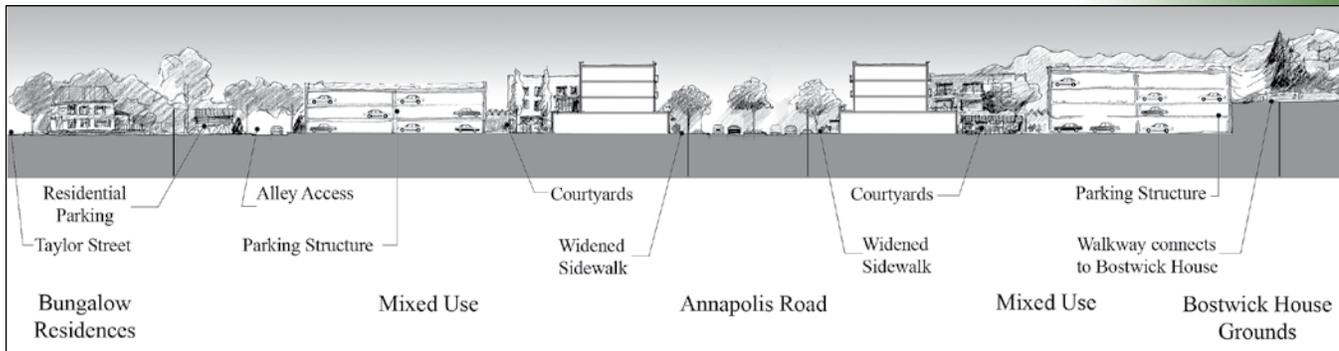


Existing

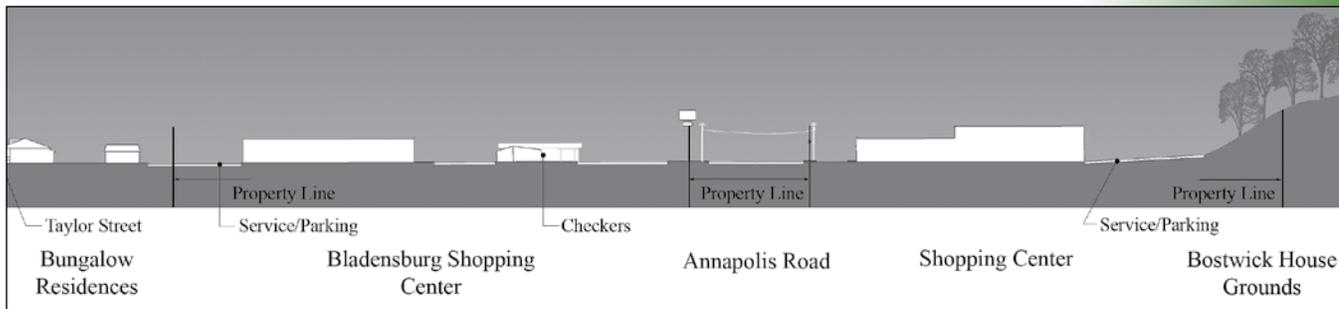


Map 20: Urban Design Character Areas

CIVIC CORE—Influenced by the new/refurbished library and town hall, this area supports street level retail with living or office space above. The civic core should be characterized by generous public space, unique retail and restaurant offerings, convenient pedestrian connections, strong street grid patterns, access to public transportation, and present an identifiable character that reflects the desirable qualities of the Bladensburg community.



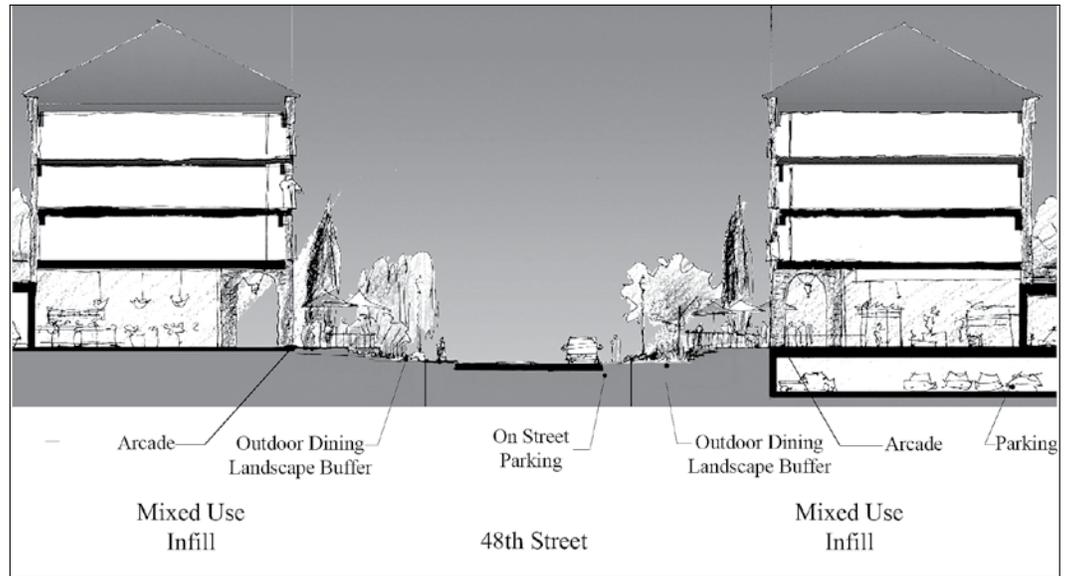
Proposed



Existing

- Town House Street: Residential street characterized by row houses/ townhouses with small front gardens and parking accessed through the rear of the lot via service drives or alleys.
- Main Street: A high traffic volume road with traffic-calming measures, wide sidewalks, and ground-floor retail uses (No on-street parking provided).
- Parkway: Limited access road with extensive plantings and trail systems.
- Local/Retail Street: Road with wide sidewalks, ground floor retail uses, and on-street parking.

HISTORIC AREA—Influenced by the Bostwick, Market Master, and Magruder Houses, this area reflects eighteenth-century design standards by supporting a public market space, arcade streetscapes, and architectural features and details of that era..

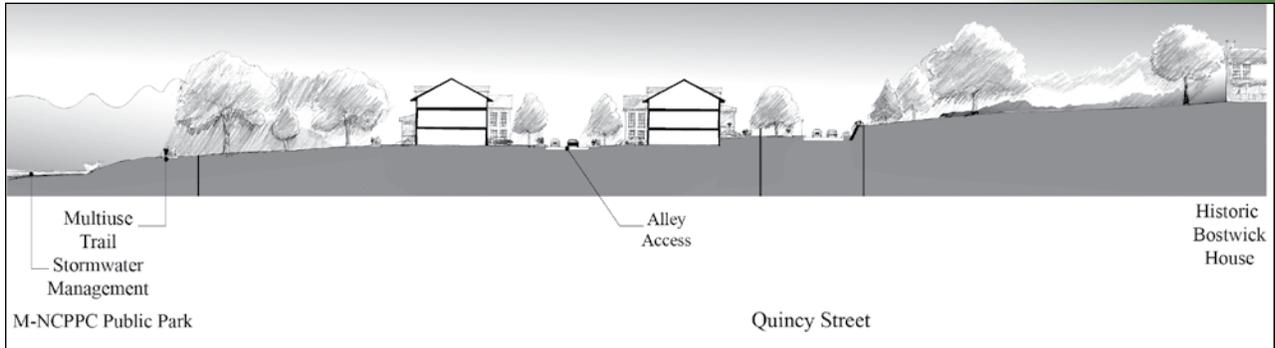


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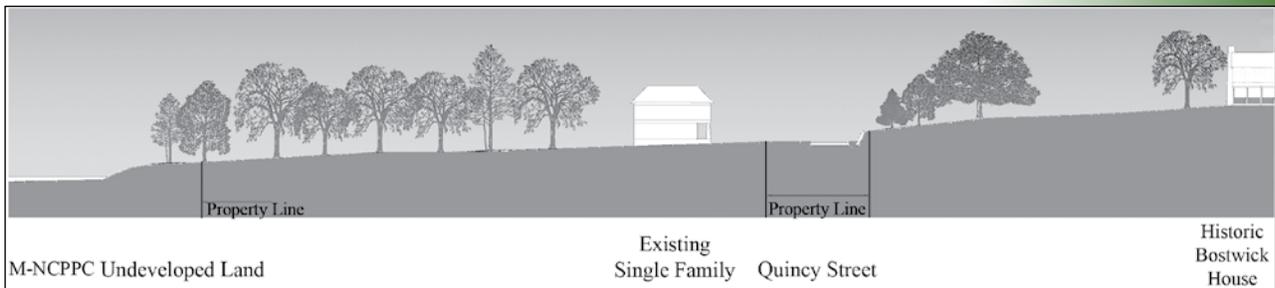


Existing

- Historic Mixed-Use Street: Street with on-street parking, no truck through-traffic, and planted zones in front of buildings to serve as a buffer to a continuous ground-floor arcade.
- Residential Mixed-Use Street: Intimate residential street with row house apartments and ground-floor retail at intersections with main streets.
- Parkway: Limited access road with extensive plantings and trail systems.

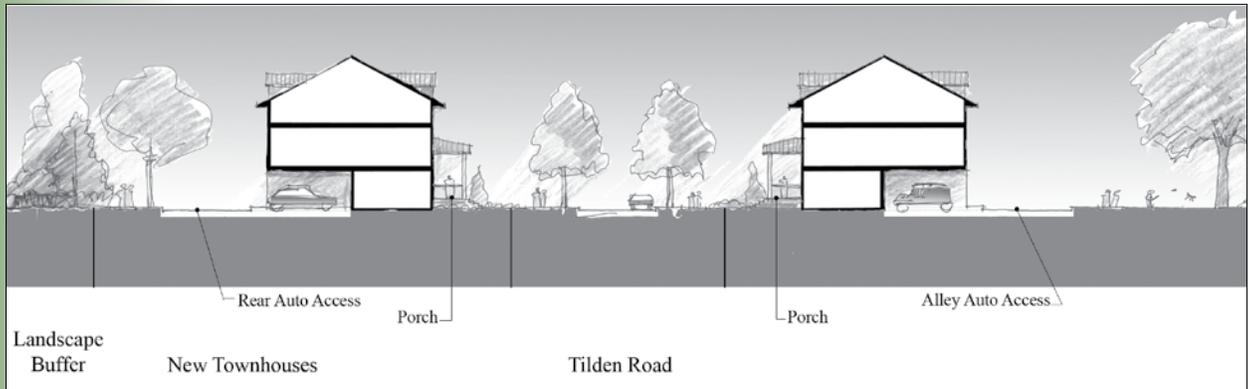


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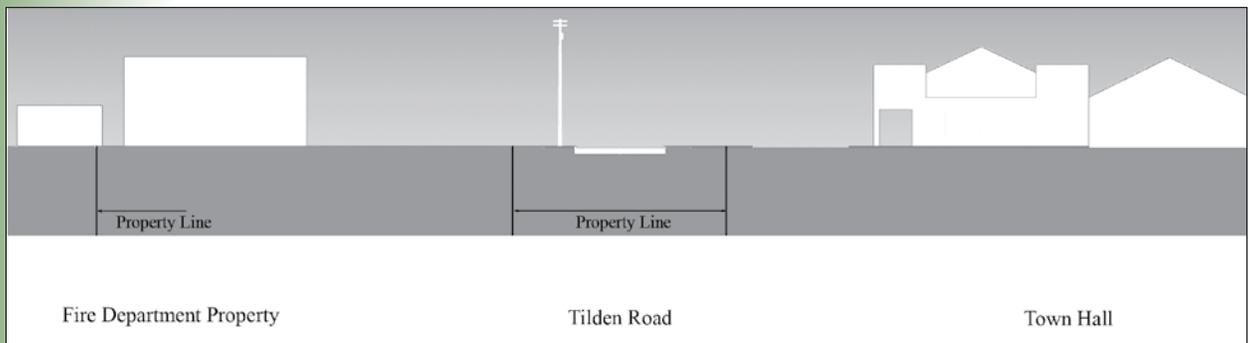


Existing

BUNGALOW AREA—Influenced by the existing residential community, new and infill development should support the architectural style and development pattern of this area.



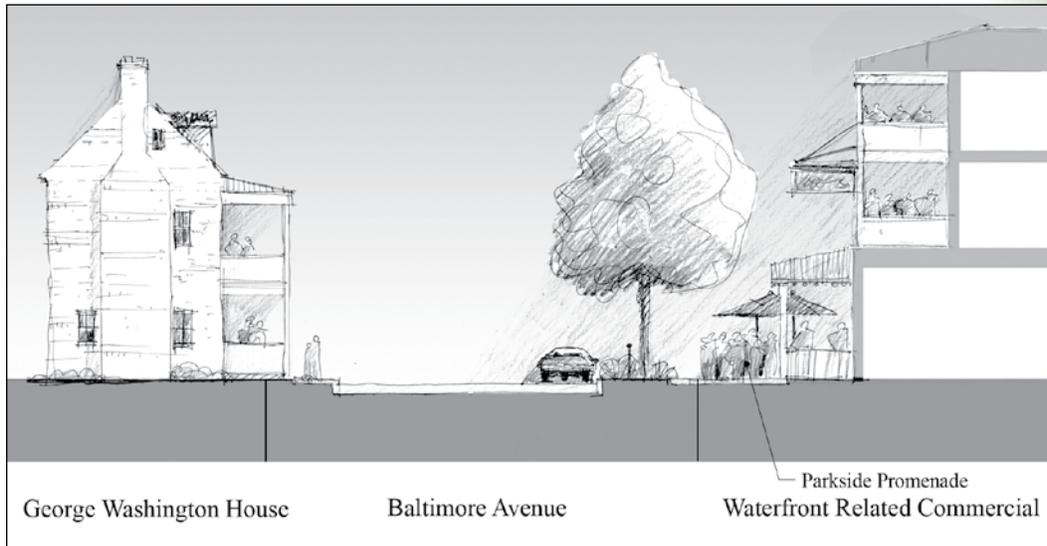
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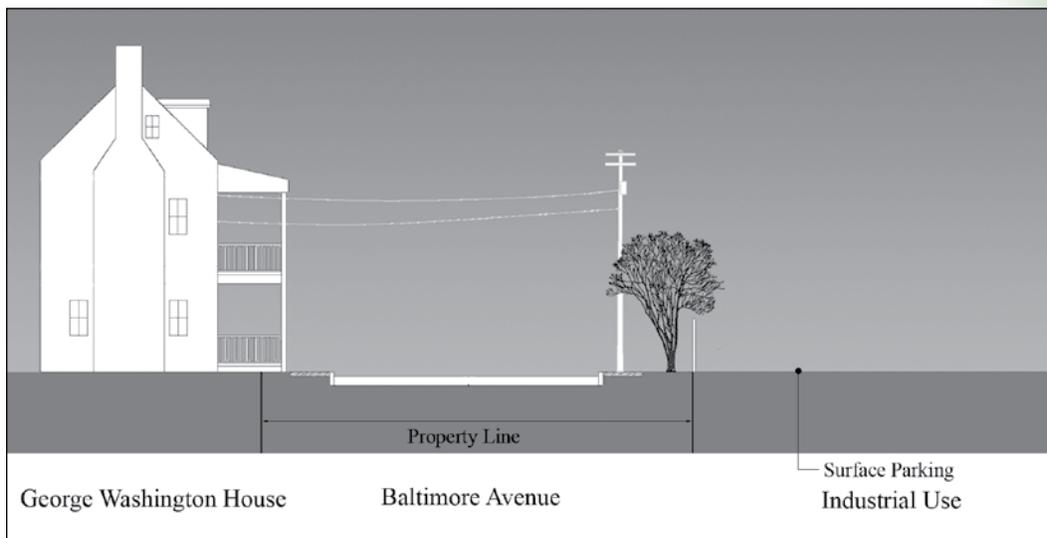
Existing

- Local/Retail Street: Road with wide sidewalks, ground floor retail uses, and on-street parking.
- Town House Street: Residential street characterized by row houses/ townhouses with small front gardens and parking accessed through the rear of the lot via service drives or alleys.
- Bungalow Street: Residential street characterized by two- to three-story, bungalow-style, detached houses with front fences and porches. Uses are primarily residential with retail at intersections with main streets.

- WATERFRONT CHARACTER AREA—Influenced by the architectural style of the historic George Washington House, new development should be oriented and designed to take advantage of views to the Anacostia River.
 - Riverfront Main Street: Street with primarily ground-floor retail uses and hotel/hospitality uses on upper floors.

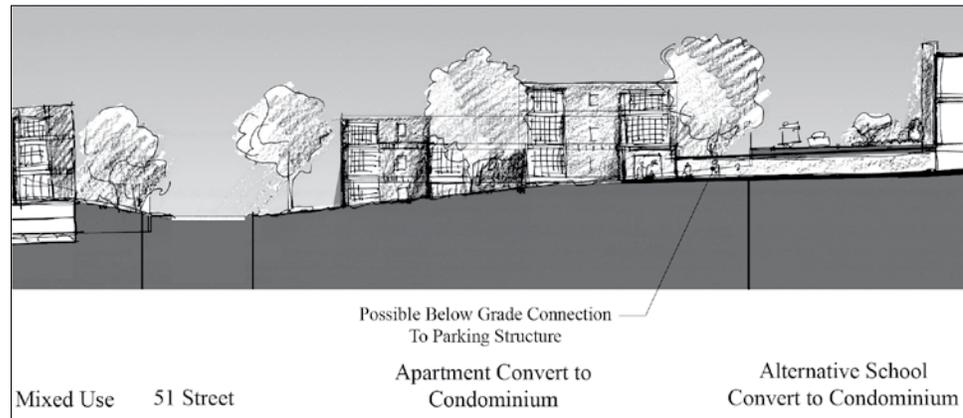


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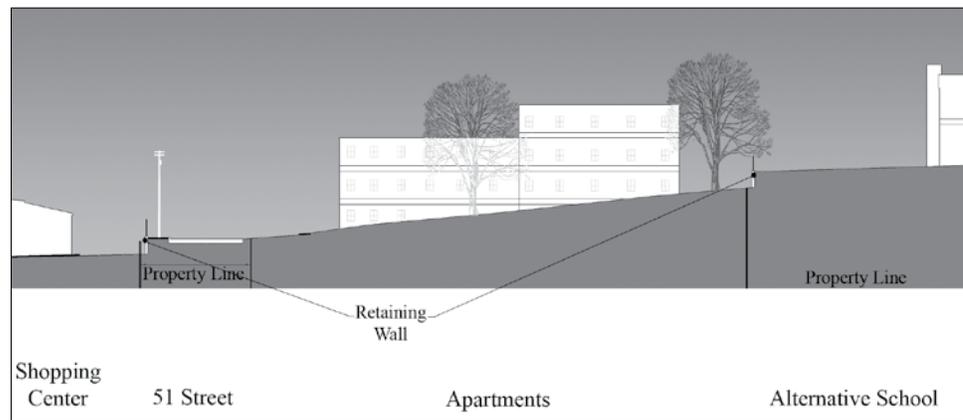


Existing

- ANNAPOLIS ROAD CORRIDOR CHARACTER AREA—Influenced by the Hilltop Manor Apartments, this architectural style in Bladensburg is predominately brick with clean, simple, long horizontal lines.
 - Multifamily Street: Residential street with multifamily apartment buildings similar in character to Hilltop Manor.

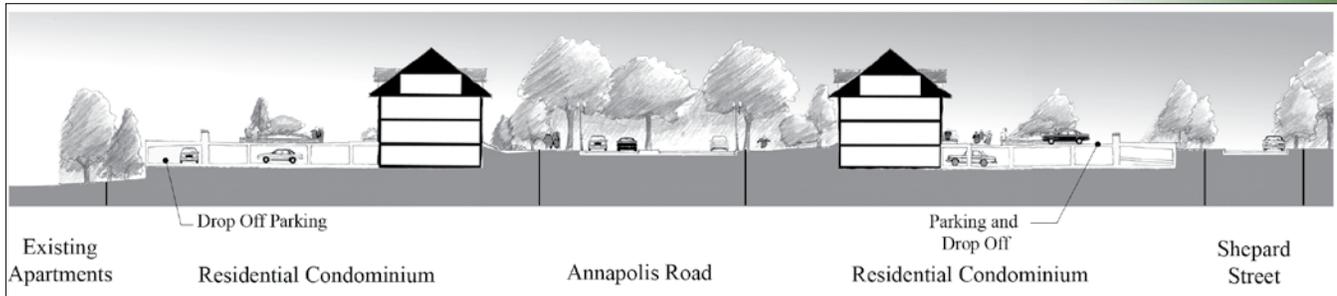


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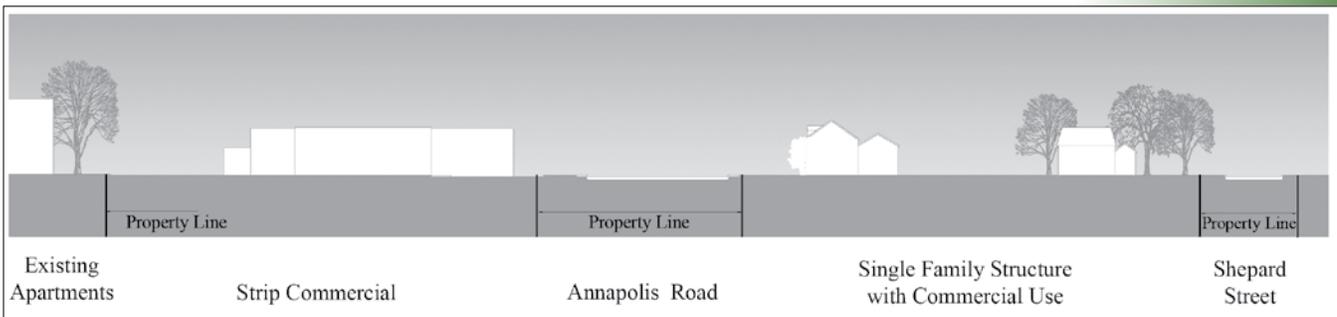


Existing

- PUBLICK PLAYHOUSE CORRIDOR NODE CHARACTER AREA— Influenced by the Art Deco architectural style of the Publick Playhouse, it serves as the eastern gateway into Bladensburg.
 - Boulevard: A high traffic volume road with primarily residential uses and a wide, continuous planted zone separating the street from sidewalks and front yards.



Proposed



Existing

Urban Design Guidelines

In order to guide the implementation of the vision plan for the Bladensburg Town Center, guidelines have been established to organize physical space according to character areas and public streets. These guidelines are to inform new or redevelopment projects within the sector plan area. These recommendations are general design concepts and should not be construed to function as legal standards. Planning and design is an ongoing process, and it is with this understanding that these guidelines have been developed—to set the framework for the town center vision.

TOWN CENTER CHARACTER AREA—CIVIC CORE

Building Siting

1. Buildings should be located within 20 to 26 feet from the face of the curb to allow adequate public space with 6- to 8-foot-wide sidewalks and 4- to 6-foot-wide landscape areas.
2. Buildings should create a strong street wall by providing a minimum of 75 percent of the building facade along a consistent build-to line.
3. Allow step backs, diagonal frontage, and other individualized treatments at corners to denote entry, gathering space, or other unique conditions.
4. Utilize a street grid system to create compact blocks and provide for easy connectivity to all town center features.
5. There should be no yard requirements in this district.

Architectural Elements

1. Buildings should be a minimum of three floors and a maximum of five floors in height.
2. Commercial buildings should have clearly defined customer entrances with sheltering elements at 20- to 40-foot increments.
3. Awnings are recommended along the street frontages to provide shelter for pedestrians. Awnings should be provided at the building entrances and may extend along the entire building facade provided they do not overwhelm the structure. Awnings should have a minimum height clearance of 10 feet and may extend outward from the building for a distance of 8 feet.
4. Street front fenestration should be 75 percent to 90 percent of the building face.
5. Upper story fenestration that faces the street or other public space should be 40 percent minimum of the building face.
6. “Green,” terrace, or flat roofs are recommended.
7. Shadow relief, offset planes, overhangs, and recessed doorways should be used to provide visual and architectural interest at the pedestrian level.
8. Individual framed windows are recommended rather than ribbon or band windows.
9. Large display windows are recommended for retail at the street level.
10. Large blank building walls shall not be permitted when facing public areas.

11. Streetscape elements should support the needs of multiple users and include: seating; trash receptacles; bike racks; adequate lighting for night use; and landscape treatments that provide shade, color, texture, scale, and buffering from automobile traffic.
12. Overhead utilities should be placed underground or relocated behind buildings in this area, whenever possible.

Uses

1. Civic buildings, civic plazas, public facilities, public open space, and transit uses are recommended.
2. Ground floors should support retail or office.
3. Upper floors should be residential or office.

TOWN CENTER CHARACTER AREA—HISTORIC AREA

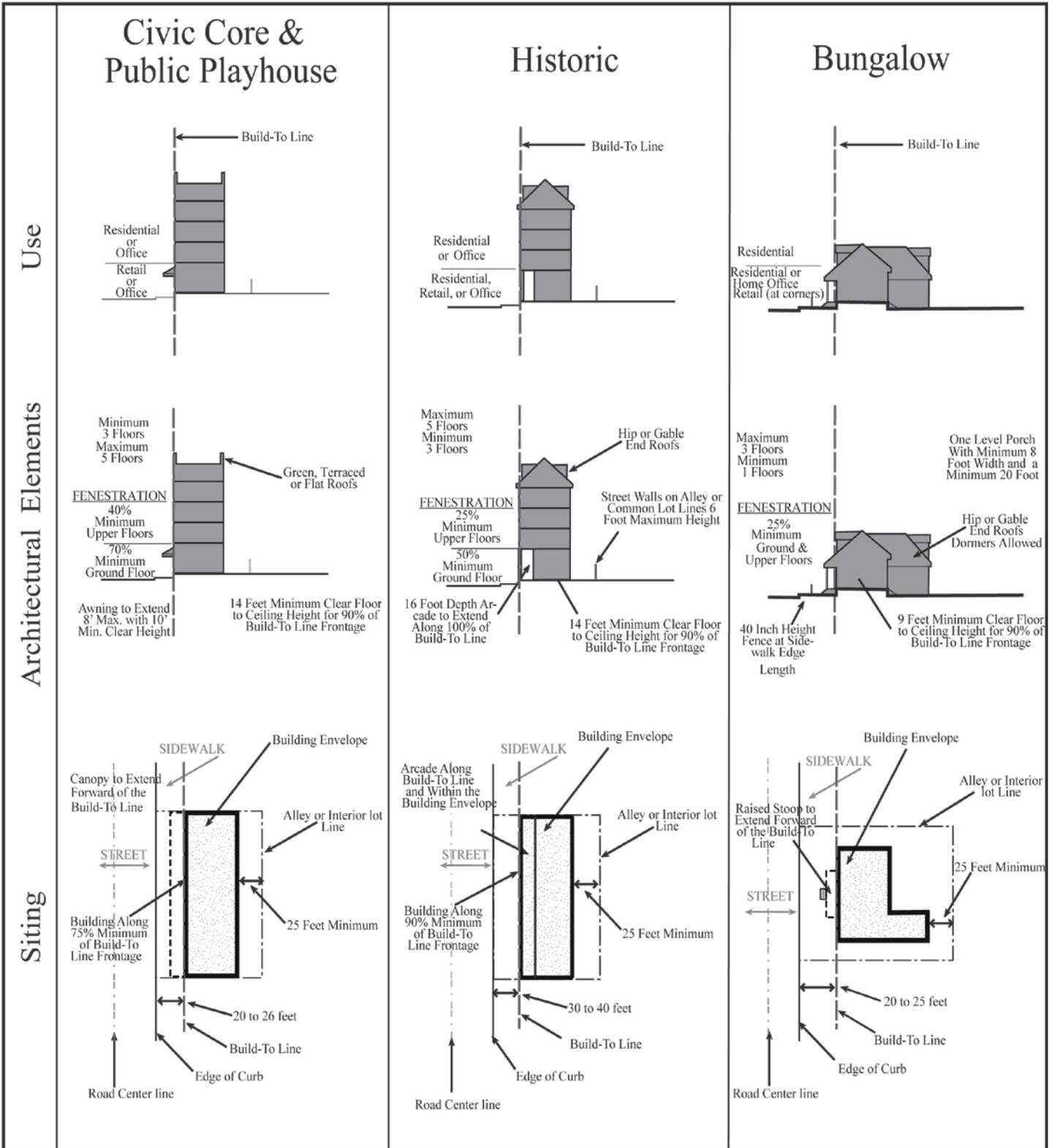
Building Siting

1. Buildings should be located within 30 to 40 feet from the face of the curb to allow adequate public space for 6- to 8-foot-wide sidewalks and 4- to 6-foot-wide landscape areas.
2. Buildings should create a strong street wall by providing a minimum of 90 percent of the building facade along a consistent build-to-line.
3. There should be no yard requirements in this character area.

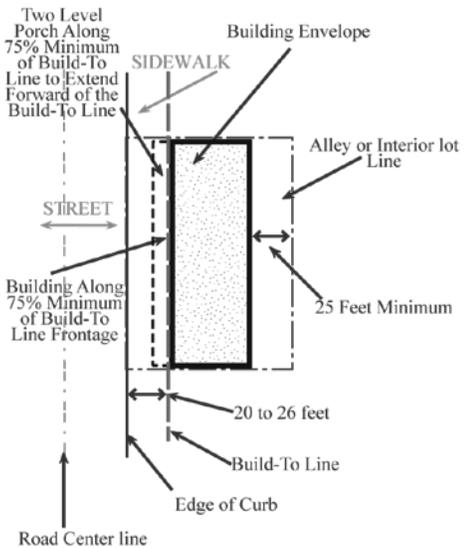
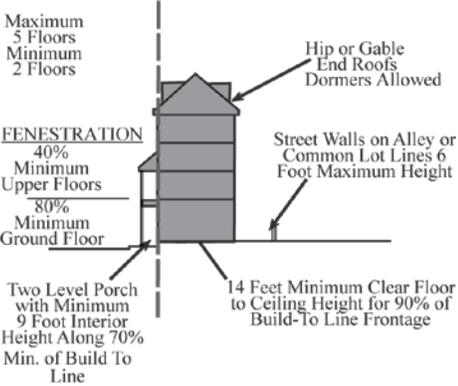
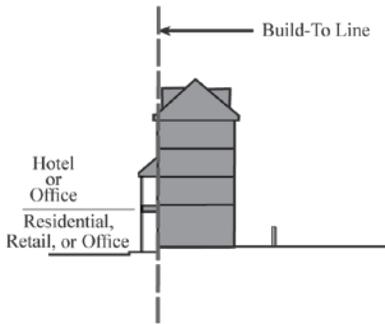
Architectural Elements

1. Buildings should be a minimum of three floors and a maximum of five floors in height.
2. Arcades should have a clear ceiling height of 14 feet and a maximum depth of 16 feet.
3. Commercial buildings should have clearly defined customer entrances with sheltering elements at 20- to 40-foot increments.
4. Street front fenestration should be 50 to 90 percent of the building face.
5. Upper story fenestration that faces the street should be 25 percent minimum of the building face.
6. Hip or gable end roof styles are encouraged. Dormers can be included to create a top floor.
7. Arcades are recommended along the street frontage with the upper stories providing the ceiling of the walkway.
8. Individual framed windows are recommended rather than ribbon or band windows.
9. Large display windows are recommended for retail at the street level.
10. Large blank building walls shall not be permitted when facing public areas.
11. Utilities should be underground in this area if feasible.

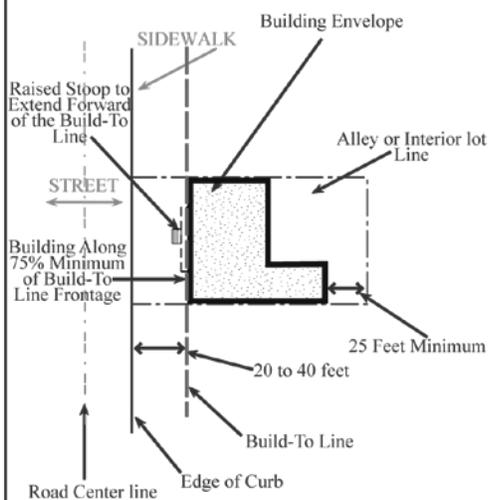
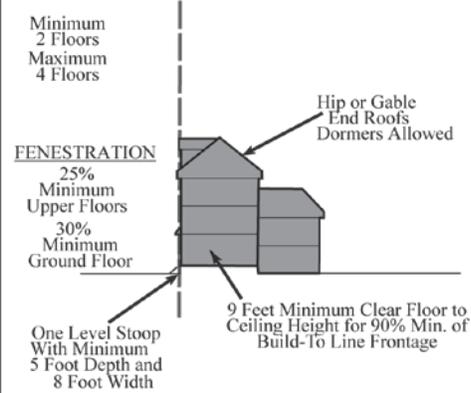
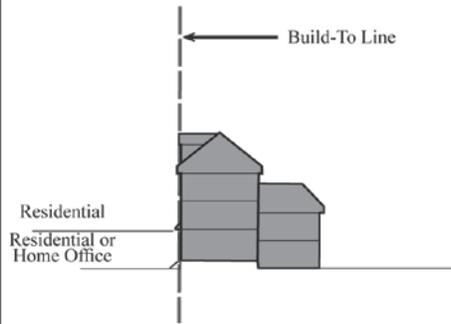
BUILDING FORM DIAGRAM



Waterfront



Annapolis Road



Uses

1. Open space greens, squares, plazas, courtyards, and promenades are recommended.
2. Ground floors should support residential, retail, or office.
3. Upper floors should be used for residential or office.
4. Transit facilities with supporting seating, signs, shelter and pedestrian connections.

TOWN CENTER CHARACTER AREA—BUNGALOW AREA

Building Siting

1. The buildings should be located within 20 to 25 feet from the face of the curb to allow adequate public space for 4- to 6-foot-wide sidewalks and 4- to 6-foot-wide landscape areas.
2. Buildings, low walls and fences, architectural landscaping, or other architectural features should be used to create the street wall at the build-to line at the sidewalk edge.
3. A landscape-planting buffer should be provided between the street and sidewalk to create a protected area for pedestrian movement.
4. Allow step backs, diagonal frontage, and other individualized treatments at corners to denote entry, gathering space, or other unique conditions.
5. Allow the use of accessory dwelling units in appropriate locations.
6. Yards should be provided to allow adequate separation and buffering between buildings to ensure privacy and contribute to a more suburban character.
7. Support a street grid pattern to encourage interconnectivity.

Architectural Elements

1. Buildings should be a minimum of one floor and a maximum of three floors in height.
2. Street front fenestration on lower and upper floors should be 25 percent minimum of the building face.
3. Avoid flat facades by incorporating varied architecture including, bays, balconies, porches, stoops, and other projecting elements.
4. Encourage building design that is sensitive to scale, form, rhythm, and materials established in the character of the surrounding neighborhood.
5. Hip or gable end roof styles are encouraged. Dormers can be included to create a top floor.

Uses

1. Primarily local residential and/or home office is recommended.
2. Encourage retail developments on high visibility corners where small-scale commercial uses can fit into a residential neighborhood context.

WATERFRONT CHARACTER AREA

Building Siting

1. Buildings should be located within 20 to 26 feet from the face of the curb to allow adequate public space for 6- to 8-foot-wide sidewalks and 4- to 6-foot-wide landscape areas.
2. Buildings should create a strong street wall by providing a minimum of 75 percent of the building facade along a consistent build-to-line.
3. There should be no yard requirements in this area.

Architectural Elements

1. Buildings should be a minimum of two floors and a maximum of five floors in height.
2. Two-level porches encouraged along the street frontage of Baltimore Avenue to take advantage of views into the Bladensburg Waterfront Park. Porches may extend forward of the build-to line a minimum of five feet.
3. Hip or gable end roof styles are encouraged. Dormers can be included to create a top floor.

Uses

1. Ground floors should support retail or office.
2. Upper floors should be hotel, office, or retail.

ANNAPOLIS ROAD CORRIDOR CHARACTER AREA

Building Siting

1. Buildings should be located within 20 to 40 feet from the face of the curb to allow adequate public space for 6- to 8-foot-wide sidewalks and 4- to 6-foot-wide landscape areas.
2. A minimum of 50 percent of the building facade should be placed at the build-to line.
3. Buildings, low walls and fences, architectural landscaping, or other architectural features can be used to create the street wall at the build-to line.
4. A landscape-planting buffer should be provided between the street and sidewalk to create a protected area for pedestrian movement.

Architectural Elements

1. Buildings should be a minimum of two floors and a maximum of four floors in height.
2. Minimum elevation above the sidewalk to the finished floor should be 30 inches.
3. Porches, stoops, decks, and terraces may extend forward of the build-to line a minimum of five feet and are recommended.
4. Walls and fences should be made of high-quality materials such as brick, stone, wrought iron, and wood that are compatible with the associated building or the adjacent buildings.

5. Street facing windows in residential buildings should be elevated above grade to adequately provide privacy while also providing visibility onto the street.
6. Large blank building walls should not be permitted when facing public areas.

Uses

1. Primarily residential area with all floors providing living space is recommended.

PUBLIC PLAYHOUSE CORRIDOR NODE CHARACTER AREA

Building Siting

1. Buildings should be located within 20 to 26 feet from the face of the curb to allow adequate public space with 6- to 8-foot-wide sidewalks and 4- to 6-foot-wide landscape areas.
2. Buildings should create a strong street wall by providing a minimum of 75 percent of the building facade along a consistent build-to line.
3. Allow step backs, diagonal frontage, and other individualized treatments at corners to denote entry, gathering space, or other unique conditions.
4. There should be no yard requirements in this district.

Architectural Elements

1. Buildings should be a minimum of three floors and a maximum of five floors in height.
2. Commercial buildings should have clearly defined customer entrances with sheltering elements at 20- to 40-foot increments.
3. Street front fenestration should be 75 percent to 90 percent of the building face.
4. Upper story fenestration that faces the street should be 40 percent minimum of the building face.
5. “Green,” terrace, or flat roofs are recommended.
6. Allow step backs, diagonal frontage, and other individualized treatments at corners to denote entry, gathering space, or other unique conditions.
7. Individual framed windows are recommended rather than ribbon or band windows.
8. Large display windows are recommended for retail at the street level.
9. Large blank building walls shall not be permitted when facing public areas.

Uses

1. Public facilities, public open space, and transit uses are recommended.
2. Ground floors should support retail or office.
3. Upper floors should be residential or office.