



Implementation **5**

Implementation

Implementation Philosophy

No simple formula exists to revitalize the M-U-TC area. For the effective implementation of the development plan vision, a number of key stakeholders—which include local government, potential developers, existing businesses, and others in the private sector—will need to form new working relationships and coordinate initiatives.

Implementation should build on recent public- and private-funded activities. Past public initiatives have included the traffic circle, the tree-lined median, and the building at 3311 Rhode Island Avenue. More recent public sector investment has focused on the properties on the north side of Rhode Island Avenue between Eastern Avenue and 33rd Street as well as the Eastern Star Building. Recent private investment has focused along 34th Street and the 3300 block of Rhode Island Avenue. In the near-term, both public and private resources are limited. Therefore, it is important to focus projects in specific areas where stakeholders can create the biggest “bang for their bucks.”

However, even with limited budgets, small-scale, low-cost actions can be taken. Collectively, these actions can build upon existing successful revitalization efforts. Smaller projects may give way to larger ones and over time dramatic changes may be achieved.

Implementation Precedents

Barracks Row and Takoma Park are two local examples of commercial areas that experienced revitalization over the past decade. In many respects, the issues faced by those two areas are similar to the issues the M-U-TC is facing today. Consequently, these areas can serve as case studies on how implementation may work in the M-U-TC area.

Barracks Row, 8th Street S.E., Washington, D.C.

In 1999 the Barracks Row Business Alliance teamed up with key citizens to form the Barracks Row Main Street organization. This group worked with the government and was awarded a District Department of Transportation (DDOT) grant in 2003 to create a comprehensive urban streetscape, which dealt with

urban design issues such as parking, public transit, water management, urban forestry and lighting. Since the program’s inception, Barracks Row has emerged as a highly successful and vibrant commercial corridor, and was awarded the 2005 Great American Main Street Award by the National Trust for Historic Preservation.

The Barracks Row Main Street organization has the following committees:

- *Organization Committee*: creates a five-year strategic plan, and organizes fund raising events.
- *Design Committee*: reviews façades, signage, streetscapes, and historic preservation applications.
- *Promotion Committee*: markets Barracks Row to new customers through image campaigns, retail promotions, and special events.
- *Economic Development Committee*: provides market analysis and marketing brochures and promotes communication between property owners and businesses.
- *Arts and Crafts Committee*: promotes the arts along 8th Street in order to create an environment conducive to more art galleries, antique dealers, design stores, and house wares.

Some of the accomplishments of the Barracks Row Main Street organization to date are as follows:

- In 2003 a DDOT streetscape project was launched.
- Public and private funds reinvested in the community have totaled \$19 million.
- Fifty-one façades have been restored.
- Forty signs have been replaced through private funding.
- Forty-three new businesses and 12 new outdoor cafés have opened, and 198 additional jobs have been created.
- Three new buildings have been constructed.
- A self-guided history trail has been created to facilitate tours of the neighborhood.

“Main Street Takoma,” Takoma Park, Washington, D.C., and Maryland

Main Street Takoma is a “Main Street” program that promotes and markets downtown Takoma Park businesses. Incorporated in 2008, the program has already recruited two new business tenants and is actively pursuing county, state, and federal grants.

The “Main Street Takoma” has the following committees:

- *Design Committee*: organizes clean-up days, window display competitions, plantings, signage, tree adoption, and façade improvements with matching grants from the State of Maryland Business Works program.
- *Economic Restructuring Committee*: does market analysis and manages a revolving loan fund, parking, and outreach.
- *Promotional Committee*: manages monthly events, marketing, and the organization’s web site.
- *Organization Committee*: controls membership, volunteering, and web site review.

Some of the accomplishments of the Main Street Takoma organization to date are as follows:

- A “Main Street Takoma” executive director has been hired.
- The 501(c)(3) organization has been set up, a board of directors established, and a web site launched (www.mainstreettakoma.org).
- Two new tenants, Mayorga Coffee (open) and Ace Hardware (under construction) have been recruited.
- A retail market analysis, which was funded via a Community Legacy Grant, has been completed.
- A \$250,000 DC Arts and Humanities Grant (a three-year process) has been awarded for Art in Transit for an installation at the Takoma Park Metro Station.

Like other commercial centers in older urban residential areas, such as Barracks Row and Takoma Park, successful redevelopment in the M-U-TC will be built on investment in programs that promote streetscape and façade improvements, new development, and institutional support for ongoing management and branding of an area.

The Mixed-Use Town Center Zone Development Plan is a critical tool that should guide a unified approach to decision making in the M-U-TC area. All public-related initiatives should be measured and tested against the best interests of the entire M-U-TC. This will help to prioritize strategies and the allocation of limited public resources to achieve the most impact in the area. Some of the implementation priorities for the area are as follows:

1. Public investment should be concentrated on specific projects within the 34th Street, Rhode Island Avenue, and Civic Core districts. Reinforcing specific locations can result in enhancing existing buildings and creating a higher economic impact. A downtown action plan should include:
 - b. Prioritizing 34th Street-related improvements as outlined in the implementation charts.
 - c. Prioritizing the Singer Building triangle and supporting redevelopment with Rhode Island Avenue ground-floor retail, including investment in streetscape and corner park improvements.
 - d. Committing to a civic green and plaza (and Washington Metropolitan Area Transit Authority relocation) concept.
 - e. Renovating and modifying the Eastern Star Building alongside the existing city hall/library so that they match a civic green and plaza concept.
3. Coordinate redevelopment of the properties on the north side of Rhode Island Avenue between Eastern Avenue and 33rd Street.
4. Prioritize façade improvements and regulation.
5. Streamline the building- and business-permitting process.
6. Commit public investment in shared off-street parking.
7. Invest in an environmental showcase feature for a lower 34th Street or “green street” prototype.
8. Bring art into the public realm.
9. Channel resources into a dedicated Mount Rainier management and marketing entity (similar to the Maryland “Main Street” program but on a smaller scale).

Implementation Area Recommendations and Charts

Institutional/Regulatory/Economic Development: “Main-Street” Type Program

Program Manager

Barracks Row and Takoma Park are local examples of successfully revitalized main streets. At both these locations, setting up and committing to a full-time program manager and a marketing/promotion institution were extremely critical revitalization elements. The City of Mount Rainier should explore partnership opportunities with local organizations in order to establish a “Main Street” type program and to promote Mount Rainier through a program manager who is primarily responsible for plan implementation activities, including assisting organizations with grant proposals, advertising, promotion/special events, and marketing campaigns. The program manager should use the plan vision as a tool to encourage appropriate activity in the M-U-TC area. The program manager should have the following roles and responsibilities:

1. *Program Organization:*
 - a. Create a strategic plan to implement the plan vision.
 - b. Develop a comprehensive fundraising plan and conduct annual fundraising activities.
2. *Design Standards and Guideline Liaison:*
 - a. Manage implementation of M-U-TC Design Standards and Guidelines by the M-U-TC Design Review Committee.
 - b. Seek funding for streetscape and façade improvements.
 - c. Support historic preservation initiatives.
3. *Marketing and Promotion:*
 - a. Market the M-U-TC area to customers, investors, local brokers, new businesses, residents, and visitors by developing and carrying out image campaigns, retail promotions, and special events.
 - b. Assist with coordination of special events, including Mount Rainier Day.
4. *Economic Development:*
 - a. Develop and implement an economic strategy to identify Mount Rainier as a successful commercial corridor; provide sustainable business opportunities for merchants; and help to create job opportunities, especially for local residents.
 - b. Create partnership opportunities with local institutions and non-profits.
 - c. Create a database of all properties and contact information.
 - d. Communicate regularly with businesses and owners about the program manager’s work.
 - e. Facilitate access to financing programs for façade improvements and business expansion.
 - f. Establish relations with local brokers and real estate organizations.
 - g. Pursue grant funding for projects identified in the implementation chapter, and manage the grant funding process.
 - h. Help streamline the business license process, and serve as liaison between businesses, the city, and the county.
4. *The Arts:*
 - a. Coordinate arts initiatives with the Gateway Community Development Corporation.
 - b. Advance the visibility of art in the community by applying for public art-installation grants.
 - c. Manage and oversee public art once it is installed.
5. *Property Oversight:*
 - a. Assist with the management of real property owned by the City of Mount Rainier and follow up on recommendations concerning implementation of the development plan.
 - b. Engage absentee landlords in order to facilitate the implementation of the development plan.
 - c. Facilitate implementation of green building initiatives by promoting relevant programs.
 - d. Obtain historic property designations on appropriate properties.

M-U-TC Façade Improvement Program

A city-sponsored façade improvement program (FIP) should be created that coordinates activities with approved development plan priorities. A committee set up to review all FIP applications should:

1. Prioritize the 40–45 properties within the M-U-TC that require some type of rehabilitation, upgrade, and/or restoration action according to the development plan (proposed façade improvement recommendations are listed in the appendix of this plan).
2. Use the plan vision and design standards and guidelines criteria specified in the development plan review and prioritize applicants for inclusion in the program.
3. Plan city investment around a five-year façade improvement program (a recommended public commitment to this program ranges from \$30,000–\$80,000 per year).
4. Hold a public invitation-and-training session for building and property owners within the M-U-TC area, encourage them to apply for FIP grants for a maximum of \$10,000, allowing a shared maximum of \$20,000 per façade. Owners should participate in a hands-on training session that discusses a variety of renovation topics including:
 - a. How to fill out the FIP applications.
 - b. How to determine eligible repairs and upgrades.
 - c. How to delineate the scope of repairs for individual properties.
 - d. How to select an architect or a contractor and manage the construction process.

The city should both accept applications and rank, score and award fund amounts based on pre-determined criteria for that fiscal year. All actions must comply with the new Approved City of Mount Rainier Mixed-Use Town Center Zone Development Plan guidelines.

5. Target specific areas, such as the 34th Street corridor, for the FIP program and combine it with the proposed public street improvement activities.
6. Help with an updated approval process that allows the M-U-TC Design Review Committee to streamline the permit review process for M-U-TC compliant applications.
7. Guide applicants through project permit applications and assist them with the historic area work permit (HAWP) process.

City Actions/Regulatory/Implementation Chart

IMPLEMENTING ACTION	RESPONSIBLE AGENCIES/STAKEHOLDERS	POSSIBLE IMPLEMENTING TOOLS AND FUNDING SOURCES	PHASING	PRIORITY ACTION
<p>1</p> <p>Initiate a “Main-Street” type program and create the position of a program manager responsible for coordinating the following programs on behalf of the city:</p> <ul style="list-style-type: none"> • Façade improvement program (geared toward historic preservation). • Gateway Arts District: <ul style="list-style-type: none"> i. Arts events program. ii. Public art program. iii. Pop-up art galleries program. • Marketing/promotion program. • Design/signage/wayfinding program. • Economic development program. 	<p>City, county, Gateway CDC, property owners, State of Maryland, and Neighborhood Design Center.</p>	<ul style="list-style-type: none"> • Community Development Block Grant Program (page 123). • The Community Legacy Program (page 123). • Prince George’s County Economic Development Corporation (page 123). • Capital Improvement Project (page 124). • Historic Property Grant Program (page 125). • Art in Communities (page 128). 	<p>Near term</p>	<p>Yes</p>
<p>2</p> <p>Engage landlords in dialogue to implement the plan vision.</p>	<p>City and property owners.</p>	<ul style="list-style-type: none"> • Not applicable. 	<p>Near term</p>	
<p>3</p> <p>Streamline the permit process and make it clearer.</p>	<p>City, county, and property owners.</p>	<ul style="list-style-type: none"> • Not applicable. 	<p>Near term</p>	
<p>4</p> <p>Create a fund within the M-U-TC area with the objective of undergrounding utility lines.</p>	<p>City, county, property owners, utility companies, and the SHA.</p>	<ul style="list-style-type: none"> • Capital Improvement Project (page 124). • Contribution from Local Developer (page 124). • Capital Improvement Program (page 125). 	<p>Medium term and long term</p>	

Upper 34th Street

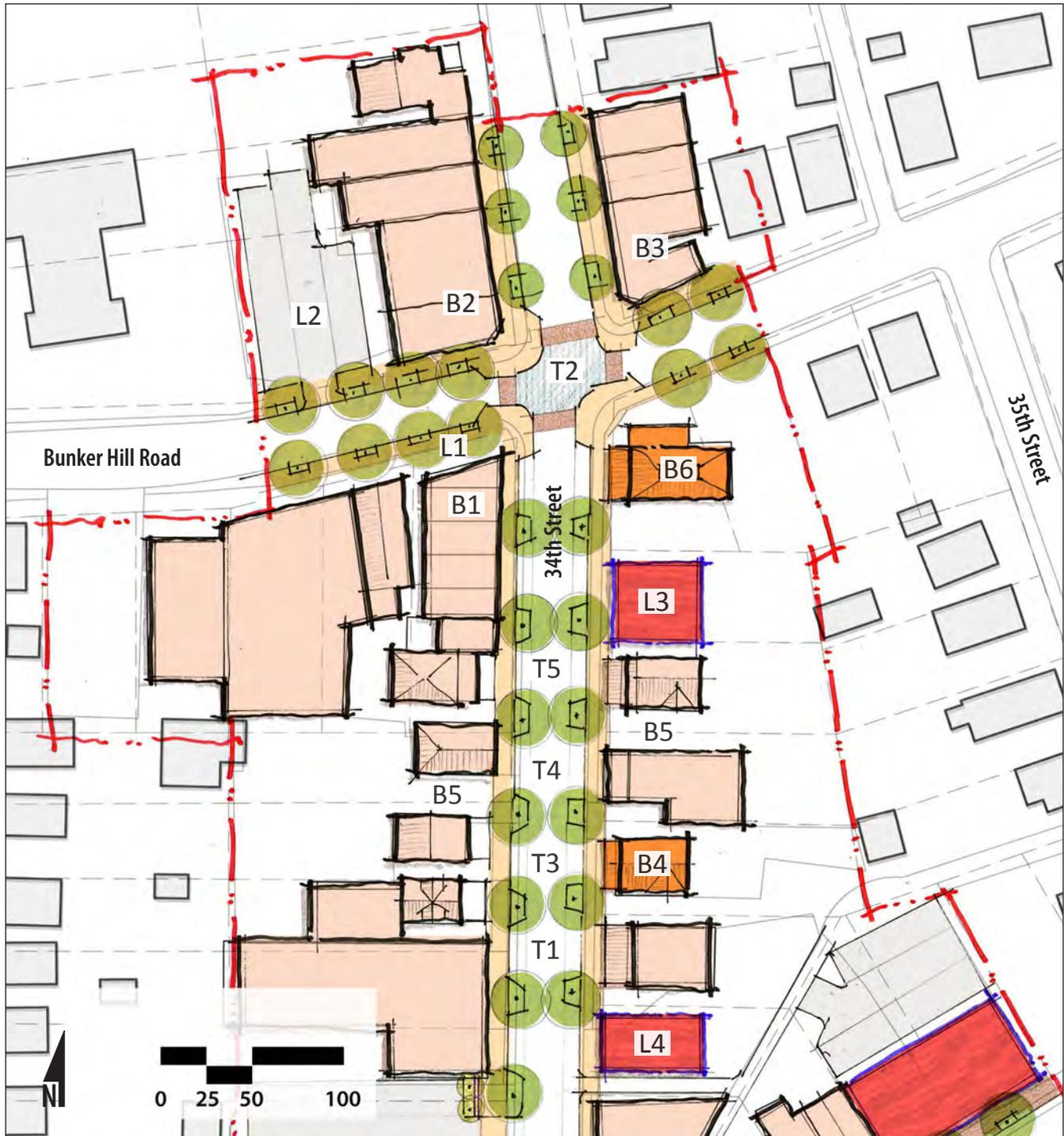


Implementation Action Timeline*

PHASE	LOCATION	RECOMMENDATION	REFERENCE NUMBER
NEAR TERM (0–5 years)	4000–4008 34th Street	New shared parking lot (public/private)	L2 on page 110
	3840 34th Street	Renovation of building and new retail/restaurant at north end with outdoor seating	B1 on page 110
	Intersection at Bunker Hill Road and 34th Street	New pedestrian improvements (curb extensions and crosswalks)	T2 on page 110
	34th Street	Bike sharrow lane and new pay-on-foot parking meters	T1 and T3 on page 110
MEDIUM TERM (5–10 years)	34th Street	New street trees, expanded and widened sidewalks, and new street lights (east side)	T4 on page 110
	Middle 34th Street cluster	Renovations, façade improvements, and outdoor seating	B5 on page 110
	3401 Bunker Hill Road	Removal of 1930s front addition, restoration of the original building façade, and new retail/restaurant with outdoor seating	B6 on page 110
LONG TERM (10+ years)	34th Street	Underground utility lines	T5 on page 110
	3841, 3815, and 3817 34th Street	Infill buildings	L3 and L4 on page 110

* The implementation action timeline on this page lists potential phasing of some projects in the Upper 34th Street District from 0 to 10 years. For a complete listing of proposed implementation actions, please refer to the Upper 34th Street Implementation charts found on pages 111 to 113.

Implementation Map—Upper 34th Street



- T—TRANSPORTATION RECOMMENDATIONS
- L—LAND USE RECOMMENDATIONS
- B—BUILDING RECOMMENDATIONS

Upper 34th Street—Transportation and Other Infrastructure Implementation Chart

	IMPLEMENTING ACTION	RESPONSIBLE AGENCIES/STAKEHOLDERS	POSSIBLE IMPLEMENTING TOOLS AND FUNDING SOURCES	PHASING	PRIORITY ACTION
T1	Replace parking meters on both sides of 34th Street from the circle to the retail properties just north of Bunker Hill Road with multi-space pay-on-foot parking meters.	City.	<ul style="list-style-type: none"> • Parking Equipment Maintenance Budget (page 124). • City Speed Camera Legislation (page 124). 	Near term	
T2	Install new crosswalks, curb extensions, and textured pavement in the center of the intersection of 34th Street and Bunker Hill Road.	City and county.	<ul style="list-style-type: none"> • Community Development Block Grant Program (page 123). • Sidewalk and Street Maintenance Budget (page 124). • City Speed Camera Legislation (page 124). • Capital Improvement Program (page 125). 	Near term	Yes
T3	Install shared bicycle/vehicular pavement markings (“sharrows”) on 34th Street just south of Bunker Hill Road and just north of the circle in both directions.	City.	<ul style="list-style-type: none"> • Sidewalk and Street Maintenance Budget (page 124). 	Near term	
T4	Upgrade 34th Street pedestrian and parking areas: <ul style="list-style-type: none"> • Expand sidewalks on both sides of 34th Street from the circle to Bunker Hill Road. • Reconfigure on-street parking on both sides of 34th Street from the circle to just north of Bunker Hill Road to install street trees in curb extensions. 	City and county.	<ul style="list-style-type: none"> • Sidewalk and Street Maintenance Budget (page 124). • Capital Improvement Project (page 124). • City Speed Camera Legislation (page 124). • Capital Improvement Program (page 125). 	Medium term	
T5	Undergrounding of utility lines (34th Street and Bunker Hill Road).	City, county, and utility companies.	<ul style="list-style-type: none"> • Capital Improvement Project (page 124). • Contribution from Local Developer (page 124). • Capital Improvement Program (page 125). 	Long term	

Upper 34th Street—Land Use Implementation Chart

IMPLEMENTING ACTION	RESPONSIBLE AGENCIES/STAKEHOLDERS	POSSIBLE IMPLEMENTING TOOLS AND FUNDING SOURCES	PHASING	PRIORITY ACTION
L1 34th Street: <ul style="list-style-type: none"> New vibrant retail (e.g., full-service restaurant). 	City, property owners, and new business owners.	<ul style="list-style-type: none"> Community Development Block Grant Program (page 123). The Community Legacy Program (page 123). Public-Private Shared Parking Arrangement (page 124). Main Street Maryland (page 126). State of Maryland Small Business Development Center (page 128). 	Near term	Yes
L2 4000–4008 34th Street (parking lot at rear of building): <ul style="list-style-type: none"> Install permeable pavers on the existing surface lot to provide shared parking opportunities for multiple retail uses on 34th Street. 	City and property owner.	<ul style="list-style-type: none"> The Community Legacy Program (page 123). Community Development Block Grant Program (page 123). Public-Private Shared Parking Arrangement (page 124). 	Near term	
L3 3841 34th Street (empty lot): <ul style="list-style-type: none"> New mixed-use infill building (interim shared parking lot/short to medium term). 	City and property owner.	<ul style="list-style-type: none"> The Community Legacy Program (page 123). Public-Private Shared Parking Arrangement (page 124). 	Long term	
L4 3815/3817 34th Street (empty lot): <ul style="list-style-type: none"> New mixed-use infill building. 	City and property owner.	<ul style="list-style-type: none"> The Community Legacy Program (page 123). Public-Private Shared Parking Arrangement (page 124). Main Street Maryland (page 126). 	Long term	

Upper 34th Street—Building Implementation Chart

IMPLEMENTING ACTION	RESPONSIBLE AGENCIES/STAKEHOLDERS	POSSIBLE IMPLEMENTING TOOLS AND FUNDING SOURCES	PHASING	PRIORITY ACTION
B1 3840 34th Street: <ul style="list-style-type: none"> Outdoor seating and upgraded storefront for restaurant use. Façade improvements. 	City, county, property owner, and business owner.	<ul style="list-style-type: none"> Community Development Block Grant Program (page 123). The Community Legacy Program (page 123). Public-Private Shared Parking Arrangement (page 124). Contribution from Local Developer (page 124). Prince George’s County’s Revitalization Area Tax Credit Program (page 124). Prince George’s Financial Service Corporation (page 125). Historic Property Grant Program (page 125). Gateway Community Development Corporation (page 125). 	Near term	Yes
B2 4000–4008 34th Street: <ul style="list-style-type: none"> Façade improvements (bring back original building). Signage. 	City, county, property owner, and business owner.	<ul style="list-style-type: none"> The Community Legacy Program (page 123). Contribution from Local Developer (page 124). Public-Private Shared Parking Arrangement (page 124). Prince George’s County’s Revitalization Area Tax Credit Program (page 124). Main Street Maryland (page 126). 	Near term	
B3 4001 34th Street: <ul style="list-style-type: none"> Outdoor market stand. Façade improvements (bring back original building). 	City, property owner, and business owner.	<ul style="list-style-type: none"> The Community Legacy Program (page 123). Contribution from Local Developer (page 124). Public-Private Shared Parking Arrangement (page 124). Main Street Maryland (page 126). 	Near term	
B4 3829 34th Street: <ul style="list-style-type: none"> Outdoor/indoor seating. Façade improvements. 	City, property owner, and business owner.	<ul style="list-style-type: none"> The Community Legacy Program (page 123). Contribution from Local Developer (page 124). Public-Private Shared Parking Arrangement (page 124). Main Street Maryland (page 126). 	Near term	
B5 Middle 34th Street cluster: <ul style="list-style-type: none"> Selective outdoor seating. Façade improvements. 	City, property owner, and business owner.	<ul style="list-style-type: none"> The Community Legacy Program (page 123). Contribution from Local Developer (page 124). Public-Private Shared Parking Arrangement (page 124). Main Street Maryland (page 126). 	Medium term	
B6 3401 Bunker Hill Road: <ul style="list-style-type: none"> Remove 1930s front addition. Restore original building façade and add outdoor seating and new retail/restaurant. 	City, property owner, and business owner.	<ul style="list-style-type: none"> The Community Legacy Program (page 123). Contribution from Local Developer (page 124). Public-Private Shared Parking Arrangement (page 124). Main Street Maryland (page 126). 	Medium term	

Rhode Island Avenue



Implementation Action Timeline*

PHASE	LOCATION	RECOMMENDATION	REFERENCE NUMBER
NEAR TERM (0–5 years)	3201 Rhode Island Avenue	Façade improvements and signage	B1 on the facing page
	3200–3212 Rhode Island Avenue	New residential and flex community space	L1 and L2 on the facing page
	3220 Rhode Island Avenue	Renovation and new retail/outdoor seating	B2 on the facing page
	33rd Street and Rhode Island Avenue	New pedestrian-activated signal and pedestrian crosswalk	T3 on the facing page
	Rhode Island Avenue	Pay-on-foot parking meters	T1 on the facing page
	3231–3239 Rhode Island Avenue	Façade improvements and additions, restripe existing wide parking lanes	B3 and B4 on the facing page
MEDIUM TERM (5–10 years)	Eastern Avenue and Rhode Island Avenue intersection	New pedestrian crosswalk	T2 on the facing page
	Rhode Island Avenue	Expand the tree-lined median to Eastern Avenue	T4 on the facing page
	Rhode Island Avenue (north side)	Initial utility undergrounding (potential interim reconfiguration of lines in alleys)	T6 on the facing page
LONG TERM (10+ years)	Rhode Island Avenue	Boulevard streetscape and roadway improvements, pedestrian pavement at the circle area, and cycle tracks	T5 on the facing page
	Rhode Island Avenue (south side)	Undergrounding of “heavy” utility lines	T6 on the facing page
	Rhode Island Avenue	DDOT light rail	T7 on the facing page

Implementation Map—Rhode Island Avenue



* THE IMPLEMENTATION ACTION TIMELINE ON THE FACING PAGE LISTS POTENTIAL PHASING OF SOME PROJECTS IN THE RHODE ISLAND AVENUE DISTRICT FROM 0 TO 10 YEARS. FOR A COMPLETE LISTING OF PROPOSED IMPLEMENTATION ACTIONS, PLEASE REFER TO THE RHODE ISLAND AVENUE IMPLEMENTATION CHARTS FOUND ON PAGES 116 AND 117.

T—TRANSPORTATION RECOMMENDATIONS
 L—LAND USE RECOMMENDATIONS
 B—BUILDING RECOMMENDATIONS

Rhode Island Avenue—Transportation and Other Infrastructure Implementation Chart

	IMPLEMENTING ACTION	RESPONSIBLE AGENCIES/STAKEHOLDERS	POSSIBLE IMPLEMENTING TOOLS AND FUNDING SOURCES	PHASING	PRIORITY ACTION
T1	Replace parking meters on Rhode Island Avenue from Eastern Avenue to the circle with multi-space pay-on-foot parking meters.	City.	<ul style="list-style-type: none"> Parking Equipment Maintenance Budget (page 124). 	Near term	
T2	Install new pedestrian crosswalks across Rhode Island Avenue on the east side of Eastern Avenue and the east side of 33rd Street.	City and SHA.	<ul style="list-style-type: none"> Sidewalk and Street Maintenance Budget (page 124). 	Near term	
T3	Install a pedestrian-activated crosswalk signal and curb extensions at Rhode Island Avenue and 33rd Street.	City and SHA.	<ul style="list-style-type: none"> City Speed Camera Legislation (page 124). Federal Government Stimulus Funding (page 124). Contribution from Local Developer (page 124). 	Near term	
T4	Expand the Rhode Island Avenue median between 33rd Street and Eastern Avenue to plant more ornamental-size street trees near Eastern Avenue.	City, county, and the State of Maryland.	<ul style="list-style-type: none"> Prince George’s County Tree Releaf Program (page 123). Capital Improvement Project (page 124). City Speed Camera Legislation (page 124). Capital Improvement Program (page 125). 	Medium term	
T5	Upgrade both sides of Rhode Island Avenue (Streetscape): <ul style="list-style-type: none"> Install a cycle track on Rhode Island Avenue. Install two rows of street trees. Replace/expand existing sidewalks. Install special paving. Provide outdoor seating. 	City, county, property owners, and SHA.	<ul style="list-style-type: none"> Department of Natural Resources State Forest Conservation Program (page 123). Prince George’s County Tree ReLeaf Program (page 123). Sidewalk and Street Maintenance Budget (page 124). City Speed Camera Legislation (page 124). Contribution from Local Developer (page 124). Capital Improvement Program (page 125). 	Medium term	Yes
T6	Undergrounding utility lines.	City, county, property owners, and utility companies.	<ul style="list-style-type: none"> The Community Legacy Program (page 123). Prince George’s County Economic Stimulus Program (page 123). Contribution from Local Developer (page 124). Capital Improvement Program (page 125). 	Long term	
T7	Extend the District DOT light-rail tracks on Rhode Island Avenue into Prince George’s County.	City, county, SHA, and District DOT.	<ul style="list-style-type: none"> Capital Improvement Program (page 125). 	Long term	

Rhode Island Avenue—Land Use Implementation Chart

IMPLEMENTING ACTION	RESPONSIBLE AGENCIES/STAKEHOLDERS	POSSIBLE IMPLEMENTING TOOLS AND FUNDING SOURCES	PHASING	PRIORITY ACTION
L1 3212 Rhode Island Avenue: <ul style="list-style-type: none"> New community flex space. New infill residential building. 	City and property owner.	<ul style="list-style-type: none"> Community Development Block Grant Program (page 123). HOME Investment Partnership Program (page 123). Property Tax Abatements (page 124). 	Near term	Yes
L2 3200-3208 Rhode Island Avenue: <ul style="list-style-type: none"> New infill residential building. 	City and developer.	<ul style="list-style-type: none"> Community Development Block Grant Program (page 123). HOME Investment Partnership Program (page 123). Property Tax Abatements (page 124). 	Near term	Yes

Rhode Island Avenue—Building Implementation Chart

IMPLEMENTING ACTION	RESPONSIBLE AGENCIES/STAKEHOLDERS	POSSIBLE IMPLEMENTING TOOLS AND FUNDING SOURCES	PHASING	PRIORITY ACTION
B1 3201 Rhode Island Avenue: <ul style="list-style-type: none"> Façade improvements. Signage. 	City, property owner, and business owner.	<ul style="list-style-type: none"> The Community Legacy Program (page 123). Contribution from Local Developer (page 124). Main Street Maryland (page 126). 	Near term	
B2 3220 Rhode Island Avenue: <ul style="list-style-type: none"> Renovate historic structure. Reuse as small retail store. 	City and property owner.	<ul style="list-style-type: none"> The Community Legacy Program (page 123). Contribution from Local Developer (page 124). Historic Property Grant Program (page 125). Main Street Maryland (page 126). 	Near term	Yes
B3 3231/3239 Rhode Island Avenue: <ul style="list-style-type: none"> Add additional floor. Façade improvements. 	City, property owner, and business owner.	<ul style="list-style-type: none"> The Community Legacy Program (page 123). Contribution from Local Developer (page 124). Main Street Maryland (page 126). 	Long term	
B4 South Rhode Island Ave. cluster: <ul style="list-style-type: none"> Façade improvements. Signage. 	City, property owner, and business owner.	<ul style="list-style-type: none"> The Community Legacy Program (page 123). Contribution from Local Developer (page 124). Main Street Maryland (page 126). 	Medium term	

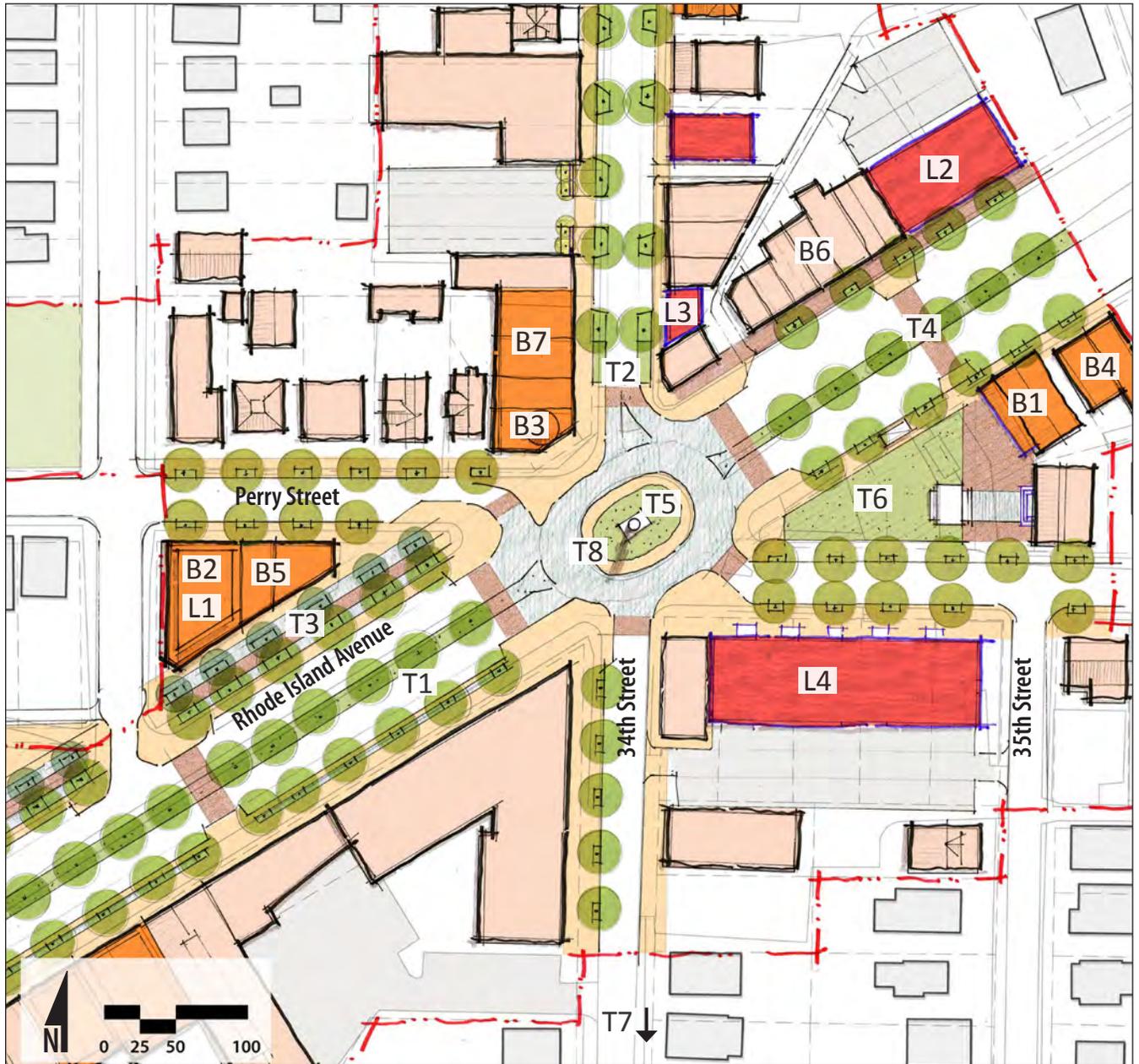
Civic Core/City Center



Implementation Action Timeline*

PHASE	LOCATION	RECOMMENDATION	REFERENCE NUMBER
NEAR TERM (0–5 years)	3300–3310 Rhode Island Avenue	Façade restoration, potential additional floor, and potential residential renovation	B2 and B5 on the facing page
	3405 Rhode Island Avenue	Façade restoration, building renovation, and façade addition	B1 on the facing page
	Intersection of 34th Street and Rhode Island Avenue	Stormwater rain garden and “Green Street” prototype	T2 on the facing page
MEDIUM TERM (5–10 years)	3409 Rhode Island Avenue (library)	Renovation and new building	B4 on the facing page
	3804 34th Street	Mixed-use infill building	L3 on the facing page
	North Rhode Island Avenue cluster	Renovations and new infill buildings	B6 and L2 on the facing page
LONG TERM (10+ years)	Bus turnaround removal	Civic green, plaza with transit stop, landscaping, and gathering spaces	T6 on the facing page
	Traffic circle	Monument, landscaping, and textured pavement	T5 and T8 on the facing page
	Immediately south of M-U-TC area	New MARC station	T7 on the facing page
	3403–3415 Perry Street	Infill building	L4 on the facing page

Implementation Map—Civic Core/City Center



- T—TRANSPORTATION RECOMMENDATIONS
- L—LAND USE RECOMMENDATIONS
- B—BUILDING RECOMMENDATIONS

* The implementation action timeline on the facing page lists a potential phasing of some projects in the Civic Core District from 0 to 10 years. For a complete listing of proposed implementation actions, please refer to the Civic Core Implementation charts found on pages 120 to 122.

Civic Core/City Center—Transportation and Other Infrastructure Implementation Chart

IMPLEMENTING ACTION	RESPONSIBLE AGENCIES/STAKEHOLDERS	POSSIBLE IMPLEMENTING TOOLS AND FUNDING SOURCES	PHASING	PRIORITY ACTION
T1 Replace parking meters on both sides of Rhode Island Avenue from the circle to the eastern end of the M-U-TC with multispace pay-on-foot parking meters.	City.	<ul style="list-style-type: none"> • Parking Equipment Maintenance Budget (page 124). 	Near term	
T2 Rain garden, stormwater, “Green Street” prototype.	City and utility companies.	<ul style="list-style-type: none"> • Community Development Block Grant Program (page 123). • Capital Improvement Project (page 124). 	Near term	Yes
T3 Upgrade the north side of Rhode Island Avenue east of the circle to the eastern M-U-TC: <ul style="list-style-type: none"> • Install two rows of street trees. • Replace/expand existing sidewalks. • Install special paving treatments to emphasize the walking path along Rhode Island Avenue. • Reconfigure the on-street parking to fit within the proposed curb extensions. • Provide outdoor seating for adjacent land uses. 	City, property owners, and SHA.	<ul style="list-style-type: none"> • Sidewalk and Street Maintenance Budget (page 124). • Capital Improvement Project (page 124). • City Speed Camera Legislation (page 124). • Contribution from Local Developer (page 124). • Capital Improvement Program (page 125). 	Medium term	Yes
T4 Add pedestrian curb extensions at the northernmost Rhode Island Avenue crosswalk near the library.	City and SHA.	<ul style="list-style-type: none"> • Sidewalk and Street Maintenance Budget (page 124). 	Medium term	
T5 Traffic Circle: <ul style="list-style-type: none"> • Install new landmark monument. 	City.	<ul style="list-style-type: none"> • Sidewalk and Street Maintenance Budget (page 124). 	Medium Term	
T6 Redesign bus turnaround as a new civic green and plaza: <ul style="list-style-type: none"> • Open green space. • Landscape platform. 	City, SHA, and WMATA.	<ul style="list-style-type: none"> • Capital Improvement Program (page 125). 	Long Term	Yes
T7 Advocate new MARC train station.	City, county, and State of Maryland.	<ul style="list-style-type: none"> • Community Development Block Grant Program (page 123). 	Long term	
T8 Traffic Circle: <ul style="list-style-type: none"> • Install special paving treatment. 	SHA.	<ul style="list-style-type: none"> • Capital Improvement Program (page 125). 	Long term	

Civic Core/City Center—Land Use Implementation Chart

IMPLEMENTING ACTION	RESPONSIBLE AGENCIES/STAKEHOLDERS	POSSIBLE IMPLEMENTING TOOLS AND FUNDING SOURCES	PHASING	PRIORITY ACTION
L1 3300 Rhode Island Ave. • New retail/restaurant use.	City and property owner.	<ul style="list-style-type: none"> Community Development Block Grant Program (page 123). HOME Investment Partnership Program (page 123). 	Near term	Yes
L2 3424–3428 Rhode Island Ave. (empty lot): • New mixed-use infill building.	City and property owner.	<ul style="list-style-type: none"> Public-private shared parking arrangement (page 124). Prince George’s County’s Revitalization Area Tax Credit Program (page 124). Property Tax Abatements (page 124). 	Medium term	
L3 3805 34th St. (empty lot): • New mixed-use infill building.	City, county, and property owner.	<ul style="list-style-type: none"> Prince George’s County’s Revitalization Area Tax Credit Program (page 124). 	Medium term	
L4 3403–3415 Perry St. cluster (South Perry Street): • New infill residential building, new commercial office building, or mixed-use building.	City and property owner.	<ul style="list-style-type: none"> Community Development Block Grant Program (page 123). Property Tax Abatements (page 124). Gateway Community Development Corporation (page 125). 	Long term	

Civic Core/City Center—Building Implementation Chart

IMPLEMENTING ACTION	RESPONSIBLE AGENCIES/STAKEHOLDERS	POSSIBLE IMPLEMENTING TOOLS AND FUNDING SOURCES	PHASING	PRIORITY ACTION
B1 3405 Rhode Island Avenue: <ul style="list-style-type: none"> Renovation for new municipal use. Façade addition/renovation on western side, towards civic green. 	City.	<ul style="list-style-type: none"> The Community Legacy Program (page 123). Capital Improvement Project (page 124). Historic Property Grant Program (page 125). 	Near term	Yes
B2 3300 Rhode Island Avenue: <ul style="list-style-type: none"> Explore additional floor. Façade improvements. Renovate building for mixed-use (retail/residential). 	City and property owner.	<ul style="list-style-type: none"> Community Development Block Grant Program (page 123). HOME Investment Partnership Program (page 123). Property Tax Abatements (page 124). Historic Property Grant Program (page 125). 	Near term	Yes
B3 3800 34th Street: <ul style="list-style-type: none"> Façade improvements/renovations. Signage. 	City and property owner.	<ul style="list-style-type: none"> The Community Legacy Program (page 123). Capital Improvement Project (page 124). Main Street Maryland (page 126). 	Near term	
B4 3409 Rhode Island Avenue: <ul style="list-style-type: none"> New/renovated library building. 	City and county.	<ul style="list-style-type: none"> Capital Improvement Project (page 124). 	Medium term	
B5 3308–3310 Rhode Island Avenue: <ul style="list-style-type: none"> Building renovation. Façade improvements. New retail/restaurant use. 	City, property owner, and business owner.	<ul style="list-style-type: none"> The Community Legacy Program (page 123). Contribution from Local Developer (page 124). Main Street Maryland (page 126). 	Medium term	
B6 North Rhode Island Avenue cluster: <ul style="list-style-type: none"> Façade improvements. Signage. 	City, property owner, and business owner.	<ul style="list-style-type: none"> The Community Legacy Program (page 123). Contribution from Local Developer (page 124). Main Street Maryland (page 126). 	Medium term	
B7 3802 34th Street: <ul style="list-style-type: none"> Add additional floor. Façade improvements. Building renovations. 	City and property owner.	<ul style="list-style-type: none"> The Community Legacy Program (page 123). Contribution from Local Developer (page 124). Main Street Maryland (page 126). 	Medium term	

Implementation Tools and Programs

The implementation charts describe actions that should be taken to revitalize the M-U-TC area. These actions can utilize numerous funding programs that will achieve the plan vision for the area. Residential development is recommended as the primary growth opportunity with focused ancillary new commercial/retail space and designated arts space.

Numerous incentives and techniques may be employed to facilitate development, minimize existing barriers and constraints, and build on specific opportunities created by the plan. They may range from fairly conceptual incentives and programs to direct subsidies and assistance by the public sector. These programs and incentives should be considered individually and collectively for their applicability to desired development and redevelopment projects.

Current Programs

The City of Mount Rainier currently utilizes several programs that serve as vital funding resources for community development. Throughout implementation of the development plan, the city should continue working with the following programs:

1. **The Community Development Block Grant Program (CDBG).** The CDBG is a Department of Housing and Urban Development (HUD) program that provides communities with resources to address a wide range of development needs. It is administered and sponsored by the State of Maryland's Department of Housing and Community Development. Project grants can range from community infrastructure repairs to affordable housing and public facilities.
2. **HOME Investment Partnership Program.** Used in partnership with local nonprofit groups, this HUD initiative provides formula grants to states and localities. The grants are used to buy, build and/or rehabilitate affordable housing for rent or home ownership.
3. **The Community Legacy Program.** This program provides local governments and community development organizations with funding for essential projects aimed at strengthening communities through activities such as business retention and attraction, encouraging home ownership and commercial revitalization. Projects should capitalize on the strengths of a community and be part of a larger revitalization strategy to revitalize a declining area.
4. **Prince George's County Economic Development Corporation (EDC).** EDC provides investment incentives to attract new businesses; access to support services and capital to help businesses grow; and information on procurement opportunities to enable businesses to sustain their growth.
5. **Maryland Technical Assistance Program.** This program provides funding for market and feasibility analyses that are administered through Maryland's Department of Housing and Community Development Neighborhood Revitalization program.
6. **State Bond Bills.** Municipalities may apply for capital grants via a Senate Bond Bill. The City of Mount Rainier used this funding mechanism to obtain funds to renovate the community center/public library located at 3409 Rhode Island Avenue.
7. **Department of Natural Resources State Forest Conservation Program.** This program supports the city's matching fund requirement for its tree replacement stock.
8. **Prince George's County Tree ReLeaf Program.** The ReLeaf Grant Program provides landscape funding to community organizations and municipalities for planting projects in public spaces. Small community-based projects are eligible to receive up to \$5,000 per project and municipalities are eligible for up to \$10,000 per project.
9. **Congressional Appropriations.** Municipalities may request direct funding for specific projects (i.e., acquisition of vacant and blighted buildings).
10. **Prince George's County Economic Stimulus Program.** Municipalities may apply for state funding through the County Executive's office.

Transportation Implementation Tools

1. **Parking Equipment Maintenance Budget.** The City of Mount Rainier has an annual budget for parking meter maintenance that can be used to gradually phase in multispace pay-on-foot meters.
2. **Sidewalk and Street Maintenance Budget.** The City of Mount Rainier has an annual budget for sidewalk and street maintenance that may be used to gradually phase in plan vision recommendations.
3. **Public-Private Shared Parking Arrangement.** The City of Mount Rainier should make agreements with private property owners enabling them to retain access to parking spaces serving their developments and to lease or allow area patrons to use their excess parking. In terms of these agreements the city could install meters for excess parking on private properties.
4. **Capital Improvement Project.** The City of Mount Rainier should allocate funds toward construction projects with a fixed budget and timeline.
5. **City Speed Camera Legislation.** The City Council of Mount Rainier has passed speed camera legislation that allows speed cameras to be placed in the city within half a mile of an elementary school. Most of the city is covered by this legislation. Revenue received from this program could possibly be used for plan vision initiatives.
6. **Federal Government Stimulus Funding.** The city received \$98,000 from a federal grant for city sidewalks near Kaywood Gardens. Maryland Governor Martin O'Malley has made a portion of the \$206.7 million federal grant available to local jurisdictions that have highway projects "shovel-ready." Thirty percent of the remaining funds, or \$62 million, will be made available to counties throughout the state.
7. **Contribution from Local Developer.** Any major redevelopment project that may benefit from streetscape improvements should warrant a contribution from the project developer.

Prince George's County Economic Revitalization Programs

1. **Prince George's County's Revitalization Area Tax Credit Program.** Revitalization/Redevelopment tax credits encourage redevelopment and investment in inner-Beltway communities of Prince George's County. The credits are available in all census tracts inside the Beltway where the median household income does not exceed the county's median. Eligible improvements to real property located within these districts shall be allowed a tax credit on county real property taxes. Qualifying commercial projects receive a graduated tax credit over five years, beginning with a 100 percent credit the first year, 80 percent in the second year, 60 percent in the third year, 40 percent in the fourth year, and 20 percent in the fifth year. Residential property taxes are abated 100 percent in the first year, 66 percent in the second year, and 33 percent in the third year. The maximum amount of eligible residential improvements is \$100,000 per dwelling unit.
2. **Tax Increment Financing (TIF).** Property tax revenues are frozen when a TIF is implemented. This base revenue will continue to flow to the taxing entities throughout the life of the district. However, as development and redevelopment occur, property tax revenues increase. This increase in property tax revenue from the base year (or the increment) is retained in a special allocation fund (TIF fund). These funds can be reinvested in the district or used to purchase land and/or fund capital investment through TIF revenue bonds underwritten by the dedicated increment of related municipal taxes and guaranteed by the issuing municipality.
3. **Property Tax Abatements.** This comprises the abatement of defined municipal taxes for a specified period, usually not exceeding 10 to 15 years, and perhaps on a declining scale. The abated city and, if applicable, county taxes are retained by the development entity to help cover a shortfall in financing for municipally prioritized private development.

4. **Business Improvements District (BID).** BIDs target areas managed by local business-oriented organizations. These organizations are supported by supplemental fees paid by affected property owners and businesses.
5. **Revolving Loan Program.** This program is directed toward for-profit organizations with 50 or fewer employees, whose primary sales are generated from engineering, life sciences, computer sciences, electronics, and other technology. To qualify for this program, companies must have an operating physical facility or headquarters located in a priority funding area. Loan amounts range from \$25,000 to \$100,000.
6. **Prince George's Financial Service Corporation.** Small Business Growth Fund targets businesses with 25 or fewer employees. Funding from this source is often directed towards expansion of existing businesses, but start-up funding is considered on a case-by-case basis. Funding can be used for building renovations or leasehold improvements.

SBA 504 is a federal program administered through the Prince George's Financial Services Corporation (FSC). The target of this program is for the healthy, expanding of small businesses. The FSC offers below-market rate financing, which can be used to acquire land or buildings, construct buildings, make leasehold improvements, or to purchase machinery.

ACE-NET is a program offering equity financing from \$250,000 to \$3 million for smaller-scale entrepreneurs looking for equity financing.
7. **Historic Property Grant Program.** This program is designed to preserve, protect, and enhance historic properties and promote interest in the study of historic properties. Grants are awarded for the rehabilitation, restoration, preservation, or acquisition of historic property.
8. **Land Readjustment Programs.** This program involves the private sector pooling land for the purpose of creating a larger unified development site. It allows property owners to retain the incremental value gained from the development of their land to more intensive use rather than having the benefit accrue to the developer after the land is sold.

Properties are consolidated through a private corporation, landowners association, public corporation, or public agency. Owners are accorded shares relating their assessed property values as percentages of the total value of all properties combined. The land is then planned without regard to property lines and is resubdivided and returned to individual property owners with all development requirements having been satisfied. The project can then be built out separately by several developers or by a single developer. Some lots may be sold to offset the cost of infrastructure improvements. The result is that the original property owners realize greater value for their properties by creating a larger developable site.

9. **Capital Improvement Program.** Direct funding is allocated from either city or county budgets for specific public infrastructure or community revitalization initiatives.
10. **Gateway Community Development Corporation.** This corporation targets arts-related revitalization and economic development in the Gateway Arts District, which spans from Mount Rainier to Hyattsville.
11. **Public Parking.** Public parking is appropriate when a range of land uses, rather than a single user, benefit from the parking. The Prince George's County Revenue Authority's mission is to create revenue streams for the county and to encourage economic development. As initial costs may be high, partnerships with municipalities, the Redevelopment Authority, a business association, or other entities may be required. The Redevelopment Authority, with the approval of a municipality and the direction of the County Council, may create a parking district within any municipal commercial area. A parking district collects parking fees for all public parking spaces in the district from individual users, commercial center businesses, or an alternative entity such as a business association. Initial financing would come from non-city sources, but in the long run projected parking revenue must be sufficient to pay off construction, financing, and maintenance.

12. Foreclosure Prevention. Prince George’s County has the highest rate of foreclosures in the state. A variety of programs and services exist to prevent foreclosures. These include the Maryland Department of Housing and Community Development’s Bridge to HOPE Loan Program, Lifeline Refinance Mortgage Program, Homesaver Mortgage Refinance Program, and the Prince George’s County Department of Social Services’ Homelessness Prevention Program.

Maryland State Programs

- 1. Maryland Economic Development Assistance Authority and Fund (MEDAAF).** Local Economic Development Opportunity targets expanding businesses that have already had dramatic economic development impacts on their communities. The local jurisdiction must sponsor the businesses and must participate in the form of either guarantees, direct loans or grants in amounts equal to at least 10 percent of the state’s financial assistance. Loans may be made up to \$5 million, while conditional loans and grants may be made up to \$2 million.
 - 2. Main Street Maryland.** This comprehensive downtown revitalization program was created in 1998 by the Maryland Department of Housing and Community Development. The program strives to strengthen the economic potential of Maryland’s traditional main streets and neighborhoods. The City of Takoma Park is a successful local example of the Main Street Maryland program.
 - 3. Maryland’s Job Creation Tax Credit.** This program provides income tax credits to businesses that create new jobs by encouraging them to expand or relocate in Maryland. In most cases, the credit is 2.5 percent of annual wages for all newly created, full-time jobs, subject to a limit of \$1,000 per new job. In a state enterprise zone, a federal empowerment zone, or a Maryland Department of Housing and Community Development designated neighborhood, the credit is increased to five percent of annual wages for all newly created full-time jobs. Tax credits are subject to a limit of \$1,500 per new job. The total credit earned by a qualified business entity may not exceed \$1 million per credit year.
- If the credit is more than the tax liability, the unused credit may be carried forward for five years following the credit year. The credit may be recaptured if the business experiences job losses.
- 4. One Maryland Economic Development Tax Credit.** Businesses can qualify for up to \$5.5 million in income tax credits under the income tax credit program. Businesses that invest in an economic development project in a “qualified distressed county” may qualify for project tax credits of up to \$5 million and start-up tax credits of up to \$500,000.
- Project tax credits of up to \$5 million are based on qualifying costs and expenses incurred by the business entity in connection with the acquisition, construction, rehabilitation, installation, and equipping of an eligible economic development project. Eligible costs may include land acquisition, performance and contract bonds, insurance, architectural and engineering services, environmental damage mitigation, and utility installation. Eligible project costs must be at least \$500,000; project costs in excess of \$5 million are not eligible for the project tax credit.
- 5. Start-up Tax Credits.** These are provided for the expense of moving a business into Maryland and for the costs of furnishing and equipping a new location for typical business functions. Examples of eligible start-up costs include the cost of fixed telecommunications equipment, office equipment, or office furnishings. The start-up credit earned may not exceed the lesser of \$500,000 of eligible start-up costs or \$10,000 times the number of new, qualified positions created.
 - 6. Regional or Local Revolving Loan Fund.** This program provides grants to local jurisdictions to capitalize local revolving loan funds. Eligible applicants include a county or regional economic development agency. A jurisdiction may transfer all or a portion of its allocation to a regional revolving loan fund. The Department of Business and Economic Development (DBED) may not make grants totaling more than \$2 million per fiscal year. To qualify for a grant, the local government must provide a matching grant of funds to the local revolving loan fund.

- 7. Maryland Industrial Development Financing Authority (MIDFA).** This program encourages private sector financing for economic development projects located in priority funding areas. MIDFA facilitates capital access by issuing private activity revenue bonds and providing credit insurance in the form of a deficiency guaranty to reduce lender's risk. While transaction size is not generally limited, the credit enhancement is subject to the applicable program limits. MIDFA based Private Activity Revenue Bonds comes in two forms, a Taxable Bond or Tax Exempt Bond. The first type of bond provides access to long-term capital markets for primarily fixed asset financing. The second type of bond provides access to long-term capital markets for fixed asset financing at tax-exempt rates. Eligibility is limited by federal tax law to 501(c)(3) non-profit organizations, manufacturing facilities, and certain energy projects. Additional limitations apply to each specific transaction type.

MIDFA also provides credit insurance through a conventional program that insures up to 80 percent, not to exceed \$2.5 million, of transactions made by a financial institution. Export transactions may be insured up to 90 percent. The second type of credit insurance is provided through a bond program that insures bonds up to 100 percent, not to exceed \$7.5 million, of taxable or tax-exempt bonds. A third type of insurance is associated with a linked deposit.

- 8. Maryland Economic Development Corporation.** This state enabled corporation issues bonds to finance public benefit developments.
- 9. Community Investment Tax Credits (CITC).** This program supports nonprofit projects by awarding allocations of state tax credits to the sponsoring organizations to use as incentives for business contributions. Any business may reduce its Maryland tax liability by contributing cash, goods, or real property to CITC projects. Contributions of real property are limited to designated nonprofits that sponsor community activities. The Maryland Department of Housing and Community Development (DHCD) must authorize the real property donation before making the contribution. Contributions of services are not eligible for tax credits. The business earns credits

equal to 50 percent of the contribution, in addition to deductions on both state and federal taxes as a result of the charitable contribution.

- 10. Offices and Commercial Space Conversion Initiative.** This initiative assists in the revitalization of Maryland's downtown areas by converting older office and commercial space into new, market rate, rental housing. The program is designed to supplement conventional financing. There are no income limits and processing requirements are limited to those that are necessary to ensure prudent lending practices and compliance with the program's statutory requirements. A recommendation from local government is required as a condition for the submission of an application.

- 11. Maryland Capital Access Program (MCAP).** This program is a revitalization resource that supports the growth and success of small businesses in priority funding areas throughout Maryland. MCAP is a small business credit enhancement program that enables private lenders to establish a loan loss reserve fund from fees paid by lenders, borrowers, and the State of Maryland.

Communities that have small businesses receiving financing through loans enrolled in MCAP will benefit from new or expanded services provided by the small businesses. Most Maryland small businesses, including nonprofit organizations, are eligible. Businesses must be located in Maryland's priority funding areas approved by the Maryland Department of Planning for state funding in accordance with the Smart Growth Act of 1997. Nearly all populated areas in the state are recognized PFAs. Participating lenders are federally insured financial institutions, institutions regulated by the Commissioner of Financial Regulation, and others who have a participation agreement with DHCD. An enrolled loan, or portion of a loan, may range from \$10,000 to \$1,000,000.

- 12. Neighborhood Business Works Program.** This program provides flexible gap financing in the form of below-market interest rate loans to small businesses and nonprofit organizations locating or expanding in locally designated neighborhood revitalization areas. Financing ranges from \$25,000 to \$500,000 for up to 50 percent of a project's

total cost. Eligibility requirements include the pre-lease rate of 51 percent before loan closing. The Maryland Department of Housing and Community Development administers this program. The program also requires that the applicant have a five percent minimum cash equity, based on total development cost, in the project. Personal guarantees and collateral are required. There are no application fees and no prepayment penalties.

13. State of Maryland Small Business Development

Center. The center provides a wide variety of services, including classes and one-on-one counseling. Many services are free. Free services include a Neighborhood Business Development Program that provides gap financing for new or expanding businesses for a wide range of needs, such as real estate acquisition and working capital. Loans of \$25,000-\$500,000, covering up to 50 percent of project costs, can be provided.

14. Small Business Development Financing

Authority. The authority provides a range of loans, bond guarantees, and equity investments targeted toward socially and economically disadvantaged business owners.

15. Community Legacy: Community Development Finance Institution (CDFI) Neighborhood

Intervention. CDFI provides financial assistance to individuals or businesses that are owner-occupants, community development organizations, or local governments for the purpose of buying properties in need of rehabilitation and located in stable neighborhoods. Neighborhood Intervention demolition provides funding to local governments to demolish properties that are dangerous to use or occupy, are so deteriorated that rehabilitation is not feasible, and are located in stable neighborhoods. Additionally, Neighborhood Intervention provides funding for projects sponsored by a local government for the purpose of demolishing improvements on property to prepare the property for revitalization, as part of a redevelopment plan.

16. Maryland Technical Assistance Grant Program.

This program provides funding for market and feasibility analyses administered through Maryland's

Department of Housing and Community Development Neighborhood Revitalization program.

17. Art in Communities. This is a quarterly grant program for Maryland nonprofit organizations that produce or present the arts.

18. Community Arts Development. This program provides funds and technical assistance to the local arts councils of the 23 counties of Maryland.

Federal Programs

1. New Market Tax Credits (NMTC). Federal tax credits may be used to facilitate a project by providing an additional equity or financing source. Although these tax credits are federally provided, the Prince George's County Community Capital Corporation is the local intermediary that applies to the U.S. Treasury Department to receive NMTCs.

2. Historically Underutilized Business Zones (HUB). This program is located in census tracts that have been designated as "statutory mandated designation of qualified census tracts and difficult development areas" for Section 42 of the Internal Revenue Code of 1996. A non-metropolitan county area is also considered a HUB Zone if the median household income of the county is less than 80 percent of the non-metropolitan state median household income, or has an unemployment rate that is more than 1.4 times the statewide average.

3. Small Business Administration (SBA). The Federal Microloan Program is for loans of \$500-\$25,000. SBA authorizes over 100 micro lenders nationwide to administer the SBA Microloan program.

Specific Property or Building Recommendations



PROPERTY AND BUILDING CLUSTER PROFILES LOCATION MAP.

The tables on the following pages provide details pertaining to the existing conditions and development potential for specific buildings and major development/redevelopment opportunity sites highlighted in the plan vision. The numbers on the above map indicate the location referred to in each of the tables.

The tables' Existing Condition sections include information such as: lot area, land use, building details, historic integrity, and whether a property is owned or leased.

The Development Plan Vision section provides information on how the plan envisions the particular site in the future.

The Implementation section provides some steps that should be taken to realize the vision and indicates whether the phasing for the vision is near, medium, or long term.

ADDRESS: 4000–4008 34TH STREET
DISTRICT: UPPER 34TH STREET
ACTION: BUILDING RENOVATION
KEY MAP: 1



EXISTING CONDITION	
Lot Area	20,691 square feet
Existing Improvements	8,526 square feet
Building Height	10-15 feet (est.)
Land Use	Commercial/Retail
Year Built	1910
Description/ Physical Condition	Several one-story brick buildings in good condition.
Leased or Owned	Leased and Owned

DEVELOPMENT PLAN VISION	
Land Use	Commercial
Product Type	Retail
Square Footage	8,526 square feet
Building Height	10-15 feet (est.)
Historic Preservation	Design Standards and Guidelines
Parking	On and off-site
Other	N/A

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Restore clerestory windows above storefront. • Repair existing and/or provide new historically compatible storefront, doors and windows. • Provide historically compatible lighting, signage and/or sign band. • Repair/replace cornice, coping. • Repair, point brick as required. • Coordinate signage/ awnings.
Phasing	Medium term
Other Comments	N/A

ADDRESS: 3840–3856 34TH STREET
DISTRICT: UPPER 34TH STREET
ACTION: BUILDING RENOVATION
KEY MAP: 2



EXISTING CONDITION	
Lot Area	5,489 square feet
Existing Improvements	9,760 square feet
Building Height	30 feet (est.)
Land Use	Commercial/Mixed-Use
Year Built	1927
Description/ Physical Condition	Two-story brick building in average condition with some vacancy.
Leased or Owned	Leased

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Mixed-Use
Product Type	Retail and Residential/ Restaurant
Square Footage	9,760 square feet
Building Height	30 feet (est.)
Historic Preservation	Protected historic site
Parking	Off-site
Other	Outdoor Seating at Corner

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Provide new historically compatible storefront doors and windows. • Provide historically compatible lighting. • Repair signage and/or sign band. • Repair/replace cornice and coping. • Replace second floor windows with historically compatible windows. • Repair and point brick as necessary.
Phasing	Near to Medium term
Other Comments	Requires historic design review process. See page 61.

ADDRESS: 3820–3822 34TH STREET
DISTRICT: UPPER 34TH STREET
ACTION: BUILDING RENOVATION
KEY MAP: 3



EXISTING CONDITION	
Lot Area	12,023 square feet
Existing Improvements	8,164 square feet
Building Height	20 feet (est.)
Land Use	Institutional
Year Built	1920, 1940
Description/ Physical Condition	One-story brick building in good condition.
Leased or Owned	Owned

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Institutional
Product Type	Church
Square Footage	8,164 square feet
Building Height	20 feet (est.)
Historic Preservation	Design Standards and Guidelines
Parking	On-site
Other	N/A

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Replace windows and doors with historically compatible elements. • Provide consistent signage as necessary. • Repair and point brick as necessary.
Phasing	Medium term
Other Comments	N/A

**ADDRESS: BETWEEN 3817 AND 3827
34TH STREET**
DISTRICT: UPPER 34TH STREET
**ACTION: INFILL
DEVELOPMENT**
KEY MAP: 4



EXISTING CONDITION	
Lot Area	4,748 square feet
Existing Improvements	N/A
Building Height	N/A
Land Use	Vacant
Year Built	N/A
Description/ Physical Condition	Small vacant Lot.
Leased or Owned	Owned

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Commercial
Product Type	Commercial
Square Footage	TBD
Building Height	TBD
Historic Preservation	N/A
Parking	TBD
Other	N/A

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> Potential location for one- to three-story infill building.
Phasing	Medium term
Other Comments	Possible access to 3424–3428 Rhode Island Avenue development site and parking.

ADDRESS: 3829 34TH STREET
DISTRICT: UPPER 34TH STREET
ACTION: BUILDING RENOVATION
KEY MAP: 5



EXISTING CONDITION	
Lot Area	6,839 square feet
Existing Improvements	2,530 square feet
Building Height	35 feet (est.)
Land Use	Commercial
Year Built	1920
Description/ Physical Condition	Three-story building in average to good condition.
Leased or Owned	Owned

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Commercial
Product Type	Retail
Square Footage	2,530 square feet
Building Height	35 feet (est.)
Historic Preservation	Design Standards and Guidelines
Parking	Off-site
Other	N/A

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Add new historically-compatible front addition to expand interior retail space. • Remove existing ramp and install more functional new one. • Remove vinyl siding. • Provide historically compatible signage. • Repair wood elements.
Phasing	Near term
Other Comments	N/A

ADDRESS: 3841 34TH STREET
DISTRICT: UPPER 34TH STREET
ACTION: INFILL DEVELOPMENT
KEY MAP: 6



EXISTING CONDITION	
Lot Area	5,619 square feet
Existing Improvements	N/A
Building Height	N/A
Land Use	Vacant (former house)
Year Built	N/A
Description/ Physical Condition	Vacant Lot
Leased or Owned	Owned

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Commercial or Mixed-Use
Product Type	TBD
Square Footage	TBD
Building Height	TBD
Historic Preservation	N/A
Parking	TBD
Other	N/A

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> Potential location for one- to three-story infill building.
Phasing	Long term
Other Comments	Possible interim use as a surface shared parking lot.

ADDRESS: 3401 BUNKER HILL ROAD
DISTRICT: UPPER 34TH STREET
ACTION: BUILDING RENOVATION
KEY MAP: 7



EXISTING CONDITION	
Lot Area	8,712 square feet
Existing Improvements	4,720 square feet
Building Height	30 feet (est.)
Land Use	Commercial
Year Built	1912 (original building)
Description/ Physical Condition	Two and one-half story brick building with storefront addition in good condition.
Leased or Owned	Leased

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Commercial
Product Type	Commercial
Square Footage	TBD
Building Height	30 feet (est.)
Historic Preservation	Design Standards and Guidelines
Parking	Off-site
Other	N/A

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Provide a new historically compatible storefront, doors, and windows. • Provide historically compatible lighting, signage, and/or sign band. • Repair and point brick as necessary. • Remove the incompatible front addition and repair existing wood frame/ masonry building. • Re-install historic porch, roof, and window elements.
Phasing	Medium term
Other Comments	Explore the possibility of removing the storefront addition and restoring the historic facade and porch to its original integrity.

ADDRESS: 4001–4009 34TH STREET
DISTRICT: UPPER 34TH STREET
ACTION: BUILDING
 RENOVATION
KEY MAP: 8

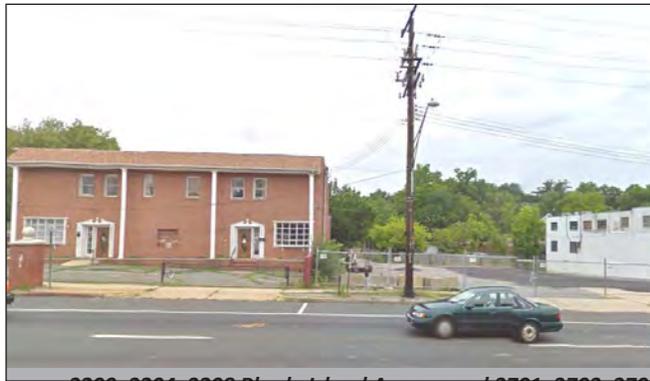


EXISTING CONDITION	
Lot Area	6,883 square feet
Existing Improvements	5,382 square feet
Building Height	20 feet (est.)
Land Use	Commercial/Retail
Year Built	1910, 1915, 1937
Description/ Physical Condition	Several one-story brick buildings in average condition.
Leased or Owned	Leased and Owned

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Commercial
Product Type	Retail
Square Footage	5,382 square feet
Building Height	20 feet (est.)
Historic Preservation	Design Standards and Guidelines
Parking	Off-site
Other	N/A

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Paint and provide consistent signage. • Repair storefront windows. • Provide consistent awning design. • Provide outdoor display areas, if possible. • Repair and point brick as necessary.
Phasing	Medium term
Other Comments	N/A

ADDRESS: 3200–3208 RHODE ISLAND AVENUE & 3701-3705 EASTERN AVENUE
DISTRICT: RHODE ISLAND AVENUE
ACTION: INFILL DEVELOPMENT
KEY MAP: 9



EXISTING CONDITION	
Lot Area	32,845 square feet
Existing Improvements	7,424 square feet
Building Height	20 feet (est.)
Land Use	Commercial
Year Built	1920
Description/ Physical Condition	Six lots combined and improved with a single-family residences.
Leased or Owned	City Owned

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Residential
Product Type	Multifamily/Stacked Townhouse
Square Footage	+65,000 square feet
Building Height	50 feet
Historic Preservation	N/A
Parking	On-site
Other	Possible Limited Retail.

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> Two- to five-story development to serve as a “signature gateway building” into Mount Rainier (see Infill and Height Standards and Guidelines in the Design Standards and Guidelines chapter).
Phasing	Near to medium term
Other Comments	Coordinate redevelopment with adjacent properties in the 3200 block of Rhode Island Avenue.

ADDRESS: 3210–3212 RHODE ISLAND AVENUE
DISTRICT: RHODE ISLAND AVENUE
ACTION: INFILL DEVELOPMENT
KEY MAP: 10



EXISTING CONDITION	
Lot Area	17,404 square feet
Existing Improvements	8,910 square feet
Building Height	30 feet (est.)
Land Use	Commercial
Year Built	1940
Description/ Physical Condition	Two-story brick building with adjacent surface parking lot.
Leased or Owned	Owned

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Mixed-Use
Product Type	Residential with Some Retail
Square Footage	+25,000 square feet
Building Height	TBD
Historic Preservation	N/A
Parking	On-site
Other	N/A

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> Two- to five-story development to serve as a “signature gateway building” into Mount Rainier (see Infill and Height Standards and Guidelines in the Design Standards and Guidelines chapter).
Phasing	Near to medium term (Priority)
Other Comments	Coordinate redevelopment with adjacent properties in the 3200 block of Rhode Island Avenue.

ADDRESS: VACANT LOT 3212 & 3220
RHODE ISLAND AVENUE
DISTRICT: RHODE ISLAND AVENUE
ACTION: INFILL
DEVELOPMENT
KEY MAP: 11



EXISTING CONDITION	
Lot Area	2,483 square feet.
Existing Improvements	N/A
Building Height	N/A
Land Use	Commercial
Year Built	N/A
Description/ Physical Condition	Surface Parking Lot
Leased or Owned	Owned

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Civic
Product Type	Community Flex Space
Square Footage	TBD
Building Height	TBD
Historic Preservation	N/A
Parking	Integrate with Adjacent Parcels.
Other	N/A

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> Two- to five-story development to serve as a “signature gateway building” into Mount Rainier (see Infill and Height Standards and Guidelines in the Design Standards and Guidelines Chapter).
Phasing	Near to medium term
Other Comments	Coordinate redevelopment with adjacent properties in the 3200 block of Rhode Island Avenue.

ADDRESS: 3220 RHODE ISLAND AVENUE
DISTRICT: RHODE ISLAND AVENUE
ACTION: BUILDING RENOVATION
KEY MAP: 12



EXISTING CONDITION	
Lot Area	5,401 square feet.
Existing Improvements	520 square feet
Building Height	20 feet (est.)
Land Use	Commercial
Year Built	1934
Description/ Physical Condition	One-story former gas station in poor condition (vacant).
Leased or Owned	Owned

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Stabilize structure immediately. • Research and document original condition of building. • Integrate the roof and steel beam at porte cochere. • Repair clay tile roof. • Restore brick as necessary. • Replace/restore windows and doors. • Repair frieze • Sensitively integrate with adjacent development.
Phasing	Near term
Other Comments	Coordinate redevelopment with adjacent properties in the 3200 block of Rhode Island Avenue.

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Commercial
Product Type	Retail
Square Footage	TBD
Building Height	One-story
Historic Preservation	Design Standards and Guidelines
Parking	Integrate with Adjacent Parcels.
Other	Active Adjacent Sidewalk.

ADDRESS: 3201 RHODE ISLAND AVENUE
DISTRICT: RHODE ISLAND AVENUE
ACTION: BUILDING RENOVATION
KEY MAP: 13



EXISTING CONDITION	
Lot Area	13,634 square feet
Existing Improvements	34,133 square feet
Building Height	+40 feet (est.)
Land Use	Commercial/Apartments
Year Built	1938
Description/ Physical Condition	Four-story brick building in average to good condition.
Leased or Owned	Leased and Owned

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Mixed-Use
Product Type	Commercial/Apartments
Square Footage	34,133 square feet
Building Height	+40 feet (est.)
Historic Preservation	Design Standards and Guidelines
Parking	Off-site
Other	N/A

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Replace vinyl windows with uniform wood/metal. • Repair and point brick as necessary. • Replace coping, gutters and down spouts. • Locate coordinated sign band. • Repair/restore brushed aluminum awning and/ or install consistent new awning. • Remove grilles. • Provide exterior lighting • Install new storefronts of brushed/natural aluminum. • Provide proper drainage at rear of building.
Phasing	Medium term
Other Comments	N/A

ADDRESS: 3231–3239 RHODE ISLAND AVENUE
DISTRICT: RHODE ISLAND AVENUE
ACTION: BUILDING RENOVATION/
 ADDITION
KEY MAP: 14



EXISTING CONDITION	
Lot Area	23,348 square feet
Existing Improvements	17,010 square feet
Building Height	10–20 feet (est.)
Land Use	Commercial
Year Built	1920, 1940, and 1965
Description/ Physical Condition	One one-story and two two-story commercial buildings.
Leased or Owned	Leased and Owned

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> Potential one- to two story addition to the existing buildings or an up to four-story replacement building on the sites.
Phasing	Long term
Other Comments	Potential to rebuild and/or add floors to building in order to establish a continuous multi-story street front along Rhode Island Avenue.

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Commercial or Mixed-Use
Product Type	Commercial
Square Footage	TBD
Building Height	TBD
Historic Preservation	Design Standards and Guidelines
Parking	Off-site
Other:	N/A

ADDRESS: 3300 RHODE ISLAND AVENUE
DISTRICT: CIVIC CORE
ACTION: BUILDING REDEVELOPMENT
KEY MAP: 15



EXISTING CONDITION	
Lot Area	5,881 square feet
Existing Improvements	11,849 square feet
Building Height	40 feet (est.)
Land Use	Mixed-Use Commercial and Residential
Year Built	1936
Description/ Physical Condition	Three-story brick building in poor condition (vacant for 20 years).
Leased or Owned	For Sale

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Mixed-Use
Product Type	Retail and Residential
Square Footage	11,849 square feet
Building Height	40 feet/3-stories
Historic Preservation	Design Standards and Guidelines
Parking	Off-site
Other:	Active Adjacent Sidewalk.

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Repair or replace windows and doors with consistent brushed aluminum (or historically accurate) metal windows. • Clean, point, and repair brick. • Repair the stone cap. • Resolve front drainage issues. • Locate sign band. • Provide lighting.
Phasing	Near term (priority)
Other Comments	Coordinate redevelopment with 3308 and 3310 Rhode Island Avenue.

ADDRESS: 3308 RHODE ISLAND AVENUE
DISTRICT: CIVIC CORE
ACTION: BUILDING REDEVELOPMENT
KEY MAP: 16



EXISTING CONDITION	
Lot Area	1,481 square feet
Existing Improvements	2,200 square feet
Building Height	35 feet (est.)
Land Use	Commercial/Retail
Year Built	1925
Description/ Physical Condition	Two-story building in fair condition (vacant).
Leased or Owned	For Lease

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Commercial
Product Type	Retail/Office
Square Footage	2,200 square feet (est.)
Building Height	35 feet/2 stories
Historic Preservation	Design Standards and Guidelines
Parking	Off-site
Other:	Active Adjacent Sidewalk.

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Repair or restore stucco. • Replace gutters and downspouts. • Repair clay tile roofing. • Locate coordinated sign band or awning element. • Replace windows and doors with historically accurate elements.
Phasing	Near term
Other Comments	Coordinate redevelopment with 3300 and 3310 Rhode Island Avenue.

ADDRESS: 3310 RHODE ISLAND AVENUE
DISTRICT: CIVIC CORE
ACTION: BUILDING REDEVELOPMENT
KEY MAP: 17



EXISTING CONDITION	
Lot Area	1,525 square feet
Existing Improvements	1,650 square feet
Building Height	35 feet (est.)
Land Use	Commercial/Retail
Year Built	1966
Description/ Physical Condition	One-story building in fair condition (vacant).
Leased or Owned	For Lease

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Commercial
Product Type	Retail/Office
Square Footage	1,650 square feet (est.)
Building Height	35 feet/2 stories
Historic Preservation	Design Standards and Guidelines
Parking	Off-site
Other	Active Adjacent Sidewalk.

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Repair or restore stucco. • Replace gutters and downspouts. • Repair clay tile roofing. • Locate coordinated sign band or awning element. • Replace windows and doors with historically accurate elements.
Phasing	Near term
Other Comments	Coordinate redevelopment with 3300 and 3310 Rhode Island Avenue.

ADDRESS: 3208–3210 PERRY STREET
DISTRICT: CIVIC CORE
ACTION: OPEN SPACE OR INFILL DEVELOPMENT
KEY MAP: 18



EXISTING CONDITION	
Lot Area	11,979 square feet
Existing Improvements	N/A
Building Height	N/A
Land Use	Temporary Garden
Year Built	N/A
Description/ Physical Condition	Two vacant lots surrounded by single-family and multifamily dwellings.
Leased or Owned	Owned

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Park space or low-scale residential.
Phasing	Near term
Other Comments	Coordinate redevelopment with City of Mount Rainier as either a city park or low-scale residential.

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Park Space or Low Density Residential
Product Type	TBD
Square Footage	TBD
Building Height	TBD
Historic Preservation	N/A
Parking	On-site (if Residential)
Other	N/A

ADDRESS: 3800 34TH STREET
DISTRICT: CIVIC CORE
ACTION: BUILDING RENOVATION
KEY MAP: 19



EXISTING CONDITION	
Lot Area	1,699 square feet
Existing Improvements	3,024 square feet
Building Height	30 feet (est.)
Land Use	Commercial
Year Built	1922
Description/ Physical Condition	Two-story brick building in good condition.
Leased or Owned	Owned

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Commercial
Product Type	Commercial
Square Footage	3,024 square feet
Building Height	30 feet (est.)
Historic Preservation	Protected historic site
Parking	Off-site
Other	N/A

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Consider public use for Prince George’s Bank Building. • Repair and/or replace windows and doors with historically compatible elements. • Repair brick/stone; repair trim bands. • Replace/restore historic cornice at entry. • Preserve and restore historic copper roof of dome.
Phasing	Medium term
Other Comments	The building is situated on a high profile corner location. Requires historic design review process. See page 61.

ADDRESS: 3802–3812 34TH STREET
DISTRICT: CIVIC CORE
ACTION: BUILDING RENOVATION
KEY MAP: 20



EXISTING CONDITION	
Lot Area	17,860 square feet
Existing Improvements	6,481 square feet
Building Height	15 feet (est.)
Land Use	Commercial
Year Built	1910
Description/ Physical Condition	One-story brick buildings.
Leased or Owned	Leased

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Commercial/Mixed-Use
Product Type	Retail/Commercial-Office
Square Footage	6,481 square feet
Building Height	15 feet (est.)
Historic Preservation	Design Standards and Guidelines
Parking	Off-site
Other	N/A

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Provide consistent signage, lighting and awnings. • Repair storefronts as necessary.
Phasing	Medium term
Other Comments	N/A

ADDRESS: 3805 34TH STREET
DISTRICT: CIVIC CORE
ACTION: INFILL DEVELOPMENT
KEY MAP: 21



EXISTING CONDITION	
Lot Area	871 square feet
Existing Improvements	N/A
Building Height	N/A
Land Use	Vacant
Year Built	N/A
Description/ Physical Condition	Small Vacant Lot (former building).
Leased or Owned	Owned

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Commercial
Product Type	TBD
Square Footage	TBD
Building Height	TBD
Historic Preservation	N/A
Parking	TBD
Other:	N/A

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Potential location for one- to three-story infill building.
Phasing	Medium term
Other Comments	Potential for redevelopment in conjunction with 3424–3428 Rhode Island Avenue.

ADDRESS: 3402–3416 RHODE ISLAND AVENUE
DISTRICT: CIVIC CORE
ACTION: BUILDING RENOVATION
KEY MAP: 22



EXISTING CONDITION	
Lot Area	9,475 square feet
Existing Improvements	10,879 square feet
Building Height	30 feet (est.)
Land Use	Commercial
Year Built	1927, 1935
Description/ Physical Condition	Several two-story brick buildings in average to good condition.
Leased or Owned	Leased and Owned

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Commercial
Product Type	Retail
Square Footage	10,696 square feet
Building Height	30 feet (est.)
Historic Preservation	Design Standards and Guidelines
Parking	Off-site
Other	N/A

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Provide new storefronts, doors, and windows as necessary. • Repair trim work and frieze. • Provide appropriate lighting, signage, and sign band. • Remove siding.
Phasing	Medium to long term
Other Comments	N/A

ADDRESS: 3424–3428 RHODE ISLAND AVENUE
DISTRICT: CIVIC CORE
ACTION: INFILL DEVELOPMENT
KEY MAP: 23



EXISTING CONDITION	
Lot Area	12,676 square feet
Existing Improvements	N/A
Building Height	N/A
Land Use	Surface Parking Lot
Year Built	N/A
Description/ Physical Condition	Two vacant lots.
Leased or Owned	Owned

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Mixed-Use
Product Type	Residential/Commercial
Square Footage	TBD
Building Height	TBD
Historic Preservation	N/A
Parking	On-site
Other	N/A

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Potential location for three- to four-story infill building with a shared parking lot at the rear of the site.
Phasing	Medium term
Other Comments	Redevelopment may include existing adjacent buildings.

ADDRESS: 3405 RHODE ISLAND AVENUE
DISTRICT: CIVIC CORE
ACTION: BUILDING RENOVATION ADDITION
KEY MAP: 24



EXISTING CONDITION	
Lot Area	2,614 square feet
Existing Improvements	4,088 square feet
Building Height	+50 feet (est.)
Land Use	Commercial
Year Built	1902
Description/ Physical Condition	Two and one-half story brick building in good condition.
Leased or Owned	City Owned

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Civic
Product Type	City Hall Expansion/Civic
Square Footage	4,088 square feet
Building Height	+50 feet (est.)
Historic Preservation	Protected historic resource
Parking	Off-site
Other	Potential Façade Addition.

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Build new addition on façade facing civic green (use appropriate fenestration). • Research and restore original Rhode Island Avenue-facing façade. • Renovate interior to better fit the city’s program needs. • Build new additions to connect building with city hall and city library.
Phasing	Near term (priority)
Other Comments	Requires historic design review process. Refer to page 61.

ADDRESS: 3403–3415 PERRY STREET
DISTRICT: CIVIC CORE
ACTION: INFILL DEVELOPMENT
KEY MAP: 25



EXISTING CONDITION	
Lot Area	25,309 square feet
Existing Improvements	7,830 square feet
Building Height	30 feet (est.)
Land Use	Commercial
Year Built	1900-1930
Description/ Physical Condition	Multiple buildings and a surface parking lot in good condition.
Leased or Owned	Leased and Owned

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Mixed-Use
Product Type	TBD
Square Footage	TBD
Building Height	TBD
Historic Preservation	Design Standards and Guidelines
Parking	TBD
Other	N/A

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Potential three- to four story infill development on the sites.
Phasing	Long term
Other Comments	Possible long-term redevelopment opportunity with lot consolidation. Possible interim use as a surface shared parking lot on the vacant lot.

ADDRESS: 3401 PERRY STREET
DISTRICT: CIVIC CORE
ACTION: BUILDING
RENOVATION
KEY MAP: 26



EXISTING CONDITION	
Lot Area	3,746 square feet
Existing Improvements	1,875 square feet
Building Height	15 feet (est.)
Land Use	Institutional
Year Built	1930
Description/ Physical Condition	One-story brick building in good condition.
Leased or Owned	Owned

PROPOSED DEVELOPMENT PLAN VISION	
Land Use	Institutional
Product Type	Church
Square Footage	1,875 square feet
Building Height	15 feet (est.)
Historic Preservation	Protected historic site.
Parking	On- and off-site
Other	N/A

IMPLEMENTATION	
Specific Property or Building Recommendations	<ul style="list-style-type: none"> • Repair storefront elements. • Provide coordinated signage as necessary. • Repair and point brick as necessary. • Provide lighting. • Restore awning.
Phasing	Medium term
Other Comments	Requires historic design review process. See page 61.

