

Approved

Branch Avenue Corridor

Sector Plan and Sectional Map Amendment

Note: The Administrative Correction, AC 2012-002 (Signed 2012-11-06), modifies the contents of the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*; and must be used in conjunction with the approved plan/SMA document.

2008



Prince George's County Planning Department
The Maryland-National Capital Park
and Planning Commission

September 2008

Abstract

TITLE: Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment

AUTHOR: The Maryland-National Capital Park and Planning Commission

SUBJECT: Branch Avenue Corridor Sector Plan and Sectional Map Amendment

DATE: September 2008

SOURCE OF COPIES: The Maryland-National Capital Park and Planning Commission
14741 Governor Oden Bowie Drive
Upper Marlboro, MD 20772

SERIES NUMBER: 708072306

NUMBER OF PAGES: 168

ABSTRACT: The Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment comprises text, maps, illustrations, and pictures. The sector plan amends portions of the 2000 *Approved Master Plan and Sectional Map Amendment for the Heights and Vicinity (Planning Area 76A)* and the 2002 *Prince George's County Approved General Plan*. Developed with broad public participation, this document presents background information, the vision for the area, and a discussion of the five elements that frame the vision—Land Use and Economic Development, Design and Appearance, Infrastructure to Support the Plan, Quality of Life, and Community Involvement. The plan recommends the designation of the Naylor Road Metro Station as a Regional Center with a mixed-use, high-density residential/office/retail land use classification, and the Iverson-Marlow Heights Mixed-Use Center as a node on the Branch Avenue Corridor with a mixed-use, medium-density residential/office/retail land use classification. The plan contains policies and strategies for land use, economic development, urban design, parks and recreation, transportation systems (including roadways, transit, bicycle, pedestrian, and trail facilities), revitalization, public safety, and community involvement. The overall objective of these policies and strategies is to revitalize and redevelop the sector plan area, thereby improving its visual appeal and providing pedestrian- and transit-oriented, mixed-use development that will create a positive sense of place and attract new residents, quality retail, and jobs while preserving and strengthening the existing residential neighborhoods. The sectional map amendment (SMA) contains zoning changes to allow implementation of the plan vision and the land use concepts in the sector plan.

Note: The Administrative Correction, AC 2012-002 (Signed 2012-11-06), modifies the contents of the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*; and must be used in conjunction with the approved plan/SMA document.

Approved

Branch Avenue Corridor

Sector Plan and Sectional Map Amendment

Note: The Administrative Correction, AC 2012-002 (Signed 2012-11-06), modifies the contents of the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*; and must be used in conjunction with the approved plan/SMA document.

2008



Prince George's County Planning Department
The Maryland-National Capital Park
and Planning Commission

September 2008

The Maryland-National Capital Park and Planning Commission
Prince George's County Planning Department
14741 Governor Oden Bowie Drive
Upper Marlboro, Maryland 20772

www.mncppc.org/pgco

The Maryland-National Capital Park and Planning Commission

Royce Hanson, *Chairman*

Samuel J. Parker, Jr., AICP, *Vice Chairman*

Officers

Oscar S. Rodriguez, *Executive Director*

Patricia Colihan Barney, *Secretary-Treasurer*

Adrian R. Gardner, *General Counsel*

The Maryland-National Capital Park and Planning Commission is a bicounty agency, created by the General Assembly of Maryland in 1927. The Commission's geographic authority extends to the great majority of Montgomery and Prince George's Counties: the Maryland-Washington Regional District (M-NCPPC planning jurisdiction) comprises 1,001 square miles, while the Metropolitan District (parks) comprises 919 square miles, in the two counties.

The Commission has three major functions:

- ❖ The preparation, adoption, and, from time to time, amendment or extension of the General Plan for the physical development of the Maryland-Washington Regional District.
- ❖ The acquisition, development, operation, and maintenance of a public park system.
- ❖ In Prince George's County only, the operation of the entire county public recreation program.

The Commission operates in each county through a Planning Board appointed by and responsible to the county government. All local plans, recommendations on zoning amendments, administration of subdivision regulations, and general administration of parks are responsibilities of the Planning Boards.

The Prince George's County Department of Planning (M-NCPPC):

- ❖ Our mission is to help preserve, protect and manage the county's resources by providing the highest quality planning services and growth management guidance and by facilitating effective intergovernmental and citizen involvement through education and technical assistance.
- ❖ Our vision is to be a model planning department comprised of responsive and respected staff who provide superior planning and technical services and work cooperatively with decision-makers, citizens, and other agencies to continuously improve development quality and the environment and act as a catalyst for positive change.

Prince George's County Planning Board

Samuel J. Parker, Jr., *Chairman*

Sylvester J. Vaughns, *Vice Chairman*

Sarah Cavitt

Jesse Clark

John H. Squire

Montgomery County Planning Board

Royce Hanson, *Chairman*

John M. Robinson, *Vice Chairman*

Joseph Alfandre

Jean B. Cryor

Amy Presley

Prince George's County

Jack B. Johnson, *County Executive*

County Council

The County Council has three main responsibilities in the planning process: (1) setting policy, (2) plan approval, and (3) plan implementation. Applicable policies are incorporated into area plans, functional plans, and the General Plan. The Council, after holding a hearing on the plan adopted by the Planning Board, may approve the plan as adopted, approve the plan with amendments based on the public record, or disapprove the plan and return it to the Planning Board for revision. Implementation is primarily through adoption of the annual Capital Improvement Program, the annual budget, the water and sewer plan, and adoption of zoning map amendments.

Council Members

Thomas E. Dernoga, *1st District*

Will Campos, *2nd District*

Eric Olson, *3rd District*

Ingrid M. Turner, *4th District*

(*5th District, Vacant*)

Samuel H. Dean, *6th District, Council Chair*

Camille Exum, *7th District*

Tony Knotts, *8th District*

Marilynn Bland, *9th District, Council Vice Chair*

Clerk of the Council

Redis C. Floyd



FROM TOP TO BOTTOM:
Futuristic perspectives of Naylor Road,
Marlow Heights, and Iverson Mall respectively.

Foreword

The Prince George's County Planning Board is pleased to make available the *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*. The community based plan and sectional map amendment (SMA) reflect the collective thoughts, values, and hopes of the community for its future. They also set land use and development policies for the area. The plan addresses physical and policy changes that have occurred since the approval of the master plan and sectional map amendment for the Heights and Vicinity Planning Area 76A and the 2002 *Prince George's County Approved General Plan*.

The planning workshops and design charrette approach to public participation provided an open forum for residents, property owners, business owners, and developers to participate in the plan preparation. Between October 2006 and May 2007 a series of interviews were conducted with community leaders, business owners, developers and county officials. The public participation process also included “man on the street” surveys, several community meetings, three planning and design workshops, a four-day charrette, and a post charrette.

The Prince George's County Planning Board and the County Council held two joint public hearings to solicit comments from property owners, residents, and the general public. Comments and recommendations presented at the public hearings became a matter of public record and were summarized and reviewed by the Prince George's County Planning Board and the District Council prior to approval of the sector plan and SMA by the District Council on September 30, 2008.

The Branch Avenue Corridor sector plan represents a unique opportunity for Prince George's County to create a livable pedestrian-friendly and vibrant community. The plan's focus includes the following goals:

- ❖ A safe, vibrant, and attractive community that is pedestrian friendly.
- ❖ Pedestrian linkages from residential neighborhoods to shops, recreational areas, and transit.
- ❖ Strengthening and preserving the existing stable residential neighborhoods.
- ❖ Redevelopment of a segment of Branch Avenue from the Naylor Road Metro Station to the Iverson/Marlow Heights Shopping Center with a mix of land uses and emphasis on transit-oriented development.

The plan establishes the vision for the area and contains recommendations for land use, economic development, urban design, parks and recreation, transportation systems (including roadways, transit, and trails for cyclists and pedestrians), revitalization, public safety, and community outreach and support. The SMA includes zoning changes to facilitate implementation of the plan vision and land use concepts.

The county's continued commitment to revitalizing older residential neighborhoods and commercial districts implements smart growth policies by focusing economic growth in these older areas, discouraging sprawl development, and protecting our natural resources. Implementation of this revitalization plan will require a collective effort from residents, business and property owners, and public/private partnerships.

Sincerely



Samuel J. Parker, Jr., AICP
Chairman

Prince George's County Planning Board



County Historic Site 76A-004, the
St. Barnabas Episcopal Church.

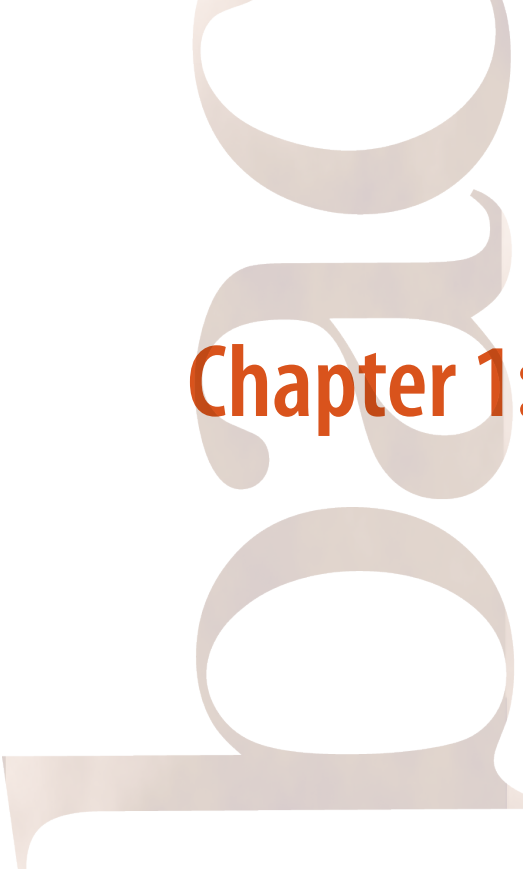
Table of Contents

1. Introduction	1
Plan Organization	3
2. Planning Background and Process	5
Project Boundary	5
Relationship to Other Plans and Policies	5
Public Participation	9
Area Stakeholders' Assessment of their Community	10
3. Sector Area Character Analysis	13
Historical Overview	13
The BAC Sector Plan Area Today	14
Demographic and Market Profile	18
Transportation Infrastructure—Ways to Get Around	22
Environmental Sustainability and Preservation	24
Public Facilities	27
Parks and Recreation	31
Quality of Life	32
Historic Preservation	34
4. The Vision	37
Vision Statement	37
Vision Elements	38
5. Action Plan	47
Land Use and Economic Development	47
Design and Appearance	56
Infrastructure to Support the Plan	71
Quality of Life	88
Community Involvement	98
6. Sectional Map Amendment	99
Introduction	99
Comprehensive Rezoning Policies	103
Conditional Zoning	105
Comprehensive Design Zones	105
Proposed Rezoning Tables and Maps	110
7. Implementation Action Timeline	127
Appendices	131
Guide to Zoning	132
Public Facility Cost Estimates	143
Procedural Sequence Chart	148
Resolution CR-86-2008	149
Certificate of Adoption and Approval	160
Acknowledgments	Inside back cover



Illustrative concept of Branch Avenue redevelopment, showing possible new building footprints, streets and green spaces for mixed-use development. This illustration portrays only one of many possible long-range redevelopment scenarios that may result from implementation of the recommended land use concept for this area.





Chapter 1: Introduction

The area of the Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment includes the properties along both sides of Branch Avenue, St. Barnabas Road (to the Capital Beltway), Old Silver Hill Road, and Silver Hill Road between Branch Avenue and the Suitland Parkway (**see Map 1, page 4**). Much of this area supports older commercial establishments that were developed prior to modern standards. As a result, much of the area is in poor condition and/or functionally obsolete. This was raised in the 2000 *Approved Master Plan and Sectional Map Amendment for the Heights and Vicinity (Planning Area 76A)*, which included recommendations for the sector plan area. This sector plan is intended to build on the broad recommendations in the Heights Master Plan and to focus more effort and specific recommendations on redeveloping and improving the Branch Avenue Corridor, which serves as an important gateway to Prince George's County. Although the Heights Master Plan focused on development of some limited employment at the Naylor Road Metro Station, this plan recognizes that unless a critical mass is met in creating new mixed-use development along the corridor, revitalization will never be possible.

Behind the commercial development fronting the roadways are stable single-family neighborhoods, often interspersed with apartments and condominiums that act as a buffer. As commercial areas decline, they ultimately affect the residential neighborhoods they abut. Some of these apartment complexes and condominiums are already experiencing this decline. The decline is not only physical but can be social as well, i.e., increased opportunities for crime. This sector plan makes recommendations that are aimed at reversing this decline and providing a foundation for new growth that will not only stimulate the commercial areas but also strengthen and preserve the adjacent residential neighborhoods. The sector plan area and the larger communities surrounding it represent a diverse community ready for positive change.

Long-term residents fondly recall the late 1960s and 1970s when Iverson Mall was a major regional shopping center that attracted other high-quality retail to the corridor, and when one was proud to live within easy access of the shops along Branch Avenue. Today, issues of

crime, retail competition from newer suburban shopping centers, and commuter traffic to the District of Columbia have significantly weakened the economic viability of the area's retail centers, its ability to attract new businesses, and its reputation as a desirable place to live, shop and work. Nevertheless, the location, existing road network, accessibility to three transit facilities in the immediate area, and stable neighborhoods provide a strong and viable foundation on which to rebuild an exciting community and regional destination.

On February 6, 2007, the District Council approved the initiation of the sector plan and sectional map amendment for the following purposes:

- ❖ To implement the recommendations of the 2002 *Prince George's County Approved General Plan* and to assess its implications on the sector plan area.
- ❖ To update the portion of the 2000 *Approved Master Plan and Sectional Map Amendment for the Heights and Vicinity (Planning Area 76A)* within the sector plan boundary.
- ❖ To analyze existing development and the current zoning pattern for consistency with the county's development policies.
- ❖ To develop land use recommendations and amend the zoning map through an SMA in order to implement these recommendations.
- ❖ To set policies and strategies that will improve the quality of life for the residential communities, improve the business climate, and guide future development in the sector plan area.

The sector plan was developed in collaboration with many community partners, including broad-based representation from the area's residents, business and property owners, church organizations, landowners, developers, and county, state, and federal agencies with jurisdictional interest in the area.

The product of this effort is a plan that contains an assessment of current conditions in the sector plan area including retail markets, residential markets, and household demographics. The plan presents a vision for the future of the community. It also provides strategies for revitalization and redevelopment, an action plan to preserve and enhance the area's assets and the existing residential communities, and strategies to encourage or facilitate economic development, attract new residents with a range of income levels, and improve public safety and other quality-of-life factors.

The Branch Avenue Corridor sector plan will guide revitalization and redevelopment efforts consistent with the established vision and goals. The plan establishes goals, policies and strategies for different areas of interest that support the vision such as economic development and land use, public infrastructure, quality of life (including public safety), and community involvement. It spells out short and long-range implementation strategies and appropriate zoning to implement the land use recommendations.

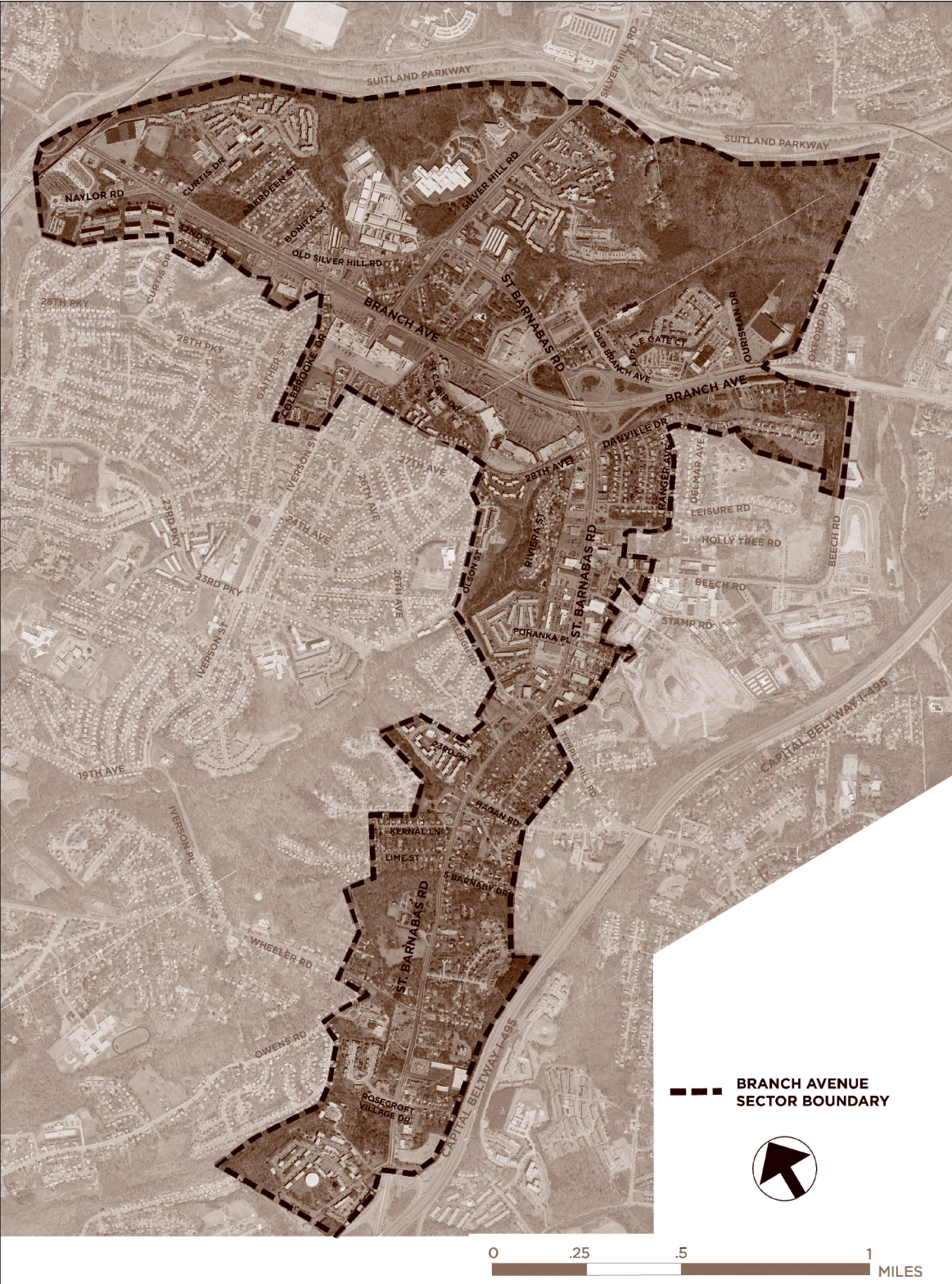
The plan is useful for property owners, the general public, and developers as a reference guide to the area vision and the desired land use and development pattern for each property within the area. It provides recommendations on how to make the vision a reality. For business owners, it is a reference guide to available business improvement programs and assistance. For planning staff and other government agencies, it provides a guide

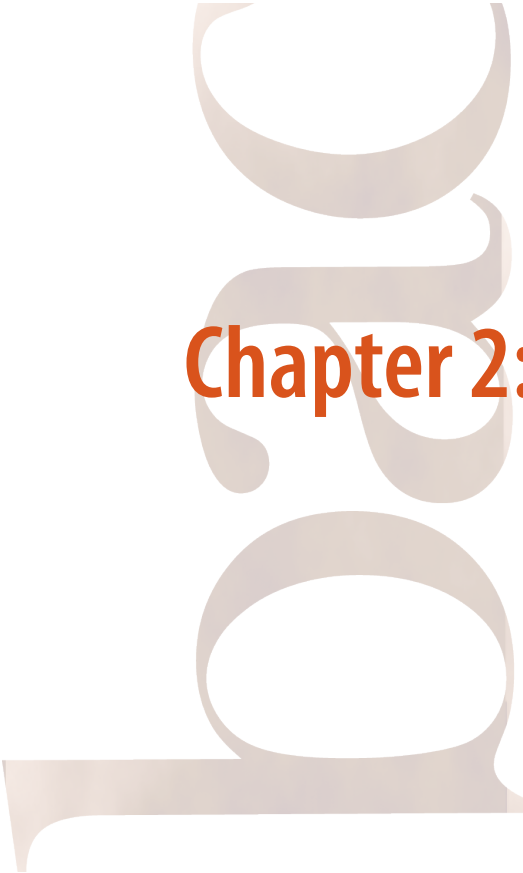
for evaluating development proposals and setting priorities for service delivery, program funding, and scheduling. For elected officials, it becomes a reference guide for making land use, development, and funding decisions.

Plan Organization

This document is organized around seven chapters. The **Introduction** chapter gives a general overview of the plan and its purpose. The **Planning Background and Process** chapter defines the project boundary, its relationship to other plans and policies, and the public participation process. The **Sector Area Character Analysis** chapter gives a brief historical perspective, a demographic and market profile for the primary market area, a description of existing conditions relating to land uses and appearance, and a description of other areas of interest or functional areas such as transportation, environmental preservation, parks and recreation, historic preservation, and other quality-of-life factors. The fourth chapter spells out the **Vision** for the area and provides a brief narrative of the five elements that frame it. The **Action Plan** chapter establishes goals, policies, and strategies for achieving the community vision. The **Sectional Map Amendment** chapter identifies recommended zoning changes necessary to implement the land use recommendations.

Map 1: Aerial View of Sector Plan





Chapter 2: Planning Background and Process

Project Boundary

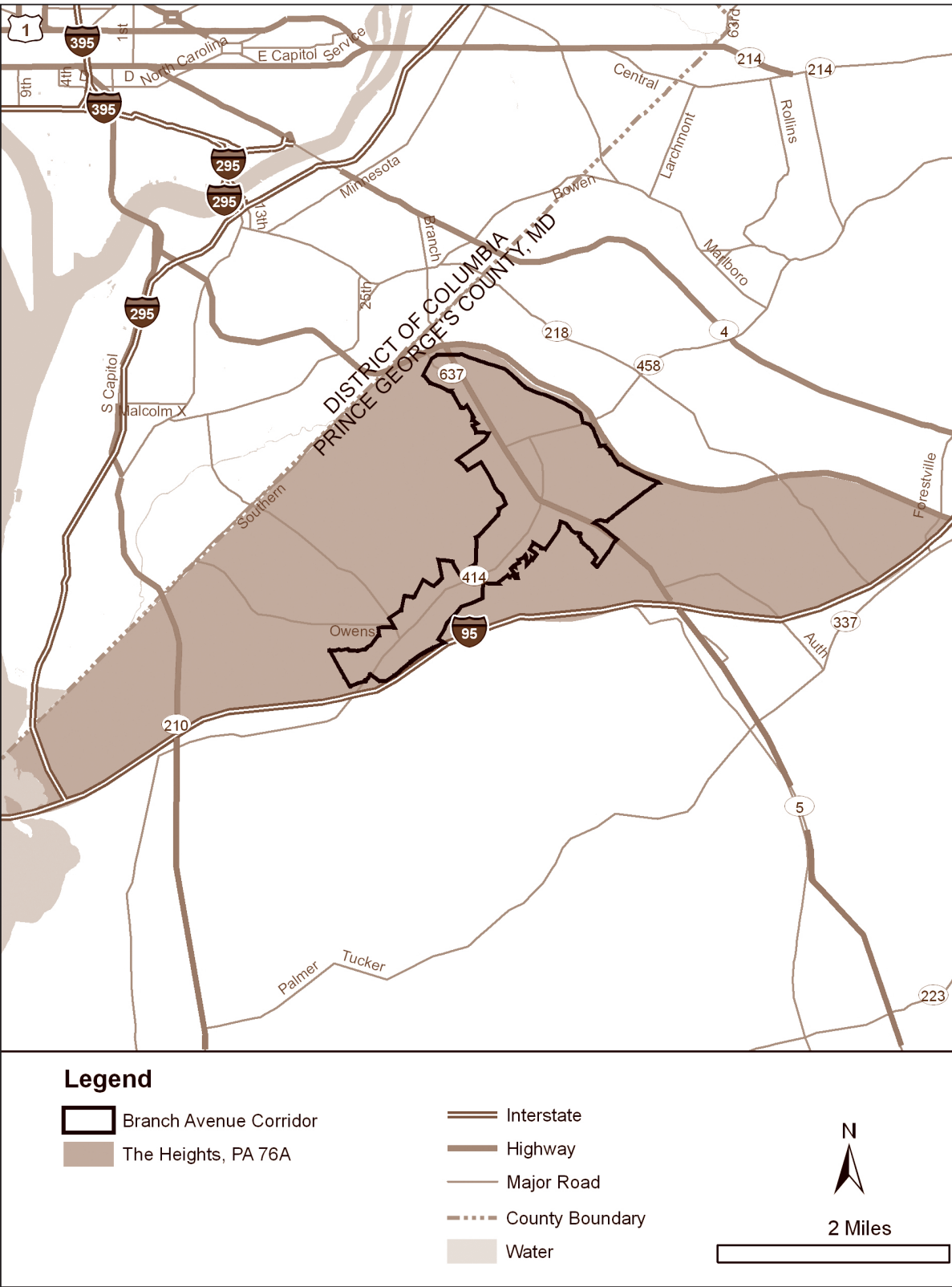
The sector plan area comprises the Branch Avenue Corridor from the District of Columbia boundary line to St. Barnabas Road, including the Naylor Road Metro Station, Iverson Mall, and Marlow Heights Shopping Center, Silver Hill Road, Old Silver Hill Road, and the St. Barnabas Road commercial corridor to the Capital Beltway (I-95/495). Residential areas and other proximate land uses adjacent to the roadways were included as part of the sector area to ensure that recommendations are in context and compatible with those areas.

The project area is approximately 2.32 square miles. It borders a portion of a residential neighborhood in southeastern Washington, D.C., and the Suitland Parkway, and is approximately one and one-half miles away from the Branch Avenue and Southern Avenue Metro Stations.

Relationship to Other Plans and Policies

The sector plan area is part of the 2000 *Approved Master Plan and Sectional Map Amendment for the Heights and Vicinity (Planning Area 76A)*. The Heights plan recommends infill development and redevelopment of vacant and underutilized sites along Branch Avenue from Iverson Mall and Silver Hill Road to the Naylor Road Metro Station with commercial and office uses. It also recommends medium-density residential and parkland for the area bounded by St. Barnabas Road, Silver Hill Road, Suitland Parkway, the Meadowview and Hartford subdivisions, and Branch Avenue. **(See Map 2 on page 6.)**

Map 2: Heights Master Plan and BAC Sector Plan Areas



The 2002 *Prince George's County Approved General Plan* provides broad guidance for future growth and development. The General Plan placed the Branch Avenue Corridor sector plan area in the Developed Tier. The vision of the Developed Tier is a network of sustainable, transit-supporting, mixed-use, pedestrian-oriented, medium- to high-density neighborhoods. Its policies emphasize quality infill and redevelopment, a streamlined review process, and highest priority for the expenditure of public funds. The General Plan designates the Suitland-Iverson area as a "Regional Center," the Naylor Road Metro Station as a "Community Center," and Branch Avenue from the D.C. line to the Beltway as a "Corridor" within the Developed Tier. The General Plan characterizes regional centers, community centers, and corridors as follows:

Regional centers are locations for regionally marketed commercial and retail centers, office and employment areas, some higher educational facilities, and possibly sports and recreational complexes serving Prince George's County. High-density residential development may be an option at these centers if the needed public facilities and services, particularly schools and transit, can be provided. Regional centers should be served by rail or bus mass transit systems.

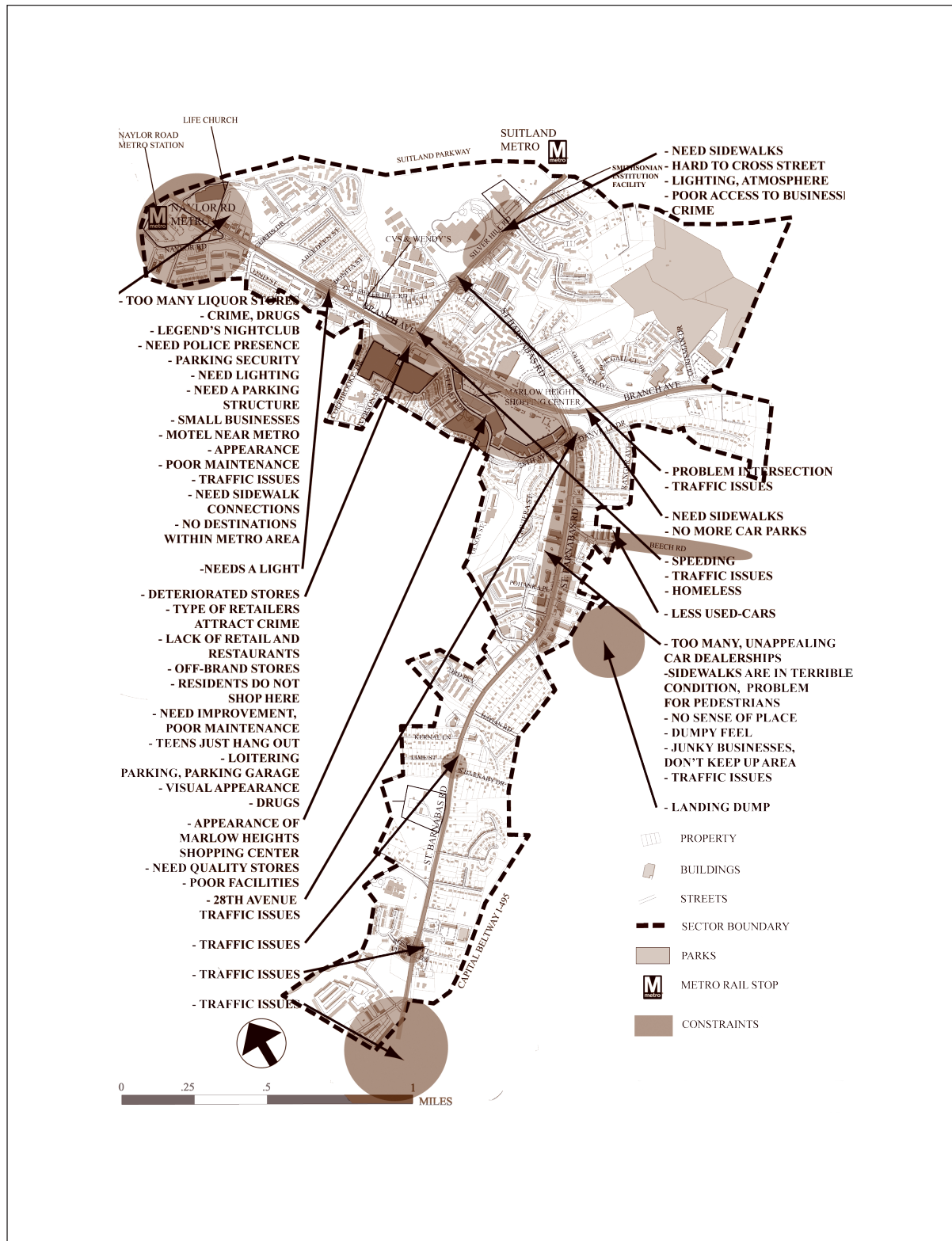
Community centers are concentrations of activities, services, and land uses that serve the immediate community near these centers. These typically include a variety of public facilities and services and integrated commercial, office and residential development, and can include mixed-use and higher-intensity redevelopment in some communities. Community centers should also be served by mass transit.

Developed Tier corridors generally contain a higher intensity of residential and nonresidential land uses, and a greater mix of uses that are regional in scope, than the Developing Tier corridors. This development should occur at selected corridor nodes and be planned as transit-oriented development.

In addition to the Heights Plan and the General Plan, other plans and policies helped guide the planning effort in terms of issues identification, opportunities, and redevelopment strategies. One of these is the 2006 *Approved Suitland Park Mixed-Use Town Center Zone Development Plan*. This mixed-use town center development plan covers the area east of the Branch Avenue project area and retains the General Plan recommendation for the Suitland Metro Station as a regional center. Part of the quarter-mile walking distance for the core area of the Suitland Metro Station falls within the Branch Avenue Corridor sector plan area. The 2006 *Approved Master Plan and Sectional Map Amendment for the Henson Creek–South Potomac Planning Area* recommends a potential light rail transit line from the vicinity of St. Barnabas Road to the Suitland or Branch Avenue Metro Stations.

Other plans and policies include the 1992 Economic Growth, Resource Protection, and Planning Act and the 1997 Smart Growth and Neighborhood Conservation Initiative. The goals of these policies are generally to encourage economic development, limit sprawl, protect valuable natural resources, support existing neighborhoods and communities, and save taxpayers millions of dollars in unnecessary costs for building infrastructure to support sprawl. A significant aspect of the Smart Growth and Neighborhood Conservation Initiative is its requirement that state funding for projects in Maryland municipalities, other existing communities, and industrial and planned growth areas designated by counties will receive priority over other projects. These are called priority funding areas (PFAs). The sector plan area is within the Prince George's County PFA.

Map 3: Community Issues and Areas of Concern



Public Participation

Given the General Plan recommendations and the need to stimulate investment through revitalization and redevelopment within the corridor, this sector plan process was initiated in March 2007 by the County Council. Planners and elected officials recognized the opportunity to define the economic, physical, and social goals for the area and to evaluate the effectiveness of the General Plan's designations to achieve these goals as part of the planning process.

In addition to the policy documents that influenced the planning effort, public participation was fundamental to identifying and understanding community issues and concerns and developing a vision that stakeholders (residents, business and property owners, institutions, public officials, etc.) could support. The strategy for developing the Branch Avenue Corridor Sector Plan and Sectional Map Amendment (SMA) was centered on an inclusive participatory process. Through a series of interviews with community leaders, business owners, developers, and county officials, as well as “person on the street” surveys and community meetings, current conditions were defined and preliminary goals, issues, and concerns were established.

The heart of the participatory process, however, was a series of workshops, meetings and presentations with the community at large, aimed at understanding current concerns, defining a vision for the future, producing alternative development concepts, and receiving input on concepts and strategies to achieve the vision. Approximately 600 people attended the various community sessions, which included three workshops where assets, issues, concerns, and vision were determined (**See Map 3 alongside**); a four-day charrette where development concepts and implementation recommendations were established; and a post-charrette presentation where community comments were received on the refined development concepts and implementation recommendations. The planning process was a collaborative and inclusive process, and this product reflects the input of a broad segment of the community—one that elevates and promotes the hopes and dreams of people who care about this area and want to see it thrive in the future as it did in the past.

A community's involvement is critical in producing a vision that reflects its priorities.
BELOW: Community members participate in a visioning session.



Area Stakeholders' Assessment of their Community

Community character is defined by perceptions, concerns, and visions for the future. Critical assets and issues of the sector area were identified by the project team and by area stakeholders, which included residents and business operators, during workshops and the charrette. Although location and access to other parts of the Washington metropolitan area, as well as stable residential neighborhood and religious institutions, were identified as strong assets, crime was cited as the most important issue affecting the area. Most residents and store owners felt that the issue of crime needed to be solved before any development could occur in the area, making the case that development would not succeed if potential new residents and business owners perceive the area to be unsafe.

A breakout group session identifies strengths, weaknesses, opportunities and threats.



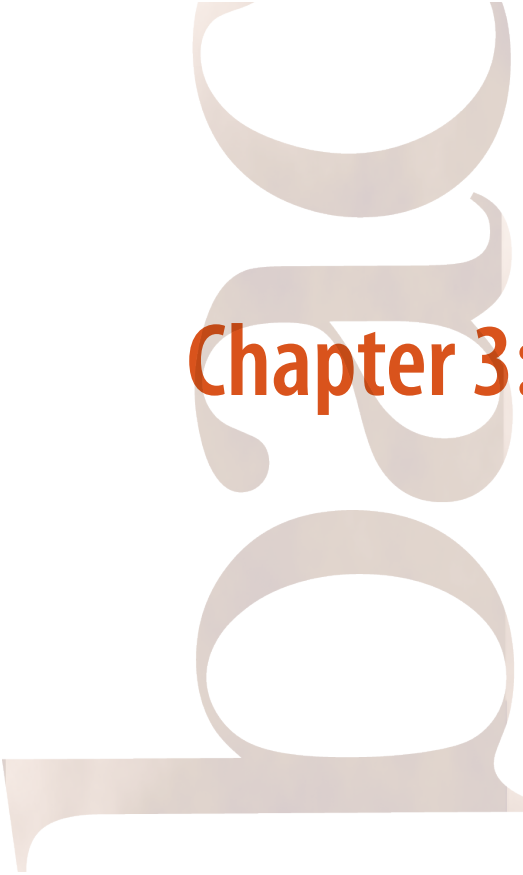
Another overwhelming issue for the community is the lack of quality retail and restaurants. Many community members recalled the former economic strength of Iverson Mall and Marlow Heights and expressed the need for the return of regionally known, high-quality stores and restaurants. Other issues identified by the community included poor pedestrian access and mobility throughout the sector area, unattractive streetscapes, lack of building maintenance, too many liquor stores and fast-food restaurants, too many automobile dealerships on St. Barnabas Road, and the creation of opportunities for criminal behavior through underutilization of areas around Naylor Road.

At the workshops, participants were presented with issues identified in “person on the street” surveys and a series of interviews with community leaders, business owners, developers, and county officials. Participants were asked to prioritize the most critical issues. **Table 1 on page 11** summarizes the result. These community issues, analysis of the area’s physical characteristics, and demographic and market assessments collectively present the picture of the sector plan area that this plan seeks to address.

The following issues ranking was based on the number of times workshop participants labeled the individual issue as one that should receive priority. The number of people in agreement is represented as a percentage of the total number of respondents.

Table 1: Community Issues (ranked from most to least critical)		Agree
1.	Crime in the area is a major problem.	95%
2.	Quality retail needs to be improved in the area.	93%
3.	The lack of nationally-known retailers and quality restaurants is a problem.	95%
4.	The area lacks the kind of stores and attractive setting that would draw people from both the community and the region.	92%
5.	The area is unfriendly and unsafe for pedestrians.	84%
6.	The area lacks a positive identity and attractive appearance.	93%
7.	The surrounding residential communities are threatened by conditions in the sector area.	90%
8.	More affordable housing ownership options are needed in the area.	64%
9.	More development of housing retail and office space is needed at or near Metro stations.	69%
10.	Community facilities are inadequate.	85%
11.	The area is negatively impacted by poorly maintained housing.	63%





Chapter 3: Sector Area

Character Analysis

Historical Overview

The character of an area can be defined by the people who live and work there, businesses that support the local and regional economy, and residential communities that reflect long-standing commitment and/or more recent growth. In addition, amenities such as parks, schools, community facilities, and the transportation network provide the community with physical characteristics that identify it within a larger context. All of these factors, taken together, define the ability of a community to attract and sustain successful growth or to stagnate and decline.

See photos on facing page.
TOP: Iverson Mall as it exists today is one of the oldest enclosed malls in Prince George's County.
BOTTOM: Marlow Heights shopping center, built in the late 1950s, is anchored by a Giant grocery store and Macy's.

During the 1970s and 1980s the Branch Avenue Corridor (BAC) was a commercial destination that attracted shoppers from around the region. Iverson Mall, Marlow Heights Shopping Center, Suitland Parkway, Branch Avenue, St. Barnabas Road, and Naylor Road all served integral roles in establishing economic support and prosperity for the area during this time. Iverson Mall, in Hillcrest Heights, measures 526,731 square feet and is one of the oldest enclosed malls in Prince George's County. The two-level mall opened on September 21, 1967, with Montgomery Ward and Woodward & Lothrop as anchor stores, though neither store exists today. They have been replaced by two discount stores, Forman Mills and Value City. On the other hand, the Marlow Heights Shopping Center, built in the late 1950s, was anchored by a Hecht's department store and a Giant grocery store. Today, Giant and Macy's anchor the shopping center.

Residential development in the area occurred quickly as the appeal of the Washington metropolitan area grew for both employers and residents. Joseph Fleischman developed the compact, colonial brick homes of Fleischman's Village in 1946 and Anthony Carozza developed Hillcrest Heights from part of the Addison family's eighteenth-century Colebrook plantation. With the completion of the Capital Beltway, development flourished and the area began to fill with residential construction.



Naylor Road Metro Station is a transit facility that presents an opportunity for increased density and intensity.

The BAC Sector Plan Area Today

In 2001 the Naylor Road Metro Station was completed. The Metro station was constructed with ancillary road improvements on Naylor Road and Branch Avenue, but the surrounding development, consisting of older, physically declining commercial uses, remained, including numerous liquor stores, a bar, a motel, a physically deteriorated condominium complex, and a night club. With few exceptions, including CVS on Branch Avenue, Chevy Chase Bank, a small shopping center on Silver Hill Road, and upgrades to some of the Pohanka car dealerships on St. Barnabas Road, very little new development has occurred since the 1980s. Today, the Branch Avenue Corridor within the sector plan area is marked by older commercial development with mostly commercial retail and service uses, some limited office uses, and strip shopping centers or stand-alone buildings, including the Iverson Mall and Marlow Heights Shopping Center. Although the Marlow Heights Shopping Center underwent a façade renovation a few years ago, very few other upgrades have been made to the commercial development along Branch Avenue or the other major roadways traversing the sector plan area. Many of these commercial buildings and strip shopping areas suffer from lack of maintenance and have become

functionally obsolete. Due to its strategic location, the corridor has been able to hold on, but there are signs of deterioration, both physical and social (increased crime). Without new significant investment in the corridor, particularly with increased competition from the planned new Suitland town center and the National Harbor development, it is likely that this decline will continue.

Adjacent to this commercial corridor is older multifamily development that ranges from garden apartments to high-rise apartments and condominiums with varying degrees of property upkeep and ground maintenance. Adjacent to the multifamily development are older, stable single-family neighborhoods, many of which are suffering from problems emanating from the distress of adjacent residential and commercial properties.

**View of development
on Branch Avenue toward Naylor
Road Metro Station.**



The Old Silver Hill Road commercial frontage includes a mixture of stand-alone commercial buildings, commercial miscellaneous uses (including automobile repair), older strip shopping centers, the Smithsonian Institution facility, and residential conversions to commercial/office uses in need of revitalization. These commercial uses are particularly fragmented and much of the road is fronted by parking lots without curbs, which makes for hazardous ingress and egress for automobile traffic and a complete lack of connectivity for

pedestrians. Barbed wire fences line the roadway, enclosing many of the miscellaneous commercial uses as well as the Smithsonian Institution.

Uses along Silver Hill Road within the sector plan area include the Smithsonian Institution facility and older multifamily development. Commercial uses are concentrated at the intersection of Silver Hill Road, St. Barnabas Road, and Old Silver Hill Road. Small pockets of older single-family residential development exist on both sides of Silver Hill Road at its intersection with Branch Avenue. **(See Map 4, page 17.)**

St. Barnabas Road south of Branch Avenue has a variety of commercial uses up to Temple Hill Road. These commercial uses and buildings clutter the streetscape and are visually unappealing. The commercial development fronting the industrial area is fragmented and includes many incompatible uses that do not provide the necessary neighborhood retail services needed by the adjoining community. Industrial-type uses have begun to creep onto the face of St. Barnabas Road and have further eroded the commercial character of this corridor.



TOP: Commercial development along St. Barnabas Road.

BOTTOM: Well-maintained single-family homes on St. Barnabas Road.



Several new and used auto dealerships and auto-related services dominate the streetscape. Adjacent to these businesses to the east of St. Barnabas Road are industrial uses and activities that will continue to contribute to the negative visual image of the St. Barnabas Road commercial corridor if appropriate actions are not taken, such as code enforcement, buffering/screening, or a special study to limit or address these uses and activities.

St. Barnabas Road south of Temple Hill Road contains an established residential community and institutional uses on both sides of the street, including a designated county historic site—the St. Barnabas Episcopal Church. The uses on both sides of St. Barnabas Road transition to commercial, townhouse, and multifamily development nearer to the Capital Beltway. This part of the sector plan area includes some new single-family development interspersed with a number of churches featuring attractive open space.

Residents today value their proximity to Washington, D.C., the availability of mass transit, and the easy access to major roads. All residents, however, are concerned about the lack of a safe and continuous pedestrian network that they can use for shopping and other activities. Most of the sidewalks along roads in the sector plan area are either too narrow, in poor condition, not continuous, or unlit at night. Safe pedestrian crossings are almost nonexistent on major roadways because the area is so heavily dominated by automobile traffic, much of it commuter in nature. Trail connections to the abutting park systems are lacking entirely (although they have been planned for many years). Sector plan area residents include a mix of newer property owners and renters who have moved to the area because of its strategic location and affordable property values. But while many value the sense of community they feel, all wish that the strong retail and commercial areas of the past be revived and that the community once again becomes a safe and inviting area.

BRANCH AVENUE SECTOR

LEGEND

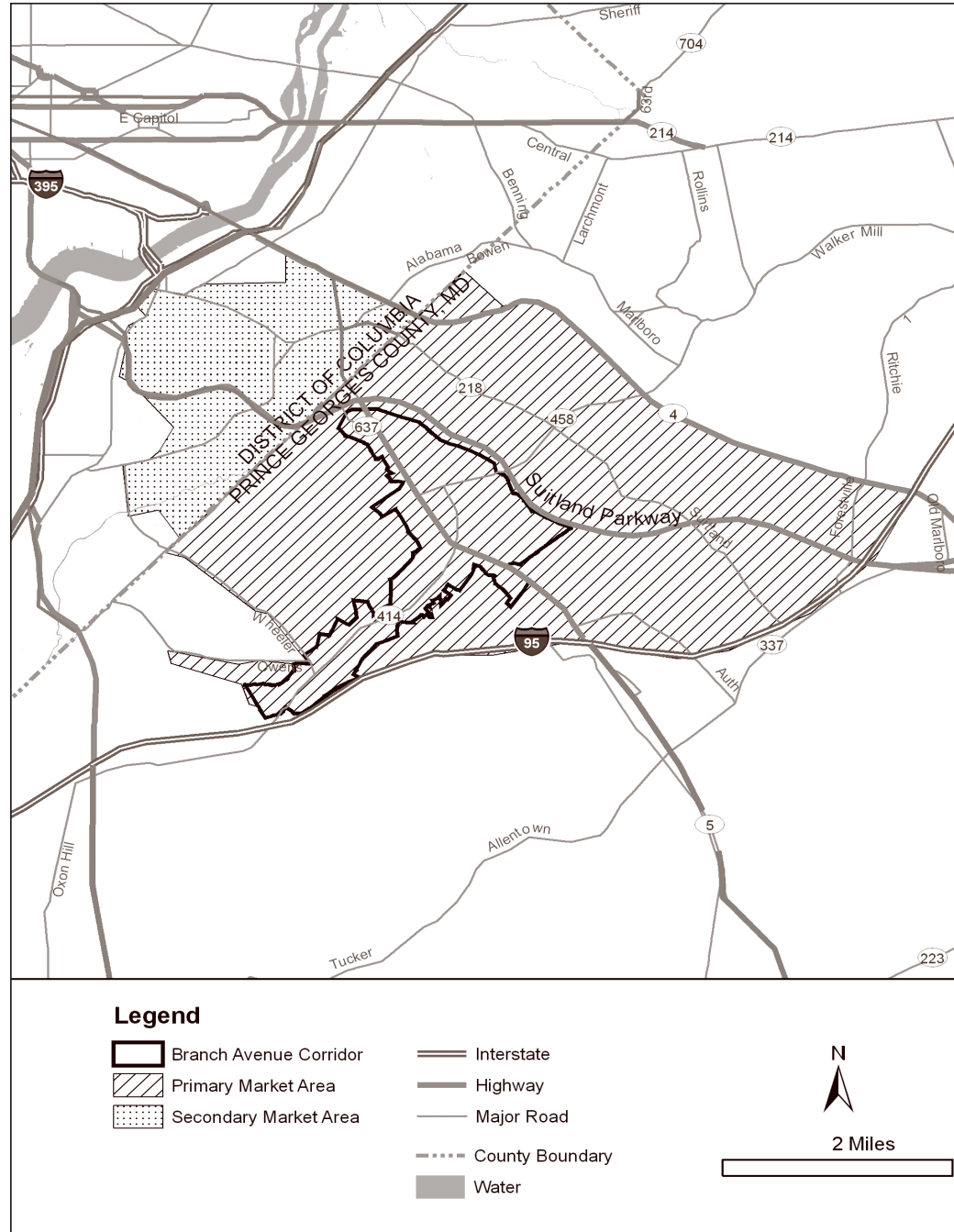
- PROPERTY LINE
- BRANCH AVENUE SECTOR BOUNDARY
- OPEN SPACE
- COMMERICAL
- RESIDENTIAL, HIGH-DENSITY
- RESIDENTIAL, MEDIUM-DENSITY
- RESIDENTIAL, LOW-DENSITY
- INDUSTRIAL
- INSTITUTIONAL
- SHOPPING CENTER

Scale: 0 0.25 0.5 1 MILES

Demographic and Market Profile

This section provides a more detailed demographic and market profile in order to examine the potential for new residential and commercial/office development opportunities. It does this by analyzing and understanding information on existing conditions and trends relating to area demographics, housing stock, retail, and office markets. For the purpose of this analysis, the primary market area and the secondary market area were identified. (See Map 5.) The primary market area is one from which retailers will draw 75–80 percent

Map 5: BAC Sector Plan Market Areas



of their customer base and is generally bounded to the north by Pennsylvania Avenue, to the west by the District of Columbia line, to the south by Wheeler Road (including the Eastover Knolls and Rosecroft Village communities), and to the east by the Capital Beltway. The secondary market area is one where retailers will draw 10–15 percent of their customer base and is generally in the District of Columbia, bounded to the north by Fort Dupont Park, to the east by the D.C. line, to the south by Wheeler Road, and to the west by I-295.

Over the past 20 years, the primary market area has grown as a bedroom community within the Washington metropolitan area. **Table 2** shows that from 2000 to 2006, a small but steady growth in population and household occurred in both the primary market area and the county, together with a decline in the secondary market area. The median household income stayed just under the pace of inflation, indicating a steady earning power over the past six years.

Table 2: Population and Household Trends									
	Primary Market Area			Secondary Market Area			Prince George's County		
	2000	2006	Annual Growth	2000	2006	Annual Growth	2000	2006	Annual Growth
Population	68,569	71,370	0.7%	42,331	41,232	-0.4%	801,515	855,332	1.1%
Household	27,042	28,211	0.7%	16,184	16,050	-0.1%	286,610	307,422	1.2%
Source: U.S. Census, 2000; Claritas, Inc.; Bay Area Economics, 2006									

Table 3 shows that in 2000 the percentage of the prime working-age population (ages 25 to 44) in the primary market area was consistent with the rest of the county. The value of a significant working-age population is considerable when stabilizing or sustaining a viable community. Although the working age population shrunk throughout these three market segments, creating an environment and providing facilities that are conducive to attracting more working-age people will help to sustain the revitalization and redevelopment of this area.

Table 3: Age Distribution						
	Primary Market Area		Secondary Market Area		Prince George's County	
	1990	2000	1990	2000	1990	2000
Under 18	26.0%	29.4%	30.3%	34.7%	24.4%	26.8%
18–24	12.5%	9.3%	11.7%	9.7%	13.1%	10.4%
25–34	21.4%	16.5%	17.9%	14.6%	20.7%	15.7%
35–44	17.0%	16.4%	14.4%	14.1%	16.6%	17.3%
45–54	10.4%	13.5%	9.9%	11.5%	11.1%	13.7%
55–64	6.5%	8.1%	7.1%	7.3%	7.2%	8.4%
65 and over	6.2%	6.8%	8.7%	8.1%	6.9%	7.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Source: U.S. Census, 1990 and 2000						

The median household income stayed just under the pace of inflation, indicating a steady earning power. In 2006, the household incomes for the primary market area and secondary market area were \$50,210 and \$29,682 respectively, compared to \$64,034 for the county. The disparity between the county's household income and the primary market area should be narrowed by creating an environment that will retain and attract higher-earning households.

Residential Market

The primary market area and secondary market area have a higher percentage of renters, at 54.9 and 75.4 percent respectively, than the county at 38.2 percent. The primary market area's housing stock shows a large concentration of multifamily units at 55.9 percent compared to the county at 34.2 percent of the existing housing stock. More than 70 percent of the existing housing stock in the primary market area was built between 1950 and 1979 compared to 58.9 percent of the county's. Despite its large supply of rental units, these perform well at a 93 percent occupancy rate or better. This is probably due to the variety of rental housing (modest to luxury) that offers an array of choices for those unwilling or unable to buy homes. Construction of new and luxury apartments and condominiums, such as Metroplace at Town Center and Chelsea West, has been taking place within the vicinity of the Branch Avenue Metro Station.

The market analysis concludes that the primary market area can support more owner-occupied condominium and townhouse development, with the most residential redevelopment opportunities existing at the Naylor Road Metro Station and Suitland Manor. Similar to the town center at Camp Springs, both of these areas have the ability to produce significant densities and share the added benefit of transit access.

Retail Market

The primary market area retail and services inventory contains 17 shopping centers within the immediate vicinity of the primary market area, with more than 3.0 million square feet of space. Nine shopping centers are within the primary market area and make up approximately 1.2 million square feet of retail and services. These include two large centers—Iverson Mall and Marlow Heights Shopping Center. These centers offer an array of retail types and food services to a segment of the community, while the other segment is not well served, due to limited national chain stores, boutiques and sit-down restaurants. Businesses in these centers tend to be long-time tenants that have served the community for 15 years or more. Average lease rates range from as low as \$13 per square foot to as high as \$40 per square foot, depending on the size of the specific retail space and the location within the center. Commercial development within the primary market area occurred at various intervals since the 1950s. The construction of larger and more modern shopping centers further out in the suburbs has drawn tenants dealing in shoppers goods—apparel, furniture, home furnishings, gifts, books, and sporting goods—away from the older shopping areas, causing vacancies that are filled with marginal businesses and religious organizations.

The market analysis concludes that the sector plan area retail market is underserved, indicating that the primary market area with its household income could support full-service grocers, full-service drug stores, sit-down restaurants, a mid-size furniture store, a mid-size sporting goods store, miscellaneous store retailers, and general merchandisers over the next ten years. However, there are several barriers to achieving its full potential of supportable retail square footage. Physically, there are not many sites available for substantial development or redevelopment in the short-term within the sector plan area.

Both Iverson Mall and Marlow Heights Shopping Center (the two largest single-owner sites) are performing well enough to obtain an adequate economic return and are not yet motivated for redevelopment. Many of the underutilized properties are not large enough for redevelopment and because of multiple ownerships could not be assembled easily into larger sites. The antiquated nature of the sector area commercial corridor—its obsolete building design and conditions, hodgepodge of existing retail space, lack of continuous streetscape—lessens its ability to attract new retail development, especially from national chains. National retailers gravitate toward newly constructed centers that provide great transit/vehicular access and visibility, the opportunity to cluster with other retailers of similar quality, and adequate land and parking for their operations. Competition from other areas as well as this area's outdated and physically declining image, constrains its ability to appeal to a wide diversity of retailers.

Office Market

The office market in Prince George's County, compared to other markets around the Washington metropolitan region, is characterized by its affordable nature, older buildings, suburban environment, and its appeal to primarily small- to mid-size firms. The strength of other submarkets in the county (e.g., Laurel, Greenbelt, College Park/Hyattsville, etc.) weakens the primary market area's ability to attract additional growth from corporate tenants. These areas tend to have better proximity to executive housing, good schools, retail, entertainment options, and general quality-of-life provisions that are directly related to the location of companies.

With a limited supply, primarily Class B and C office spaces, and little to no growth in office inventory and demand, the Branch Avenue Corridor has minimal appeal as a Class A office location. The Branch Avenue Corridor submarket reveals a tight office environment with largely Class B and C spaces in small to mid-rise buildings or residential conversions, a predominantly aged building inventory, vacancy rates much lower than the county, no growth in inventory since 1997, and low average rents. Office tenants include small professional firms, institutional users, civic or government-related users, and neighborhood services (e.g., doctors, realtors, etc.). These tenants typically depend on good access to area residents or their specific clientele and are often more price sensitive than larger corporations preferring Class A office space.

The Branch Avenue Corridor does, however, have great access to downtown D.C. transit stations, and the Capital Beltway, which could make it attractive for some new office development in key locations (e.g., Naylor Road Metro Station). The success of any future office development along the corridor will largely depend on the ability to improve the image of the corridor and create an active environment over the long term. This means combining new office spaces with other uses such as retail, food services, and housing, and concentrating this development near the transit station. The availability of quality sites greater than three acres, with good access and visibility, along with the ability to attract an office tenant for any new development, will heavily influence the corridor's success.

The sustainability of the corridor's existing office market has largely been the consistent local demand for neighborhood-serving office users, government-related agencies, and small institutional users in need of more affordable office space with proximity to the District of Columbia and other points within Prince George's County. The corridor could support modest additional growth for neighborhood-serving offices as the trade area population and income continue to grow. Such users could enjoy new office condominiums that resemble townhouses or mid-rise, stick-built complexes.

Transportation Infrastructure—Ways to Get Around

The sector plan area is in a prime location in the vicinity of the District of Columbia and the rest of Prince George's County. It is presently served by a broad transportation network that includes four Metrorail Green Line stations less than two miles from one another (Southern Avenue, Naylor Road, Suitland, and Branch Avenue), residential streets, collector streets, arterial streets with regional and local bus services, and sidewalks, although some of them are fragmented.

Transit

The Naylor Road Metro Station is in the sector area, with a 2006 daily ridership of approximately 10,824 compared to 17,496, 18,281 and 17,115 respectively for the Southern Avenue, Suitland-Federal Center, and Branch Avenue Stations.

The Washington Metropolitan Area Transit Authority (WMATA) and the Prince George's County Department of Public Works and Transportation (DPW&T) provide transit and bus service to the area. The WMATA bus routes of C12, C14, H11, H12, and H13 travel along Iverson Street and Branch Avenue within the sector plan area, while D12 runs along St. Barnabas Road through Marlow Heights Shopping Center and Silver Hill Road to the Suitland Metro Station. P12 provides bus service along Iverson Street and Silver Hill Road. DPW&T operates "THE BUS" routes 32 and 33, which serve communities west of Branch Avenue.

Roadways

The major roadways serving the Branch Avenue Corridor sector plan area are the Suitland Parkway, Branch Avenue, Silver Hill Road/Iverson Street, and St. Barnabas Road. The 2006 average daily traffic (ADT) volumes along these major roadways and other secondary roadways serving the sector plan area range from approximately 70,000 vehicles along Branch Avenue (MD 5); 42,000 vehicles along Silver Hill Road (MD 458); 38,000 vehicles along St. Barnabas Road (MD 414); 23,000 vehicles along Iverson Street, Naylor Road, and Wheeler Road; 16,000 vehicles along Temple Hill; to 11,000 vehicles along 23rd Parkway and Old Silver Hill Road. The majority of these roadways are operating at or above the acceptable level of service.

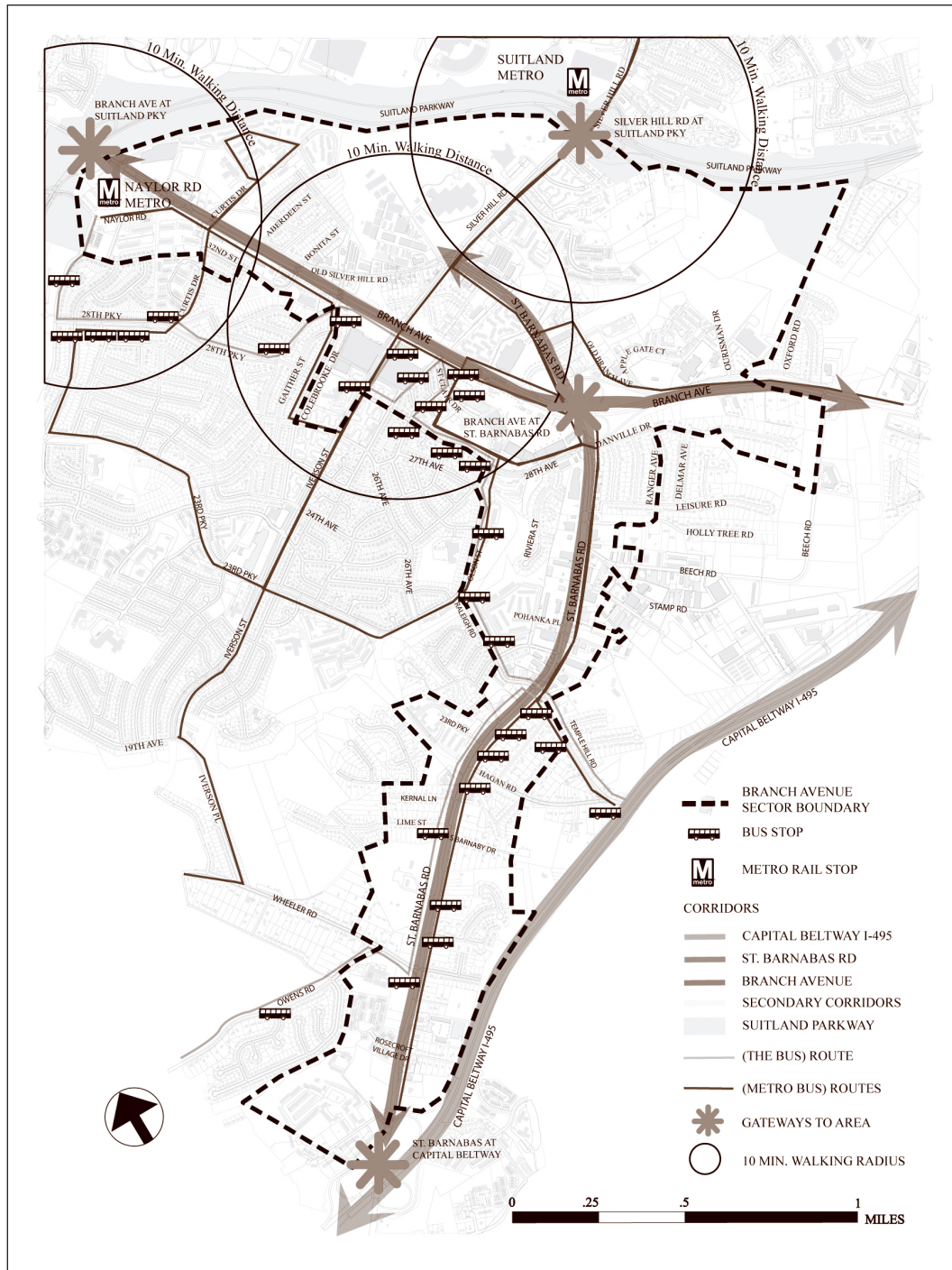
The volume of through traffic on major roadways (Branch Avenue, Silver Hill, and St. Barnabas Road) has resulted in relatively heavy traffic congestion, mostly during the morning and evening peak commuting hours. Closely spaced business entrances (individual curb cuts) create unsafe points of conflict between through traffic and traffic entering into businesses or entering the roadway. Ingress/egress into arterial and collector streets from residential streets are problematic due to high traffic volume and speed, especially at those intersections without traffic signals. Other vehicular accessibility issues include poor access, circulation and connectivity to and between Iverson Mall and Marlow Heights Shopping Center, and ingress/egress to the Branch Avenue and Old Silver Hill Road intersection.

Trails and Sidewalks

There are no trails in the vicinity of the sector plan area; however, the Heights Master Plan and the Henson Creek-South Potomac Master Plan recommend the extension of the existing Henson Creek Trail to the Branch Avenue Metro. Trail connections are also planned along Oxon Run, Barnaby Run, and Suitland Parkway, but none has yet been constructed. These planned trails will link to other trails or sidewalks and connect to the Metro stations and key destination points such as the Marlow Heights Shopping Center. Pedestrian circulation and usage are hindered by unsafe, fragmented and incomplete sidewalks in many portions of the sector plan area and in the surrounding residential communities. In addition, unsafe physical conditions such as the underutilized parking garage at Iverson Mall, numerous utility poles and cables, lack of signage and deficient pedestrian-scale street lighting, and traffic traveling at unsafe speeds discourage pedestrian mobility and usage. As a result, the area has become highly auto-oriented. Pedestrian-friendly streetscapes and walkable communities are important elements that Prince George's County promotes in the Developed Tier, especially around centers and near Metro stations. In order to achieve this, efforts should

be made to implement sidewalk construction connectivity, particularly to schools and Metro stations. Due to the proximity of several Metro stations in the corridor, safe, convenient, and attractive pedestrian and trail connections need to be provided. Several stream valley corridors in or adjacent to the study area may provide opportunities for direct trail connections to Metro stations. As land is developed or redeveloped, trail connections between land uses or to adjacent land uses should be considered.

Map 6: Existing Transportation Network



Environmental Sustainability and Preservation

The process of developing a master plan includes the assessment of existing natural features in order to ensure the effective protection, preservation, and enhancement of the area's environmental qualities. Although a major portion of the sector area has been built out, significant green areas such as the woodlands around the Smithsonian campus, the Suitland Parkway, and the natural areas adjacent to Henson Creek still remain. Much of the sector plan area was developed prior to the adoption of environmental protections that exist today. As a result, sections of some streams have been piped and/or the stream buffers have been eliminated. Piping, channeling, and the removal of stream buffers significantly impact water quality of individual streams and ultimately the Potomac River. In addition, the area was mostly developed prior to requirements for stormwater management. Limited stormwater management controls, combined with a relatively high percentage of impervious surfaces and a low percentage of tree and forest coverage, have resulted in very poor water quality for this area. Reducing impervious surfaces, increasing tree cover and riparian vegetation (native plants that grow along streams and rivers), and restoring stream channels where applicable will result in improved water quality and an improved quality of life for residents.

The sector plan area includes three streams of significance whose protection and preservation are integral to the environmental quality of the neighborhood. These include Henson Creek, Oxon Run, and Barnaby Run. The streams are described below and depicted in **Map 7, Green Infrastructure Plan, on the facing page.**

Henson Creek: Henson Creek is a tributary of the Potomac River and a primary corridor within the Branch Avenue planning area. The preservation of the natural environment and the river's scenic character is a priority in this plan. Much of the Henson Creek watershed requires innovative policies and strategies to improve water quality. The medium- to high-density residential development, particularly along Branch Avenue and at the southwest intersection of Silver Hill Road and the Suitland Parkway, should include conservation methods to protect this stream and its tributaries. Henson Creek supports a stream valley greenway and trail system running between the Suitland Parkway and the Potomac River. The 5.5-mile hiker/biker/equestrian trail in this corridor includes an estimated two miles that have not yet been completed. Upon completion, this trail will provide access to the Branch Avenue Metro Station and the Suitland Parkway Trail. M-NCPPC owns the majority of the corridor and the trail system is designated and managed by the Department of Parks and Recreation. The greenway provides water quality and resource protection benefits and a connection to the planned Potomac Heritage Trail. Where possible, stream buffers along this corridor should be restored, enhanced, and expanded either through public projects or new private development.

Oxon Run: The Oxon Run stream corridor within the sector plan area is highly urbanized and lacks a supportive green infrastructure. Because Oxon Run is a primary corridor within the planning area, it should be managed and protected to support the environmental integrity of the area. As part of the Oxon Run rehabilitation strategy, there are plans to provide a multiuse trail along this M-NCPPC stream valley. This trail will provide access to the Naylor Road Metro and Hillcrest Heights Community Center. Development should include the reestablishment of buffers where they do not exist and water quality treatment on all new and redevelopment sites.

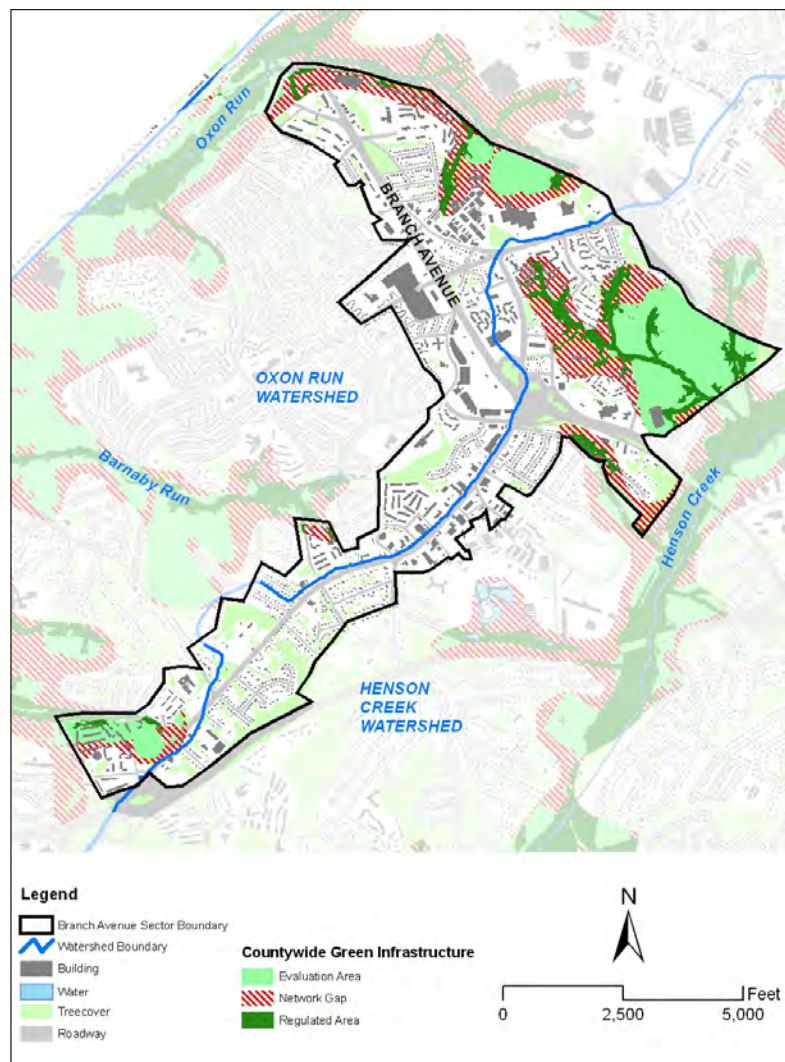
Barnaby Run: This tributary falls within the Oxon Run watershed and is a secondary corridor within the sector plan area. The tributary offers opportunities for connectivity of environmental resources and access from the neighborhoods and community facilities to larger natural areas. Plans include the provision of a multiuse stream valley trail along Barnaby Run. This stream valley trail will provide access to the North Barnaby Park and Aquatic Facility that lies to the west of the sector plan area, to two schools, and to the Marlow Heights Shopping Center. This trail access should include the reestablishment of buffers.

Suitland Parkway: The Suitland Parkway is an established greenway connecting the study area with surrounding jurisdictions and communities. It serves as an environmental and recreational resource that

should be given consideration during the development of adjacent properties for impacts to its natural and aesthetic qualities and resources. The Suitland Parkway is owned and operated by the National Park Service. Part parkway and part greenway, the parkway is located between the Washington, D.C., line, Southern Avenue, and MD 4 (Pennsylvania Avenue) in Prince George's County. In addition, this parkway is planned and partially designed for a multiuse trail that will connect Washington, D.C., and Prince George's County. It will link to several existing and planned trails in both jurisdictions and form part of the planned regional trails network. Development plans in the sector plan area should consider the impact on the viewshed from the parkway and its trails. Design details should address buffers, where appropriate, to maintain the integrity of this greenway.)

The 2004 *Approved Countywide Green Infrastructure Plan* provided a comprehensive vision for conserving significant environmental ecosystems in Prince George's County. It includes a map of interconnected sensitive habitats of countywide significance. With this network as a guide, specific recommendations for preserving and strengthening the local green infrastructure system have been developed for the Branch Avenue Corridor Sector Plan and secondary market area. (See Map 7 below.)

Map 7: Existing Green Infrastructure Plan



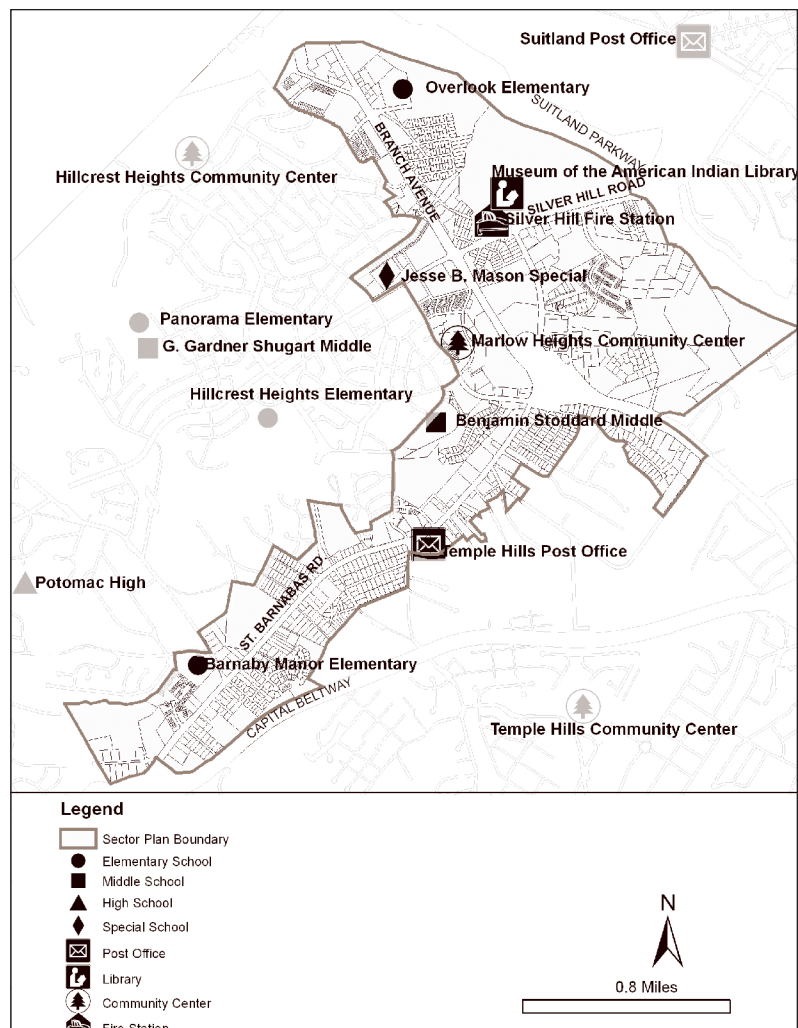
The designated green infrastructure network is divided into three environmental assessment categories: regulated areas, evaluation areas, and network gaps. Regulated areas contain environmentally sensitive features such as streams, wetlands, buffers, the 100-year floodplain, and steep slopes that are currently regulated (i.e., protected) during the land development process. The regulated environmentally sensitive features include areas near the Capital Beltway; around the Barnaby Run Stream; around Henson Creek; and behind Lassie Avenue. Evaluation areas contain environmentally sensitive features such as interior forests, colonial waterbird nesting sites, and unique habitats that are not currently regulated (i.e., protected) during the development review process. Network gaps comprise areas that are critical to the connection of regulated and evaluation areas and are targeted for restoration in order to support the overall function and connectivity of the green infrastructure network. These network gaps are found in the sector area between portions of Henson Creek and Lassie Avenue, as well as in two additional areas of Henson Creek. These three categories of green infrastructure provide an important

framework for defining ways to preserve and enhance environmental quality in the sector area. In addition to these main elements of the green infrastructure network, special conservation areas (SCAs) of countywide significance were designated. The only SCA of countywide significance influencing the sector plan, the Suitland Bog, is adjacent to the study area. The Suitland Bog and Natural Area include approximately 60 acres of unique wetland habitat, which is a small remnant of the *Magnolia virginiana* bogs that were once more extensive in the region. Of these 30 bogs known to have existed in the Washington metropolitan area, only the Suitland Bog remains. The site is owned by The Maryland-National Capital Park and Planning Commission and is located inside the Beltway. Suitland Bog is known for its rare plant life and a variety of carnivorous plants, as well as rare and threatened plants.

The three most important impacts that could affect Suitland Bog are direct encroachment causing habitat loss, sedimentation, and alteration of surface and/or groundwater flow patterns.¹ Activities within the Suitland Bog watershed should maintain ground water flow to the bog, limit surface water flooding of the bog, and reduce or eliminate sediment reaching the bog.

¹ Management Strategies for Critical Areas—Suitland Bog, June 1984, Natural Resource Division, The Maryland-National Capital Park and Planning Commission.

Map 8: Existing Public Facilities



Public Facilities

Public facilities are an integral part of a community and good facilities and services are key to the quality of life. As part of the planning process, the adequacy of public schools, fire and rescue facilities, and libraries to provide services to the existing and future population were assessed. **Map 8 on the facing page** shows the location of the facilities serving the sector plan area, many of which are outside the area, including the District IV police station located in the Eastover Shopping Center to the south on Indian Head Highway at the District of Columbia boundary line.

There are two elementary schools, one middle school, and a special education center within the sector plan area. Most of the schools that serve students living within the sector plan area are located outside the project area. **Table 4** shows 2007 enrollment and capacity numbers; **Table 5** shows 2013 projected enrollment numbers. **Table 6** presents information on the physical conditions of these school facilities.

Table 4: Branch Avenue Corridor Sector Plan Schools Capacity and Enrollment				
School Name	Address	Enrollment (7/07)	Capacity	Percent Capacity
Barnaby Manor Elementary School*	2411 Owens Road	509	689	73.9
Hillcrest Heights Elementary School	4305 22nd Place	461	566	81.4
Overlook Elementary School*	3298 Curtis Drive	317	544	58.3
Panorama Elementary School	2002 Callaway Street	678	779	87.0
Benjamin Stoddert Middle School*	2501 Olson Street	770	711	108.3
G. Gardner Shugart Middle School	2000 Calloway Street	616	668	92.2
Potomac High School	5211 Boydell Avenue	1,372	1,271	107.9
Jesse B. Mason Regional Special Education Center*	2720 Iverson Street	35	96	36.5
*Schools within the sector plan area				
Source: Prince George's County Public Schools				

Table 5: 2013 Projected Branch Avenue Corridor Sector Plan Schools Capacity and Enrollment

School Name	2013 Projected Enrollment	2013 Projected Capacity	Projected Percent Capacity	2007-2013 Enrollment Change	2013 Available Seats
Barnaby Manor Elementary School*	525	689	76.2	16	164
Hillcrest Heights Elementary School	513	566	90.6	52	53
Overlook Elementary School*	360	544	66.2	43	184
Panorama Elementary School	1004	779	128.9	326	-225
Benjamin Stoddert Middle School*	503	711	70.7	-267	208
G. Gardner Shugart Middle School	395	668	59.1	-221	273
Potomac High School	898	1,871	48.0	-474	973
Jesse B. Mason Regional Special Education Center*	33	96	34.4	-2	63
*Schools within the sector plan area					
Source: Prince George's County Public Schools					

Silver Hill Company 29 is the only fire station in the sector area and is scheduled for improvement or relocation. The existing station lacks office space, it is not compliant with the Americans with Disabilities Act, and its mechanical, electrical, and ventilation systems are inadequate.

The sector plan area is currently served by the Hillcrest Heights and Oxon Hill branches of the Prince George's County Memorial Library System. The Hillcrest Heights Branch Library is located just outside the Branch Avenue Corridor sector plan area on Iverson Street. This older facility is small with limited parking. It has limited electrical capacity and lacks the modern space necessary to accommodate increasing demand for computing and internet services. The community has also expressed concerns about the location of the Hillcrest Heights library and its proximity to a perceived crime "hotspot" along Iverson Street.

Citizens in the community workshops that were held for this plan and Smithsonian Institution facility staff noted the frequency of power outages in the sector plan area. These outages can be very disruptive to the operations of the Smithsonian facility (which houses rare collections that necessitate special environmental controls) and to activities of the residents and businesses. The lack of power in the evening also creates increased opportunities for crime. It appears that the area may lack sufficient electrical power to support the needs of the area's residents and businesses. It is important that adequate power be supplied to the sector plan area to provide for current and future needs.

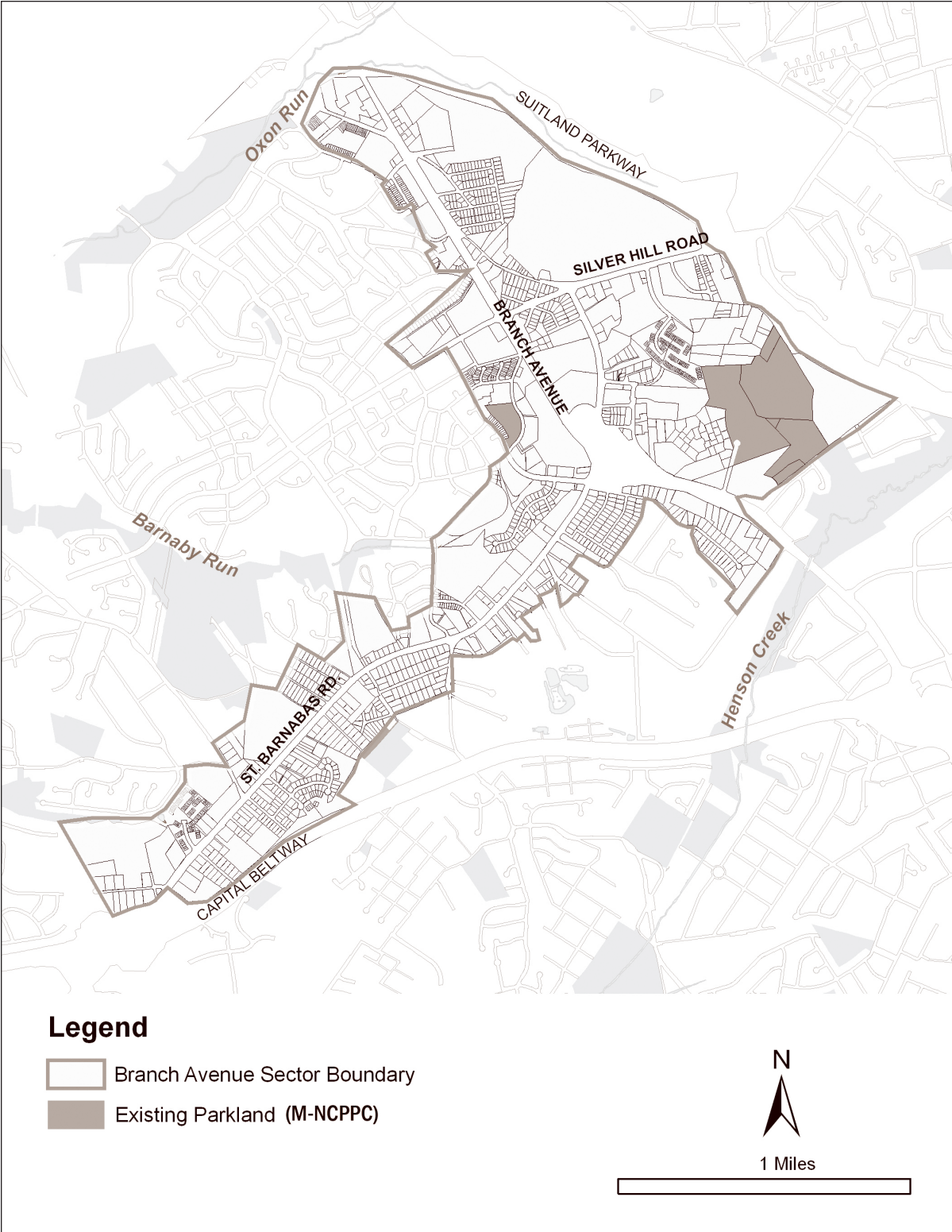
Table 6: Branch Avenue Corridor Sector Plan School Facilities Scores

School Name	Building Size	Site Acreage	Year Built	Major Renovations	2001 3D/International Facilities Condition Score**
Barnaby Manor Elementary School*	56,550	9.3	1964	1994, 2000	129
Hillcrest Heights Elementary School	70,800	18.5	1952	1999	182
Overlook Elementary School*	47,969	9	1969		74
Panorama Elementary School	89,712	10	1966	2002	NR
Benjamin Stoddert Middle School*	101,862	13.3	1957	1963, 1995	191
G. Gardner Shugart Middle School	100,018	14.8	1965		37
Potomac High School	210,130	45.8	1965	1968, 1978, 1981, 2003, 2006, 2007	61
Jesse B. Mason Regional Special Education Center*	32,174	6.1	1963	1965, 1981	162
*Schools within the sector plan area					
Source: Prince George's County Public Schools, 3D/International					
NR = Not Ranked					

** In 2001, 3D/International conducted a facilities study for PGCPs. Schools were ranked 1 (worst) to 193 (best) for the ability of the facility to support the educational mission.

The challenge, therefore, is how to balance future development with the necessary public facilities in locations that efficiently serve the existing and future population. Many of the current facilities, particularly the Hillcrest Heights Branch Library and the Silver Hill Fire Station, are older and not built to adequately accommodate today's service needs. In addition, a new urban school model must be used to plan for new schools in the sector plan area because of the limited land available for new schools in this mostly developed area. It is also important to consider future locations for the provision of more modern public facilities in the new development along the Branch Avenue Corridor, particularly in the centers that are being proposed in this plan, to help create strong mixed-use centers for the community.

Map 9: Existing Parkland



Parks and Recreation

The sector plan area is served by a network of parks that consists primarily of the three stream valley parks abutting the corridor. **(See Map 9 on the facing page.)** To the south is the Henson Creek Stream Valley Park, which contains a 5.5-mile hiker/biker/equestrian trail running from Temple Hill Road to Oxon Hill Road with several park facilities along the trail, including Henson Creek Neighborhood Park, Bock Road Archery Range, Tucker Road Community Center and Ice Rink, and Henson Creek Golf Course. There are plans to connect the trail all the way to the Branch Avenue Metro Station and to the passive park that is located south of Silver Hill Road. The Barnaby Run stream valley park is north of St. Barnabas Road and includes the North Barnaby Park and Aquatic Facility. The Branch Avenue Neighborhood Playground is also located within the sector plan area. It is recommended that this site be incorporated into new development along the corridor and that appropriate use of the site be determined, including an assessment as to whether additional property is needed to expand this 1.4-acre undeveloped site.

The Branch Avenue Corridor falls within the Heights Master Plan, which was approved and adopted in 2000. An analysis was done as part of this plan to determine the additional park acreage that would be needed to serve the population forecast in the Heights land use plan. The Heights plan identified five areas for future parkland, which comprise almost 200 acres of additional parkland. Since the adoption of the Heights plan, two recommended areas have been acquired for parkland, including approximately 100 acres located south of Suitland Parkway and Silver Hill Road and a nine-acre parcel that is located north of Crisfield Drive. Approximately 29 acres of the 100-acre site were acquired by the National Park Service as an extension of the Suitland Parkway.

The analysis completed for this sector plan determined that M-NCPPC currently owns 576± acres of parkland within the Heights planning area. Additionally, the Board of Education owns 472± acres of property, of which 157± acres will serve as public open space. Within the Branch Avenue Corridor, M-NCPPC owns 154 acres of parkland, and the Board of Education owns 37± acres, of which 12± acres (or one-third) can be counted as parkland. This analysis will help to create an inventory of existing parkland and to assess what park and recreational facilities are needed for the future residential development proposed in new mixed-use centers along the corridor.

M-NCPPC recognizes the need to acquire additional parkland and to develop additional recreational facilities within and outside the sector area. Marlow Heights Community Center and Hillcrest Heights Community Center are both slated for renovations and/or expansions in the next five years to meet increased demand for programmed recreational activities. Development of a variety of park and recreational facilities based on community needs and interests will be essential for the redevelopment of the sector plan area into a more urban environment. The use of urban plazas to count as open space (as defined by the conventional formula for determining parks and open space requirements) should be explored as infill/redevelopment occurs. The development of an improved pedestrian network to serve the sector plan area will necessitate both completion of the trail network in the stream valley trails as well as a new linear park along Branch Avenue.

Quality of Life

In reviewing the workshop participants' assessment of their community, a number of community strengths were discussed. Residents value the residential neighborhoods that many of them have occupied for a long time. Strong local civic associations exist in the area, and they meet on a monthly basis to discuss improvement of residents' quality of life. On the other hand, no organized merchants or business associations are working toward common concerns. Long-time leaders are often overworked because they are continually relied upon to represent their members and neighborhoods in many activities. Many voiced the desire to have more community members actively involved in addressing the many needs of the community. Achieving the goal of a revitalized community will depend upon actions that would keep a blend of the existing community with new development and social activity. All seemed to value the close proximity of shopping facilities; however, the quality and types of local shops has declined significantly over the years. This decline was particularly evident in the limited options for eating out in the Branch Avenue Corridor sector plan area.

Fast food is dominant in this area. A revitalized community must include a mix of uses that will contribute to creating a healthy community. An outreach program that includes incentives to attract restaurants and food stores to broaden the availability of healthy food for citizens is critical. In addition, increased opportunities for exercise should be part of the plans for an improved corridor with an attractive and safe pedestrian network; wider sidewalks, safe road crossings, roadway traffic-calming devices, enhanced pedestrian lighting, and total connectivity throughout are important. New development must also be oriented to the pedestrian, not to vehicles, and must include convenient community facilities that promote healthy activities as well. The corridor should present a positive image, one that will be inviting and safe with a choice of not only shops and facilities but numerous gathering places for all to socialize and enjoy a high quality of life.

Iverson Mall Garage is underutilized, poses a security risk for patrons, and presents opportunities for illegal activities.

Crime and public safety were raised by the residents and business owners alike as most significant concerns. The community identified areas that seemed particularly unsafe due to their isolation and poor appearance (which often result in unwanted gatherings and anti-social behavior): the area around the Naylor Road Metro Station, including a nearby concentration of liquor establishments, a condominium, and a nightclub; Iverson Street between Branch Avenue and 23rd Parkway; some of the apartments behind the Marlow Heights shopping center; and some areas along St. Barnabas Road. Crime statistics from the Police Department supported these community observations.

During the Branch Avenue Corridor sector plan process, volunteers from the workshops, including leaders from local community organizations, worked with Planning Department staff to form a public safety work group that included police and business owners to develop a plan to make the area safer. The group





determined that an intensive and collaborative process focusing on a broad range of items is necessary to adequately address public safety concerns. Wider and more intensive community involvement is critical to the success of these efforts. The consensus was a need for both public and private investment and the active involvement of county agencies in dealing with crime and public safety issues.

In addition to the physical condition of properties, the physical design of the commercial areas often creates opportunities for crime. These include numerous large, isolated, and poorly lit parking lots such as the Iverson Mall shopping center parking garage and the parking lot behind Pep Boys on St. Barnabas Road. These were specifically pointed out by residents as attracting gatherings that lead to unsafe and criminal activity. These areas and others lack the natural surveillance opportunities and legitimate activity that make it more difficult for criminals to operate.

Tenants have often devised quick-fix solutions that are unattractive and defy the proper functioning of space, such as the new barriers used by Iverson Mall to control access to its parking lot on Branch Avenue. Others use different devices to protect their properties. An example is the use of wrought-iron bars on windows and doors. These unconventional protective devices and practices portray the image of an unsafe environment and are not inviting or encouraging to newcomers, though perhaps effective in deterring some crime.

Much of the discussion at the work group's meetings focused on what the community can do and what the public sector, particularly the police, must do. On the public side, new regulations might be necessary to address property maintenance standards, development design, and land uses that can contribute to creating unsafe communities. It was also concluded that although police enforcement is a critical part of the solution, the community also has a major role to play in making the community uninviting for criminal activities. Showing that the community cares—by keeping properties well maintained and well lit and reporting suspicious activities—is essential to creating an uninviting environment for criminals. This will require a community outreach effort aimed at encouraging a large collaborative effort to foster an anti-crime message.

TOP: Barbed-wire fencing, uncoordinated signage, and lack of maintenance contribute to a decline in the business environment.

CENTER: Unused, neglected parking lots are havens for illegal activities

BOTTOM: Tall, barbed-wire fencing detracts from an area's positive aesthetic value.

Historic Preservation

Historic communities and buildings provide an appealing “sense of place” that is often absent in newer areas and buildings. The sector plan area contains two designated historic properties—County Historic Site 76A-004, the St. Barnabas Episcopal Church and Cemetery at 5203 St. Barnabas Road, and a National Register Site, the Suitland Parkway, County Historic Site 76A-022. A historic site is defined as a historic resource that has been evaluated using the criteria of the Historic Preservation Ordinance of Prince George’s County and found to meet criteria of architectural and historical significance. These sites are protected by the Historic Preservation Ordinance. The underlying concept of the county’s historic preservation program is that preserving the community’s heritage involves a commitment from private property owners as well as the public sector. The St. Barnabas Episcopal Church was built in 1851 as a chapel for St. John’s Episcopal Church at Broad Creek to replace the original 1830 mission chapel. The historic site is an important landmark along St. Barnabas Road. The buildings, the cemetery, and open space provide a visual oasis for the community along this heavily traveled roadway.

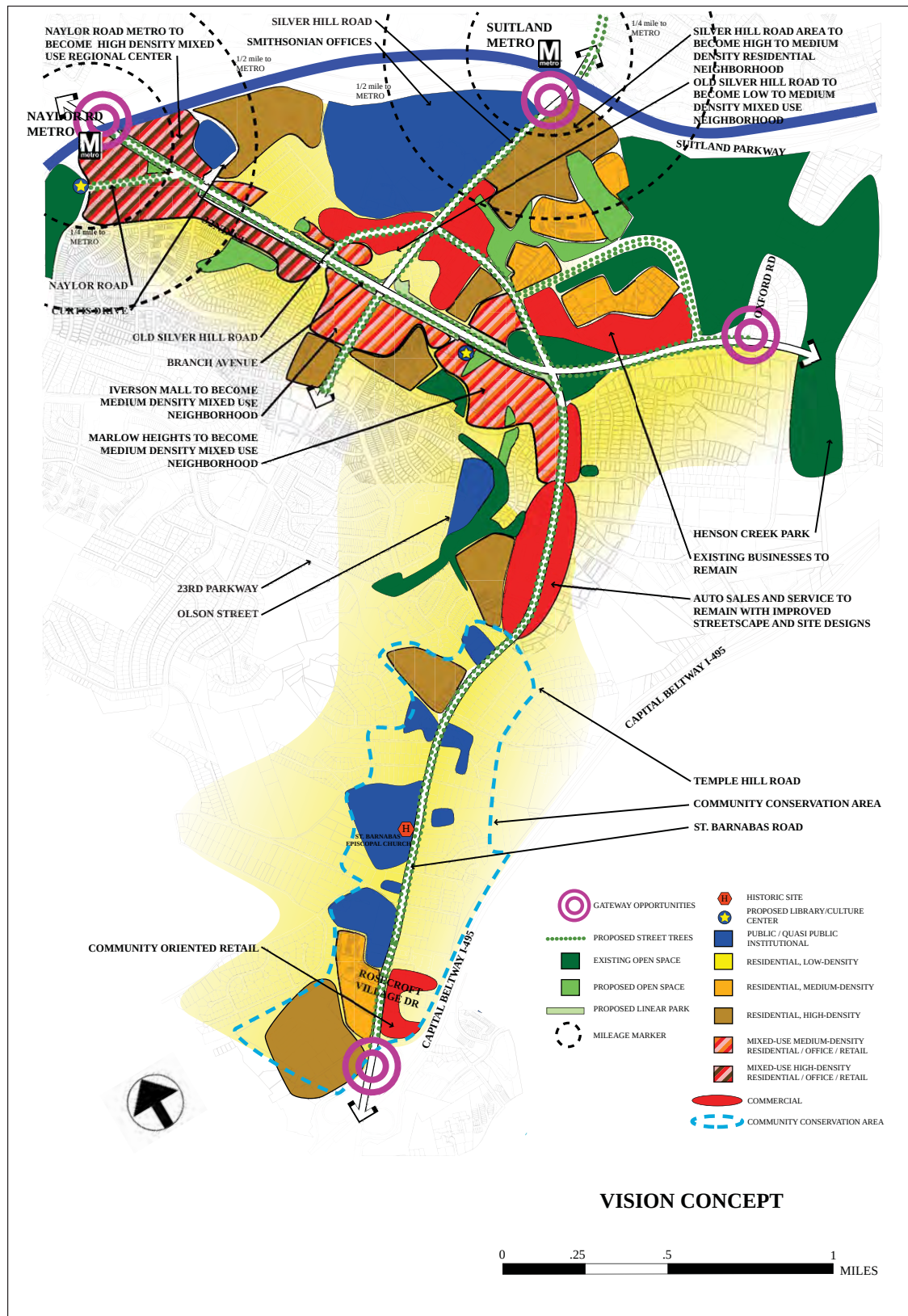
The National Register of Historic Places is the federal government’s list of the nation’s cultural resources that are significant at the national, state or local level. Listing in the National Register is achieved through a federally legislated nomination process. Listing provides recognition and gives protection if federal or state funding or licensing would affect the property. Because the county’s criteria for historic site designation are based on the National Register criteria, any property listed in the National Register is recognized as a historic site of Prince George’s County. The Suitland Parkway was constructed in 1943 to link Joint Base Andrews to Bolling Air Force Base in Washington, D.C., to improve transportation for defense industry employees, and provide a route for diplomatic processions. This park corridor serves as a major transportation route within a scenic environment, with attractive bridges, trails, culverts, landscape architectural elements, and natural topographic features. The viewshed of this important park corridor should be preserved as development occurs in the sector plan area, particularly along Silver Hill Road where more intensive development is recommended. In addition, this sector plan is not intended to alter the development guidelines included in the Heights Master Plan for the preservation, protection and enhancement of these two historic sites.

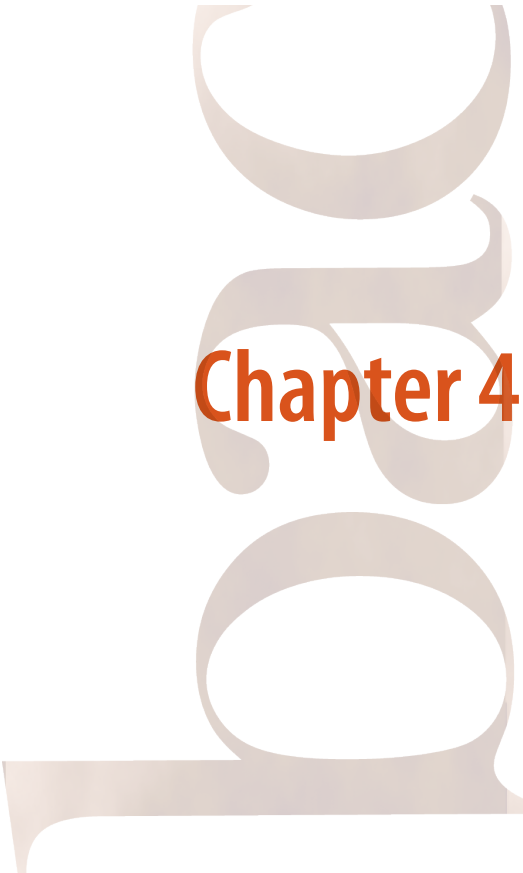
A third historic site within the sector plan area was designated as a historic site through the 2000 Heights Master Plan—the Ridgeway-Hagen House (PG 76A-1). At the time, this property was privately owned; the house, constructed circa 1830, was found to be a good example of early 19th century vernacular architecture. It had been abandoned, and was in a seriously deteriorated condition. The Department of Parks and Recreation was able to purchase the property for additional parkland; however, the condition of the home has deteriorated so significantly that it is beyond rehabilitation. It is expected the forthcoming Historic Site and Districts Plan Amendment will reconsider this building’s remaining significance.

County Historic
Site 76A-004,
the St. Barnabas
Episcopal Church.



Map 10: Plan Concept



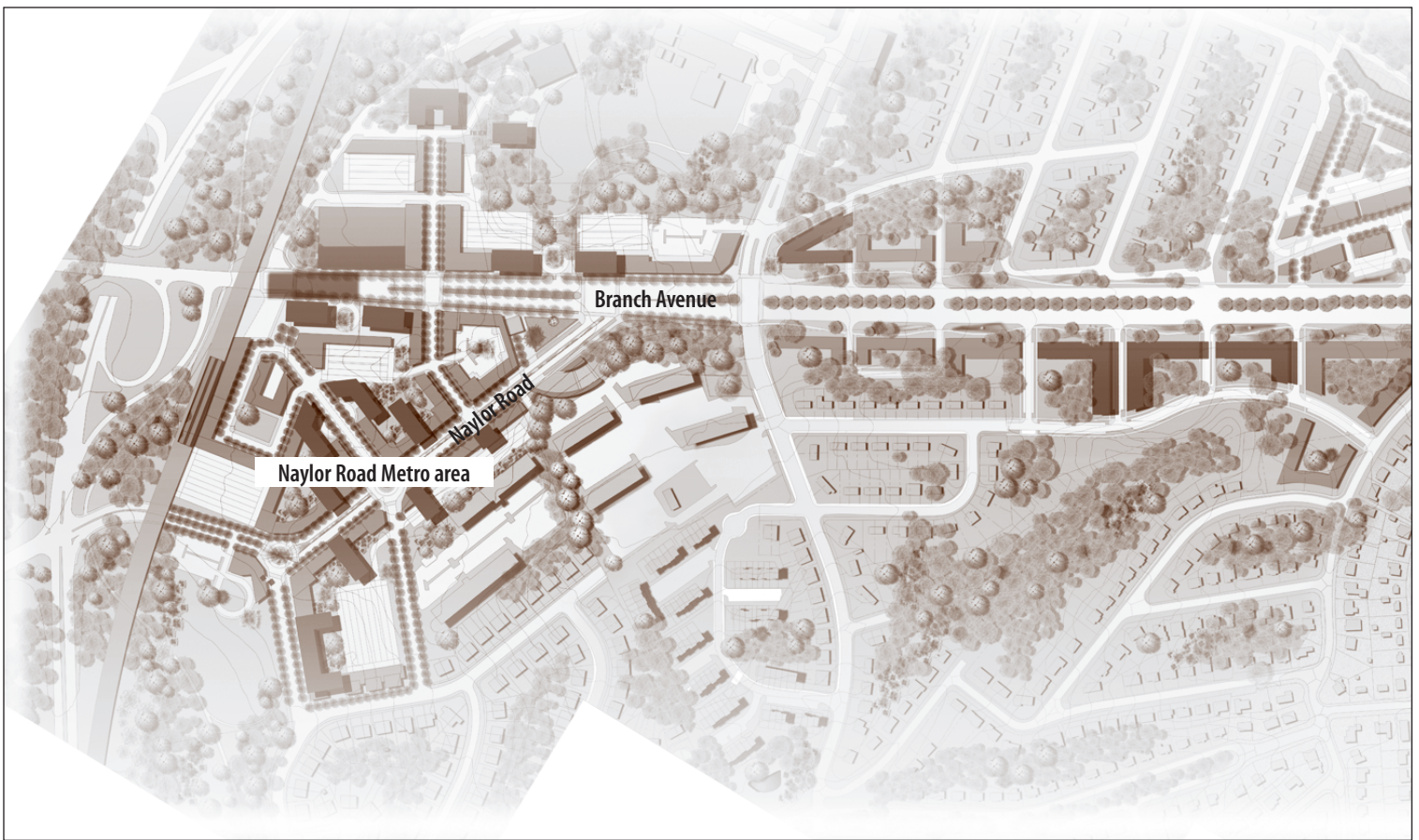


Chapter 4: The Vision

This plan is organized around the community vision detailed in this chapter. The vision describes the collective thoughts, values, and hopes of the community for its future. The community workshops and stakeholder interviews that were done as a part of this planning process helped shape the vision of what the Branch Avenue Corridor sector plan area could become, maximizing its location and existing infrastructure. Change starts with a vision, which is followed by a plan that reflects priorities, provides strategies, and makes recommendations to realize the vision. The Branch Avenue Corridor vision described below is forward looking. It is based on what the area once was, as well as a desire to regain the area's former vitality and to create a sense of place.

Vision Statement

The Branch Avenue Corridor sector plan area is a safe, vibrant, and attractive community that encourages residents to walk to new mixed-use centers on Branch Avenue and the upgraded commercial areas on St. Barnabas Road to shop, work, and socialize. It is a well-connected community that has trails and sidewalks with attractive landscaping and lighting linking residential neighborhoods to shopping, recreation and transit. Pedestrians experience a safe and comfortable walk along both Branch Avenue and St. Barnabas Road because of the improved crosswalks and the traffic-calming devices that now control vehicular traffic along the new urban boulevards where cars and people safely share the road. A mix of old and new businesses provides quality retail goods and services to serve the surrounding community as well as other shoppers. And the new well-designed mixed-use centers provide numerous opportunities for people to gather and socialize in new restaurants, cultural and recreational facilities, plazas, and other community facilities that serve to bring new and long-time residents together to form strong bonds and to ensure a safe and healthy community.



Illustrative concept of Branch Avenue redevelopment, showing possible new building footprints, streets and green spaces for mixed-use development. This illustration portrays only one of many possible long-range redevelopment scenarios that may result from implementation of the recommended land use concept for this area.

Vision Elements

Five elements frame the vision for the Branch Avenue Corridor sector plan area. The plan is organized around these elements:

- Land Use and Economic Development
- Design and Appearance
- Infrastructure to Support the Plan
- Quality of Life
- Community Involvement

Land Use and Economic Development

The plan guides future uses of land in ways that will promote economic development, encourage the development of a high-density mix of land uses at Naylor Road Metro Station, and promote medium-density mixed-use development in and around Iverson Mall and Marlow Heights Shopping Center. The plan will also guide the revitalization of St. Barnabas Road commercial areas and protect and enhance nearby residential communities.

The Branch Avenue Corridor sector plan amends the General Plan by recommending a change in the designation of Naylor Road Metro Station from “Community Center” to “Regional Center.” The plan recommends high-density mixed land uses to stimulate revitalization and redevelopment of existing commercial and retail centers and, by so doing, to attract new high-quality businesses, offices/services, and residential development. The plan envisions a densely developed mixed-use center focused around the Naylor Road Metro Station; primarily office and residential with complementary retail and institutional



uses connected by pedestrian-friendly streets and open spaces. Renovation or redevelopment of Lynn Hill condominiums and Top of the Hill apartments to higher-quality and well-maintained residential units—with safe and strong pedestrian connections to the Metro station—also provides the opportunity to attract new urban residents to the area.

Away from Naylor Road Metro Station the density and intensity of commercial and residential uses taper off along Branch Avenue toward Iverson Mall. Along this segment of the Branch Avenue Corridor, medium- to high-density and intensity mixed-use development with a residential focus is recommended at designated areas. This offers the community a diverse mix of market-rate and workforce housing options.

Iverson Mall, Old Silver Hill Road, and part of Silver Hill Road are recommended for redevelopment. The plan envisions mixed-use, community-oriented centers with moderately dense high-quality residential, commercial, and retail development. The proposed redevelopment pattern of Iverson Mall orients retail activities on both sides of Iverson Street, providing wide sidewalks that encourage pedestrian movement, window shopping, and outdoor café-styled restaurants.

Marlow Heights Shopping Center is recommended for redevelopment to a mixed-use center with moderately dense, high-quality residential units and larger retail and commercial spaces to attract nationally-

known stores. This center is envisioned as an appropriate location for a public library; however, location of this facility would also be appropriate at the redeveloped Iverson Mall.

The plan recommends the use of the Mixed-Use-Transportation Oriented (M-X-T) Zone throughout the area designated in the land use plan for mixed land uses. The M-X-T Zone is imposed as the closest mixed-use zoning technique currently available to the county to adequately implement the vision of the sector plan. If more appropriate mixed-use zoning tools and techniques are developed, which will more adequately implement the goals and vision of this plan, consideration should be given to rezoning of the area identified for future mixed-use zoning. The M-X-T Zone allows for a mix of land uses with high densities and intensities but is limited in its requirements and applications to “place-making” because it lacks the standards necessary to ensure the creation of a pedestrian-friendly environment. As a result, the M-X-T Zone application should be closely related to the plan’s development concepts and guidelines. Other zoning change recommendations include rezoning of some properties in the C-M Zone along St. Barnabas Road to the C-S-C Zone—to encourage future uses that are consistent with the goals and vision of the Branch Avenue Corridor sector plan—since the C-M Zone is oriented toward highway (automobile) uses. The plan recommends stronger property maintenance, vigorous code enforcement, streetscape improvements, and beautification treatments along St. Barnabas Road.

Compatibility of new development to existing residential development is a strong consideration of this plan. Strategies are recommended to protect established residential neighborhoods and landmarks within and adjacent to the sector plan area and to improve, attract, and retain businesses.

Development Yield Estimate

The land use plan estimates the addition of 4000 new dwelling units concentrated within the Naylor Road Metro Station core and edge areas, the Iverson-Marlow Heights Mixed Use Center, and the area in the vicinity of walking distance to the Suitland Metro Station. It estimates a total of approximately 1.5 million square feet of office with approximately one million square feet at the Naylor Road Metro Station and the rest along Branch Avenue corridor and the Iverson-Marlow Heights Mixed Use Center. It also estimates the existing retail and service square footage to remain but replaced with high quality retail and services.

Design and Appearance

Use of design guidelines to facilitate site planning, building renovation, infill development, or redevelopment will upgrade the image, appearance and functionality of the area and create a cohesive, visually appealing, and compatible environment for different types of land uses.

The plan establishes an overall design framework that will guide both new development and redevelopment efforts in ways that will create attractive streetscape, site, and building design; promote pedestrian and vehicular circulation; and encourage the general development pattern needed to attract new businesses, residents, shoppers and workers. New and existing development will be required to use design principles that minimize opportunities for criminal behavior. These design principles are detailed in the following Quality of Life section of this chapter and when applied in a comprehensive manner they will deter criminals from using public and private areas for illegitimate activities.



TOP: The existing Naylor Road Metro Station area.
BOTTOM: Imagine the Naylor Road Metro Station area looking something like this after application of the design guidelines!

The overall appearance of the area will be significantly enhanced through the definition of streetscape design elements that transform Branch Avenue from a car-dominated thoroughfare to a tree-lined boulevard, with inviting sidewalks, landscaped medians, and linear parks. Streetscape improvements will also extend along both Silver Hill Road and St. Barnabas Road. Design guidelines are established for new development and redevelopment for features such as building setbacks, streetscape design, site design and parking, building height and massing, lighting, signage, and street furnishings. The plan establishes specific guidelines to improve the appearance and the streetscape of existing auto dealerships, strip commercial centers, and stand-alone commercial buildings.

Infrastructure to Support the Plan

The plan addresses and recommends the necessary infrastructure to support improvements to roads, transit, and pedestrian facilities, environment, schools, parks, and open space resources.

The plan recommends the infrastructure improvements necessary to support mixed-use development, increased residential densities, and commercial intensities. The plan makes recommendations to improve vehicular and pedestrian connections between the area's neighborhoods and Branch Avenue, St. Barnabas Road, and Silver Hill Road. It recognizes, however, that it is undesirable to widen major roadways in the corridor because this would further physically



TOP: The use of contrasting paving material clearly defines pedestrian crosswalks.
RIGHT: Marked and raised pedestrian crosswalks serve as traffic-calming features.



divide the community, promote more auto usage (particularly by commuters) and reduce reliance on transit and other viable modes of transportation. The transportation network improvement recommendations include the transformation of Branch Avenue, Silver Hill Road, and St. Barnabas (between Branch Avenue and Silver Hill Road) to “major urban boulevards,” and St. Barnabas Road (from Branch Avenue to Temple Hill Road), Wheeler Road (to the Capital Beltway), Naylor Road, Iverson Street (between Branch Avenue and 23rd Parkway), and Old Silver Hill Road to “minor urban boulevards” to create a sense of place instead of a high-speed thoroughfare. These new road classifications are explained in the Transportation recommendations section. The plan also recommends that the State Highway Administration (SHA) investigate the installation of traffic signals at problematic intersections along Branch Avenue and Silver Hill Road to improve pedestrian and vehicular circulation and safety.

Pedestrian/bicycle circulation will be greatly improved by the construction of wide sidewalks, on-road bike lanes, pedestrian and bicycle amenities throughout the sector plan area, and linkages to adjacent residential neighborhoods. The plan recommends continuous sidewalks along both sides of all roads within the study area, including amenities and features such as pedestrian refuge islands, contrasting crosswalks treatments, in-pavement lighting reflectors at crosswalks, curb extensions, mid-block crossings, raised crosswalks, and other traffic-calming techniques. It is also recommended that multiuse trails be provided along the Henson Creek, Barnaby Run, and Oxon Run stream valleys. The trail networks should link to each other and to area destinations such as the Branch Avenue Metro Station, the Naylor Road Metro Station, and the Marlow Heights Shopping Center. The plan also proposes a multiuse trail along Suitland Parkway that will connect to the existing Suitland Parkway trail in the District of Columbia.

The plan also envisions the acquisition of new land for additional park and open space facilities as well as improvements to existing park facilities such as the Marlow Heights and Hillcrest Heights Community Centers. Recommendations include, but are not limited to, acquisition of developable parcels of land within Oxon Run, Barnaby Run, and Henson Creek Stream Valley Parks. This land can be used as active or passive parkland, a five-acre addition to Branch Avenue Neighborhood Playground, urban linear parks (wide green areas on both sides of Branch Avenue), and several urban plazas as part of the redevelopment scheme.

School facility improvement recommendations include the renovation and expansion of the Benjamin Stoddert Middle School, built in 1957 and currently exceeding capacity. Additional school capacity is to be met through renovation/expansion of existing facilities, carefully combined with the construction of new schools as needed. The plan envisions a new full-service fire station near the interchange of St. Barnabas Road and the Capital Beltway, renovation/expansion of the existing Silver Hill Company 29 Station, and a library in the vicinity of the redeveloped Marlow Heights or Iverson Mixed-Use Center.

Quality of Life

Included in the plan are policies and strategies that will encourage improvements in the area's overall quality of life, including its public safety, health, sense of community, and environmental quality.

The plan envisions a high quality of life for those living and working along the Branch Avenue Corridor. Since public safety was identified as the key issue in the area, the plan targets key strategies for improving public safety in the area, creating a community in

which it feels safe to live, walk, recreate, and shop. The strategies include a variety of actions, ranging from improved lighting and surveillance to the creation of active, people-filled centers, implementation of active neighborhood watch programs, coordinated business crime-prevention programs, limits on liquor licenses, proactive code enforcement, and improved use of—and access control within—large parking facilities.

Some of the above recommendations fall within the principles of crime prevention through environmental design (CPTED). These are techniques that focus on granting residents and visitors access to comfortable areas, thereby making them unattractive to criminals. These tools are used in new development design and revitalization to create an attractive and safe community. CPTED recognizes that criminals are adept at assessing risks to their enterprise. CPTED principles help design areas that criminals consider as risky for illegal activity. The CPTED tenets are territoriality, natural surveillance, activity programming, and space control. Applied in a comprehensive manner, these design principles deter criminals from using public areas for illegitimate activities and increase everyone else's comfort and safety. Much of the Branch Avenue Corridor area was developed without using these principles, and attempts to retrofit properties, such as the barriers used to control access to the Iverson Mall parking lot on Branch Avenue, can often create unattractive situations. If CPTED tenets are included as part of an overall design, compatible materials and design can be included to create a higher quality development.

Similarly, the physical and economic health of the area is tied to how safe its inhabitants feel and the image that the area presents. The image is based both on the built and natural environments. At the same time that new development is being encouraged, steps need to be taken to preserve and/or reclaim the natural areas that have been neglected and are in



A well-designed, well-placed, and well-used public open space with pedestrian amenities creates a comfortable place to meet and relax. It also discourages criminal behavior.

distress. The Branch Avenue Corridor sector plan area contains some of the county's most valuable stream corridors, such as Henson Creek, Barnaby Run, and Oxon Run, which serve as important recreational and ecological resources. These and other natural habitat settings need to be protected and preserved. Similarly, all design guidelines developed for the area will need to incorporate effective techniques to promote environmental sustainability, including those that control and reduce run-off, improve water quality, foster the growth of native vegetation, reduce air and noise pollution, and implement environmentally-sensitive design techniques.

Quality of life also creates a strong sense of place that community members can identify with and be proud of, such as prominent features, landmarks, and gateway entrances. Factors that will enhance a positive sense of place within the sector plan area include attractive and busy mixed-use centers that satisfy the needs of both residents and visitors, gateway entrances, a network of pleasant pedestrian connections that allow people to get to know the area "on foot," a system of parks that allows for a variety of outdoor activities, and attractive community facilities that exceed the area's recreational and educational requirements and encourage residents to get out and walk to gain benefits from a more active lifestyle.

Another key element to creating an improved quality of life for the sector plan area is to focus on improved access and utilization of recreational and educational programs and services. It is a goal of this plan to engage more youth, particularly teenage youth, in both recreational activities as well as community improvement activities.

Community Involvement

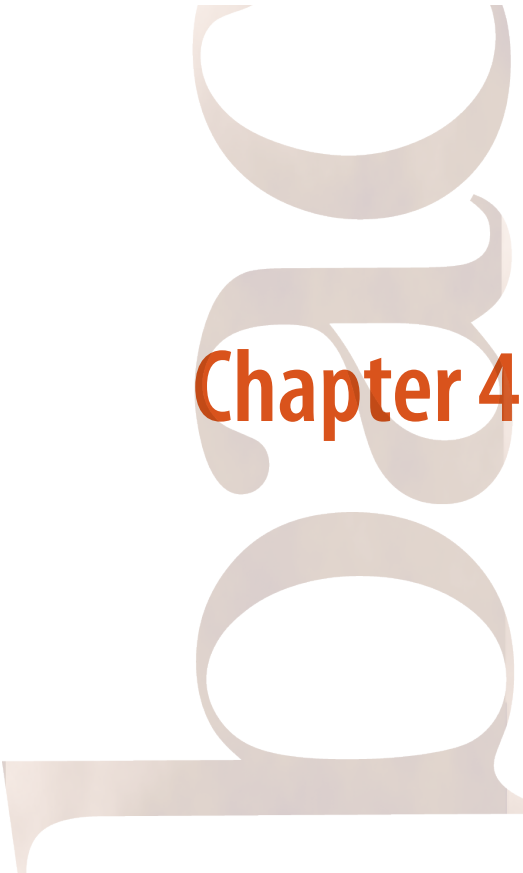
Ongoing partnership between the government, businesses, and residents in the community will help to implement public and private plan recommendations.

Development and revitalization aimed at creating long-lasting economic vitality and quality of life improvements must rely on both public and private sector actions. In addition to public funding of necessary infrastructure, programs, and services, businesses and residents need to maintain their properties and be intolerant of activities that undermine the community's values. Partnership and commitment on the part of residents and businesses—working with local and state governments—will lead to success.

The Branch Avenue Corridor sector plan area benefits from numerous community associations in the area. These groups have been actively working for some time to improve their neighborhoods. Through the master plan effort, however, it became apparent that many organizations were relying on key leaders to accomplish their members' objectives. And these leaders were coming up against ever-more-stringent public budget limitations and conflicting needs and priorities from other parts of the county. At the same time, even as they lobbied harder for public improvements, crime was increasing in their neighborhoods. Crime and the lack of public safety were identified as major obstacles to positive change in the area. It became apparent that community associations would benefit from a coordinated effort to address crime. And this effort needs to actively engage businesses as well as the public sector. As a result, the Public Safety Work Group was established and has developed a list of comprehensive strategies to ensure a safer community.

In order to create a safer Branch Avenue Corridor, the image of the community will have to be improved, since an improved image is a major deterrent against crime. This will

necessitate updated and attractive new development, renewed pride, and improved conditions in existing residential neighborhoods. The Public Safety Work Group has identified existing crime hot spots. Working with county agency representatives—including District IV police—the group has developed strategies to address illegal activities. The strategies are based on a combination of targeted enforcement, new regulations to address illegal activities associated with concentration of particular uses, and improved understanding of the community’s role in discouraging crime. A strategy of collaboration is called for if the plan is to succeed with affordable and effective security measures, upgrading the image of existing shopping centers, retail marketing, or an areawide clean-up program.

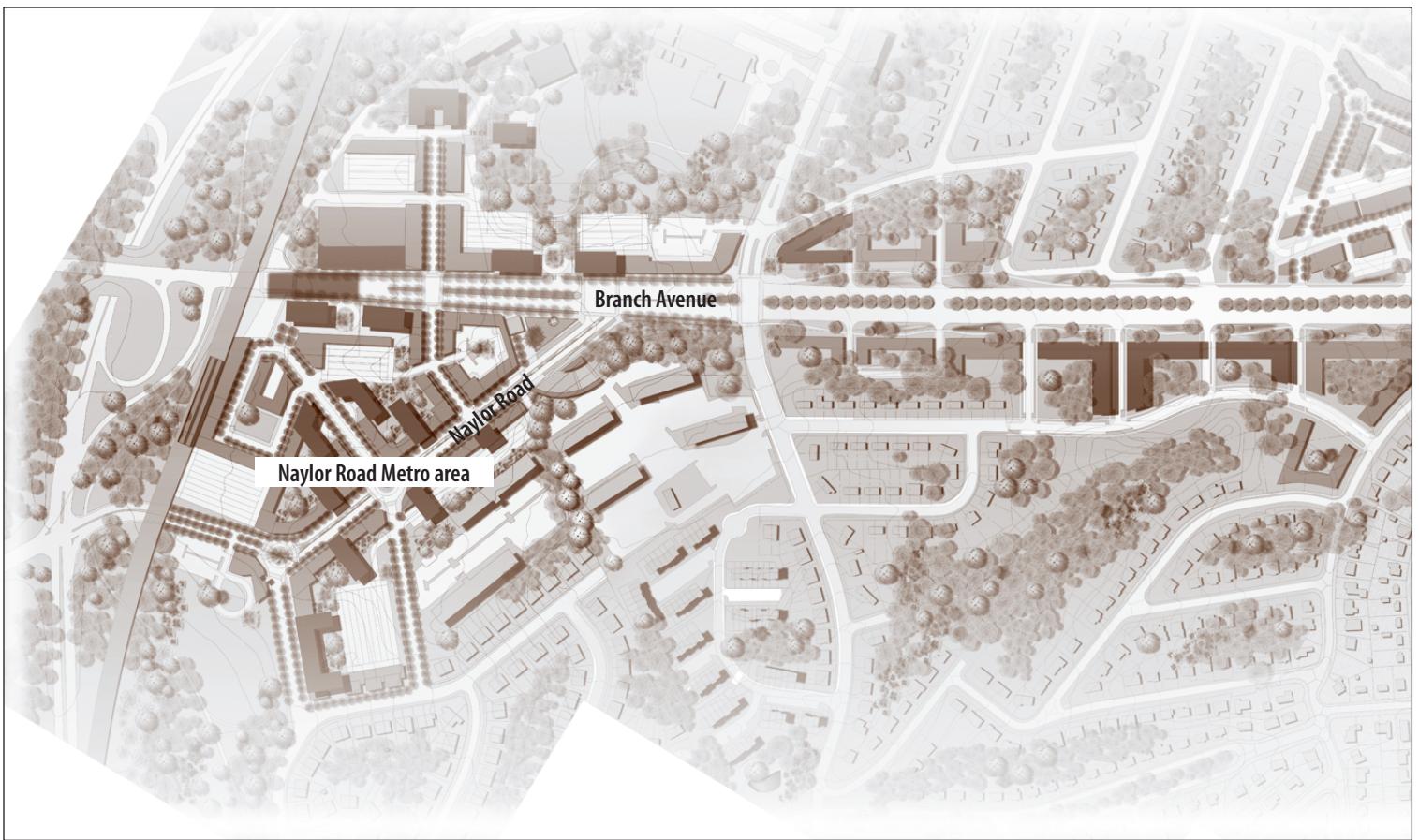


Chapter 4: The Vision

This plan is organized around the community vision detailed in this chapter. The vision describes the collective thoughts, values, and hopes of the community for its future. The community workshops and stakeholder interviews that were done as a part of this planning process helped shape the vision of what the Branch Avenue Corridor sector plan area could become, maximizing its location and existing infrastructure. Change starts with a vision, which is followed by a plan that reflects priorities, provides strategies, and makes recommendations to realize the vision. The Branch Avenue Corridor vision described below is forward looking. It is based on what the area once was, as well as a desire to regain the area's former vitality and to create a sense of place.

Vision Statement

The Branch Avenue Corridor sector plan area is a safe, vibrant, and attractive community that encourages residents to walk to new mixed-use centers on Branch Avenue and the upgraded commercial areas on St. Barnabas Road to shop, work, and socialize. It is a well-connected community that has trails and sidewalks with attractive landscaping and lighting linking residential neighborhoods to shopping, recreation and transit. Pedestrians experience a safe and comfortable walk along both Branch Avenue and St. Barnabas Road because of the improved crosswalks and the traffic-calming devices that now control vehicular traffic along the new urban boulevards where cars and people safely share the road. A mix of old and new businesses provides quality retail goods and services to serve the surrounding community as well as other shoppers. And the new well-designed mixed-use centers provide numerous opportunities for people to gather and socialize in new restaurants, cultural and recreational facilities, plazas, and other community facilities that serve to bring new and long-time residents together to form strong bonds and to ensure a safe and healthy community.



Illustrative concept of Branch Avenue redevelopment, showing possible new building footprints, streets and green spaces for mixed-use development. This illustration portrays only one of many possible long-range redevelopment scenarios that may result from implementation of the recommended land use concept for this area.

Vision Elements

Five elements frame the vision for the Branch Avenue Corridor sector plan area. The plan is organized around these elements:

- Land Use and Economic Development
- Design and Appearance
- Infrastructure to Support the Plan
- Quality of Life
- Community Involvement

Land Use and Economic Development

The plan guides future uses of land in ways that will promote economic development, encourage the development of a high-density mix of land uses at Naylor Road Metro Station, and promote medium-density mixed-use development in and around Iverson Mall and Marlow Heights Shopping Center. The plan will also guide the revitalization of St. Barnabas Road commercial areas and protect and enhance nearby residential communities.

The Branch Avenue Corridor sector plan amends the General Plan by recommending a change in the designation of Naylor Road Metro Station from “Community Center” to “Regional Center.” The plan recommends high-density mixed land uses to stimulate revitalization and redevelopment of existing commercial and retail centers and, by so doing, to attract new high-quality businesses, offices/services, and residential development. The plan envisions a densely developed mixed-use center focused around the Naylor Road Metro Station; primarily office and residential with complementary retail and institutional



uses connected by pedestrian-friendly streets and open spaces. Renovation or redevelopment of Lynn Hill condominiums and Top of the Hill apartments to higher-quality and well-maintained residential units—with safe and strong pedestrian connections to the Metro station—also provides the opportunity to attract new urban residents to the area.

Away from Naylor Road Metro Station the density and intensity of commercial and residential uses taper off along Branch Avenue toward Iverson Mall. Along this segment of the Branch Avenue Corridor, medium- to high-density and intensity mixed-use development with a residential focus is recommended at designated areas. This offers the community a diverse mix of market-rate and workforce housing options.

Iverson Mall, Old Silver Hill Road, and part of Silver Hill Road are recommended for redevelopment. The plan envisions mixed-use, community-oriented centers with moderately dense high-quality residential, commercial, and retail development. The proposed redevelopment pattern of Iverson Mall orients retail activities on both sides of Iverson Street, providing wide sidewalks that encourage pedestrian movement, window shopping, and outdoor café-styled restaurants.

Marlow Heights Shopping Center is recommended for redevelopment to a mixed-use center with moderately dense, high-quality residential units and larger retail and commercial spaces to attract nationally-

known stores. This center is envisioned as an appropriate location for a public library; however, location of this facility would also be appropriate at the redeveloped Iverson Mall.

The plan recommends the use of the Mixed-Use-Transportation Oriented (M-X-T) Zone throughout the area designated in the land use plan for mixed land uses. The M-X-T Zone is imposed as the closest mixed-use zoning technique currently available to the county to adequately implement the vision of the sector plan. If more appropriate mixed-use zoning tools and techniques are developed, which will more adequately implement the goals and vision of this plan, consideration should be given to rezoning of the area identified for future mixed-use zoning. The M-X-T Zone allows for a mix of land uses with high densities and intensities but is limited in its requirements and applications to “place-making” because it lacks the standards necessary to ensure the creation of a pedestrian-friendly environment. As a result, the M-X-T Zone application should be closely related to the plan’s development concepts and guidelines. Other zoning change recommendations include rezoning of some properties in the C-M Zone along St. Barnabas Road to the C-S-C Zone—to encourage future uses that are consistent with the goals and vision of the Branch Avenue Corridor sector plan—since the C-M Zone is oriented toward highway (automobile) uses. The plan recommends stronger property maintenance, vigorous code enforcement, streetscape improvements, and beautification treatments along St. Barnabas Road.

Compatibility of new development to existing residential development is a strong consideration of this plan. Strategies are recommended to protect established residential neighborhoods and landmarks within and adjacent to the sector plan area and to improve, attract, and retain businesses.

Development Yield Estimate

The land use plan estimates the addition of 4000 new dwelling units concentrated within the Naylor Road Metro Station core and edge areas, the Iverson-Marlow Heights Mixed Use Center, and the area in the vicinity of walking distance to the Suitland Metro Station. It estimates a total of approximately 1.5 million square feet of office with approximately one million square feet at the Naylor Road Metro Station and the rest along Branch Avenue corridor and the Iverson-Marlow Heights Mixed Use Center. It also estimates the existing retail and service square footage to remain but replaced with high quality retail and services.

Design and Appearance

Use of design guidelines to facilitate site planning, building renovation, infill development, or redevelopment will upgrade the image, appearance and functionality of the area and create a cohesive, visually appealing, and compatible environment for different types of land uses.

The plan establishes an overall design framework that will guide both new development and redevelopment efforts in ways that will create attractive streetscape, site, and building design; promote pedestrian and vehicular circulation; and encourage the general development pattern needed to attract new businesses, residents, shoppers and workers. New and existing development will be required to use design principles that minimize opportunities for criminal behavior. These design principles are detailed in the following Quality of Life section of this chapter and when applied in a comprehensive manner they will deter criminals from using public and private areas for illegitimate activities.



TOP: The existing Naylor Road Metro Station area.
BOTTOM: Imagine the Naylor Road Metro Station area looking something like this after application of the design guidelines!

The overall appearance of the area will be significantly enhanced through the definition of streetscape design elements that transform Branch Avenue from a car-dominated thoroughfare to a tree-lined boulevard, with inviting sidewalks, landscaped medians, and linear parks. Streetscape improvements will also extend along both Silver Hill Road and St. Barnabas Road. Design guidelines are established for new development and redevelopment for features such as building setbacks, streetscape design, site design and parking, building height and massing, lighting, signage, and street furnishings. The plan establishes specific guidelines to improve the appearance and the streetscape of existing auto dealerships, strip commercial centers, and stand-alone commercial buildings.

Infrastructure to Support the Plan

The plan addresses and recommends the necessary infrastructure to support improvements to roads, transit, and pedestrian facilities, environment, schools, parks, and open space resources.

The plan recommends the infrastructure improvements necessary to support mixed-use development, increased residential densities, and commercial intensities. The plan makes recommendations to improve vehicular and pedestrian connections between the area's neighborhoods and Branch Avenue, St. Barnabas Road, and Silver Hill Road. It recognizes, however, that it is undesirable to widen major roadways in the corridor because this would further physically



TOP: The use of contrasting paving material clearly defines pedestrian crosswalks.
RIGHT: Marked and raised pedestrian crosswalks serve as traffic-calming features.



divide the community, promote more auto usage (particularly by commuters) and reduce reliance on transit and other viable modes of transportation. The transportation network improvement recommendations include the transformation of Branch Avenue, Silver Hill Road, and St. Barnabas (between Branch Avenue and Silver Hill Road) to “major urban boulevards,” and St. Barnabas Road (from Branch Avenue to Temple Hill Road), Wheeler Road (to the Capital Beltway), Naylor Road, Iverson Street (between Branch Avenue and 23rd Parkway), and Old Silver Hill Road to “minor urban boulevards” to create a sense of place instead of a high-speed thoroughfare. These new road classifications are explained in the Transportation recommendations section. The plan also recommends that the State Highway Administration (SHA) investigate the installation of traffic signals at problematic intersections along Branch Avenue and Silver Hill Road to improve pedestrian and vehicular circulation and safety.

Pedestrian/bicycle circulation will be greatly improved by the construction of wide sidewalks, on-road bike lanes, pedestrian and bicycle amenities throughout the sector plan area, and linkages to adjacent residential neighborhoods. The plan recommends continuous sidewalks along both sides of all roads within the study area, including amenities and features such as pedestrian refuge islands, contrasting crosswalks treatments, in-pavement lighting reflectors at crosswalks, curb extensions, mid-block crossings, raised crosswalks, and other traffic-calming techniques. It is also recommended that multiuse trails be provided along the Henson Creek, Barnaby Run, and Oxon Run stream valleys. The trail networks should link to each other and to area destinations such as the Branch Avenue Metro Station, the Naylor Road Metro Station, and the Marlow Heights Shopping Center. The plan also proposes a multiuse trail along Suitland Parkway that will connect to the existing Suitland Parkway trail in the District of Columbia.

The plan also envisions the acquisition of new land for additional park and open space facilities as well as improvements to existing park facilities such as the Marlow Heights and Hillcrest Heights Community Centers. Recommendations include, but are not limited to, acquisition of developable parcels of land within Oxon Run, Barnaby Run, and Henson Creek Stream Valley Parks. This land can be used as active or passive parkland, a five-acre addition to Branch Avenue Neighborhood Playground, urban linear parks (wide green areas on both sides of Branch Avenue), and several urban plazas as part of the redevelopment scheme.

School facility improvement recommendations include the renovation and expansion of the Benjamin Stoddert Middle School, built in 1957 and currently exceeding capacity. Additional school capacity is to be met through renovation/expansion of existing facilities, carefully combined with the construction of new schools as needed. The plan envisions a new full-service fire station near the interchange of St. Barnabas Road and the Capital Beltway, renovation/expansion of the existing Silver Hill Company 29 Station, and a library in the vicinity of the redeveloped Marlow Heights or Iverson Mixed-Use Center.

Quality of Life

Included in the plan are policies and strategies that will encourage improvements in the area's overall quality of life, including its public safety, health, sense of community, and environmental quality.

The plan envisions a high quality of life for those living and working along the Branch Avenue Corridor. Since public safety was identified as the key issue in the area, the plan targets key strategies for improving public safety in the area, creating a community in

which it feels safe to live, walk, recreate, and shop. The strategies include a variety of actions, ranging from improved lighting and surveillance to the creation of active, people-filled centers, implementation of active neighborhood watch programs, coordinated business crime-prevention programs, limits on liquor licenses, proactive code enforcement, and improved use of—and access control within—large parking facilities.

Some of the above recommendations fall within the principles of crime prevention through environmental design (CPTED). These are techniques that focus on granting residents and visitors access to comfortable areas, thereby making them unattractive to criminals. These tools are used in new development design and revitalization to create an attractive and safe community. CPTED recognizes that criminals are adept at assessing risks to their enterprise. CPTED principles help design areas that criminals consider as risky for illegal activity. The CPTED tenets are territoriality, natural surveillance, activity programming, and space control. Applied in a comprehensive manner, these design principles deter criminals from using public areas for illegitimate activities and increase everyone else's comfort and safety. Much of the Branch Avenue Corridor area was developed without using these principles, and attempts to retrofit properties, such as the barriers used to control access to the Iverson Mall parking lot on Branch Avenue, can often create unattractive situations. If CPTED tenets are included as part of an overall design, compatible materials and design can be included to create a higher quality development.

Similarly, the physical and economic health of the area is tied to how safe its inhabitants feel and the image that the area presents. The image is based both on the built and natural environments. At the same time that new development is being encouraged, steps need to be taken to preserve and/or reclaim the natural areas that have been neglected and are in



A well-designed, well-placed, and well-used public open space with pedestrian amenities creates a comfortable place to meet and relax. It also discourages criminal behavior.

distress. The Branch Avenue Corridor sector plan area contains some of the county's most valuable stream corridors, such as Henson Creek, Barnaby Run, and Oxon Run, which serve as important recreational and ecological resources. These and other natural habitat settings need to be protected and preserved. Similarly, all design guidelines developed for the area will need to incorporate effective techniques to promote environmental sustainability, including those that control and reduce run-off, improve water quality, foster the growth of native vegetation, reduce air and noise pollution, and implement environmentally-sensitive design techniques.

Quality of life also creates a strong sense of place that community members can identify with and be proud of, such as prominent features, landmarks, and gateway entrances. Factors that will enhance a positive sense of place within the sector plan area include attractive and busy mixed-use centers that satisfy the needs of both residents and visitors, gateway entrances, a network of pleasant pedestrian connections that allow people to get to know the area "on foot," a system of parks that allows for a variety of outdoor activities, and attractive community facilities that exceed the area's recreational and educational requirements and encourage residents to get out and walk to gain benefits from a more active lifestyle.

Another key element to creating an improved quality of life for the sector plan area is to focus on improved access and utilization of recreational and educational programs and services. It is a goal of this plan to engage more youth, particularly teenage youth, in both recreational activities as well as community improvement activities.

Community Involvement

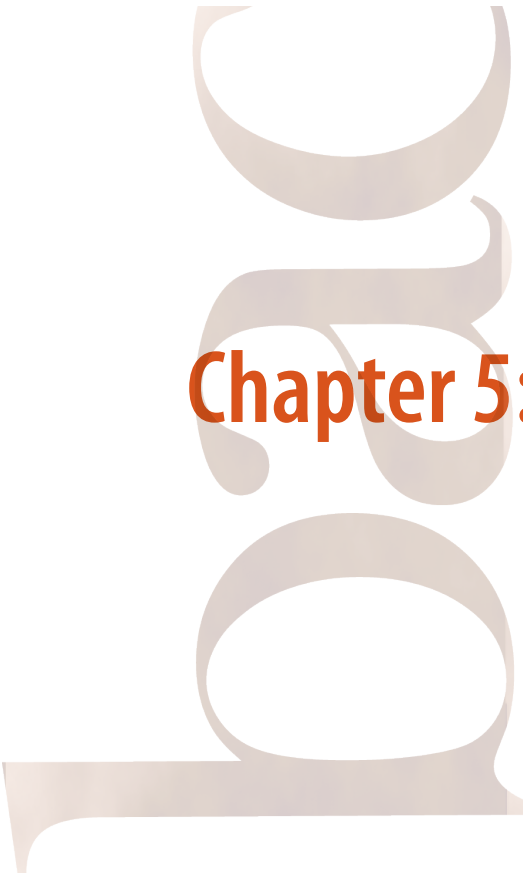
Ongoing partnership between the government, businesses, and residents in the community will help to implement public and private plan recommendations.

Development and revitalization aimed at creating long-lasting economic vitality and quality of life improvements must rely on both public and private sector actions. In addition to public funding of necessary infrastructure, programs, and services, businesses and residents need to maintain their properties and be intolerant of activities that undermine the community's values. Partnership and commitment on the part of residents and businesses—working with local and state governments—will lead to success.

The Branch Avenue Corridor sector plan area benefits from numerous community associations in the area. These groups have been actively working for some time to improve their neighborhoods. Through the master plan effort, however, it became apparent that many organizations were relying on key leaders to accomplish their members' objectives. And these leaders were coming up against ever-more-stringent public budget limitations and conflicting needs and priorities from other parts of the county. At the same time, even as they lobbied harder for public improvements, crime was increasing in their neighborhoods. Crime and the lack of public safety were identified as major obstacles to positive change in the area. It became apparent that community associations would benefit from a coordinated effort to address crime. And this effort needs to actively engage businesses as well as the public sector. As a result, the Public Safety Work Group was established and has developed a list of comprehensive strategies to ensure a safer community.

In order to create a safer Branch Avenue Corridor, the image of the community will have to be improved, since an improved image is a major deterrent against crime. This will

necessitate updated and attractive new development, renewed pride, and improved conditions in existing residential neighborhoods. The Public Safety Work Group has identified existing crime hot spots. Working with county agency representatives—including District IV police—the group has developed strategies to address illegal activities. The strategies are based on a combination of targeted enforcement, new regulations to address illegal activities associated with concentration of particular uses, and improved understanding of the community’s role in discouraging crime. A strategy of collaboration is called for if the plan is to succeed with affordable and effective security measures, upgrading the image of existing shopping centers, retail marketing, or an areawide clean-up program.



Chapter 5: Action Plan

The plan addresses various functional areas within the five elements that frame the vision of the Branch Avenue Corridor sector plan—Land Use and Economic Development, Design and Appearance, Infrastructure to Support the Plan, Quality of Life, and Community Involvement. For each of these five elements this chapter presents **goal statements** of desirable future conditions, **policy statements** of intent upon which individual decisions should be evaluated, and **strategies** for a general course of action on how to achieve the identified goals.

Land Use and Economic Development

The corridor vision of high- and medium-density mixed-use centers, preservation of residential communities, and pedestrian-accessible networks is guided by new land use designations. Without economic development guidelines to provide financial incentives for these land uses, the market will be slow to produce upscale retail, commercial, and office development in the corridor. Existing conditions in the Branch Avenue Corridor sector plan area necessitate measures by the county to stimulate revitalization while it seeks to attract investment and development in the corridor. Corridor residents and the county need to work together to clean up the corridor's appearance, discourage marginal businesses, and transform areas that attract criminal behavior and serve as havens for unsafe activity. Additionally, the encouragement and financial support of Prince George's County will establish a platform on which the areawide vision can reach fruition and be successful.

Land Use

GOAL

Revitalize and redevelop the sector plan area with a dynamic mix of compatible land uses that will help spur job growth and economic development.

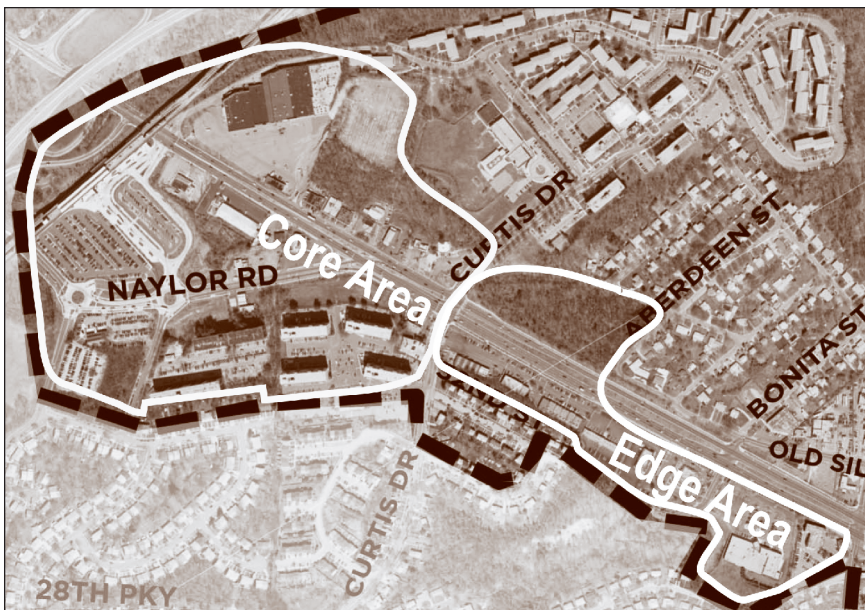
POLICY

Promote development of high-quality residential and nonresidential uses at varying densities and intensities consistent with the land use plan in context with surrounding neighborhoods and capitalizing on the existing infrastructure.

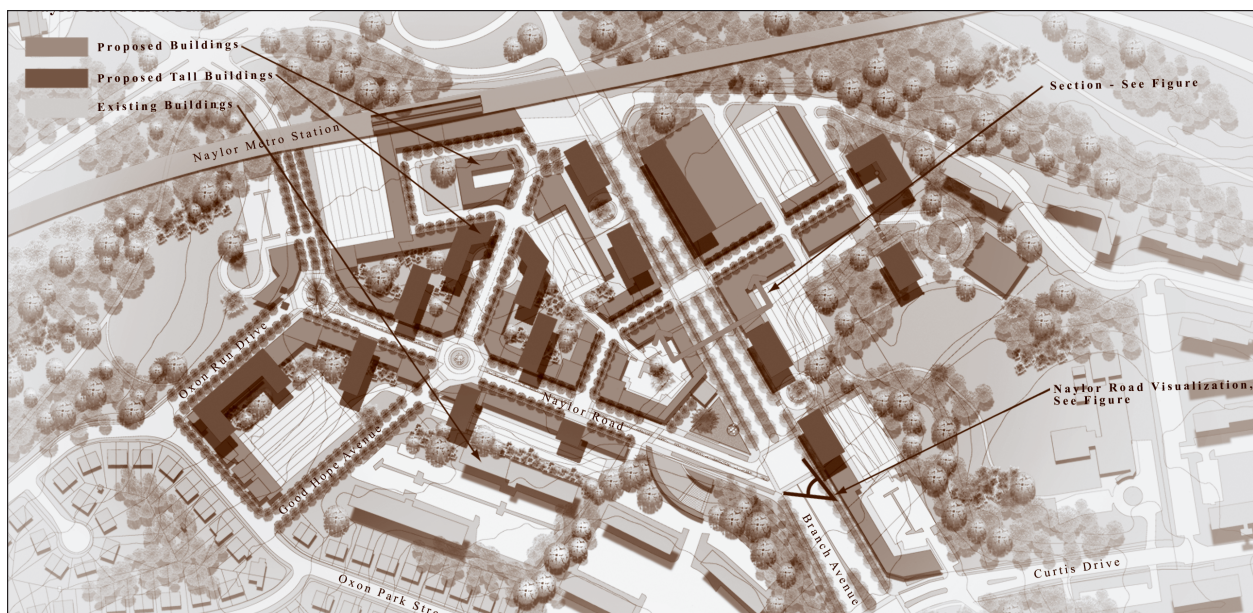
STRATEGIES

1. Amend the General Plan designation for Naylor Road Metro Station from “community center” to “regional center.”
2. Amend the *Prince George’s County Approved General Plan* by designating a node along the Branch Avenue Corridor as the Iverson-Marlow Heights Mixed-Use Center and rename the Suitland-Iverson Area Regional Center to Suitland Metro Area Regional Center.
3. Designate properties within the Naylor Road Metro Station area, existing commercial areas along Branch Avenue (including Iverson Mall, the Marlow Heights Shopping Center), properties on Old Silver Hill Road, property north of the intersection of Branch Avenue and St. Barnabas Road, and properties fronting St. Barnabas Road between 28th Avenue and Holly Tree Road to mixed land use classification.
4. Rezone the area designated for mixed land uses to the Mixed Use-Transportation Oriented (M-X-T) Zone that will implement the vision and goals of the sector plan, and revisit the M-X-T Zone if new mixed-use zoning tools become available to efficiently and effectively implement the mixed-use, pedestrian- and transit-oriented development pattern recommended by this plan.

The core area is where the highest densities and intensities are encouraged. These densities and intensities taper off toward the edge area.



5. Designate the Naylor Road Metro Station Core Area (from Suitland Parkway to Curtis Drive) as a mixed-use, high-density residential/office/retail land use classification to achieve a vertical and horizontal mix of uses in urban form, with emphasis on transit-oriented development, using the following standards and guidelines:
 - 5.1 Provide minimum density for residential development at 42 dwelling units per acre.
 - 5.2 Use a floor area ratio (FAR) range for nonresidential development from 1.0–2.5.



Redevelopment concept for the Naylor Road area, showing possible new building footprints, streets and green spaces for mixed-use development.
See page 64 for land use recommendations. This illustration portrays only one of many possible long-range redevelopment scenarios that may result from implementation of the recommended land use concept for this area.

- 5.3 Require a minimum of two uses on individual parcels or multiple parcels under a single site plan from the following use categories:
 - Residential
 - Office
 - Retail/commercialPermitted land uses outside of these categories may be developed but do not count toward the two use categories required.
- 5.4 Require vertical mix of uses along and fronting both sides of Branch Avenue and Naylor Road and require ground floor retail and residential or office above, and encourage retail on the first floor of buildings fronting on other new streets in the core area.
- 5.5 Require a minimum of 60 percent total square footage of office/employment use on WMATA property and immediate vicinity within the area bounded by Branch Avenue , Naylor Road, and the Metro tracks.
- 5.6 Development on the east of Branch Avenue is permitted to be predominantly residential; office development is encouraged above the first floor retail as part of the vertical mix along Branch Avenue.
- 5.7 Development west of Naylor Road is permitted to be predominantly residential; office development is encouraged above the first floor retail as part of the vertical mix along Naylor Road.
- 5.8 Big box retail is not allowed within the core area.
- 5.9 Provide plaza space with pedestrian amenities that encourage gathering and socialization at the Branch Avenue–Naylor Road intersection and at appropriate locations east of Branch Avenue, west of Naylor Road and at the WMATA site.
- 5.10 Facilitate a joint partnership between the Washington Metropolitan Area Transit Authority (WMATA) and a private developer to redevelop Naylor Road Metro Station property with the recommended mix of uses at the density and intensity recommended by this plan.

6. Designate the Naylor Road Metro Station Edge Area (from Curtis Drive to Colebrooke Drive and east of Branch Avenue from Curtis Drive to Aberdeen Street west of Scottish Avenue) as a mixed-use, high-density residential/office/retail land use classification to achieve a mix of uses with emphasis on transit-oriented development, using the following standards and guidelines:
 - 6.1 Focus primarily on residential development that offers the community a diverse mix of market rate and workforce housing options.
 - 6.2 Provide a density range for residential development from 35–45 dwelling units per acre.
 - 6.3 Use a floor area ratio (FAR) range for nonresidential development from 0.5–1.0.
 - 6.4 Require a minimum of two uses on individual parcels or multiple parcels under a single site plan from the following use categories:
 - Residential
 - Office
 - Retail/commercial
 Permitted land uses outside of these categories may be developed but do not count toward the two use categories required.
 - 6.5 Encourage vertical mix of uses with ground floor retail along street frontage especially at the corners of major intersections such as at Branch Avenue and Curtis Drive and Branch Avenue and Colebrooke Drive.
 - 6.6 Ensure that the width of the linear park does not exceed 30 feet.

Redevelopment concept for the edge area and vicinity, showing possible new building footprints, streets and green spaces for mixed-use development. See page 68 for land use recommendations. This illustration portrays only one of many possible long-range redevelopment scenarios that may result from implementation of the recommended land use concept for this area.



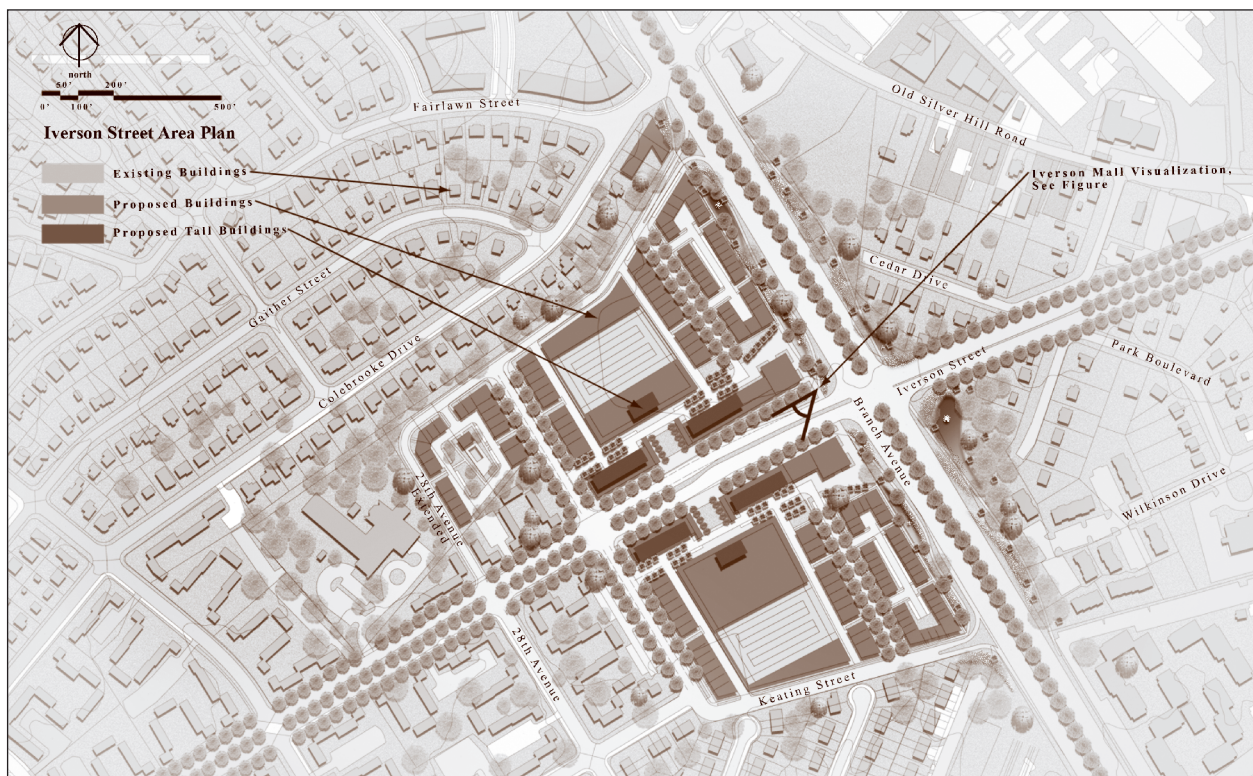


A development concept for the Marlow Heights Shopping Center, showing possible new building footprints, streets and green spaces for mixed-use development. See page 67 for land use recommendations. This illustration portrays only one of many possible long-range redevelopment scenarios that may result from implementation of the recommended land use concept for this area.

7. Designate the Iverson-Marlow Heights Mixed-Use Center as a mixed-use, medium-density residential/office/retail land use classification, to achieve a vertical and horizontal mix emphasizing retail- and pedestrian-oriented development, using the following standards and guidelines:

- 7.1 Provide a density range for residential development from 30–40 dwelling units per acre.
- 7.2 Require a FAR range for nonresidential development from 0.5 to 1.5.
- 7.3 Establish the following targeted land use mixes for the entire Iverson Mall area and Marlow Heights Shopping Center:

Residential	10–40 percent
Retail and services	40–70 percent
Office	10–30 percent
- 7.4 Provide vertical mixed-use on both sides of Iverson Street or along any “main street” within any alternative redevelopment concept.
- 7.5 Provide vertical mixed-use on both sides of the recommended Marlow Heights “main street” and encourage vertical mix at the intersections of interior streets as appropriate.
- 7.6 Provide plaza spaces with pedestrian amenities that encourage public gathering and social interactions and that unify land uses.



Development concept for Iverson Mall, showing possible new building footprints, streets and green spaces for mixed-use development.

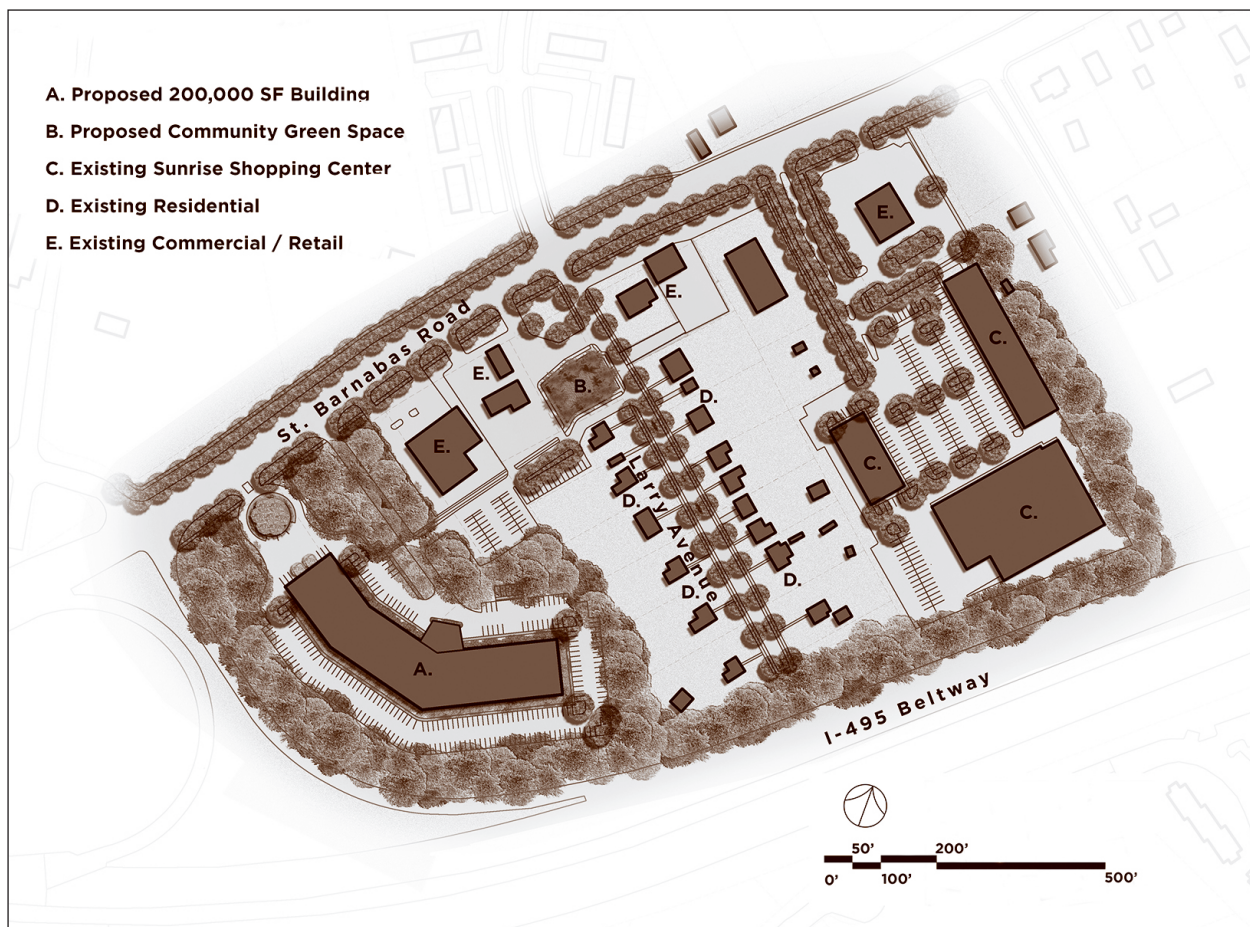
See page 66 for land use recommendations.

This illustration portrays only one of many possible long-range redevelopment scenarios that may result from implementation of the recommended land use concept for this area.

8. Designate the mixed-use areas between Old Silver Hill Road and Branch Avenue, and on St. Barnabas Road, as mixed-use, medium-density residential/office/retail, emphasizing low-scale neighborhood- and pedestrian-oriented development using the following standards and guidelines:
 - 8.1 Explore senior housing development opportunities as part of the mix to capture the growing retirement market that values access to urban services.
 - 8.2 Require a density range for residential development from 15–25 dwelling units per acre.
 - 8.3 Require a FAR range for nonresidential development from 0.3 to 0.7.
 - 8.4 Design small-scale, mixed-use development (neighborhood retail, second-story office or residential and mid-rise multifamily housing) within mixed-use areas along St. Barnabas Road.
 - 8.5 Require a minimum of two uses on individual parcels or multiple parcels under a single site plan from the following use categories:
 - Residential
 - Office
 - Retail/commercialPermitted land uses outside of these categories may be developed but do not count toward the two use categories required.
 - 8.6 Encourage vertical mixed-use along street frontage especially at the corners of major intersections.

9. Designate the Branch Avenue Corridor sector area as a “Revitalization Overlay Area” as a means to revive the physical, social, and economic vitality of the area through revitalization assistance.
10. Amend the existing M-X-T Zone provisions within the proposed Revitalization Overlay Area to encourage place-making by establishing a strong relationship between the zone and the recommendations of the sector plan. Require development proposals during conceptual and detailed site plans demonstrating compliance with the sector plan guidelines.
11. Amend the Commercial Shopping Center (C-S-C) Zone within the proposed Revitalization Overlay Area to restrict certain uses, or control the location of certain uses in the C-S-C Zone when the concentration of these uses—such as liquor stores and used car dealers on small lots—is detrimental to implementation of the approved vision and land use policies for the area.
12. Rezone residential properties south of the intersection of Silver Hill Road and Suitland Parkway from the Multifamily Medium Density Residential (R-18) Zone to the Multifamily High Density Residential (R-10) Zone. These properties are located within walking distance of the Suitland Metro Station, where high densities and intensities are recommended by the plan and are proposed for high density residential land use in accordance with the recommendations for core areas for centers specified in the General Plan.

Improvement-plan concept for the Sunrise Shopping Center area. This illustration portrays only one of many possible long-range redevelopment scenarios that may result from implementation of the recommended land use concept for this area.



13. Rezone commercial properties in the area of the Silver Hill Road and St. Barnabas Road intersection—where neighborhood-oriented businesses are envisioned—from the Commercial Miscellaneous (C-M) Zone to the Commercial Shopping Center (C-S-C) Zone. This zoning change will limit uses that are inconsistent with the neighborhood commercial businesses envisioned by this plan
14. Retain the existing commercial and residential land use designations on properties along St. Barnabas Road from Beech Drive to the Capital Beltway. Rezone commercial properties identified as “Change 2” in the Proposed Rezoning section of the Sectional Map Amendment chapter from the Commercial Miscellaneous (C-M) Zone to the Commercial Shopping Center (C-S-C) Zone to discourage future development of these properties with automobile-oriented uses that do not contribute to the positive image of the area or promote the vision of the plan. Rezone the vacant property on St. Barnabas Road and the Beltway ramp within the Sunrise Shopping Center from the C-M Zone to the C-S-C Zone to ensure future development that will be consistent with the vision of this plan.
15. Conduct a study of the industrial land uses adjacent to the St. Barnabas Road commercial corridor for impacts on the commercial and residential uses within the area, and develop an action plan to mitigate the impact. Target the area for extensive, systematic code inspection and enforcement to eliminate code violations, discourage repeat offenses, promote better property maintenance, and improve environmental quality in the industrial zone.

Economic Development

GOAL

Encourage quality commercial and mixed-use development within the Branch Avenue Corridor sector plan area to increase employment opportunities, residents’ income, and the county’s tax base.

POLICY 1

Prioritize activities that improve the image and perception of the area to attract quality businesses and employers.

STRATEGIES

1. Use the recommended designation of Revitalization Overlay Area to develop a partnership with the county’s Redevelopment Authority and its Economic Development Corporation to commit financial, personnel, and other assistance to support the implementation of the economic, revitalization, and redevelopment recommendations of this plan.
2. Vigorously enforce all applicable county codes—particularly property maintenance and zoning codes for dilapidated areas and structures—through new code enforcement strategies that include education, penalties, and recognition for better compliance.

3. Identify and work with owners of substandard properties along Branch Avenue and St. Barnabas Road to improve the appearance and function of these sites through the provision of financial assistance (grants or loans).
4. Encourage PEPCO, Verizon, Comcast, and other electrical and technological infrastructure service providers to update their services, thus providing the opportunity for a wide range of residents, employers, and businesses to locate in the area.
5. Limit conglomeration of businesses such as liquor stores and beauty shops within the designated Revitalization Overlay Area.
6. Establish a multidimensional branding campaign that brings clear identity to the area, promotes the area's strengths, and alerts private investors to its readiness for business.
7. Intensively market the area, develop a tenant recruitment program, and create tax incentives for businesses to locate to the area.
8. The Prince George's County Economic Development Corporation should promote use of the Focus Enterprise Zone for state income, real property, and business personal property tax credits in the corridor to assist property owners with redevelopment and development proposals which implement the plan vision and recommendations.

POLICY 2

Utilize existing county, state and federal government assistance programs to revitalize and redevelop the area.

STRATEGIES

1. Promote financial assistance programs available through the Redevelopment Authority, the Economic Development Corporation, the Prince George's Financial Services Corporation, the State of Maryland, and the federal government for existing businesses, business start-ups, facility expansions, job creation, and equipment purchases.
2. Encourage the owners of vacant or underutilized commercial properties on Silver Hill Road, Old Silver Hill Road, and St. Barnabas Road to participate in the county's Commercial Building Loan Fund (CBLF)—a multifaceted program administered by the Redevelopment Authority to increase employment and business opportunities for the county's low- and moderate-income residents and communities.
3. Explore the opportunity of forming a business improvement district (BID) to fund special operating services and enhanced capital improvements to augment standard government services for maintenance and security of the area.
4. Explore financial and regulatory incentives for small property owners to assemble land suitable for mixed-use development within the designated mixed-use areas.

Design and Appearance

Creating a corridor that is attractive and appealing for new development requires new standards and design guidelines to promote and create a sense of place. Urban design guidelines for new development in the corridor define a consistent framework for site design, building design, height restrictions, mixed-use densities, parking requirements, and allowances for open space. The design and appearance element provides methods for establishing a corridor that is vibrant, clean, and safe, so that investors and developers can visualize the potential of the area and be inspired to create an attractive setting that draws newcomers and visitors from around the region.

GOAL 1

Provide a safe environment that attracts new residents, quality business, and jobs.

POLICY

Incorporate crime prevention through environmental design (CPTED) principles and guidelines into existing and new development to ensure increased safety in the sector plan area.

STRATEGIES

1. Encourage low walls, fences, visually permeable screening methods, and elevated ground floors of residential dwellings to establish a clear delineation between public and private space and to foster a sense of ownership and territoriality.
2. Design buildings to maximize visibility and enhance natural surveillance by keeping potential intruders under observation. Provide windows, storefronts, clearly visible entrances, balconies, porches, outdoor activity areas, and benches. Ensure that windows, especially storefront windows, are not obscured and allow people to see and be seen.



ABOVE: Vertical mixed-use building: Balconies provide an area for relaxation and surveillance.
RIGHT: A low wall establishes the boundary.



3. Enforce clear sightlines along sidewalks.
4. Provide uniform low-level lighting along sidewalks, pathways, service entrances/areas, parking lots, and alleys.
5. Incorporate special programming, such as arts festivals, block parties, farmers' markets, and clean-up days to encourage people in the corridor to get to know each other and consistently provide a lively street environment.
6. Locate open spaces, recreation facilities and amenities, and gathering areas in central locations that allow for natural surveillance and access control. Encourage natural activity programming by arranging uses and amenities so that people using areas in legitimate ways protect public space.



7. Utilize well-designed sidewalk pathways, special materials and landscaping, attractive gates, and distinctive architectural elements to clearly guide people to and from building entrances. Provide attractive, high-quality gates, fences, and walls integrated with the design of new development to contribute to natural access control. Minimize use of unattractive materials such as chain-link fencing, concrete or cinder block walls, and barbed wire as access-control methods in favor of durable, attractive materials.

Public gathering spaces provide amenities that encourage safety, relaxation and comfort.

8. Install traffic-calming techniques that limit streets as fast getaway routes and reduce on-street criminal activity.
9. Utilize code enforcement methods, regular street sweeping, and community cleanups to maintain litter-free private and public properties with quality landscaped public spaces to discourage illegitimate behavior and activities.

GOAL 2

Provide high quality design and architecture in all development and redevelopment projects in order to attract top quality economic development interest.

POLICY 1

Use design guidelines and demonstrate compliance during all site-plan applications in redevelopment projects to ensure top-quality and sustainable products that contribute to its place-making.



ABOVE: A streetwall defines the streetscape and helps distinguish the public from the private realm.

RIGHT: A building on a corner lot should address both streets on which it fronts.

BOTTOM: The screening of a parking lot softens the view of automobiles and asphalt paving.

STRATEGIES

1. *Site Design*

- 1.1 Orient building frontages to face the street, courtyard, or plaza. The street-facing buildings should establish a street wall deep enough from the street curb to provide on-street parking and wide pedestrian walkways in front of the buildings. This will create and define public spaces and encourage an active street environment.
- 1.2 Design and treat buildings at corner lots as having street frontage on both sides governed by the relevant street guidelines.



- 1.3 Place parking at the rear or side of all buildings; avoid a direct view of parking lots from the street. Provide parking islands with landscaping to soften the view of asphalt pavement and to avoid the prospect of a sea of parked cars.
- 1.4 Provide low screen walls or hedges, or both, at those places where surface parking can be viewed from the street.



- 1.5 As a pedestrian safety and beautification measure, provide a minimum five-foot-wide landscape strip—with street trees where possible—between the curb and sidewalk along Silver Hill Road and St. Barnabas Road.
- 1.6 Incorporate wide landscape strips with trees and sidewalks—referred to as a linear park—on both sides of Branch Avenue. This provides a park-like setting that serves as an open space with pedestrian amenities, as an environmental asset that captures and filters run-off, and as a barrier between through traffic and commercial, as well as residential, activities.
- 1.7 Use landscaping to beautify the street and public spaces, to buffer incompatible uses, and to screen unsightly views. Locate loading areas away from public views. Where this is not feasible, these areas should be properly screened. If surface parking is needed, it should be screened with a low wall of the same material as the building it serves, accented with plants and flowers.
- 1.8 Provide structured parking within the mixed-use area where appropriate, especially at the Naylor Road Metro Station and the Iverson-Marlow Heights Mixed-Use Center, using the following reduced parking (**Table 7**) ratios to encourage transit ridership and less dependence on automobiles:

Table 7: Recommended Parking Ratios for Land Uses

Within the Branch Avenue Corridor Sector Plan Mixed-Use Area

Land Use Character	Within ¼ Mile of Naylor Road Metro Station Platform	More Than ¼ Mile from Naylor Road Metro Station Platform
Retail/Commercial	2.0 spaces/1000 sq. ft.	2.75 spaces/1000 sq. ft.
Office	1.6 spaces/1000 sq. ft.	2.25 spaces/1000 sq. ft.
Mixed/Ground Fl. Retail—Office Above	1.6 spaces/1000 sq. ft.	2.25 spaces/1000 sq. ft.
Mixed/Ground Fl. Retail—Residential Above	1.6 spaces/1000 sq. ft.	2.25 spaces/1000 sq. ft.
	1.6 spaces/residential unit	1.6 spaces/residential unit
Residential Condominium/Apartment	1.5 spaces/residential unit	2.0 spaces/residential unit
Hotel/Conference	0.5 spaces/room 10 spaces/1000 sq. ft	0.75 spaces/room 15 spaces/1000 sq. ft

2. Circulation

- 2.1 Design all new streets on a grid or curvilinear street pattern to increase connectivity and accessibility.
- 2.2 Seek opportunities to consolidate vehicular entryways along Branch Avenue and St. Barnabas Road to encourage shared driveways and to minimize curb cuts. This will promote pedestrian safety and improve flow of vehicular traffic.
- 2.3 Provide a minimum six-foot wide sidewalk with decorative pavers along all commercial streets.

- 2.4 Provide human-scaled, pedestrian-oriented frontages with retail and/or office spaces at the ground-floor level in designated areas.
- 2.5 Provide wide storefront walkways along retail frontages, with pedestrian amenities such as benches, trash receptacles, bike racks, and bus shelters to encourage window shopping and outdoor cafés. Encourage on-street parking where appropriate on Branch Avenue, Old Silver Hill Road, and on interior streets within the Naylor Road Metro Station core area and the Iverson-Marlow Heights mixed-use center. This on-street parking will act as a safety barrier between storefront walkways or sidewalks and through streets.

Wide sidewalks allow for pedestrian amenities, such as outdoor cafés and street furniture, that provide the key to a lively, vibrant streetscape experience.



3. *Building Design*

- 3.1 Design all buildings with high-quality materials and treatments. Exterior building walls should be constructed with brick, stone, precast concrete, and other high-quality compatible materials. Reflective and tinted glass should not be used on the ground floor of any buildings, and ribbons or bands of glass should not be used for windows.
- 3.2 Provide architectural elements and proportion that relate to a pedestrian scale in building façades. Large expanses of identical building walls should be avoided. Façades that provide a regular and frequent pattern of architectural variety through modulation of wall plane, detailing, color, texture, material, and the incorporation of art and ornament are encouraged. Ground floors facing streets or public squares should be built with 10- to 15-foot ceiling heights to accommodate retail uses.

A variety of entrance features creates interest and breaks the wall plane.



- 3.3 Create unique and distinguishing entrances along the street through the use of distinctive form, detail, materials, color, ornament lighting, and signage.
- 3.4 Incorporate projections and recesses to add interest to buildings, especially to highlight entrances. Awnings and canopies made of high-quality materials, and proportional in design and placement, should be used where appropriate, especially over doors and windows. Colors should be compatible with primary building materials and with adjacent buildings.
- 3.5 Ensure that parking garages are designed and articulated to promote visual interest and avoid long, traditional, horizontal openings. Ensure that the ground floors of parking garages fronting public streets are developed with retail uses.

A parking garage with ground floor retail.



- 3.6 Incorporate building signs into the overall architectural design of buildings, appropriately located and constructed of durable high-quality materials. Ensure consistency in placement, size, material, and color in multi-tenant buildings.
- 3.7 Ensure that exterior building lighting is directed to specific locations and away from adjoining buildings.



ABOVE: A monumental sign highlights entry to an important place. BELOW: Street furnishings should be on a human scale, compatible with the architecture of their surroundings, and weather resistant.



- 3.8 Encourage the use of habitable roofs (rooftops that occupants of a building can use for gardening, socializing, and sunning) with appropriate paved surfaces and shade elements on buildings of five floors or higher.
- 3.9 Encourage the use of green roofs to reduce stormwater runoff and to create energy efficiencies.
- 3.10 Step buildings down to two or three floors when they are adjacent to, or across from, single-family residential dwellings.

4. *Street Furnishings*

- 4.1 Provide four monumental gateway entry signs located: (1) near the intersection of Branch Avenue and Suitland Parkway to include gateway to Prince George's County; (2) at the intersection of Suitland Parkway and Old Silver Hill Road; (3) in the vicinity of Branch Avenue and Oxford Road; and (4) in the vicinity of the Capital Beltway and St. Barnabas Road.
- 4.2 Allow a range of gateway treatments such as sculptures, water features (fountains), buildings, open spaces, artworks, obelisks, or landscaping to identify these entrances as corridor gateways. Signs should be ground-mounted monumental signs, not higher than eight feet; constructed with any high-quality material—such as brick or stone—compatible with the building materials that predominate; and accented with plants, flowering material, and lighting.
- 4.3 Provide pedestrian-oriented street lighting that relates to human scale and is contextually compatible with the architectural style of the entire development. Lighting variations should be used where special effects are desired to enhance overall visibility.
- 4.4 Create pedestrian comfort, incorporate street and site amenities in plazas, storefront walkways, wide sidewalks, parks, and open spaces. Bus shelters should be designed to complement building style and material. Street furniture should include but not be limited to bicycle racks, bus shelters, benches, trash receptacles, sculpture, and fountains.



- 4.5 Plant street trees on both sides of the street to soften and humanize the street edge (subject to regulations and approval of the Department of Public Works and Transportation (DPW&T)). Trees should be planted in tree grates or tree boxes along walkways on major pedestrian corridors. Otherwise they should be planted in landscape strips between road curbs and sidewalks. Trees should be planted in medians that are wider than six feet.

ABOVE: Trees define the street edge, provide shade and soften the streetscape.

RIGHT: Public plazas should incorporate design elements such as fountains, public art or sculpture.

BOTTOM: Pavements of varying texture, color and pattern guide movement and define functional areas.



5. *Open Space and Utilities*

- 5.1 Provide pockets of accessible and usable open spaces and urban plazas throughout the mixed-use area, using CPTED principles. Plazas should incorporate design elements such as fountains, public art or sculpture, and other architectural and landscape elements to create safe resting and gathering places.
- 5.2 Provide mid-block plazas and open spaces to break the continuity of long buildings and to enhance pedestrian movement.
- 5.3 Incorporate pavements of varied physical texture, color, and pattern to guide movement and define functional areas.
- 5.4 Explore the placing of electrical cables underground—or their relocation to the rear—to avoid the visual clutter of vertical poles and horizontal cables.





IMMEDIATELY ABOVE: Naylor Road Metro area as it is at present.
TOP: Imagine the area looking like this!

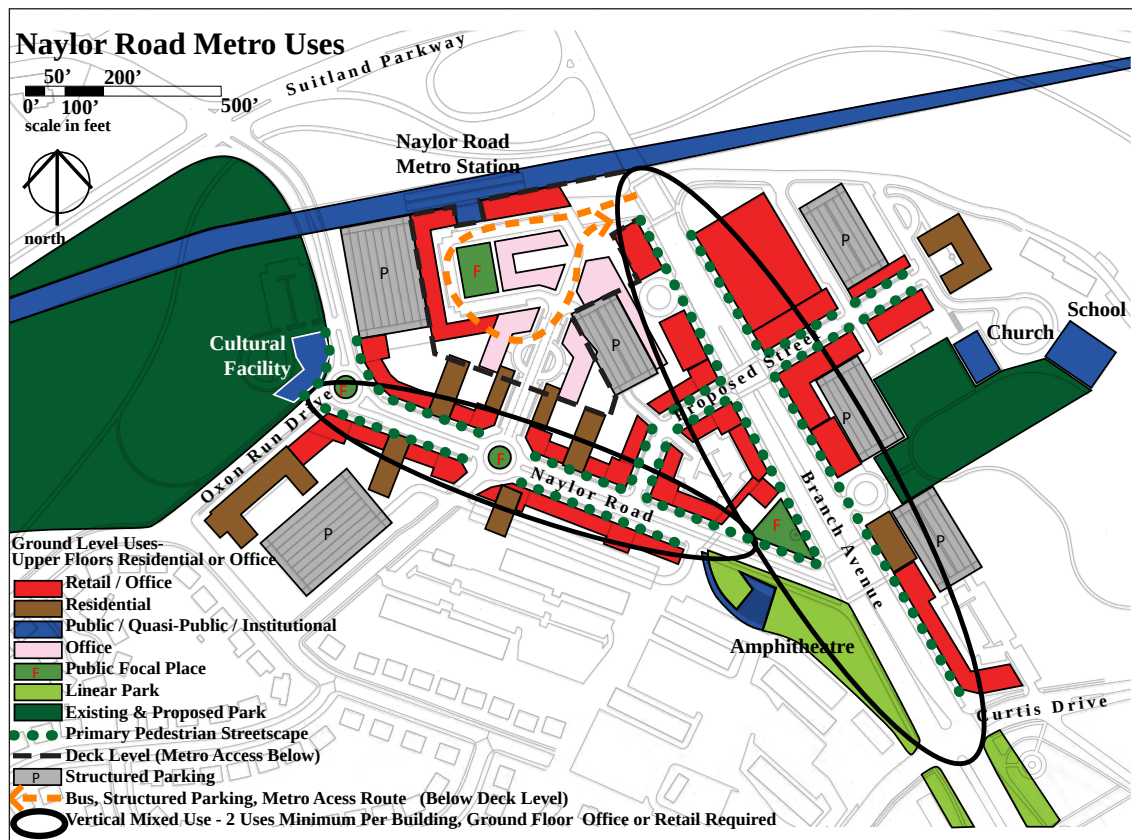
POLICY 3

Redevelop the Naylor Road Metro Station area using transit-oriented development principles and practice.

STRATEGIES

1. Provide residential units with high-quality design and luxurious amenities such as architectural materials and treatments that include security systems, controlled access, swimming pools, club houses, exercise rooms, and upgraded appliances to attract new urban population.
2. Provide a vertical mix of uses with ground floor retail at designated areas.
3. Establish Naylor Road as a main street with continuous retail facades facing the street, bordered by a 20-foot-wide sidewalk to provide room for outdoor dining, extensive plantings on tree grates or tree boxes, and street furnishings.

Recommended uses and redevelopment concept for the Naylor Road Metro area. This illustration portrays only one of many possible long-range redevelopment scenarios that may result from implementation of the recommended land use concept for this area.



4. Provide on-street parking, sidewalk extensions, and lane-width reductions to shorten pedestrian crossing points at intersections on Branch Avenue and Naylor Road.
5. Design and frame Branch Avenue from Curtis Drive to Suitland Parkway as an “urban street.” Establish a build-to line (BTL) that is a minimum of 20 feet and a maximum of 25 feet between the back of the curb and building wall, to accommodate a storefront walk for window shopping, outdoor café, modulation of wall plane and pedestrian movement. Plant street trees on tree grates, in tree pits, or using other innovative urban street tree planting techniques.
6. Provide a minimum eight-foot-wide sidewalk within the edge area on both sides of Branch Avenue, between Curtis Drive and Colebrooke Drive, to incorporate outdoor seating and plantings.
7. Allow for development of three to eight stories within the edge area, with lower-scale buildings used as transitions to existing neighborhoods.
8. Design building heights for the core area (Naylor Road Metro train track to Curtis Drive) from 4 to 12 stories, except for public and quasi-public buildings (e.g., schools and churches), restricted to the east of Branch Avenue. Require 4 to 8 stories along the perimeter of Branch Avenue and Naylor Road ascending toward the Metro station, and 8 to 12 stories at the Metro station and east of Branch Avenue closer to the Metro track. Building heights shall step down as they approach residential developments.
9. Provide a landmark open space plaza at the intersection of Naylor Road and Branch Avenue. This should incorporate design elements such as fountains, public art or sculpture, benches, and bike racks.
10. Provide pedestrian connections between abutting residential communities, new development, and the Metro station.

IMMEDIATELY BELOW: Iverson Mall at present. BOTTOM: Imagine Iverson Mall looking like this!

POLICY 4

Redevelop the existing Iverson Mall site as part of the Iverson-Marlow Heights mixed-use center with pedestrian-oriented development principles and practice.

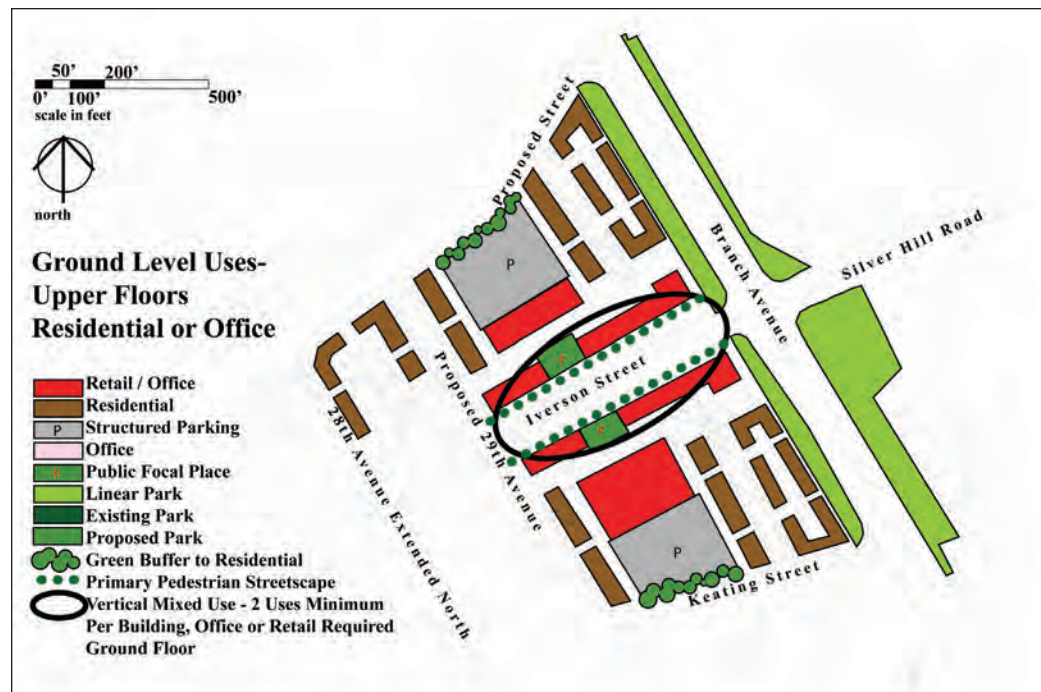
STRATEGIES

1. Develop a high-quality, medium-density residential neighborhood with neighborhood-oriented retail and restaurant facilities, and incorporate vertical mixed-use development along Iverson Street with residences or offices on upper floors and continuous ground-floor retail.



2. Locate retail/restaurant buildings at both corners of Iverson Street and Branch Avenue.
3. Require building heights from three to eight stories.
4. Encourage large, one-story retail, including a proposed 50,000 gross-square-foot grocery store (or any other big box retailer) with rooftop parking, behind the mixed-use development facing Iverson Street.
5. Incorporate active, public, open spaces in locations visible to large retail entrances.
6. Design internal streets with on-street parking, sidewalks, street trees, and site furnishings.
7. Integrate the Branch Avenue linear park into the design of this development to allow for cafés with outdoor seating, play areas, plantings, and eight- to ten-foot wide sidewalks on both sides of Branch Avenue.

Iverson Mall recommended uses and redevelopment concept. This illustration portrays only one of many possible long-range redevelopment scenarios that may result from implementation of the recommended land use concept for this area.



POLICY 5

Redevelop the existing Marlow Heights Shopping Center site as part of the Iverson-Marlow Heights mixed-use center with pedestrian-oriented development principles and practice.

STRATEGIES

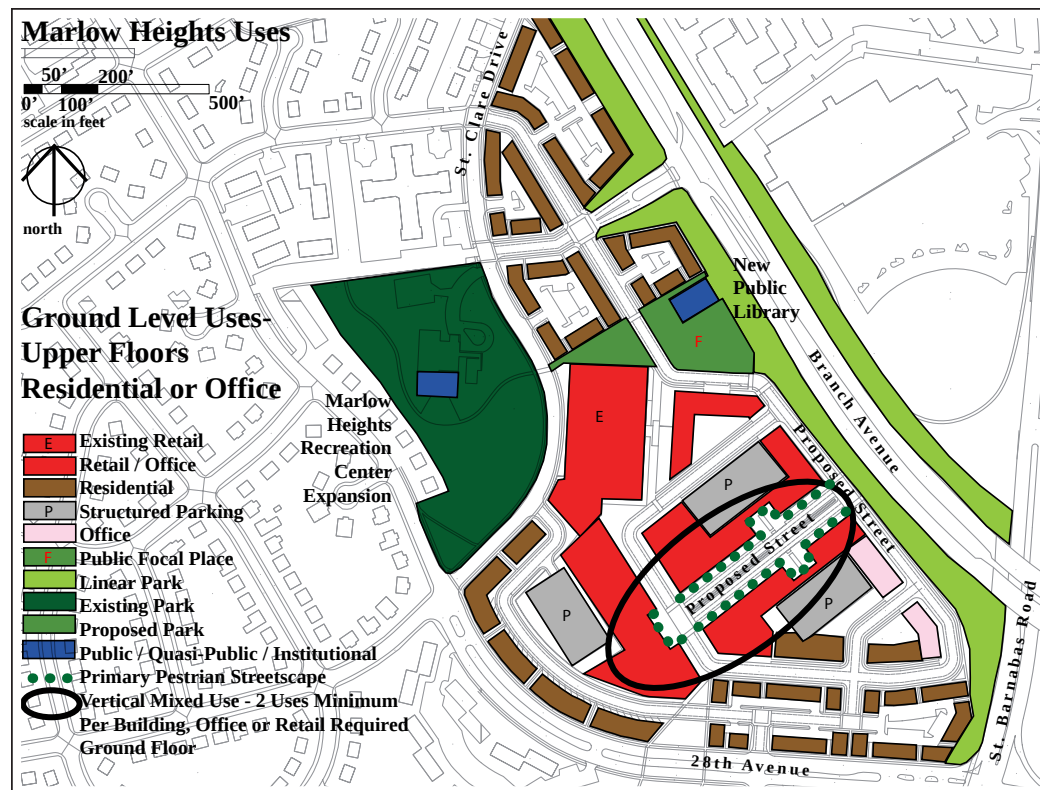
1. Develop a new internal street that runs north-south along the front of the existing shopping center storefronts to allow for incremental infill development while maintaining existing operations.
2. Create a major east-west shopping main street that connects to the deepest portion of the site and is bordered with a continuous retail edge, wide streetscapes, and vertical mixed-use buildings.

RIGHT: Marlow Heights
as it is today.
BELOW: Imagine this
possibility at Marlow
Heights Shopping Center!



3. Establish an open-space connection between the Branch Avenue linear park and the Marlow Heights park that crosses internal streets via crosswalks. The open space will take the form of a town green.
4. Locate a new library at an entry plaza adjacent to the town green and the Branch Avenue linear park.
5. Maintain an open character for the town green with views to Branch Avenue and Macy's existing north entrance.

Recommended uses and development concept for Marlow Heights Shopping Center. This illustration portrays only one of many possible long-range redevelopment scenarios that may result from implementation of the recommended land use concept for this area.



6. Require a range of building heights from three stories at the project's edge to eight stories along the major east-west shopping street.
7. Integrate the Branch Avenue linear park into the design of this development to allow for cafés with outdoor seating, play areas, plantings, and an eight-to ten-foot-wide sidewalk on both sides of Branch Avenue.

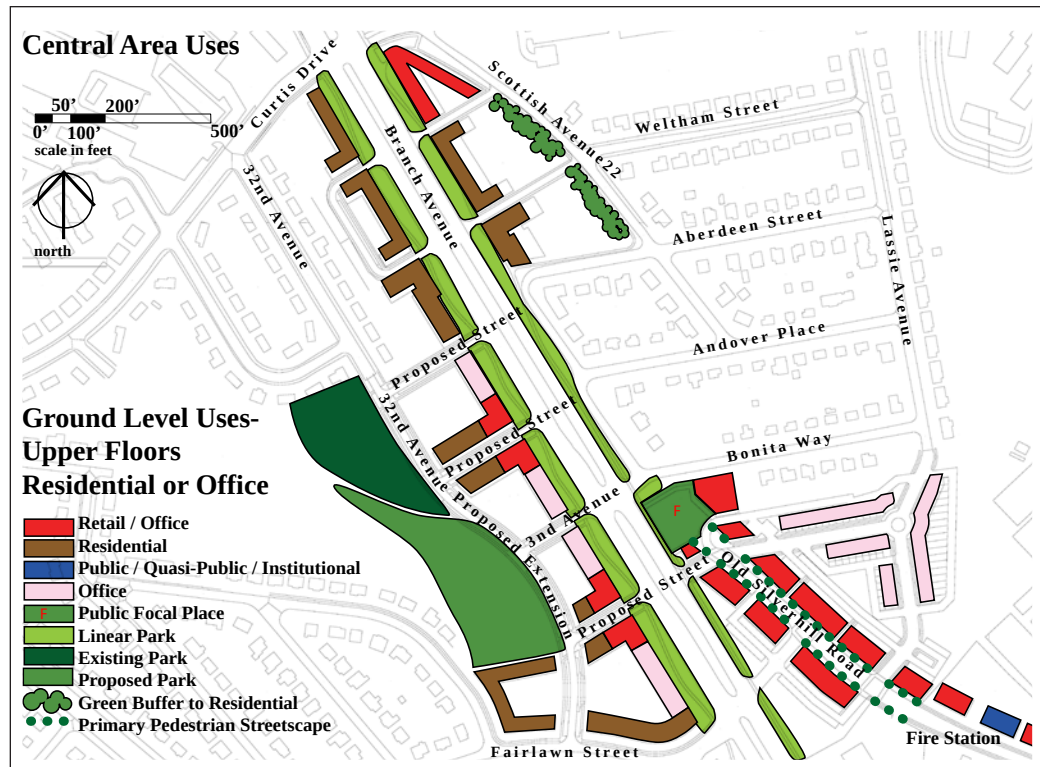
POLICY 6

Redevelop the mixed-use areas within Old Silver Hill Road and Branch Avenue, the Victory International Ministries International, Inc., property, and St. Barnabas Road with pedestrian-oriented development principles and practice.

STRATEGIES

1. Create a small-scale commercial main street along Old Silver Hill Road with wide storefront pedestrian space to encourage window shopping. Building height should range between two to four stories.
2. Discourage the extension of Old Silver Hill Road from Bonita Street and create a small public green on the existing right-of-way parcel.
3. Require a building-height range of four to six stories at the Victory International Ministries International, Inc., property.
4. Require a range of building heights from two to four stories within the mixed-use area along St. Barnabas Road.

Recommended uses and redevelopment concept for the edge area. This illustration portrays only one of many possible long-range redevelopment scenarios that may result from implementation of the recommended land use concept for this area.



POLICY 7

Enhance the functionality and visual appearance of Silver Hill Road and St. Barnabas Road commercial and residential neighborhoods.

STRATEGIES

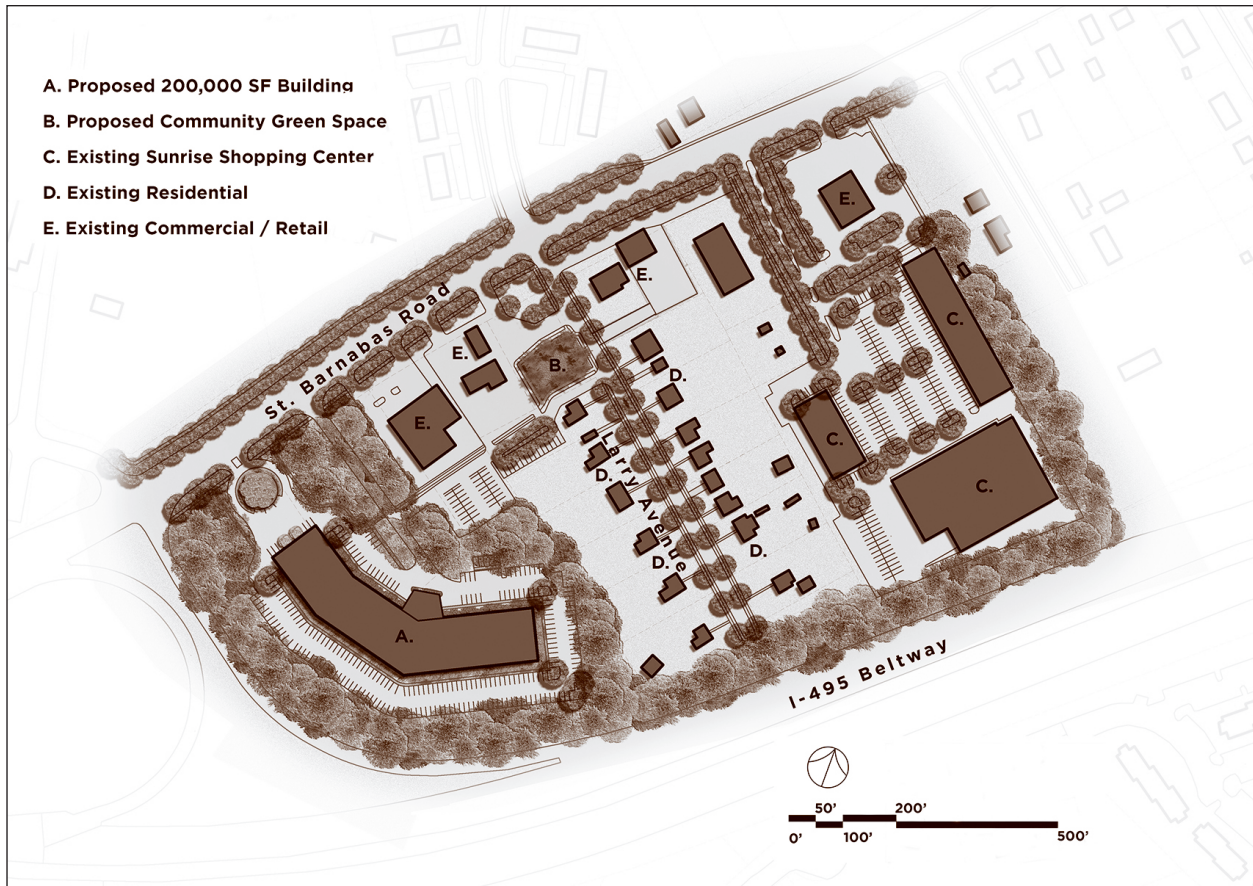
1. Encourage the redevelopment of residential properties south of the intersection of Silver Hill Road and Suitland Parkway within walking distance of the Suitland Metro Station using a grid or curvilinear street pattern to increase connectivity and accessibility to the transit station.
2. Locate high-quality, high-density housing within a quarter mile of the transit station and decrease density as development approaches adjoining parkland and the existing townhouse development.
3. Revitalize neighborhood commercial retail in the vicinity of Silver Hill Road and the St. Barnabas Road intersection through façade renovation, parking lot screening, street tree planting, sidewalk widening, pedestrian-scale lighting, and property maintenance.
4. Reduce the visual clutter of auto-related uses on St. Barnabas Road through façade and streetscape improvements. Minimize curb cuts and encourage shared driveways. Repair, widen, and repave sidewalks and crosswalks with contrasting pavers. Screen unsightly views with plant materials and low walls. Provide pedestrian lighting with attractive banners.
5. Protect the existing residential neighborhoods and the St. Barnabas Episcopal Church historic site, from Temple Hill Road to the Capital Beltway, through property maintenance and streetscape improvements such as street tree planting, traffic-calming devices, distinct pedestrian lighting, and pedestrian-zone signs.



ABOVE: St. Barnabas Road at present.
RIGHT: Streetscape improvement concept for St. Barnabas Road.



6. Provide streetscape improvements within the Sunrise Shopping Center through street tree planting, contrasting sidewalk pavers, consistent signage, and general maintenance.
7. Design future development of the vacant land within the Sunrise Shopping Center area adjacent to the Capital Beltway, to complement the existing retail and office development and buffer the adjacent residential neighborhood.



Improvement concept for the Sunrise Shopping Center area. This illustration portrays only one of many possible long-range redevelopment scenarios that may result from implementation of the recommended land use concept for this area.

Infrastructure to Support the Plan

Improved and upgraded public facilities are necessary, not only to provide adequate services to the existing community, but also to help serve the new mixed-use development planned along the corridor and the revitalized commercial development along the major roadways. The recommended improvements in the plan are comprehensive and include: improvements to the area's parks and recreation network, an enhanced roadway network that features an attractive and safe pedestrian system supporting and encouraging use of transit, new and upgraded schools, a new library, and an improved fire station. These improvements to the public infrastructure are critical to providing a solid platform from which new land uses can grow. They are also critical to delivering the changes that are desired in the Branch Avenue Corridor sector plan area.

Parks and Recreation

GOAL 1

Provide a variety of recreational facilities and opportunities, including new facilities that are designed for urban areas and contribute to creating an active and healthy community.

POLICY

Ensure that parks, open space, and urban recreation are available to meet the needs of the community through public acquisition, private dedication, or construction.

STRATEGIES

1. Expand and develop the Branch Avenue Neighborhood Playground by acquiring the county-owned five-acre property adjacent to the park.
2. Investigate acquiring 20 acres along Beech Road, near the edge of the Branch Avenue Corridor sector plan area, for parkland.
3. Investigate acquiring 15 acres along Brinkley Road near the Capital Beltway for parkland.
4. Explore new approaches to provision of recreational areas and identification of their sites in urban space, particularly as part of new mixed-use development.
5. Develop guidelines for provision of recreational areas that are adequate for the urban areas included in the sector plan area's new mixed-use development, and determine whether urban plazas, pocket parks and streetscape areas should count as open spaces.

GOAL 2

Conserve the stream valleys in the sector plan area: Henson Creek, Barnaby Run, and Oxon Run.

POLICY

Continue to identify and pursue acquisition of additional developable parcels of land that can be used as active or passive parkland within the Oxon Run, Barnaby Run, and Henson Creek stream valleys.

STRATEGY

1. Seek to acquire 11 acres along Old Branch Avenue adjacent to the Henson Creek Stream Valley Park.

2. Work with local communities to develop plans for possible recreational facilities in the stream valley parks.

GOAL 3

Ensure that park facilities and recreational programs are diverse, comprehensive, and flexible to meet the needs of a revitalized Branch Avenue Corridor.

POLICY 1

Public parkland and recreational facilities should further and strengthen the Branch Avenue Corridor sector plan's land-use, growth, and economic development priorities.

STRATEGIES

1. Wherever possible, acquire and adapt existing buildings or public facilities for recreational purposes as a means of redevelopment or economic revitalization.
2. Coordinate parkland acquisition and facility planning with the *Approved Countywide Green Infrastructure Plan* and the forthcoming Countywide Master Plan of Transportation.
3. As part of the Branch Avenue Corridor sector plan revitalization and redevelopment efforts, look for opportunities for recreational facilities to be built as part of development projects, particularly in the mixed-use areas.
4. Seek opportunities for co-locating recreational facilities in either single buildings or single properties of compatible and/or complementary facilities in future capital programming and planning efforts, such as combining park community centers and public schools or libraries.
5. Identify publicly owned properties that have been or will be declared surplus by other government agencies so that they may be acquired to meet parkland need requirements.
6. Identify land acquisition, facility development, and recreational programming that can be funded through both nonpublic sources—such as private donations or grants—and joint public/private partnerships.

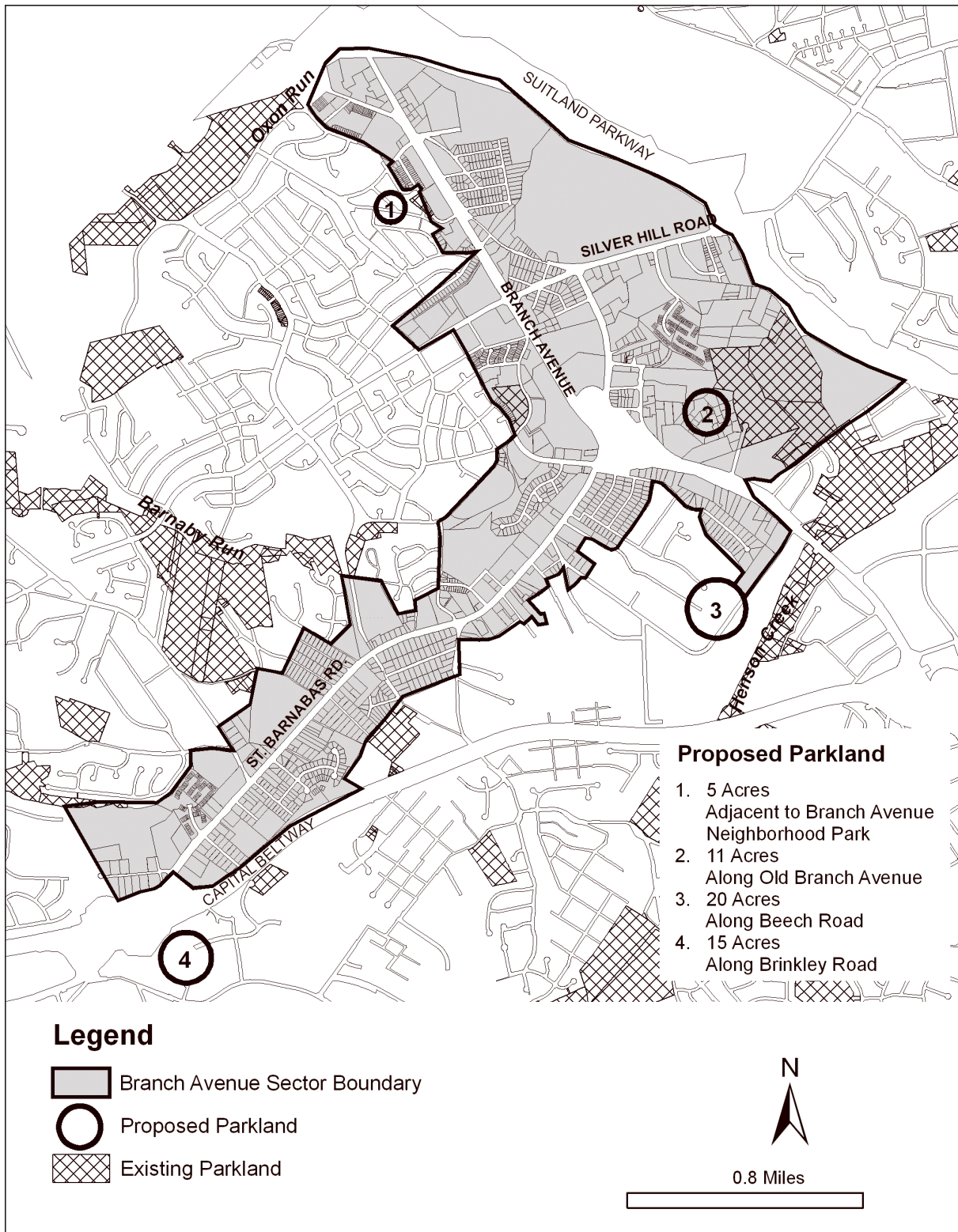
POLICY 2

Develop a variety of park and recreational facilities and programs to address the needs of the community.

STRATEGIES

1. Work with local groups, including recreation councils, the boys and girls clubs, local educators, apartment managers, and civic organizations to make recommendations for the development of new and expansion of existing recreation programs, particularly for youth and seniors.
2. Develop targeted outreach programs and explore various methods of increasing the recreation participation rate for youth in the community.
3. Complete upgrading and expansion of the Hillcrest Heights and Marlow Heights Community Centers.

Map 11: Existing and Proposed Parkland



4. Work with members of the community and representatives from local, state, and federal government to develop creative solutions for meeting park, recreation, and environmental stewardship goals.

POLICY 3

Utilize parks and community open spaces to develop a well-connected community.

STRATEGY

1. Establish a linear park to provide additional open space and pedestrian/bike trails along the Branch Avenue Corridor.
2. Extend the Henson Creek Trail from Temple Hills Road to the Branch Avenue Metro Station and continue the trail from Branch Avenue Metro to Suitland Community Center via the Suitland Parkway Trail and the Suitland Bog.
3. Explore a trail alignment from Barnaby Run Stream Valley Park to Marlow Heights Community Center and the proposed future mixed-use center.

Schools

GOAL

Ensure that the public schools in the Branch Avenue Corridor sector plan area and surrounding communities are not overcrowded, feature cutting-edge technology and quality instructional opportunities, and serve as active centers for their communities.

POLICY 1

Develop a variety of urban-school models for use in the Branch Avenue sector plan area and that can be part of new mixed-use development.

STRATEGIES

1. Create a working group consisting of representatives of Prince George's County Public Schools (PGCPS), the Maryland-National Capital Park and Planning Commission (M-NCPPC), the County Council, and county agencies to address current and future demand for schools in centers and corridors and other urban communities.
2. Research, analyze, and select several urban school models that can be used within the Branch Avenue Corridor sector plan area and provide guidelines for site acquisition, design, and construction of urban schools in Prince George's County.
3. Identify locations for new schools that conveniently serve the new residential development.
4. Consider locating an elementary school within one of the new mixed-use centers along the corridor.

POLICY 2

Construct the appropriate number of schools within the sector plan area to achieve a school system that operates at 100 percent of capacity or less at every school based on projected buildout of the area.

STRATEGIES

1. Renovate Benjamin Stoddert Middle School and increase capacity to 1,000 seats.
2. As development occurs, use an urban-school model to construct a new elementary school at the Marlow Heights Mixed-Use Center.

Public Safety Facilities

GOAL

Provide enough public safety officers and adequate public safety facilities that are modern, attractive, and well located to serve existing community and future development.

FIRE

POLICY

Ensure that fire and rescue facilities in the corridor are designed and located to ensure a quick response time and to serve a diverse built environment.

STRATEGY

1. Add a floating symbol to the sector plan map for a Fire/EMS station located in the vicinity of the St. Barnabas Road/Capital Beltway interchange.
2. Renovate and enhance the Silver Hill Fire Station to modernize the facility and provide adequate space for offices and equipment.
3. Upgrade the site and the building's appearance to contribute to the revitalization of the neighborhood.

POLICE

POLICY

Provide for police facilities in locations that meet the needs of the communities they serve.

STRATEGIES

1. Construct a new District VII police station outside the Beltway to reduce the size of the District IV patrol area and to concentrate resources closer to the corridor.
2. Consider the feasibility of locating a substation along the corridor in one of the mixed-use centers as development occurs.

Libraries

GOAL

Ensure that the area is well served by an attractive modern library facility that serves as a communitywide asset in the new mixed-use development along the corridor.

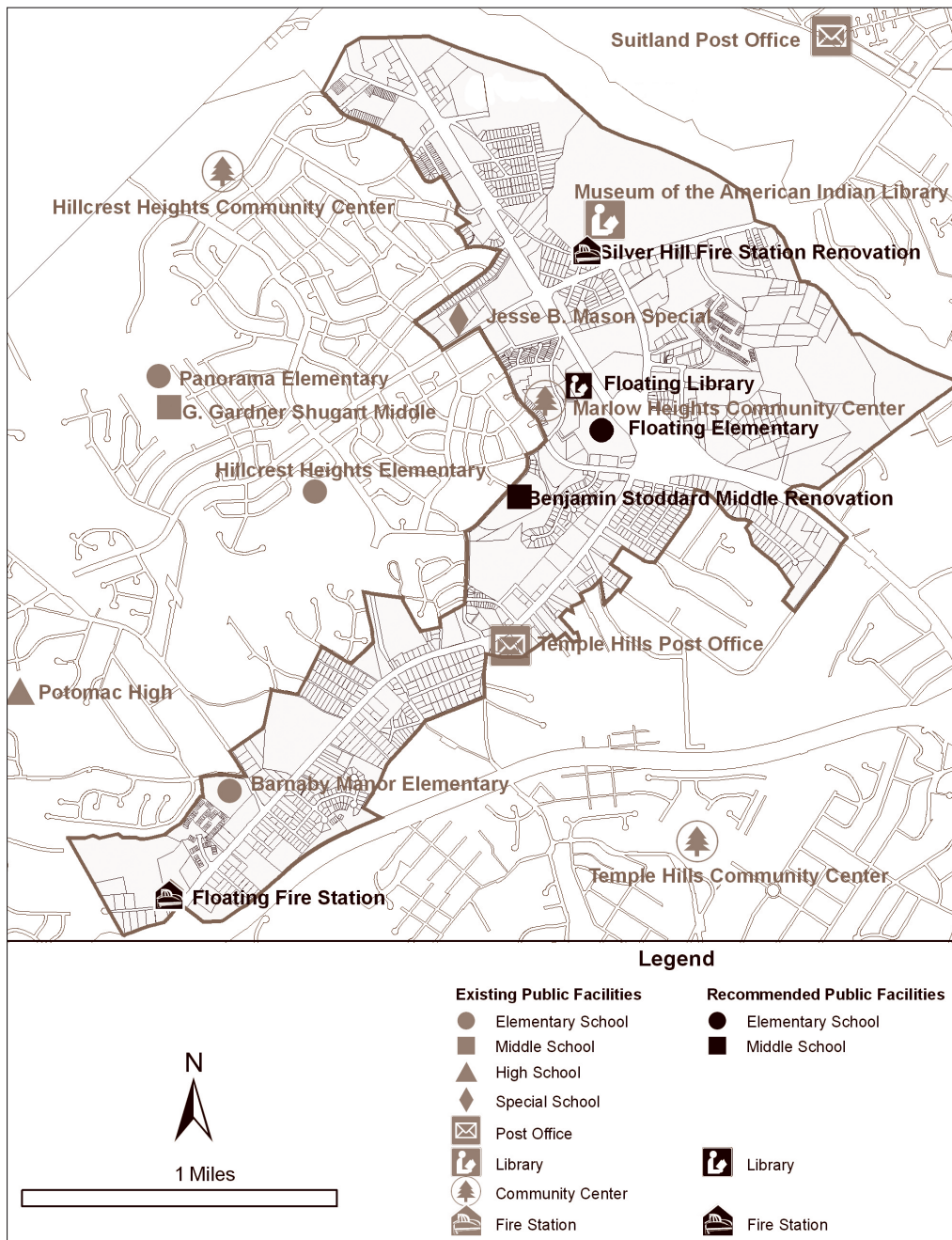
POLICY

Provide a new library as a focal point for the community that addresses current and future demand for a meeting space, computers, and other multimedia products and services.

STRATEGY

1. Add a floating symbol to the sector plan map for a library to be constructed as part of a new community mixed-use center on Branch Avenue. The facility should be built as the center develops and priority consideration should be given to placing the library at the Marlow Heights Shopping Center.
2. Consider utilizing the current Hillcrest Heights Library site for a public use.

Map 12: Recommended Public Facilities



Transportation

GOAL

Provide a transportation infrastructure that forms a comprehensive multimodal network of roads, bus- and rail-transit facilities, sidewalks, and bike trails that is safe, efficient, accessible, convenient, and aesthetically pleasing. Ensure that the transportation system is integrated with the plan's land use recommendations to better serve the existing residential neighborhoods, attract new residents, high quality businesses, and jobs, and effectively contribute to the orderly revitalization and redevelopment of parts of the sector plan area.

POLICY 1

Encourage all new development to implement transportation enhancement improvements to promote an aesthetically pleasing and integrated multi-modal transportation network that facilitates the safe and orderly movement of traffic and encourages greater usage of transit and other non-motorized travel options along both the Branch Avenue and St. Barnabas Corridors.

STRATEGIES

1. Formulate and designate the establishment of the Branch Avenue Corridor sector plan area as a Transportation Policy Exception Area (BAC-TPEA). With this designation and under limited circumstances, BAC-TPEA may allow for exceptions to the county's transportation adequacy test in specifically defined areas. The exceptions would provide flexibility for managing congestion in order to encourage a wide range of planning strategies, including parking management, vehicle trip reduction measures, greater support for mass transit usage, and timely implementation of the needed multimodal transportation network enhancements.
2. Review, identify, and secure joint public and private funding mechanisms that will assist in planning, design, and timely construction and implementation of the following multimodal transportation network enhancements that are critical in achieving the desired transformation of the Branch Avenue Corridor sector plan area:
 - Construction of recommended urban roundabouts along St. Barnabas Road
 - Expansion or provision of shuttle-bus services
 - Street-tree planting
 - Provision of street furniture
 - Pedestrian-scale street lighting
 - Traffic-signal installation
 - Traffic-speed or red-light enforcement cameras
 - Bicycle and pedestrian amenities that improve transit accessibility
 - Undergrounding utilities

POLICY 2

Ensure that roadway functional designations are appropriate, and create new roadway design types to provide a safe and efficient transportation network.

STRATEGIES

1. Downgrade Branch Avenue (MD 5) from an expressway to a six-lane divided arterial facility.
2. Continue the designation of St. Barnabas Road (MD 414), Silver Hill Road (MD 458), and Naylor Road (MD 637) as arterials.

3. Designate Hagan Road as a major collector.
4. Extend 23rd Parkway to intersect with St. Barnabas Road, directly opposite Hagan Road, as a collector highway.
5. Designate Old Silver Hill Road (from St. Barnabas Road to Branch Avenue), Iverson Street (Branch Avenue to Owens Road), Wheeler Road (St. Barnabas Road to the D.C. border), and Owens Road (Wheeler Road to the D.C. border) as collector roadways.

Table 8: Roadways	Lanes	Roadway Functional Classification	Right of Way (feet)
A-69: Branch Avenue (MD 5)	6	Arterial	120–150
A-40: Silver Hill Road (MD 458)	6	Arterial	120–150
A-43: Naylor Road (MD 637)	4	Arterial	120
A-45: St. Barnabas Road (MD 414)	4	Arterial	120
MC-500: Hagan Road	4	Major Collector	90
C-701: Owens Road	4	Collector	80
C-702: Iverson Street	4	Collector	80
C-703: Wheeler Road	4	Collector	80
C-704: 23rd Parkway	4	Collector	80
C-728: Old Silver Hill Road	4	Collector	80

POLICY 3

Require all development to improve pedestrian travel between existing and planned residential and commercial activities, as well as provide a safe, direct, and well-maintained bicycle trail network that links residents with employment centers, schools, parks, shopping areas, and transit stations.

STRATEGIES

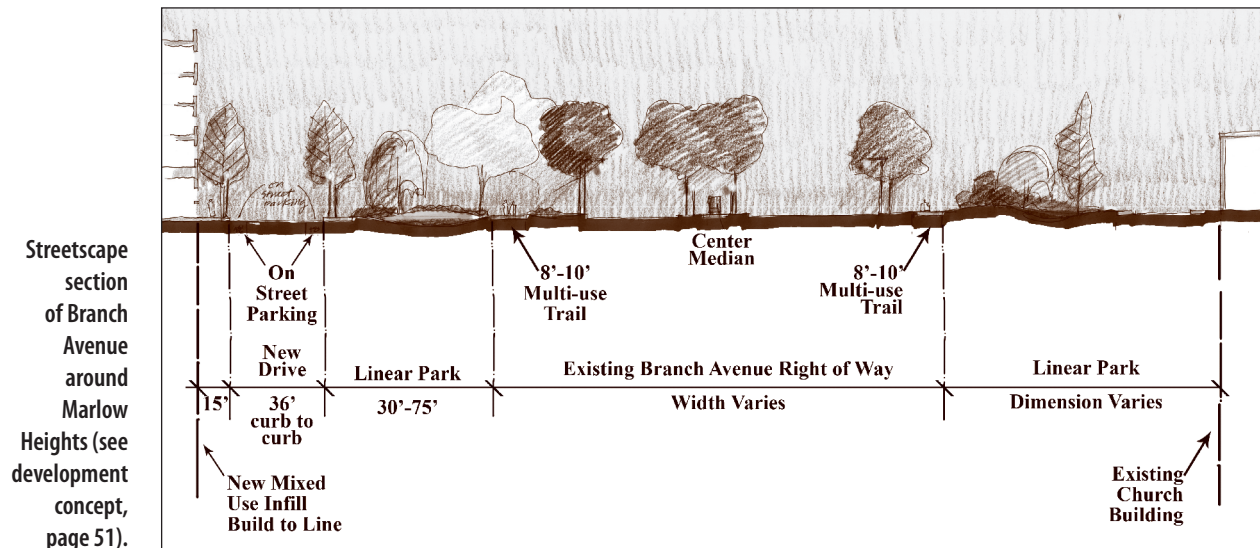
1. To promote multimodal travel, establish two new road design types to create a sense of place and a safer and more inviting environment along major roadways:

1.1. Major Urban Boulevard

Explore the feasibility of transforming Branch Avenue, Silver Hill Road, and St. Barnabas Road between Branch Avenue and Silver Hill Road into attractive and walkable major urban boulevards that support a diverse mix of pedestrian-oriented retail, office, and educational/entertainment uses. As a minimum, the desired elements to be included along or within the limits of rights-of-way are:

- Lower posted speed (35 MPH).
- Landscaped medians.
- Street trees.

- Adequate pedestrian zones with wide sidewalks, street furniture, space for seating, pedestrian-scale lighting, and bus stops with all-weather shelters and seats.
- On-street bicycle lanes.
- Off-peak on-street parking.
- High-visibility crosswalks at every intersection, with pedestrian count-down signals.
- Cameras to capture speeders and those running traffic lights.
- Consolidated commercial driveways.
- Curb extensions.
- Pedestrian-refuge islands in medians to reduce pedestrian crossing distances.



1.2. Minor Urban Boulevard

Explore transformation of St. Barnabas Road (between Branch Avenue and Temple Hill Road), Wheeler Road (to the Capital Beltway), Naylor Road, Iverson Street (Branch Avenue to 23rd Parkway), and Old Silver Hill Road into walkable roadways with commercial traffic limited to local deliveries. Minimum desired elements along or within rights-of-way limits are:

- Slower posted speed (25–30 MPH)
 - On-street parking
 - Wide sidewalks
 - Street furniture and landscaping
 - Pedestrian-scale lighting
 - Bus stops with shelters
 - Bike lanes
 - High-visibility crosswalks and provision of possible mid-block crosswalks
2. Explore the feasibility of converting the intersections of St. Barnabas Road with Wheeler Road, Temple Hill/Raleigh Road, and 23rd Parkway into modern roundabouts—or other traffic calming and control measures—to improve safety with:
 - Pedestrian crossings at least 25 feet from the roundabout entry points
 - Speed reduction
 - Enhanced aesthetics through appropriate landscaping on the center islands
 - Operational functionality and traffic mobility during emergency events

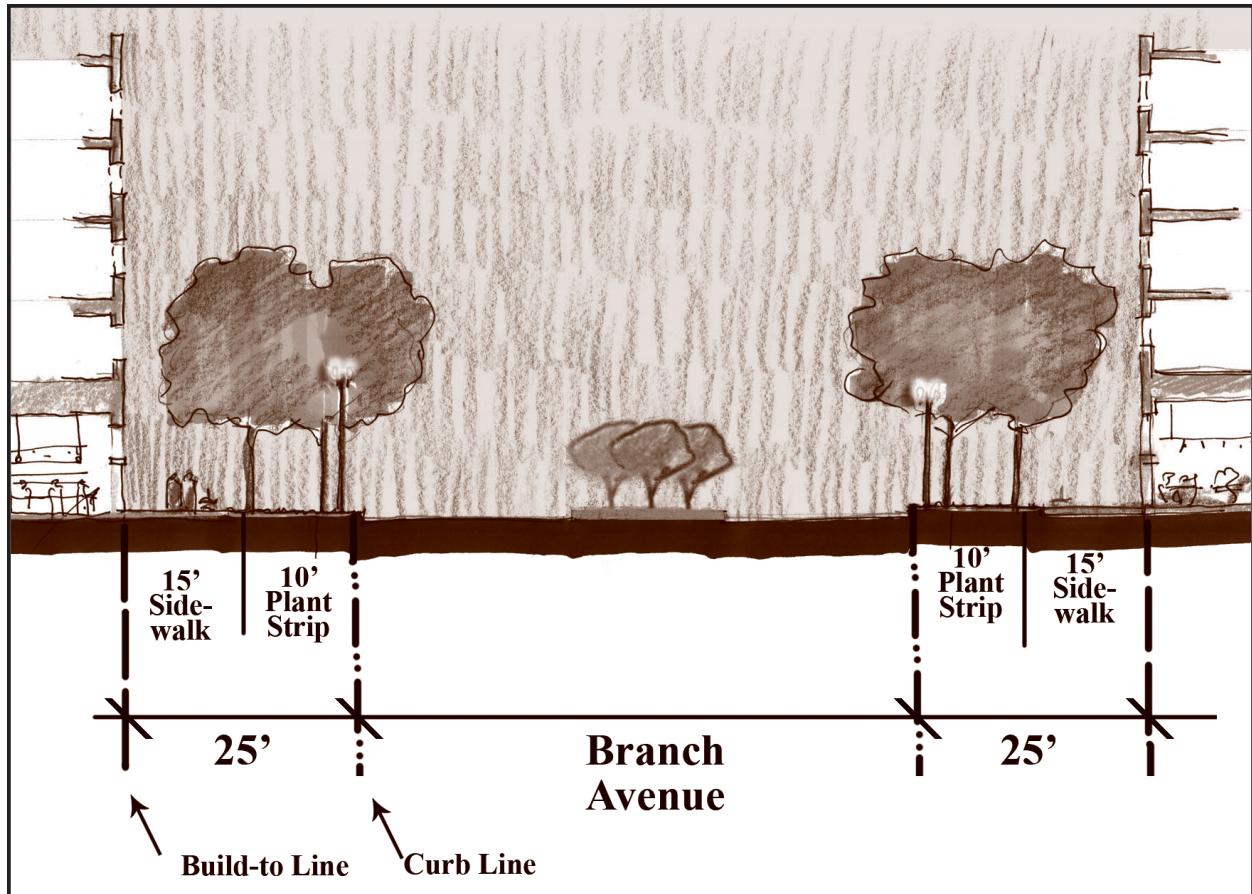
POLICY 4

Encourage designs for major residential streets and entrances that discourage through-traffic movement and unsafe speeds.

STRATEGIES

Section of Branch Avenue within the Naylor Road Metro core area (see the redevelopment concept on page 49).

1. Provide additional capacity-related improvements throughout the area on a case-by-case basis.
2. Reconfigure the signalized intersection of St. Barnabas Road, 28th Avenue, and the on-ramp to Branch Avenue to improve access to and from Danville Drive.



3. Install traffic signals for the following locations, when warranted, to help make these areas pedestrian and bicyclist friendly:
 - Branch Avenue and Ourisman Drive
 - Branch Avenue and Colebrook Drive
 - Branch Avenue and Bonita Street
 - Iverson Street and the new roadway south of Branch Avenue
4. Explore the feasibility of installing additional traffic signals along Branch Avenue from Silver Hill Road to St. Barnabas Road, and along Silver Hill Road between St. Barnabas Road and Suitland Parkway (at Silver Park Drive), to serve both the existing residential development and the Smithsonian Center.

POLICY 5

Require all new development to provide effective on-site travel demand management (TDM) strategies, such as parking supply limitation, transit-ridership incentives and programs, flexible working hours, and telecommuting.

STRATEGY

Support and encourage the use of travel demand management techniques for all new development or redevelopment projects that can reduce peak-period commuter traffic vehicle trips. Among measures that can reduce peak-period auto traffic are:

- Transit-, bicycle-, and pedestrian-friendly mixed-use development.
- Modified or flexible work hours.
- Telework/telecommuting and provision of telework centers.
- Aggressive promotion of transit ridership incentives and programs such as Metro pass and U-Pass.
- Parking supply limitation and provision of preferential parking for carpooling or vanpooling.
- Increased transit service.

POLICY 6

Recognize the importance of a timely transit service that would provide an important and essential catalyst for attracting new mixed-use development and other revitalization and redevelopment projects.

STRATEGY

Support and promote stronger transit usage within the area by recommending provision of frequent and reliable transit service along Branch Avenue, St. Barnabas Road, and Silver Hill Road, with connections to Suitland Metro Station and Naylor Road Metro Station:

- Explore the feasibility of providing a pair of shuttle-bus services with headways (the time interval between two consecutive buses passing a specific location) no more than 15 minutes along St. Barnabas Road, Branch Avenue, and Silver Hill Road to the Suitland Metro Station; and along Iverson Street, Old Silver Hill Road, Branch Avenue, and Naylor Road to the Naylor Road Metro Station. Provide a super station and transfer point at the intersection of Silver Hill Road, Iverson Street, and Branch Avenue.
- Consider replacing the shuttle-bus services with a light-transit service that could provide an extension of the proposed rail transit between Northern Virginia, National Harbor, Oxon Hill Road, the St. Barnabas Road and Branch Avenue Corridors, and the Suitland Metro Station. This recommendation recognizes that the facility could be at-grade light-rail transit (electrified with catenaries), or at-grade streetcar transit, which could include an extension from Suitland Metro Station to Joint Base Andrews and the proposed Westphalia Town Center.

POLICY 7

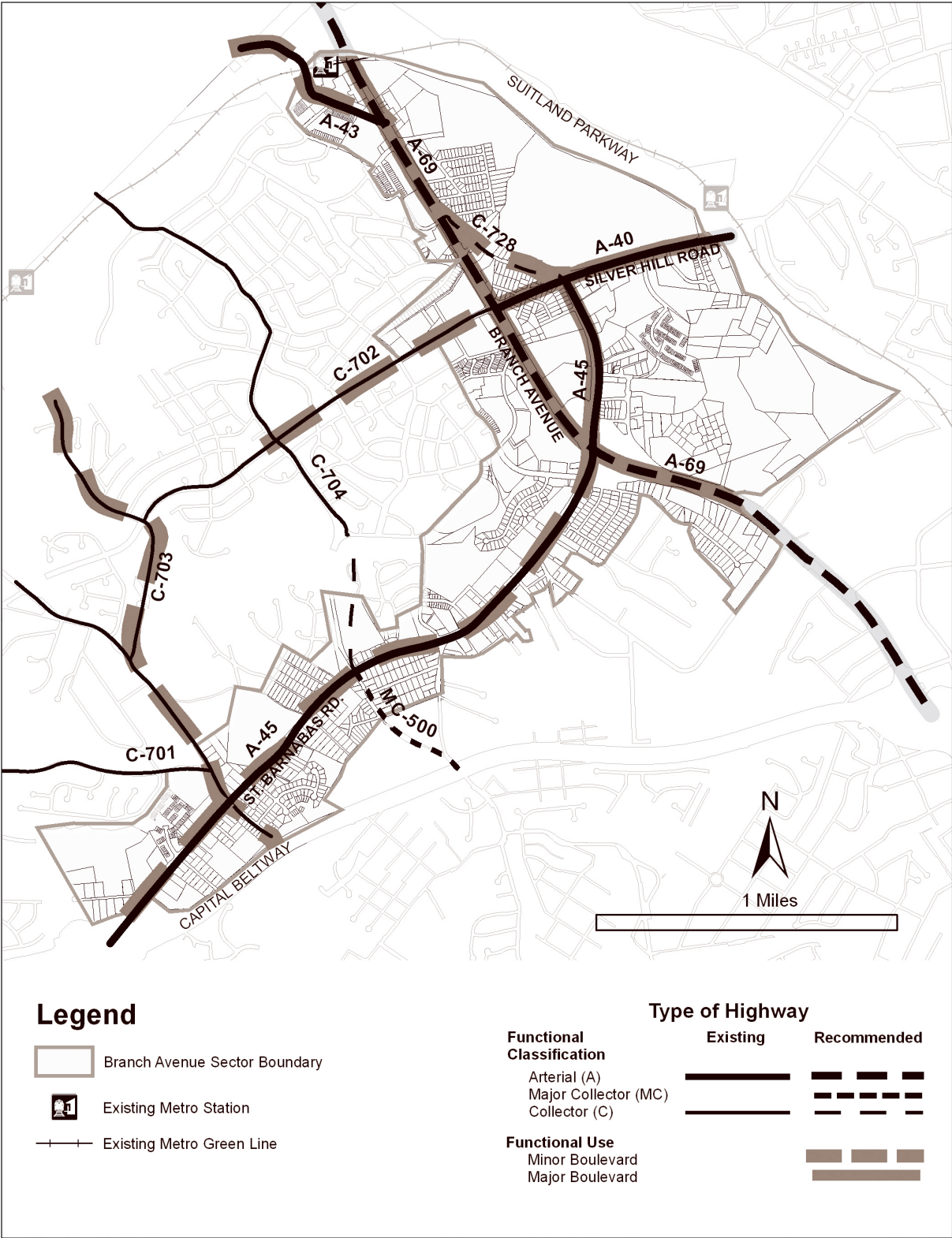
Incorporate creative parking and access solutions that satisfy the demand associated with new mixed-use residential/office/retail land uses.

STRATEGIES

1. Create inter-modal access to the Naylor Road Metro for pedestrians and bikers to alleviate some of the need for additional parking in the area.
2. Allow shared parking in centers of major activity in the corridor in order to reduce the need for individual lots, thus creating additional land for development.

3. Allow on-street parking to serve as a pedestrian buffer from the road and as a form of traffic calming.
4. Bring established car-sharing programs into the corridor and create special car-sharing parking spaces, primarily close to the Metro.
5. Reduce maximum parking requirements to encourage more people to walk within the corridor.
6. Install clear, safe, and well-lit pedestrian pathways that are no more than a five-minute walk to parking destinations.
7. Implement a transit-pass or similar program to create incentives for residents and tenants to use mass transit.
8. Consider time restrictions for on-street parking in commercial and retail blocks and a “peak period” permit system that does not limit the time that residents are allowed to park in residential areas.
9. Utilize street-grid systems to create compact blocks and easy connectivity to all mixed-use centers within the corridor.
10. Encourage parking behind, beside, or beneath buildings along the street, instead of between sidewalks and buildings.
11. Consider multiple uses when constructing parking structures, including short-term turnover for retail, longer term for employment, and parking for evening and nighttime uses.
12. Consider establishment of a parking district to encourage development of shared-parking structures.

Map 13: Transportation



Trails, Bikeways and Pedestrian Facilities

GOAL

Provide a continuous network of sidewalks, bikeways, and trails that provides opportunities for residents to reduce automobile trips and encourages them to walk or bicycle.

POLICY 1

Incorporate appropriate pedestrian, bicycle, transit-oriented design, and transit-supporting design features in all new development in centers and corridor nodes.

STRATEGIES

1. Utilize pedestrian amenities and safety features through all road improvement projects or property frontage improvements, including pedestrian refuges, contrasting crosswalks, in-pavement lighting at crosswalks, curb extensions, mid-block crossings, raised crosswalks, and other traffic-calming techniques.
2. Provide continuous sidewalks along both sides of all roads within the study area. These sidewalks should be a minimum of six feet wide along major roadways.
3. Improve pedestrian crossings and connections at Branch Avenue, St. Barnabas Road, Silver Hill Road, and Iverson Street. Priority should be given to creating safe at-grade crossings that will contribute to the retail main-street environment. If development intensifies, consideration should be given to assessing the appropriateness of pedestrian overpasses.

Contrasting pavers
and use of bollards
to define pedestrian
crosswalk.



4. Road improvement projects and road restriping or resurfacing should be in conformance with the current 1999 American Association of State Highway and Transportation Officials (AASHTO) *Guide for the Development of Bicycle Facilities* or any subsequent updated version. Designated bike lanes are recommended along Iverson Street and Silver Hill Road. Bike lanes should also be considered along St. Barnabas Road if sufficient right-of-way exists and they are compatible with on-street parking and the linear park design.

POLICY 2

Provide adequate pedestrian and bicycle linkages to schools, parks, recreation areas, commercial areas, and employment centers.

STRATEGY

Give high priority to the funding and construction of major trails providing critical linkages through the sector plan area:

Suitland Parkway Trail

Extend the Suitland Parkway Trail to the Branch Avenue Metro Station as recommended in the *Approved Master Plan and Sectional Map Amendment for the Heights and Vicinity (Planning Area 76A)*. This trail will provide access to the existing Suitland Parkway Trail in Washington, D.C. and to the Naylor Road and Suitland Metro Stations. It will also connect to the planned Henson Creek Trail extension in the vicinity of the Branch Avenue Metro Station and the Town Center at Camp Springs.

In addition to their recreational uses, trails can serve as transportation connections, as at West Hyattsville Metro Station.



Oxon Run Trail

Provide a multiuse stream valley trail along this M-NCPPC stream valley. This trail will provide access to the Naylor Road Metro Station and Hillcrest Heights Community Center.

Barnaby Run Trail

Provide a multiuse stream valley trail along Barnaby Run to provide a connection for the facilities located in this park—which include the North Barnaby Park and Aquatic Facility—to the Hillcrest Heights Elementary School, Hillcrest Heights Community Center, and the proposed Marlow Heights mixed-use development.

Branch Avenue Linear Park

Design and construct a linear park to provide an attractive and safe pedestrian network. Consideration should be given to designing a side path or wide sidewalks in conjunction with designated bike lanes.

Iverson Street/Silver Hill Road Sidewalks and Bike Lanes

Provide sidewalks at least six feet wide, pedestrian-friendly streetscapes, and designated bike lanes along both of these major roads. Pedestrian amenities and safety features should also be included as part of any frontage or road improvement project, as these roads provide access to the Suitland Metro Station and serve as the commercial main street for these neighborhoods.

St. Barnabas Road Sidewalks and Bike Lanes

Provide continuous standard or wide sidewalks with designated bike lanes. Pedestrian amenities and safety features should also be included as part of any frontage or road improvement project. Work with local businesses to combine access points in order to improve safety for pedestrians, bicyclists, and vehicles.

Sidewalks contribute to neighborhood stability and cohesion.

POLICY 3

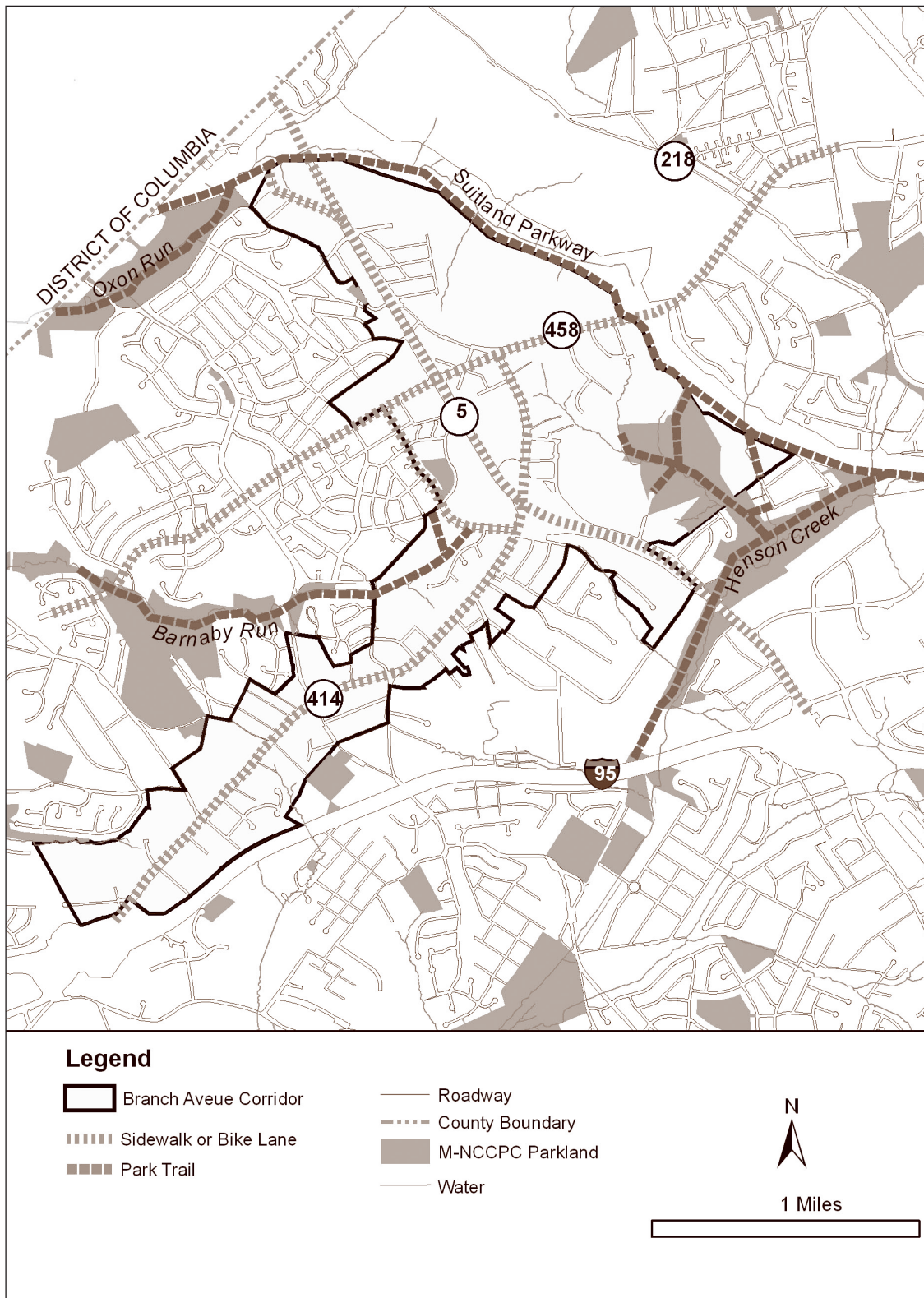
Efforts should be made to implement sidewalk construction in already developed neighborhoods.

STRATEGIES

1. Inventory sidewalks in the established neighborhoods and assess the condition and adequacy of linkages. Prepare a plan for improvements to ensure that the neighborhoods are served by a continuous system of sidewalks in good condition.
2. Investigate methods to adequately fund a program to build new and repair existing sidewalks and retrofit the Branch Avenue Corridor sector plan area so that the methods could be used in other older communities.



Map 14: Bicycle, Pedestrian and Trail Facilities



Quality of Life

Overall community health and the pleasure of living in a community are greatly affected by its physical conditions, appearance and safety. As an older developed community, the Branch Avenue Corridor sector plan area suffers from limited investment as well as the poor and uncoordinated development practices initiated in the past. The Branch Avenue Corridor sector plan area needs revitalization that builds on its strengths and addresses its challenges. At the same time, the area has many environmental assets worthy of preservation and enhancement. Measures taken to create wellness in the corridor are addressed through policies and strategies related to revival of the physical, social, and economic vitality of the community as well as the championing of its environmental resources.

Environmental Resources

GOAL 1

Preserve, enhance, and where appropriate, restore environmentally sensitive features in the BAC sector plan's green infrastructure network.

POLICY 1

Implement the sector plan's Developed-Tier pattern with new development in the centers while protecting sensitive environment features that meet the full intent of environmental policies and regulations.

STRATEGIES

1. Minimize the negative environmental impacts of all development proposals involving the primary corridors of Henson Creek and Oxon Run to ensure the highest possible level of environmental quality and ecological health.
2. Restore and enhance environmental features and habitats, and maintain or create important connections in approving all development proposals in the secondary corridor of Barnaby Run.
3. Ensure that regulated areas designated in the sector plan's green infrastructure and unique habitats network are preserved, restored, or enhanced by development proposals throughout the development review process.
4. Carefully evaluate land development proposals in the vicinity of any identified special conservation area—including the Suitland Bog, which is in close proximity to the sector plan area—to ensure that the area is not impacted and that green infrastructure network connections are either maintained or restored.
5. Target public land acquisition programs to acquire and/or protect land within the designated green infrastructure network in order to preserve, enhance, or restore essential features and special habitat areas.
6. Utilize ecologically sound and environmentally sensitive designs and engineering techniques to maximize the protection of sensitive features.

POLICY 2

Encourage and support development and redevelopment projects on the Smithsonian Center property that enhance the environmental and ecological health of the sites, surrounding natural systems, and nearby communities.

STRATEGIES

1. Support Leadership in Energy and Environmental Design (LEED) certification for all new building construction at the Smithsonian Center.
2. Identify locations for stormwater infiltration, bioretention, or rain gardens on site and seek funding for construction, where possible.
3. Plan for and design stormwater micro-management techniques including: underground stormwater storage facilities; vegetated tree islands or trenches along drives and in surface parking areas; depressed planting islands to serve as stormwater infiltration areas; and disconnected paved areas to help manage stormwater, where possible.
4. Assist the Smithsonian Center's efforts to address nearby flooding.

**On-street stormwater
and drainage control.**



GOAL 2

Restore and enhance water quality in areas that have been degraded and preserve water quality in areas that have not been degraded.

POLICY

Focus special efforts on restoring and enhancing water quality in all three stream corridors: Henson Creek, Oxon Run, and Barnaby Run.

STRATEGIES

1. Utilize existing stream corridor assessments, or require new assessments as part of the development-review process, and include them with the submission of natural resource inventories as development is proposed for each site. Mitigate identified sites from these assessments during the land development process.
2. Identify opportunities for highly visible, ecologically significant restoration projects within the primary corridors. Target mitigation efforts to include expanded vegetative buffers along streams, wetlands, and stream headwaters.
3. Establish maximum impervious surface percentages in urbanized areas during the evaluation of development proposals, particularly when development occurs adjacent to stream corridors and wetlands.
4. Implement conservation landscaping techniques that reduce water consumption and the need for fertilizers or chemical applications.
5. Require the use of native plant materials for all plantings, including landscaping, street trees, and afforestation/reforestation.
6. Reduce the area of impervious cover in development or redevelopment projects through use of:
 - Parking areas that minimize stall size, aisle width, access roads, and parking space requirements.
 - Shared parking and travel aisles between uses where possible.
 - Innovative methods or technologies such as: disconnected paved surfaces; porous pavement and concrete; turf blocks; and water detention and infiltration facilities such as bioretention and rain gardens.
7. Establish new and enhance existing vegetated buffers adjacent to streams.
8. Implement the recommendations of the *Approved Countywide Green Infrastructure Plan (See Map 15, page 94)* in all development to address the relationship of planned growth to water resources for both waste disposal and safe drinking water and include an analysis of water-resource protection areas, groundwater resources, water quality standards, total maximum daily load (TMDL) standards, and waste and stormwater management.
9. Address existing flooding concerns in all new development and redevelopment projects.
10. Encourage all development proposals to apply some environmentally sensitive design (ESD) to stormwater techniques such as green roofs; rain gardens; bioretention and infiltration areas; innovative stormwater outfalls; underground stormwater



Environmentally-sensitive rain gardens serve to control stormwater.

management; green streets; cisterns; rain barrels; grass swales; and stream stabilization.

11. Implement the following best management practices in all stream corridor watersheds:
 - Protect and restore water quality and natural resources and provide wider stream buffers than those required along streams in the Oxon Run and Henson Creek watersheds.
 - Require stream stabilization projects as mitigation for impacts to regulated features.
 - Develop a comprehensive plan for the management of stormwater volumes in the Oxon Run watershed.

GOAL 3

Reduce energy consumption, light pollution, and air pollution from new development and noise impacts on new development.

POLICY 1

Promote the use of environmentally sensitive design building techniques and reduce overall energy consumption in all development and redevelopment.

STRATEGIES

1. Require the use of at least three green building techniques in all new development, including but not limited to:
 - Reuse of gray water
 - Low VOC (volatile organic compounds) materials
 - Recycled and/or sustainable building materials
 - Green roofs
 - Renewable/alternative energy sources such as wind, solar, and hydrogen
2. Support and utilize a countywide green building program that provides incentives for reducing overall impacts of buildings on the environment and for encouraging cleaner, healthier buildings to support the health and wellness of county residents and workers.
3. Encourage the use of green building techniques that reduce energy consumption. New building designs should strive to incorporate the latest environmental technologies in project buildings and site designs. As redevelopment occurs, the existing buildings should be reused and redesigned to incorporate energy- and building-material efficiencies.
4. Provide for safe and environmentally-responsible disposal of scrap building materials and renovation refuse.
5. Reduce energy consumption through the use of more effective and energy-efficient outdoor lighting.

POLICY 2

Reduce light pollution and intrusion into residential communities and environmentally sensitive areas.

STRATEGIES

1. Require a detailed lighting plan to be submitted for all service stations, vehicle dealerships, outdoor recreation/sports facilities, and similar uses.
2. Require the use of alternative-lighting technologies for athletic fields, shopping centers, gas stations, and vehicle sales establishments. These technologies should limit light intrusion onto adjacent properties and provide safe and even lighting levels.
3. Require the use of full cut-off optic light fixtures for all outdoor lighting except in cases where safety would be compromised.

POLICY 3

Reduce air pollution to support community health and wellness by reducing motor vehicle trips and promoting non motorized alternatives.

STRATEGIES

1. Design development and redevelopment projects in ways that will minimize the need for motor vehicle trips, and prevent conditions that may create local air pollution nuisances, by promoting transit-oriented mixed-use development that includes employment, retail, and residential uses.

2. Provide an improved, continuous network of sidewalks and bikeways to facilitate walking and to reduce vehicle trips.
3. Plant street trees and vegetated median strips to create inviting walkways and reduce air pollution.
4. Enhance bus services by including new routes, increasing bus frequency, improving pedestrian access to transit stops, and ensuring that all bus shelters are well maintained and safe.
5. Provide shuttle buses.

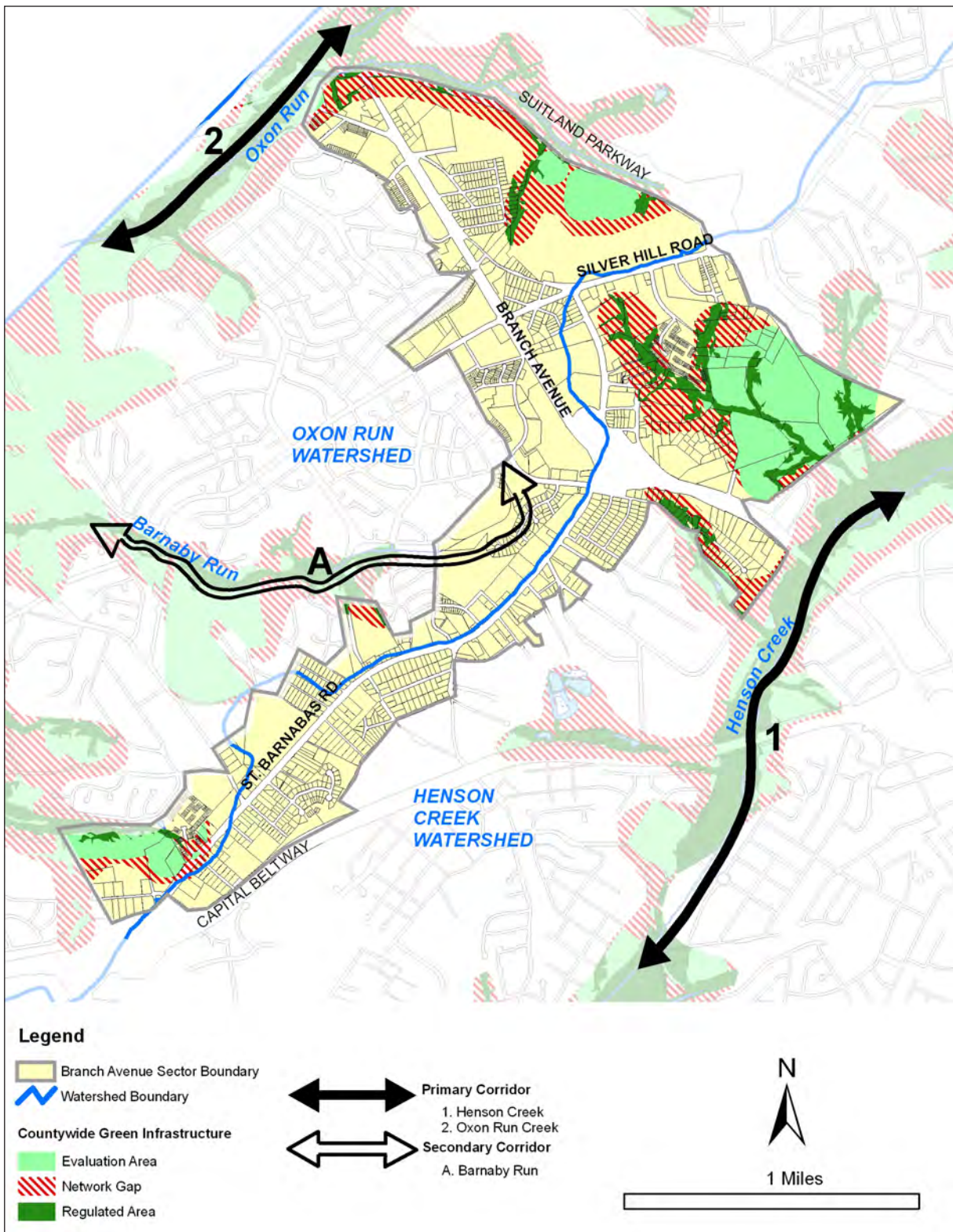
POLICY 4

Reduce adverse noise impacts to meet State of Maryland noise standards.

STRATEGIES

1. Evaluate development and redevelopment proposals using Phase I noise studies and noise models.
2. Provide approved attenuation measures when noise issues are identified.
3. Provide adequate setbacks or buffers for projects adjacent to major noise generators.

Map 15: Green Infrastructure Network, Primary and Secondary Environmental Corridors



Revitalization

GOALS

- Establish a strong, positive, physical identity for the corridor that promotes and defines a sense of place.
- Inspire a sense of place with which community members can identify.
- Attract better amenities to meet the community's needs and desires.

POLICY

Create a revitalization overlay area to promote quality development that contributes to a sense of place, promotes a balanced mix of uses conducive to economic development and vitality, and encourages transit oriented development.

STRATEGIES

1. Designate staff from the Redevelopment Authority, Economic Development Corporation, Department of Public Works and Transportation, Department of Environmental Resources, the Prince George's Planning Department, and other appropriate county, state and federal agencies to a revitalization work group tasked with creating and implementing a revitalization program for this area.
2. Create regulations that adequately address community safety and security issues:
 - Limit uses that negatively impact the sector plan area, such as liquor stores/establishments in close proximity to each other. Consider creating a special exception for approval of such establishments.
 - Limit the number of liquor license holders in the area.
 - Explore opportunities to change liquor license policies and regulations to better control the number and status of license holders whose businesses are a source or venue for crime.
 - Require safety plans for all businesses and multifamily residential complexes.
3. Work with the Board of License Commissioners to educate the public about regulations for notification of hearings, hearing requirements, and citizens' opportunities to participate/testify at hearings.
4. Actively enforce noise ordinances. Review effectiveness of noise ordinances and recommend improvements as necessary.
5. Require all new development to meet master plan guidelines through the detailed site plan process.
6. Target staffing efforts to actively enforce property standards and ensure that use and occupancy permits are up to date for all commercial development and multifamily residential development in the sector plan area.
7. Explore intensifying police patrols in areas of high crime, particularly around the Naylor Road Metro Station.
8. Undertake short-term improvements, including developing and implementing a lighting plan for areas of high crime and the streetscape along St. Barnabas Road.

9. Create a plan of action and develop a funding strategy to address the deteriorated physical conditions and criminal activity of the Lynn Hill condominium complex. Work toward this end with residents, the management, and staff from appropriate county agencies, including the County Executive's Common Ownership Division, Police Department, Department of Environmental Resources, Housing and Community Development, Redevelopment Authority, and Prince George's County Planning Department.

Public Safety

GOALS

- Create a safe and attractive community that encourages community interaction.
- Promote a sense of security throughout the corridor that invites social and recreational activities conducive to a healthy lifestyle for all ages and provides a strong foundation for community ownership.

POLICY 1

Focus and prioritize county and community resources to initiate at least one project annually that addresses each of the three major Crime Prevention Through Environmental Design (CPTED) principles of improved surveillance, access control, and maintenance.

STRATEGIES

1. Design and launch a (long-term) "take back the community" campaign that is well publicized, focused on what the community wants to become, and led by a group of key community stakeholders and county officials.
2. Install surveillance cameras in strategic locations on public and private property.
3. Increase and improve lighting around businesses.
4. Use (CPTED) improvements to create more eyes on the street by encouraging residents and customers to notify business owners and police of suspicious behaviors around the corridor.
5. Design and promote a neighborhood watch/adopt-a-block approach to public safety in commercial areas, which could be used in combination with the take-back-the-community campaign.
6. Enforce no-trespassing measures on private property.
7. Work with key businesses to identify and implement ways to control and/or limit access to their properties/parking lots with controlled/gated entrances, blocked entrances after hours, paid parking with validation (proof of purchase for legitimate customers), prominently located surveillance cameras, etc.
8. Create crosswalks with pedestrian-oriented streetlights at key intersections and use streetscape measures to discourage and prevent, to the extent possible, mid-block crossings.

9. Where appropriate, use traffic-calming measures on roadways to complicate “escape routes” for criminals looking to make quick getaways.
10. Facilitate an annual clean-up campaign and work with the local community center and boys and girls clubs to get area teens involved in the effort.
11. Work with local schools to promote anti-litter, environmental-preservation, and community-pride/ownership themes in their educational programming.
12. Implement a code enforcement education program for commercial areas in the corridor.
13. Assess current property maintenance regulations to improve their effectiveness.
14. Explore opportunities to involve residents/civic associations in the code enforcement inspection process.

POLICY 2

Improve crime-reduction opportunities through collaboration and communication between residents, businesses, and property owners.

STRATEGIES

1. Create a community-led crime prevention campaign that educates and motivates citizens to get involved.
2. Promote business collaboration and partnership to address crime and security issues associated with their properties and encourage these partnerships to establish a business association to address these issues.
3. Expand the Branch Avenue Corridor Public Safety Group to ensure that it includes representatives from all neighborhoods, including more representatives from the business sector and multifamily developments. Utilize the group to monitor conditions and collaborate with police and other officials to prioritize community crime issues and assess success of the initiatives undertaken.
4. Work with local businesses to coordinate creation of safer commercial areas. Investigate the possibility and level of political and business support for the creation of a business improvement district (BID) to generate funds for additional patrol and public safety measures. Enhance service levels in and the appearance of the commercial areas (i.e., street sweeping, landscaping, and landscape maintenance).

Community Involvement

The strength and success of any community is largely dependent on the ability of stakeholders in an area to come together to improve their community. In order to be effective, community members need information, resources and support. This plan, like the Heights and Vicinity Master Plan that preceded it, is based on creating a strong partnership between the public and private sectors that will enable them to work together on bringing the plan's vision to reality.

GOAL

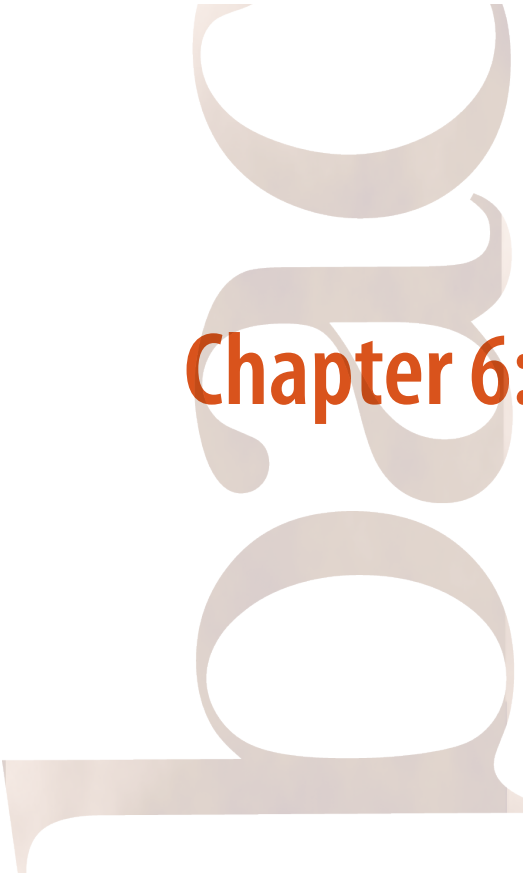
Strengthen and expand local community organizations to make them more effective in their community improvement activities.

POLICY

Provide the information, tools and support necessary for the community to be actively involved in developing and implementing community improvement projects, including sector plan recommendations.

STRATEGIES

1. Provide technical assistance to civic associations to help them market their organizations and expand and strengthen their membership.
2. Establish a point of contact within the Prince George's Planning Department as a resource to assist the community in accessing information and resources within local government.
3. Encourage community-wide collaboration to facilitate groups working together on joint problems.
4. Provide assistance to community stakeholders in finding financial and technical support for community improvement projects.
5. Develop an information package for community leaders that includes pertinent information on how to effectively participate in the local government decision making process for resource allocation and priority setting.
6. Provide technical assistance to civic and business associations in developing mechanisms to keep each other informed and in connecting to groups and leaders outside the community.



Chapter 6: Sectional Map Amendment

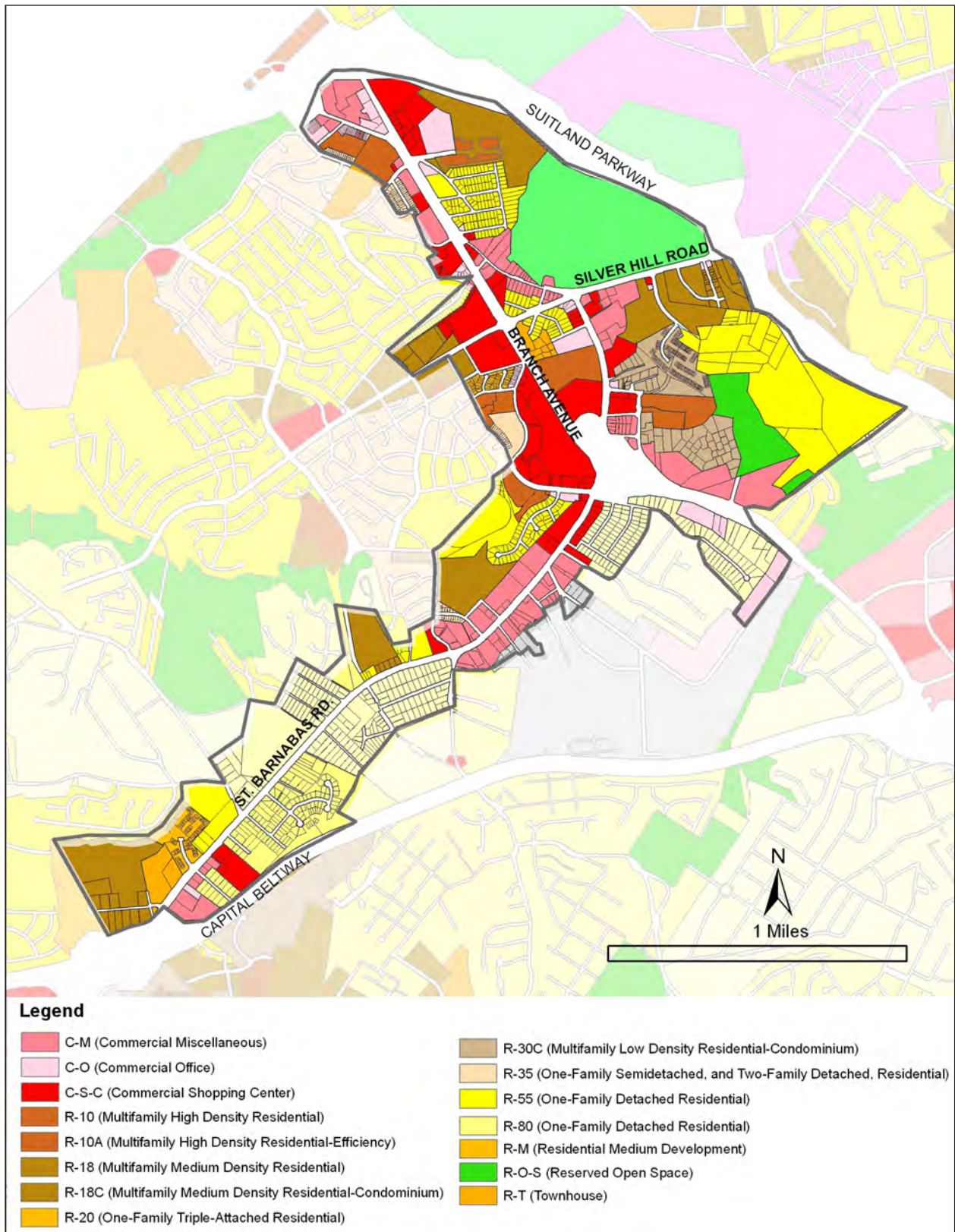
Introduction

This chapter reviews land use and zoning policies and practices in Prince George's County and presents the sectional map amendment (SMA) to implement the vision of this sector plan. It identifies all rezoning proposals and justifications as well as properties proposed for future mixed-use rezoning, and it presents the existing and proposed zoning inventory for the sector plan area. The land use recommendations in the Branch Avenue Corridor sector plan (**Map 18: Approved Land Use, page 102**) are reinforced by the comprehensive rezoning proposal, also known as an SMA (**Map 17: Approved Zoning, page 101**), which brings the zoning of the planning area into conformance with the land use plan. This is critical for allowing and encouraging the type of development desired at these locations.

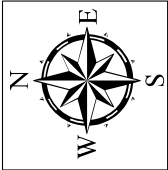
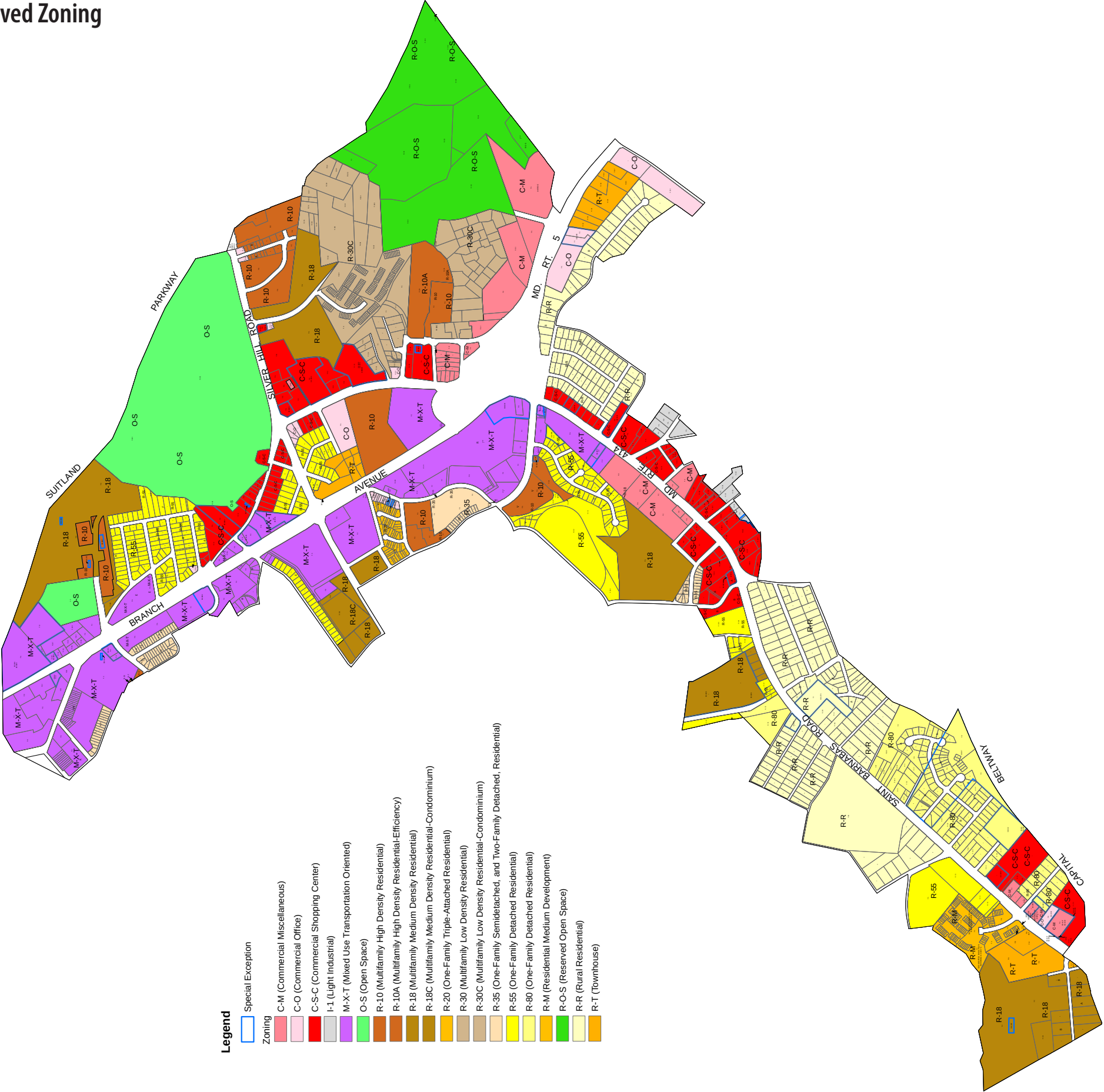
The District Council initiated the concurrent preparation of this sector plan and SMA in March 2007 via CR-11-2007. The procedure followed is in accordance with Council Bill CB-39-2005, which amended the framework for the process whereby the District Council approves the sector plan and SMA simultaneously (originally established in CB-33-1992). For an illustration of this concurrent process see the **Procedural Sequence Chart on page 148** in the appendices section.

Comprehensive rezoning through the SMA is a necessary implementation step in the land use planning process. It attempts to ensure that future development will be in conformance with county

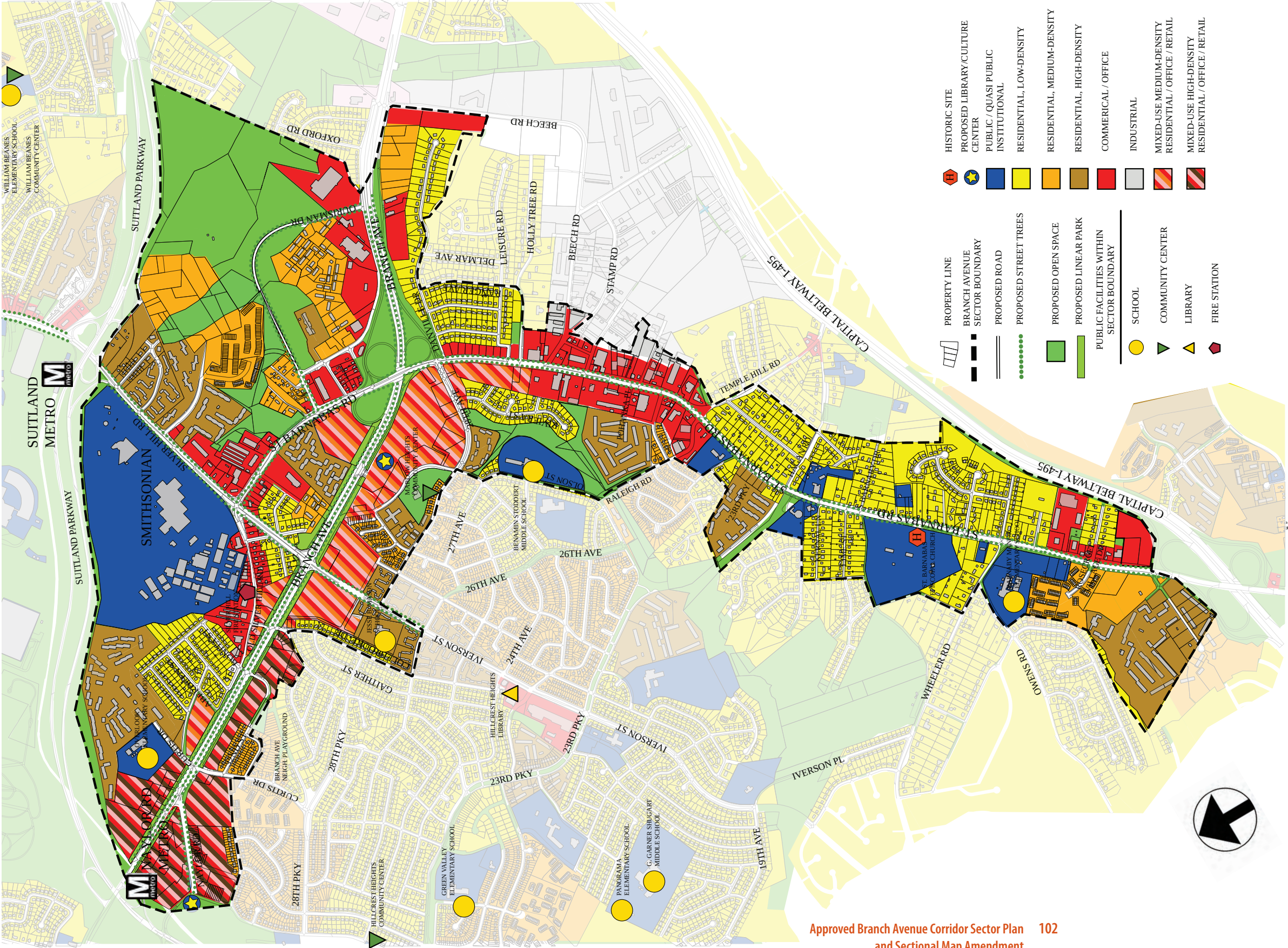
Map 16: Existing Zoning



Map 17: Approved Zoning



Map 18: Approved Land Use



land use plans and development policies, reflecting the county's ability to accommodate development in the immediate and foreseeable future.

Approval of the zoning pattern implemented by this SMA brings zoning into greater conformity with county land use goals and policies as they apply to the Branch Avenue Corridor sector plan area, thereby enhancing the health, safety, and general welfare of the area residents.

Approval of the SMA results in revision of the official zoning map for a portion of Planning Area 76A within the sector plan boundary. Future comprehensive examinations of the zoning within the sector plan area will occur in accordance with the procedures established for SMAs. The last comprehensive rezoning for the Branch Avenue Corridor sector plan area took place in 2000 as part of the *Approved Master Plan and Sectional Map Amendment for the Heights and Vicinity (Planning Area 76A.)*

The following are comprehensive rezoning policies established by the Planning Board and District Council for preparation of the SMA.

Comprehensive Rezoning Policies

Public Land Policy

The established public land policy states that all public land should be placed in the most restrictive or dominant adjacent zone, whichever bears the closest relationship to the intended character of the area. Therefore, the zoning of public land, just as private land, should be compatible with surrounding zones and provide for appropriate and preferred future uses.

A distinction is made where large parcels of land are set aside specifically as public open space. In these cases the R-O-S (Reserved Open Space) Zone or the O-S (Open Space) Zone is applied as the most appropriate zone, depending on the size of the property.

Although federal and state government property is not subject to the requirements of the Zoning Ordinance, the comprehensive rezoning process is meant to apply a zoning category to all land, including government property. The R-O-S (Reserved Open Space) Zone is generally applied to federal and state properties, unless specific uses or the intended character of the property or area should warrant another zoning category. This policy is in compliance with Section 27-113 of the Prince George's County Zoning Ordinance, which states that any land conveyed in fee simple by the United States of America or by the State of Maryland shall immediately be placed in the R-O-S Zone until a zoning map amendment for the land has been approved by the District Council.

Zoning In Public Rights-of-Way

Policies governing the zoning of public street and railroad rights-of-way (both existing and proposed) are contained in Section 27-111 of the Prince George's County Zoning Ordinance. This proposed SMA has been prepared in accordance with this section.

Limitations on the Use of Zones

Zoning classifications in the SMA are limited only by the range of zones available within the Zoning Ordinance at the time of final action by the District Council (see Guide to Zoning in Appendices, page 127). However, there are certain restrictions on when these may be applied to properties (Section 27-223 of the Zoning Ordinance). Reclassification of an existing zone to a less intense zone, also known as downzoning, is prohibited where:

- (g)(1) “The property has been rezoned by Zoning Map Amendment within five (5) years prior to the initiation of the Sectional Map Amendment or during the period between initiation and transmittal to the District Council, and the property owner has not consented in writing to such zoning;” or
- (g)(2) “Based on existing physical development at the time of adoption of the Sectional Map Amendment, the rezoning would create a nonconforming use. This rezoning may be approved, however, if there is a significant public benefit to be served by the rezoning based on facts peculiar to the subject property and the immediate neighborhood. In recommending the rezoning, the Planning Board shall identify these properties and provide written justification supporting the rezoning at the time of transmittal. The failure of either the Planning Board or property owner to identify these properties, or a failure of the Planning Board to provide the written justification, shall not invalidate any Council action in the approval of the sectional map amendment.”

In order to clarify the extent to which a given parcel of land is protected from rezoning to a less intense zone by virtue of existing physical development, the Zoning Ordinance Section 27-223(h) states that:

“The area of the ‘property’ as the word is used in Subsection (g)(2), above, is the minimum required by the Zoning Ordinance which makes the use legally existing when the Sectional Map Amendment is approved.”

Guidelines for Commercial Zoning

The comprehensive rezoning proposal will recommend the most appropriate of the “use-oriented” commercial zones listed in the Prince George’s County Zoning Ordinance. The choice of zone is determined by the commercial needs of the area, the sector plan recommendations, and the type of use and status of the development on the property and surrounding area.

Conditional Zoning

The inclusion of safeguards, requirements, and conditions beyond the normal provisions of the Zoning Ordinance that can be attached to individual zoning map amendments via “conditional zoning” cannot be utilized in SMAs. In the piecemeal rezoning process, conditions are used to: (1) protect surrounding properties from potential adverse effects that might accrue from a specific zoning map amendment; and/or (2) to enhance coordinated, harmonious, and systematic development of the Regional District. When approved by the District Council, and accepted by the zoning applicant, “conditions” become part of the zoning map requirements applicable to a specific property and are as binding as any provision of the County Zoning Ordinance (see Conditional Zoning Procedures, Section 27-157(b)).

In theory, zoning actions taken as part of the comprehensive zoning (SMA) process should be compatible with other land uses without the use of conditions. However, it is not the intent of an SMA to repeal the additional requirements determined via “conditional” zoning cases that have been approved prior to the initiation of an SMA. As such, it is appropriate that, when special conditions to development of specific properties have been publicly agreed upon and have become part of the existing zoning map applicable to the site, those same conditions shall be brought forward in the SMA. This is accomplished by continuing the approved zoning with conditions and showing the zoning application number on the newly adopted zoning map. This would take place only when it is found that the existing zoning is compatible with the intended zoning pattern or when ordinance limitations preclude a rezoning. Similarly, findings contained in previously approved SMAs shall be brought forward in the SMA where the previous zoning category has been maintained.

Comprehensive Design Zones

Comprehensive design zones (CDZs) may be included in an SMA. Normally, the flexible nature of these zones requires a basic plan of development to be submitted through the zoning application process (zoning map amendment) in order to evaluate the comprehensive design proposal. It is only through approval of a basic plan, which identifies land-use types, quantities, and relationships, that a CDZ can be recognized. Under this process, an application must be filed, including a basic plan; the Planning Board must have considered and made a recommendation on the zoning application in order for the CDZ to be included within the SMA. During the comprehensive rezoning, prior to the submission of such proposals, property must be classified in a conventional zone that provides an appropriate base density for development. In theory, the “base density” zone allows for an acceptable level of alternative development should the owner choose not to pursue full development potential indicated by the master plan.

Under limited circumstances, CDZs may be approved in an SMA without the filing of a formal rezoning application. The recommendations of the sector plan and the SMA zoning change, including any design guidelines or standards, may constitute the basic plan for development. In these cases, overall land use types, quantities, and relationships for the recommended development concept should be described in the SMA text and be subject to further adjustment during the second phase of review, the comprehensive design plan, as more detailed information becomes available. (See CB-76-2006, CB-77-2006, and Sections 27-223(b), 27-225(a)(5), 27-225(b)(1), 27-226(a)(2), 27-226(f)(4), 27-478(a)(1), 27-480(g), and 27-521(a)(1) of the Zoning Ordinance.)

Mixed-Use Zones

Although there are several mixed-use zoning categories defined in the county Zoning Ordinance, none contain an ideal combination of use, design, and administrative regulations necessary to efficiently and effectively implement the mixed-use, pedestrian- and transit-oriented development pattern recommended by the 2002 *Prince George's County Approved General Plan* and recent master and sector plans, including this Branch Avenue Corridor sector plan.

The Mixed-Use Infill (M-U-I) Zone provides design flexibility, permits a mix of uses, and requires the use of a Development District Overlay Zone (DDOZ) that sets area-specific design standards and modifies the table of uses permitted in the affected area. This technique essentially creates a different “mini-zoning ordinance” with each application throughout the county, making administration unwieldy.

The M-U-TC Zone provides for a mix of commercial and limited residential uses geared toward low- to medium-scale infill development in a smaller geographic area, establishes a citizen design review committee that is often difficult to convene and administer in an unincorporated area, and mandates approval of a development plan at the time of zoning approval that includes minimum and maximum development standards and guidelines in both written and graphic form for administration of the zone.

The Mixed-Use-Transportation Oriented (M-X-T) Zone allows design flexibility and a mix of land uses with high densities and intensities, provides for a variety of residential, commercial and employment uses, and mandates at least two out of the following three use categories: (1) Retail Businesses; (2) Office/Research/Industrial; and (3) Dwellings, hotel/motel. The M-X-T Zone also encourages a 24-hour functional environment and builds on existing public infrastructure investments by limiting application of the zone to properties located near a major intersection, major transit stop/station, or at a location for which the sector plan recommends a mix of uses. However, the M-X-T Zone is limited in its requirements and application to “place-making” because it lacks standards necessary to ensure the creation of a pedestrian-friendly environment. For example, there are no regulations to ensure a consistent build-to wall to help define the streets, or to establish an inviting streetscape environment with adequate pedestrian amenities such as lighting or street furniture. It lacks standards for proportion of uses, concurrency, or phasing of different uses during project construction, parking standards at Metro stations, etc. Most of these elements are negotiated during concept and detailed site plan phases.

New mixed-use zoning tools are being explored that will implement the policy recommendations of the 2002 General Plan and recent master and sector plans, streamline and standardize regulations and development review procedures, and supplement or replace existing mixed-use zones and overlay zones.

At present, the M-X-T Zone serves as the closest zoning technique available to the county to adequately implement the vision of a sector plan for mixed-use development at key locations. In order to address the shortcomings of the M-X-T Zone, the county has approved area-specific amendments to the zone to improve its effectiveness through Council Bill CB-78-2006. CB-78-2006 amends the M-X-T Zone in several ways, including a provision to allow the requirement for mixed-use development in the M-X-T Zone to be satisfied on other property within a comprehensively planned General Plan center consistent with the recommendations of a master or sector plan. The plan

recommendations serve as the guide to defining regulations for development in the review of subsequent conceptual site plan and detailed site plan applications.

This approach to modifying the M-X-T Zone so that it meets the plan objectives creates an opportunity to tailor its provisions to implement the Branch Avenue Corridor sector plan. Therefore, this plan recommends drafting legislation to amend the M-X-T Zone provisions to allow the requirement for mixed-use development in the M-X-T Zone to be satisfied consistent with the guidelines and recommendations in the Land Use, Design and Appearance, and the Transportation Systems sections of this plan. This legislation should closely relate the M-X-T regulations to the Branch Avenue Corridor plan recommendations that address requirements such as proportion of uses, densities and intensities of development, concurrency or phasing of uses to ensure true mix is achieved during development projects, site design, circulation, building design, open space, street furnishings, and parking requirements, etc.

Comprehensive Rezoning Changes

To implement the Branch Avenue Corridor sector plan policies and land use recommendations contained in the preceding chapters, many parcels of land must be rezoned to bring the zoning into conformance with the sector plan. The comprehensive rezoning process (via the SMA) provides the most appropriate mechanism for the public sector to achieve this. As such, the SMA is approved as an amendment to the official zoning map(s) concurrently with sector plan approval. Below are the zoning recommendations for the Branch Avenue Corridor sector plan.

Mixed-Use Zoning Recommendations

The Branch Avenue Corridor sector plan recommends M-X-T Zone throughout the area designated in the land use plan for mixed land uses. This generally includes the Naylor Road Metro Station area, existing commercial areas along Branch Avenue including Iverson Mall, the Marlow Heights Shopping Center, property north of the intersection of Branch Avenue and St. Barnabas Road, and properties fronting St. Barnabas Road between 28th Avenue and Holly Tree Road.

The plan also recommends the evaluation and possible future rezoning of the mixed-use areas if new zoning tools become available to efficiently and effectively implement the mixed-use, pedestrian- and transit-oriented development pattern recommended by this plan.

Commercial Rezoning Recommendations

The sector plan recommends rezoning of commercial properties along St. Barnabas Road and Silver Hill Road from the Commercial Miscellaneous (C-M) Zone to the Commercial Shopping Center (C-S-C) Zone to discourage the future development of these properties with uses that are inconsistent with the neighborhood commercial businesses envisioned by this plan. The plan also recommends rezoning of some properties along St. Barnabas Road south of Branch Avenue from the C-M Zone to the C-S-C Zone to discourage excessive automobile-oriented and other uses that do not contribute to the positive image of the area or promote the vision of the plan.

The plan also recommends an amendment to the C-S-C Zone within the proposed Revitalization Overlay Areas to restrict certain uses, or control the location of certain uses in the C-S-C Zone when the concentration of these uses are detrimental to the ability to implement the approved vision and land use policies for the area, such as liquor stores and used-car sales on small lots.

Residential and Open Space Rezoning Recommendations

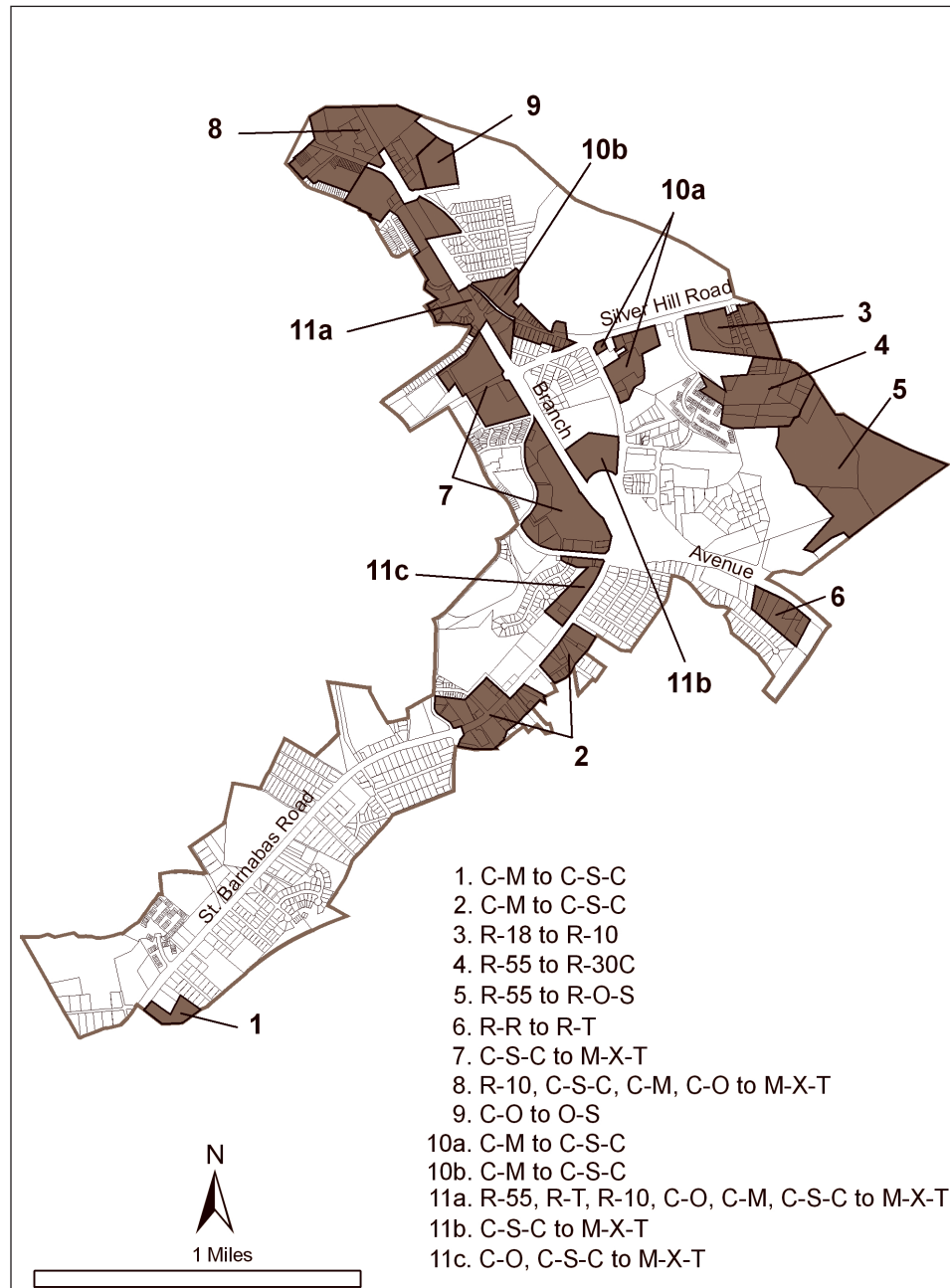
The sector plan recommends zoning changes of parcels of land south of the intersection of Silver Hill Road and Suitland Parkway from the Multifamily Medium Density Residential (R-18) Zone and Rural Residential (R-R) Zone to the Multifamily High Density Residential (R-10) Zone and Multifamily Low Density Residential-Condominium (R-30C) respectively. These properties are located within walking distance of the Suitland Metro Station. The parcels within one-quarter mile distance of the station are proposed for the R-10 Zone in accordance with the recommendations for “core areas” for centers specified in the 2002 General Plan.

A zoning change is also recommended for properties in the One-Family Detached Residential (R-55) Zone that were purchased by the Department of Parks and Recreation for open space use. The plan recommends the Reserved Open Space (R-O-S) Zone to conform to the zoning of adjacent properties also owned by the Department of Parks and Recreation.

The plan recommends the rezoning of the nine-acre Overlook Elementary School from the Commercial Office (C-O) Zone to the Open Space (O-S) Zone to ensure consistency with ownership and current/future use as a public school site. Other residential zoning changes are minor ones that bring zoning into conformance with existing and proposed land uses or eliminate split zoning.

Map 19: Zoning Changes (below) identifies the location of proposed zoning changes in the Branch Avenue Corridor sector plan area. Specific changes to existing zoning are shown on the individual maps from pages 111 to 125 and described in the accompanying tables. The maps are included for illustrative purposes only.

Map 19: Zoning Changes



Proposed Rezoning

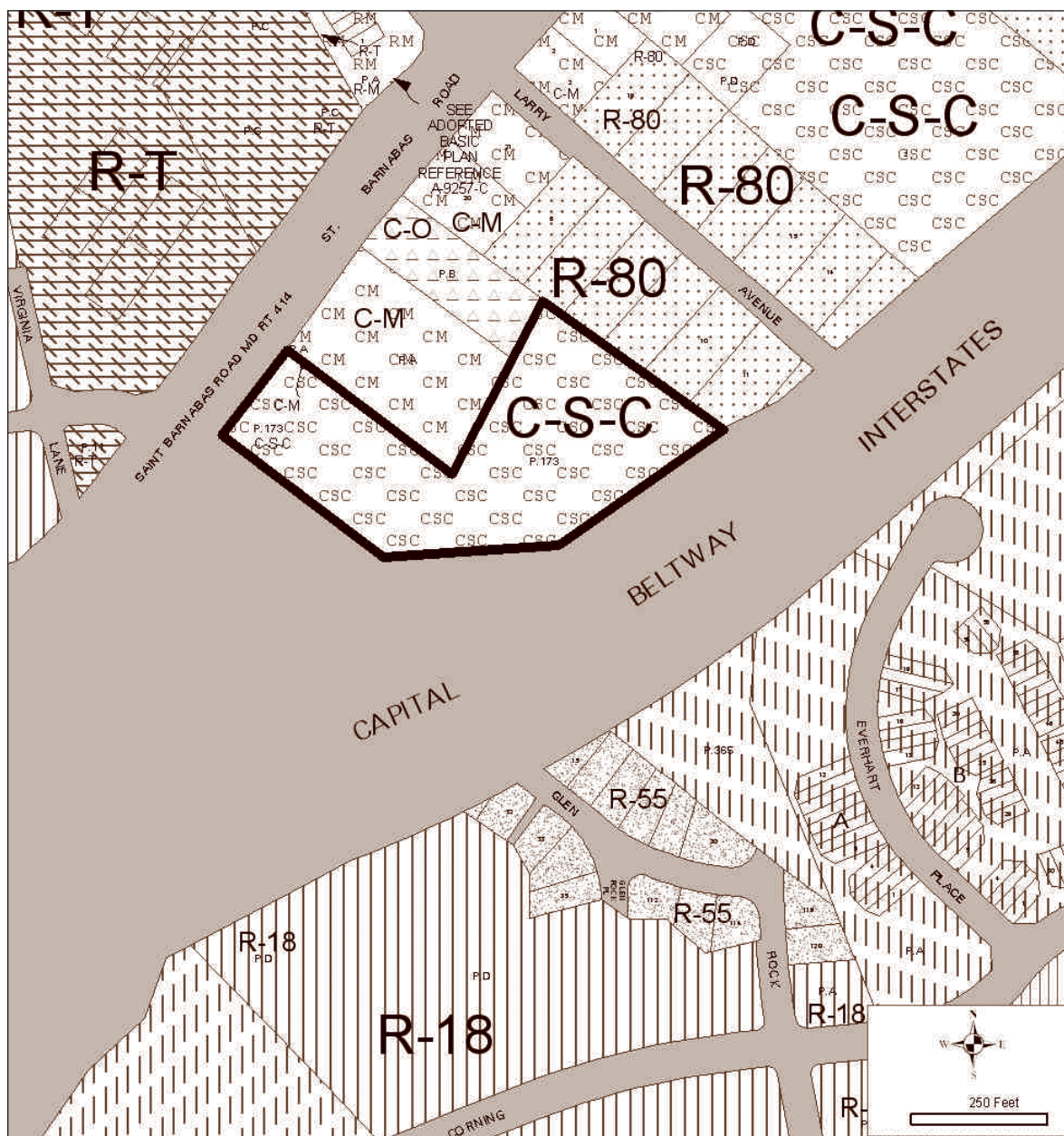
Approved Zoning Inventory in Acres			
Zone	Pre-SMA Zoning	Net Change	Approved Zoning
R-O-S (Reserve Open Space)	31.65	74.13	105.78
O-S (Open Space)	119.67	8.85	128.52
R-R (Rural Residential)	156.35	-10.24	146.11
R-80 (One-Family Detached Residential)	63.72	0.00	63.72
R-55 (One-Family Detached Residential)	208.63	-109.83	98.80
R-35 (One-Family Semidetached, and Two-Family Detached Residential)	15.94	0.00	15.94
R-T (Residential Townhouse)	16.77	9.80	26.57
R-20 (One-Family Triple-Attached Residential)	4.66	0.00	4.66
R-30C (Multifamily Low Density Residential-Condominium)	55.94	32.51	88.45
R-18 (Multifamily Medium Density Residential)	164.47	-19.91	144.56
R-18C (Multifamily Medium Density Residential-Condominium)	5.68	0.00	5.68
R-10A (Multifamily High-Rise Residential)	10.65	0.00	10.65
R-10 (Multifamily High-Rise Residential)	51.48	5.75	57.23
R-M (Residential Medium Development)	13.71	0.00	13.71
M-X-T (Mixed-Use Transportation)	0.00	160.01	160.01
C-O (Commercial Office)	44.15	-21.63	22.52
C-2 (General Commercial Existing)	1.52	0.00	1.52
C-S-C (Commercial Shopping Center)	134.44	-44.51	89.93
C-M (Commercial Miscellaneous)	137.79	-84.93	52.86
I-1 (Light Commercial)	6.37	0.00	6.37
Subtotal	1243.79	0.00	1243.79
Right-of-Way	220.66	0.00	220.66
Total	1464.45	0.00	1464.45
Source: M-NCPPC, October 2008			

Proposed Rezoning

Change Number	Zoning Change	Area of Change	Approved SMA/ZMA/SE		200' Scale Index Map
			Number	Date	
1	C-M to C-S-C	4.80 Ac.	SMA	11/21/2000	208SE03

Use and Location: Undeveloped land at 5626 St. Barnabas Road (Tax Map 096E3, Parcel 173).

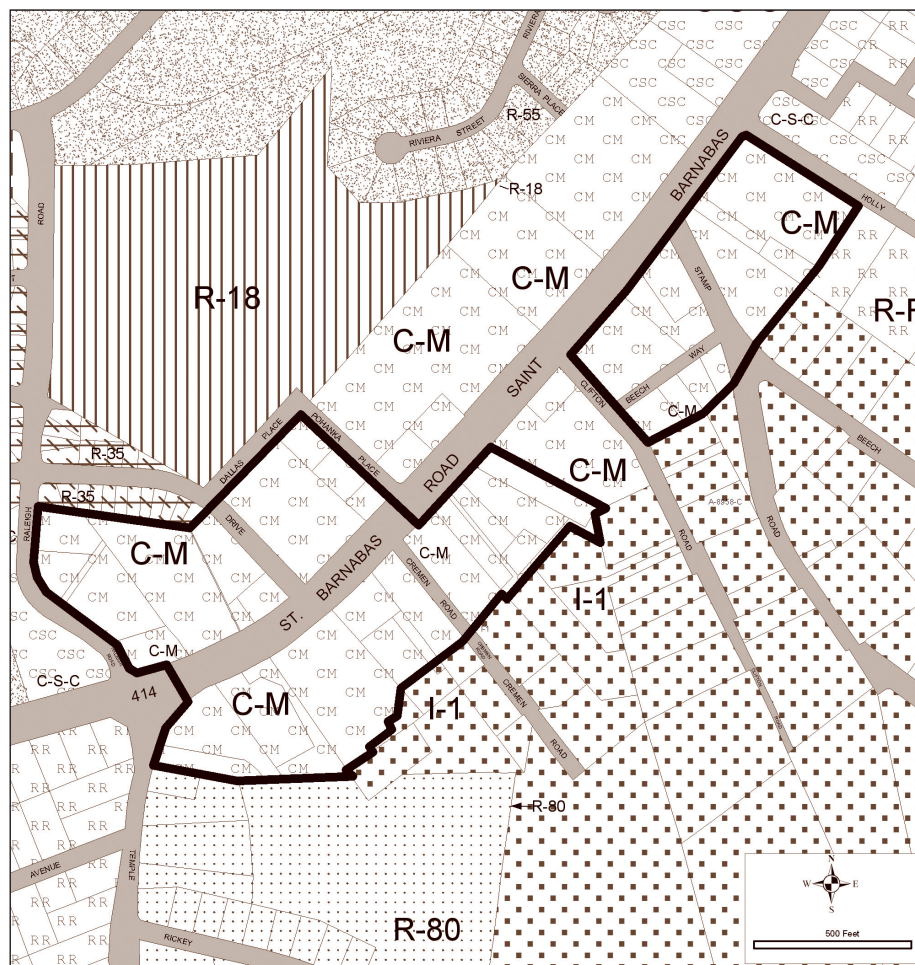
Discussion: A zoning change is recommended from the C-M (Commercial Miscellaneous) Zone to the C-S-C Zone to encourage future uses that are consistent with the goals and vision of the Branch Avenue Corridor sector plan and compatible with the abutting single-family homes.



Change Number	Zoning Change	Area of Change	Approved SMA/ZMA/SE		200' Scale Index Map
			Number	Date	
2	C-M to C-S-C	29.70 +/- Ac.	SMA SE-3883 SE-4407 SE-1055 SE-1984	11/21/2000	206SE03 206SE04 207SE03

Use and Location: Various industrial and automobile oriented uses at 4706, 4720 Raleigh Road; 4500, 4506, 4508, 4514, 4516, 4614, 4620, 4622, 4630, 4701, 4704, 4710, 4717, 4718, 4720, 4740, 4801, 4806, 4809, 4810, 4811 St. Barnabas Road; 3501 Pohanka Lane; 3509 Pohanka Place; 3403 Dallas Drive; 4600, 4602, 4604, 4606 Beech Way; 4410 Stamp Road (Tax Map 88A4, DEER PARK HEIGHTS-PYLES ADDN, Block A, Lots 1-5; Tax Map 88B3 HOLLY TREE ROAD SUB. Parcel A, C; Tax Map 88B4, DEER PARK HEIGHTS-ADDN-RESUB OF PARCEL 2, Lot 1, Outlot A; SILVER HILL INDUSTRIAL CENTER Parcel E, p/o L; GENERAL OIL SALES CORP PROPERTY, Parcel A; WILLIAMS CENTER, Parcel A; STAMP ROAD SUB, Parcel A; Parcel 1-4, 20, 192, 195, 196, 198, 199, 201, 213, 277, 387, 406, 498 p/o 197, 202, 203, 205, 368, 489; Tax Map 88C4, Parcel 380).

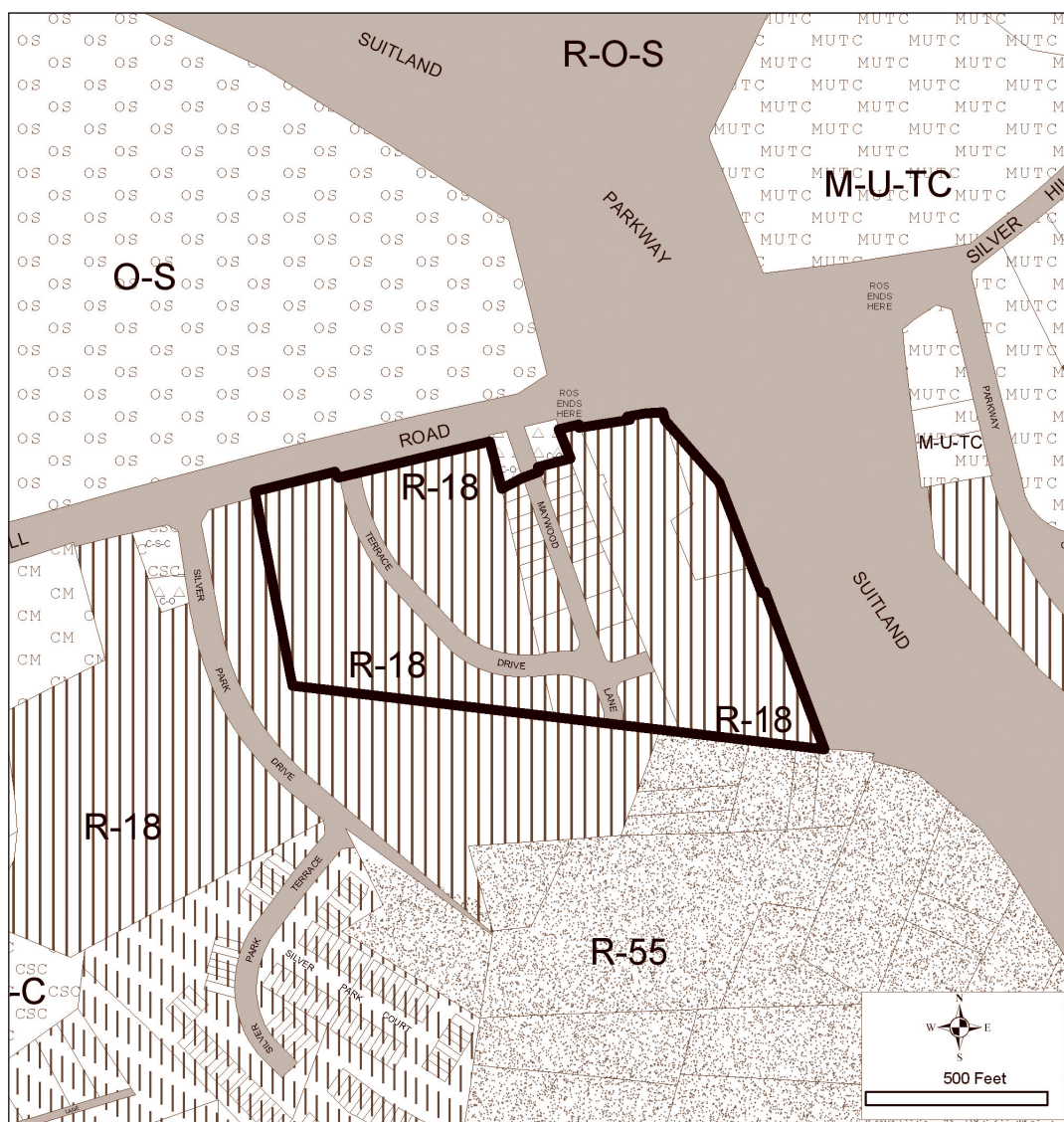
Discussion: A zoning change to C-S-C will limit the number of auto-related/light industrial uses that have conglomered in the corridor causing visual blight and unsafe pedestrian and automobile usage.



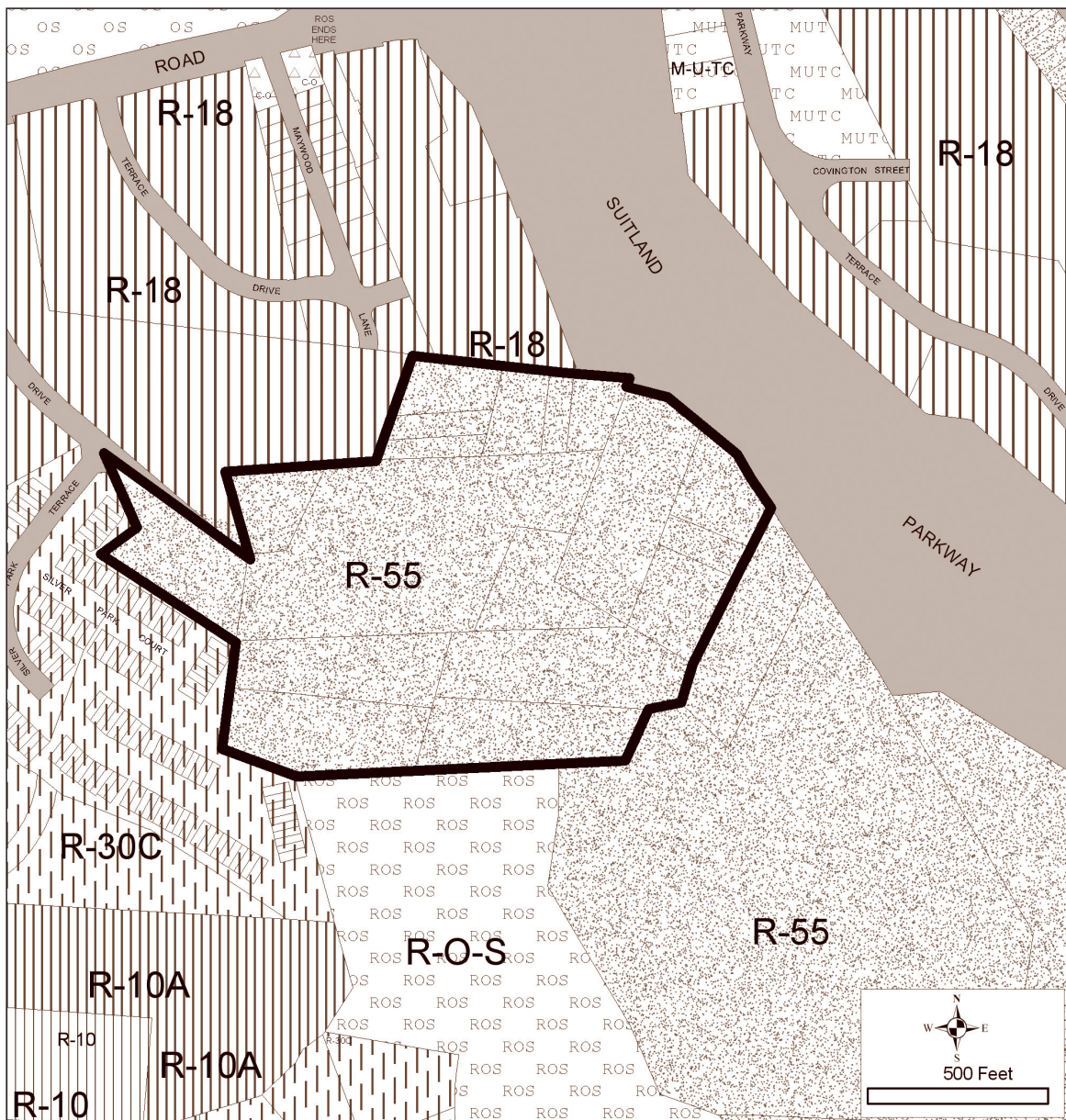
Change Number	Zoning Change	Area of Change	Approved SMA/ZMA/SE		200' Scale Index Map
			Number	Date	
3	R-18 to R-10	20.34 Ac.	SMA	11/21/2000	205SE04

Use and Location: Single-family detached, single-family attached, multifamily residential and undeveloped land at 3504, 3505, 3506, 3507, 3508, 3509, 3510, 3511, 3512, 3513, 3514, 3515, 3518, 3519, 3522, 3523, 3526, 3600, 3601 Maywood Lane; 3501-3555 Terrace Drive; 4221-4237, 4315, 4319 Silver Hill Road (Tax Map 88D1, SILVER HILL APTS, Parcel A, B; BURGESS ADDN TO SILVER HILL, Block A, Lots 2-12; Block B, Lots 2-14, Parcel B, C; MAPLES, Lot 4, 5, Parcel C).

Discussion: The General Plan designates Suitland Metro Station as a regional center whose core area encompasses the identified parcels within a ¼-mile walking distance to the Metro station, where the most intensive development is recommended to support transit use.



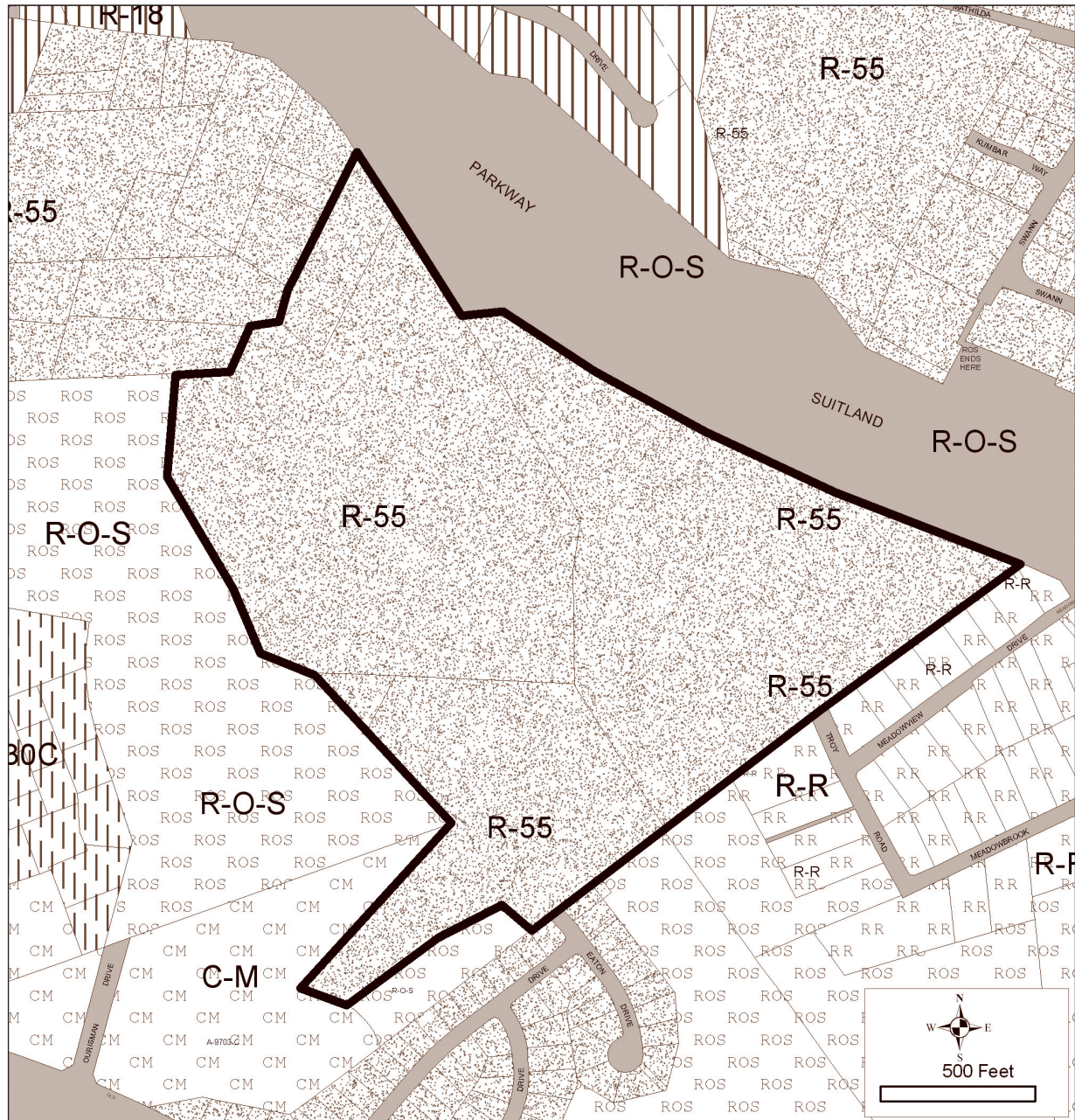
Change Number	Zoning Change	Area of Change	Approved SMA/ZMA/SE		200' Scale Index Map
			Number	Date	
4	R-55 to R-30C	32.47 Ac.	SMA	11/21/2000	205SE04
Use and Location: Single-family detached residential and undeveloped land at 4311, 4400-4410 West Summer Road, 3801 Silver Park Drive; 3601, 3619, 3701 Summer Road (Tax Map 88D1 and 88D2, Parcels 1, 32, 300, 316, 317, 318, 319, 320, 322, 323, 324, 325, 329, 330, 331, 332, 386, 466, 467, 468).					
Discussion: The identified parcels are generally undeveloped within the “edge area” of the Suitland Metro Station, within approximately ½-mile walking distance, where moderate density is recommended to support transit use.					



Change Number	Zoning Change	Area of Change	Approved SMA/ZMA/SE		200' Scale Index Map
			Number	Date	
5	R-55 to R-O-S	74.33 Ac.	SMA	11/21/2000	205SE04 206SE04

Use and Location: Undeveloped land at 3813 Summer Road (Tax Map 88D1, Parcel 1; 88D2 Parcel 333; 88E2, Parcel 140, 361).

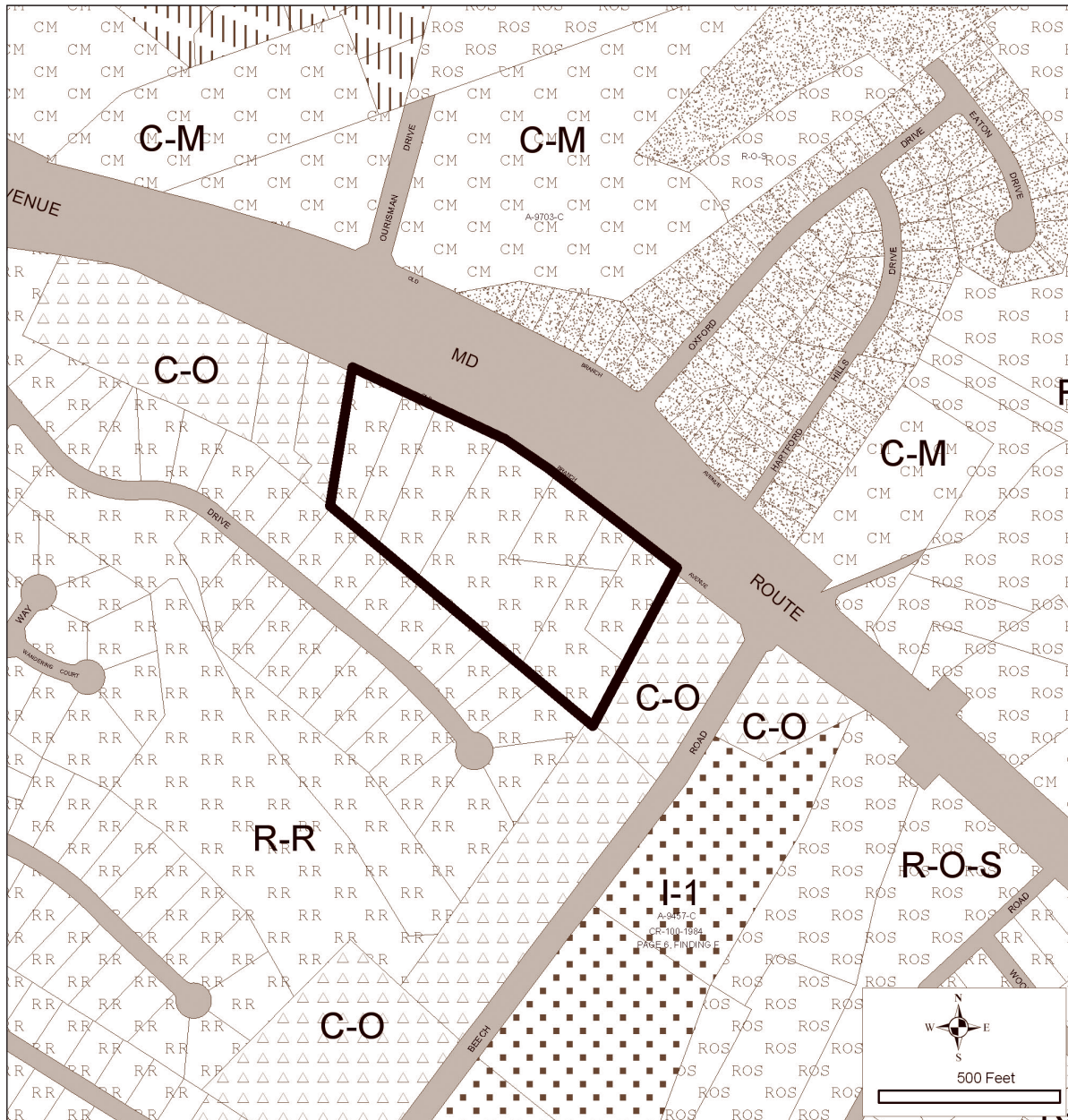
Discussion: The parcels were acquired by the Department of Parks and Recreation. The change from R-55 to R-O-S Zone is consistent with the zone of adjacent parcels owned by the Parks Department.



Change Number	Zoning Change	Area of Change	Approved SMA/ZMA/SE		200' Scale Index Map
			Number	Date	
6	R-R to R-T	10.27 Ac.	SMA	11/21/2000	206SE04

Use and Location: Single-family detached residential at 4501, 4509, 4511, 4515, 4519, 4523, 4525, 4527, 4601 Old Branch Avenue (Tax Map 88D3, Parcel 161, 162, 163, 164, 165, 166, 167, 488).

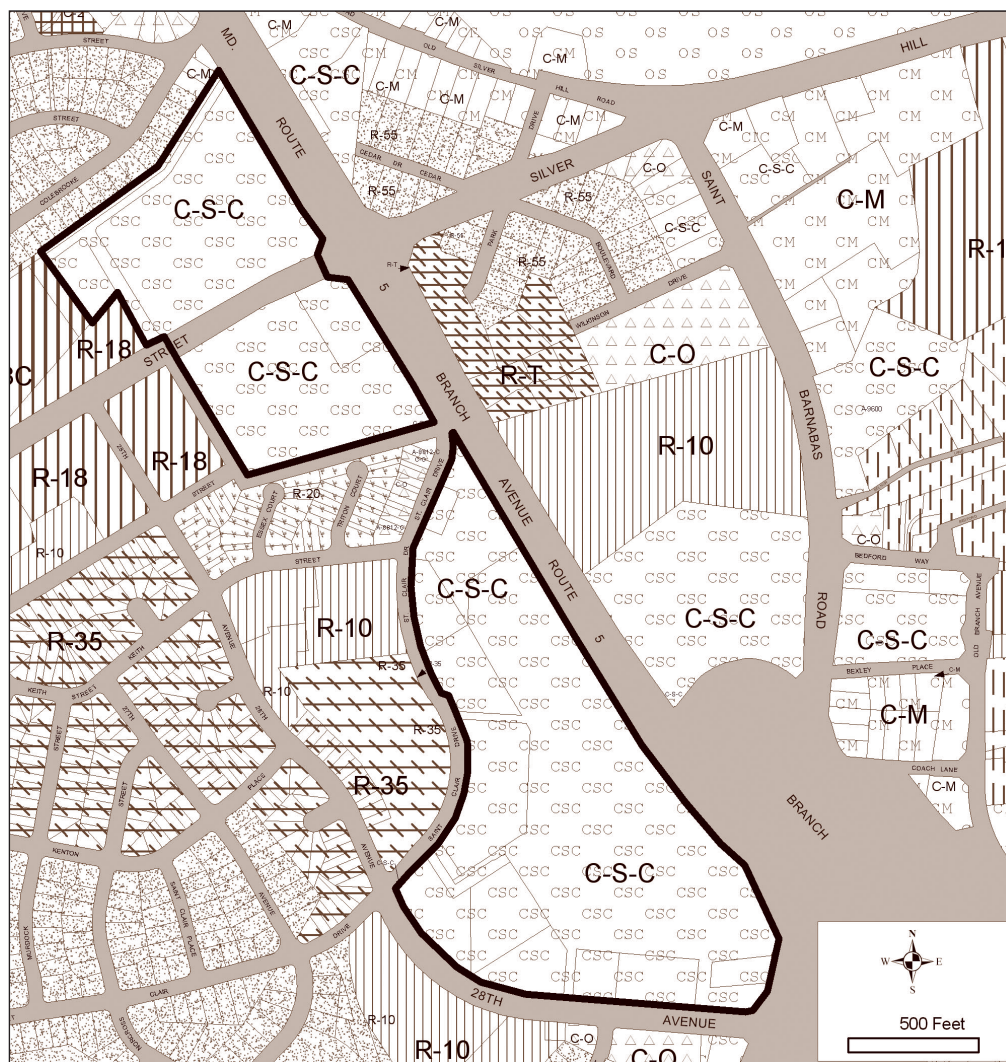
Discussion: These properties are located close to a major thoroughfare between an office development on one end and C-O Zone on the other. Change to R-T Zone will be more compatible to the existing and future office development and will serve as a transition to the Gordon's Corner existing single-family residential neighborhood.



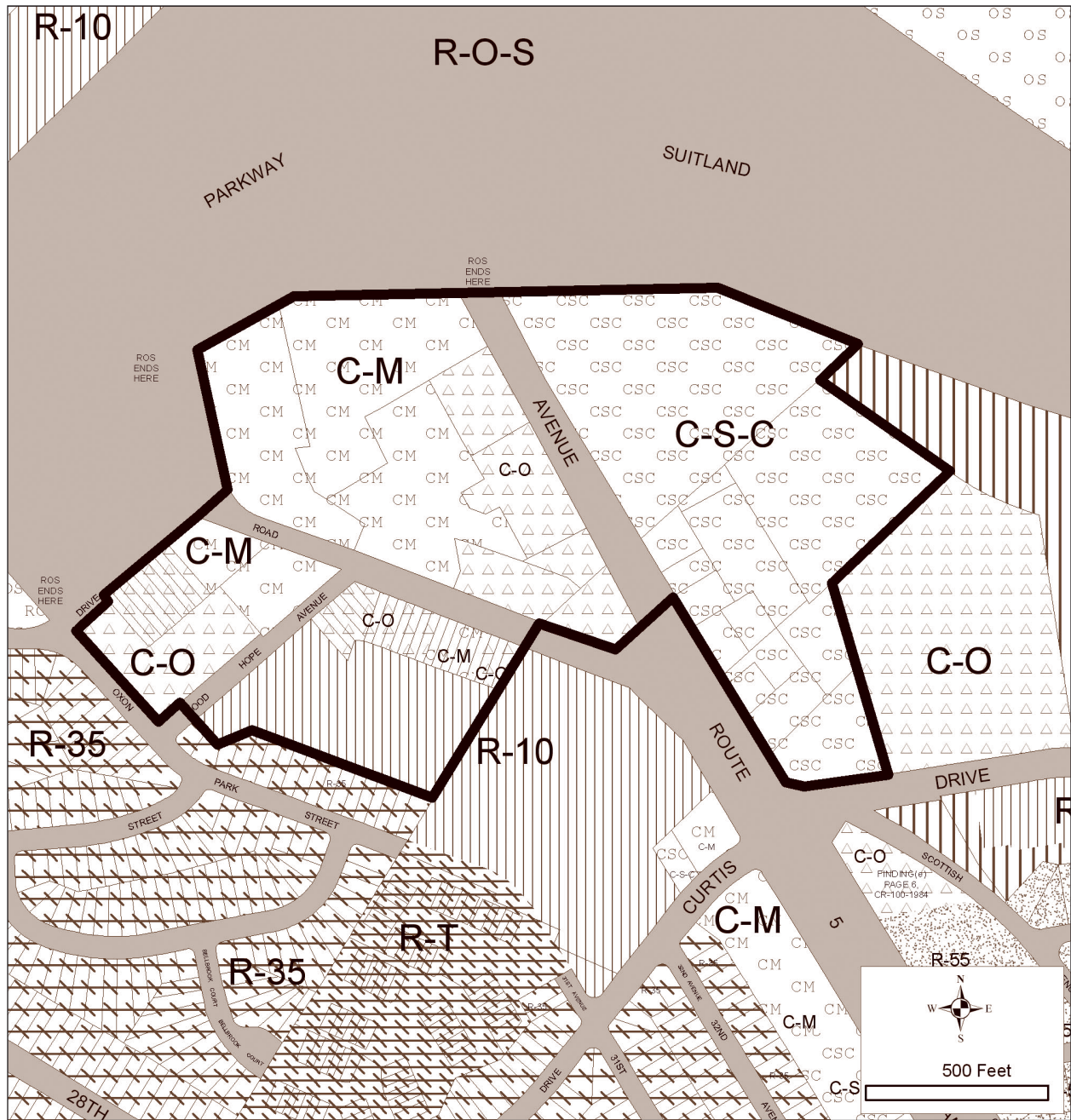
Change Number	Zoning Change	Area of Change	Approved SMA/ZMA/SE		200' Scale Index Map
			Number	Date	
7	C-S-C to M-X-T	59.35 Ac.	SMA SE-4159	11/21/2000	205SE03 205SE04 206SE03 206SE04

Use and Location: Commercial Retail including Iverson Mall and Marlow Heights Shopping Center located at 3701-3895 and 3901-4283 Branch Avenue (Tax Map 88A1, HILLCREST HEIGHTS, Parcel A, B, C, E; MARLOW HEIGHTS, Block R, Parcel 1-4, 6-8, 10-12, Outlot A, B, Parcel 449).

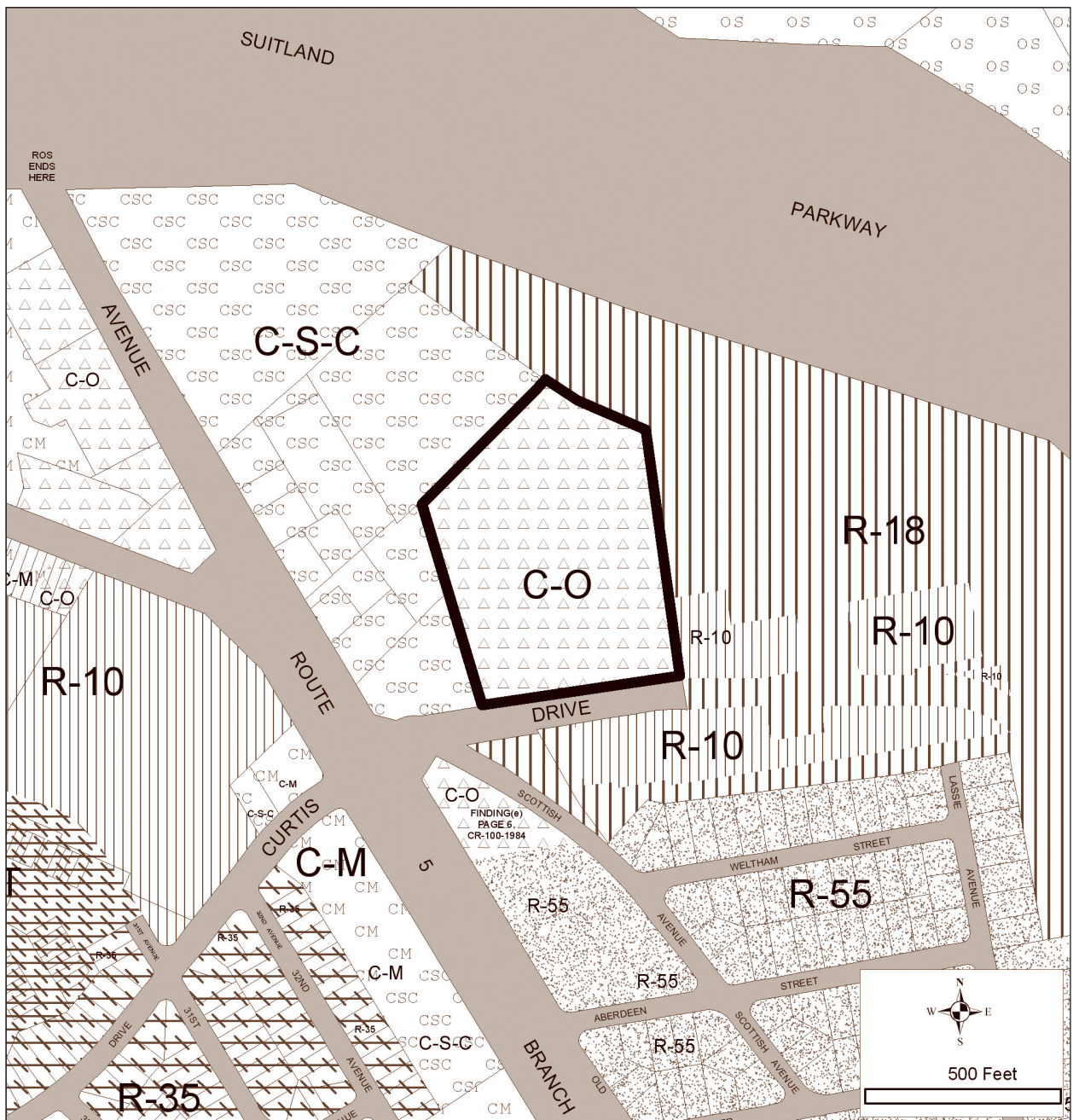
Discussion: The plan recommends redevelopment of Iverson Mall and Marlow Heights Shopping Center for mix of land uses. The current zone does not allow for a mix of residential, retail and office commercial land uses. The plan recommends that an appropriate set of mixed-use zoning categories or techniques be prepared. To ensure that these properties are not developed using their existing zoning, the M-X-T Zone is recommended to allow a mix of land uses.



Change Number	Zoning Change	Area of Change	Approved SMA/ZMA/SE		200' Scale Index Map
			Number	Date	
8	C-S-C to M-X-T C-M to M-X-T C-O to M-X-T R-10 to M-X-T Total	18.83 Ac. 12.87 Ac. 8.86 Ac. 4.84 Ac. 40.56 Ac.	SMA SE-206 SE-88 SE-968 SE-3292 SE-3382 SE-2363	11/21/2000	204SE03
Use and Location: Nightclub at 3225 Naylor Road; Naylor Metro Station at 3101 Branch Avenue; Restaurant at 3111 Branch Avenue; Car wash at 3131 Branch Avenue; various commercial retail at 3110-3140, 3200-3308, 3201, 3211 Branch Avenue, 3330 Naylor Road; multifamily residential at 3103-3109 Good Hope Avenue; single-family residential at 3313 Naylor Road; undeveloped land at 3144 Branch Avenue (Tax Map 79F3, FLEISCHMAN VILLAGE, Parcel H; Tax Map 79F4, Parcel 6; GOOD HOPE HILLS, BLOCK 104, LOTS 1-17, 37-42, PARCEL A; Tax Map 80A3, Parcel 30; TOWERS BRANCH AVE SUB, Parcel A & B; FLEISCHMAN VILLAGE, Parcel A, C, D, J, p/o Parcel E-1; Tax Map 80A4, Parcel 30, 68, 78, 80, 154, 155, 230, 231, 246, 247, 299, 303, p/o 79).					
Discussion: The plan recommends redevelopment of Naylor Road Metro Station and vicinity as a “regional center” with high density and intensity mix of land uses. The current C-M, C-S-C, C-O, and R-10 Zones are single-use zones and do not allow for a mix of residential, retail and office commercial land uses. The plan recommends that an appropriate set of mixed-use techniques be prepared. To ensure that these properties are not developed using their existing zoning, the M-X-T Zone is recommended to allow a mix of uses.					



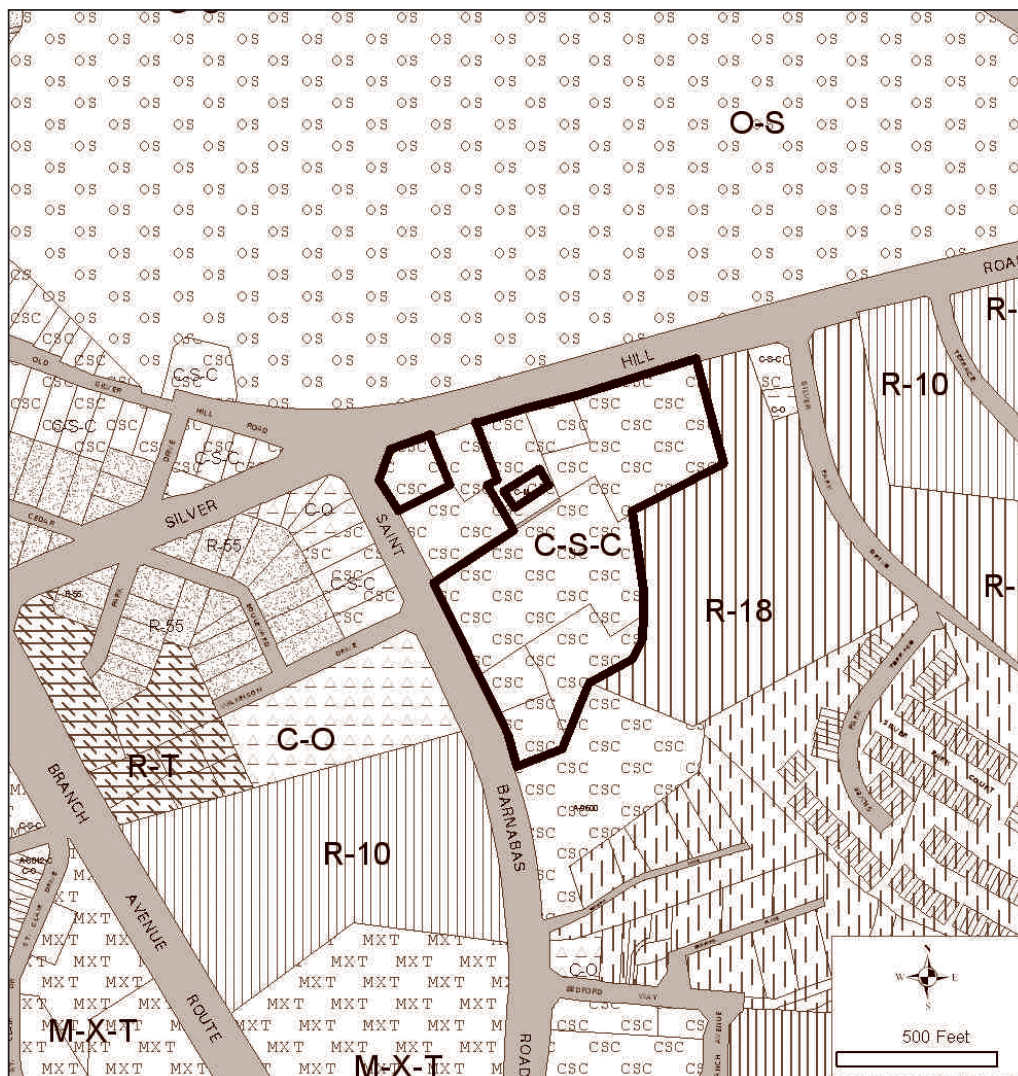
Change Number	Zoning Change	Area of Change	Approved SMA/ZMA/SE		200' Scale Index Map
			Number	Date	
9	C-O to O-S	8.84 Ac.	SMA	11/21/2000	204SE03
Use and Location: Overlook Elementary School at 3298 Curtis Drive (Tax Map 80A4, FLEISHMAN VILLAGE, PARCEL F).					
Discussion: The property belongs to the Board of Education and is currently used as an elementary school. The plan envisions this site to continue as a school site as residential density in the area increases.					



Change Number	Zoning Change	Area of Change	Approved SMA/ZMA/SE		200' Scale Index Map
			Number	Date	
10a	C-M to C-S-C	13.73 Ac.	SMA SE-4220 SE-3942 SE-3650	11/21/2000	205SE04

Use and Location: Service commercial, gas station at 3600 Saint Barnabas Road, mini-warehouses at 3700 Saint Barnabas Road, auto body and service at 3706 Saint Barnabas Road, vehicle rental at 3710 Saint Barnabas Road, palm reader at 4005 Silver Hill Road, auto repair at 4017 Silver Hill Road; mix of retail and service commercial at 4019–4025 Silver Hill Road; vacant property at 4011 Silver Hill Road (Tax Map 88C1, ZAATRA COMMERCIAL, PARCEL A, as approved by the District Council shown on CR-86-2008, Attachment A; STEUART TRACT, PARCEL A; ST BARNABAS COMMERCIAL CENTER, PARCEL B, D; SILVER HILL PARK, PARCEL D, E-1, E-2; Parcel 34).

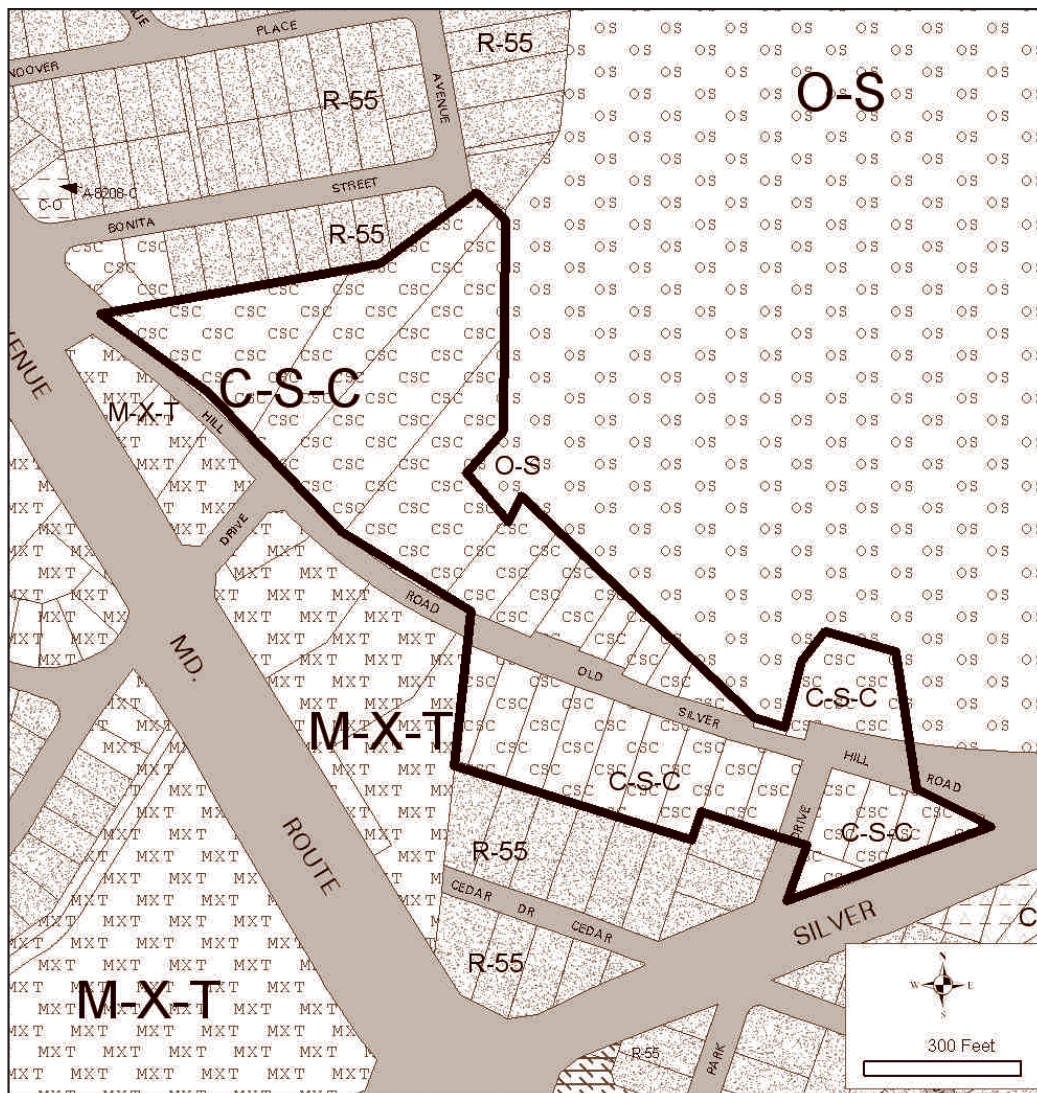
Discussion: The change brings zoning in conformance to the vision of this area as neighborhood oriented retail and discourages certain uses that are inconsistent with the quality of retail envisioned for this area.



Change Number	Zoning Change	Area of Change	Approved SMA/ZMA/SE		200' Scale Index Map
			Number	Date	
10b	C-M to C-S-C	13.40 Ac.		11/21/2000	

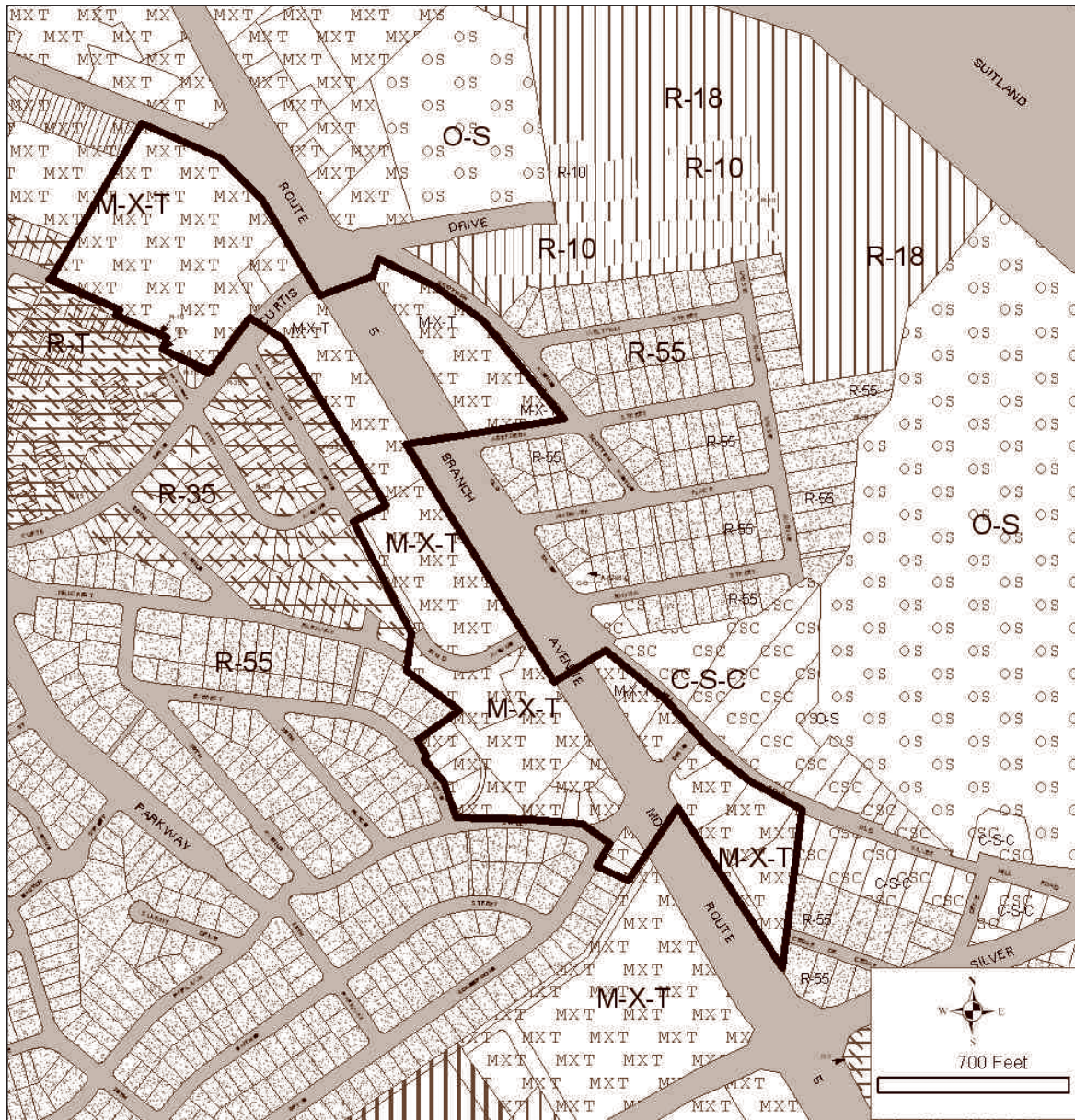
Use and Location: Retail at 3600-3610, auto related at 3620, mini-warehouses at 3622, retail at 3686-3704, auto related at 3718-3720, retail at 3722, 3800, 3806, industrial at 3803, 3807, industrial at 3809, retail at 3812, industrial at 3813, industrial at 3815, vacant at 3816, billboard at 3820, industrial at 3817, 3819, Silver Hill Volunteer Fire Department & Rescue Squad at 3900, offices at 3901 Old Silver Hill Road; vacant single family house at 3817, offices at 3820 Cedar Drive; offices at 3910 Silver Hill Road (Tax Map 88B1, SILVER HILL PARK LOT 1-10, 10A & P/O LOTS 3, 11-14, 39, 46, 47, PARCEL E, F, P/O PARCEL B, C; AMATUCCI SUB PARCEL A; MEYERS PROPERTY PARCEL A; NORRIS C PYLES SUB LOTS 1, 2; Parcels 3, 4, 9, 10, 11, 12, 15, 16, 17, 18, 60).

Discussion: The change brings zoning in conformance to the vision of this area as neighborhood oriented retail and to discourage certain uses that are inconsistent with the quality of retail envisioned for this area.



Change Number	Zoning Change	Area of Change	Approved SMA/ZMA/SE		200' Scale Index Map
			Number	Date	
11a	R-55 to M-X-T	3.24 Ac.	SMA	11/21/2000	204SE03
	R-10 to M-X-T	9.36 Ac.	SE-1515		205SE03
	R-T to M-X-T	0.41 Ac.	SE-376		205SE04
	C-2 to M-X-T	1.51 Ac.	SE-3803		
	C-O to M-X-T	2.52 Ac.	SE-3564		
	C-M to M-X-T	13.18 Ac.	SE-4190		
	C-S-C to M-X-T	10.69 Ac	SE-3432		
	Total	39.40 Ac.	SE-4431		
Use and Location: Multifamily residential Top of the Hill Apartments, 440 units at 3200, 3202, 3206, 3208 Curtis Drive; convenience commercial at 3204 Curtis Drive; service commercial gas station at 3399, car wash at 3401, retail commercial at 3407, 3411-3433, service commercial car wash at 3437, offices at 3443, fast food restaurant at 3501, offices at 3611, fast food at 3636, offices at 3714 and 3730 Branch Avenue; retail commercial Circuit City at 3551 32nd Avenue; gas station at 2911, offices at 2914, gas station at 3000 Colebrooke Drive; retail at 3505, 3510, 3512 Bonita Street; retail at 3601, 3603, vacant at 3613 Old Silver Hill Road and vacant property (Tax Map 80A4, FLEISCHMAN VILLAGE PARCEL A; OAK HILL VILLAGE-RESUB PARCEL C; HILLCREST GARDENS PARCEL A, B; HILLCREST GARDENS-ADDN PARCEL 1; Tax Map 88A1, HILLCREST GARDENS-RESUB PAR 2 & 3 AND 32ND PLACE PARCEL 4; Parcel 2; Tax Map 88B1, FLEISCHMAN VILLAGE-PLAT 1 BLOCK A LOTS 1, 2, 3; COLEBROOK BLOCK A, LOTS 2, 5-10, RESERVATION STRIP BETWEEN LOTS 6,7, PARCEL B LTS 3,4,5, P/O LOT 1; COLEBROOKE LOTS 4,5 & PT OF LOTS 2,3 EQ 6143 SQ FT; SILVER HILL PARK, PARCEL E, F, P/O PARCEL B, C; Parcels 366, 495).					
Discussion: The land use plan recommends mixed land uses for these properties. The existing zonings on these properties are single-use zones and do not allow for a mix of residential, retail and office commercial land uses. The plan recommends that an appropriate set of mixed-use techniques be prepared. To ensure that these properties are not developed using their existing zoning, the M-X-T Zone is recommended to allow a mix of uses.					

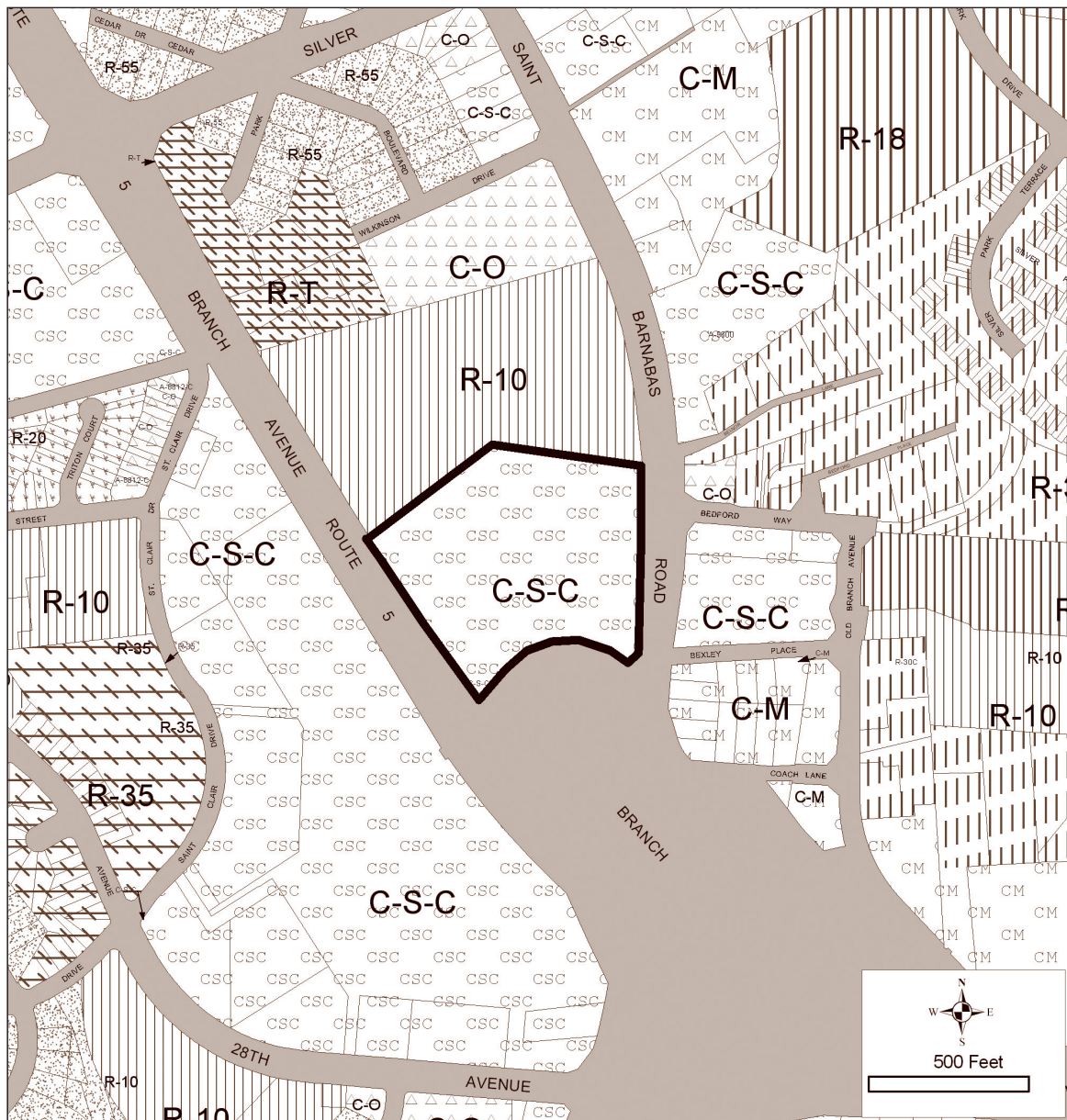
See map on page 124



Change Number	Zoning Change	Area of Change	Approved SMA/ZMA/SE		200' Scale Index Map
			Number	Date	
11b	C-S-C to M-X-T	10.32 Ac.	SMA	11/21/2000	205SE04

Use and Location: Retail commercial at 3911 Saint Barnabas Road (Tax Map 88C2, MARLOW TOWERS PARCEL C).

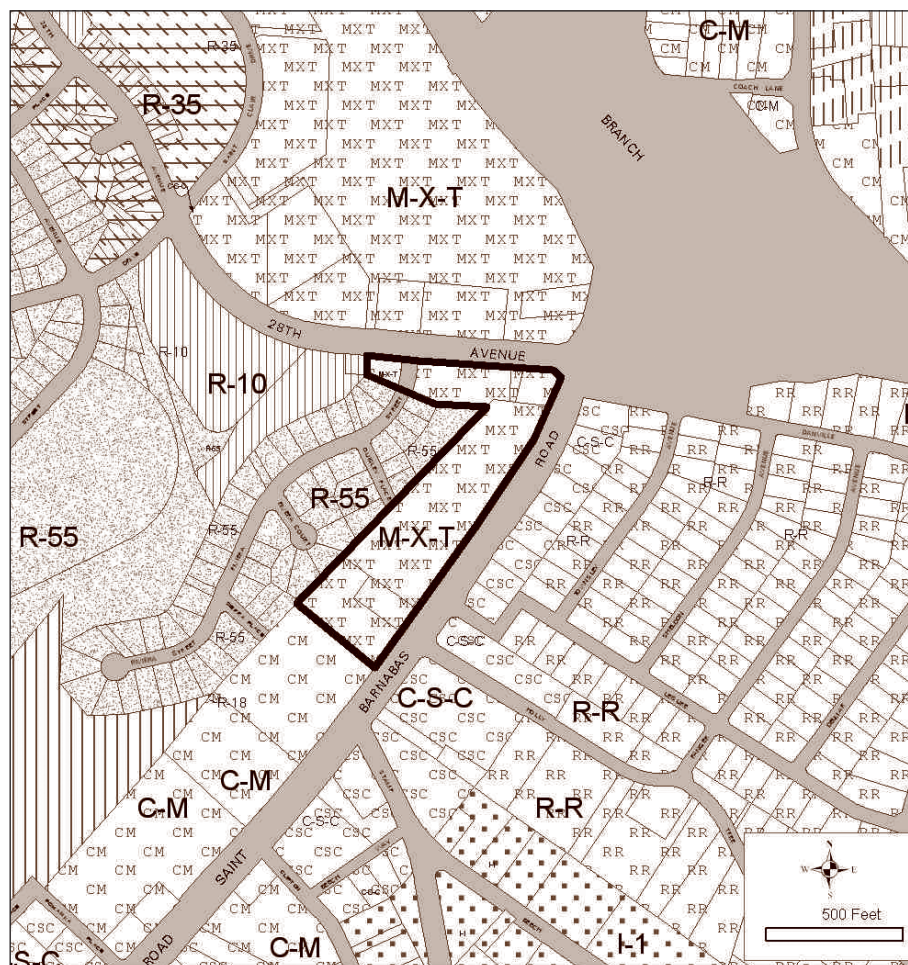
Discussion: The land use plan recommends mixed land uses for this property. The existing C-S-C Zone does not allow for a mix of residential, retail and office commercial land uses. The plan recommends that an appropriate set of mixed-use techniques be prepared. To ensure that this property is not developed using their existing zoning, the M-X-T Zone is recommended to allow a mix of uses.

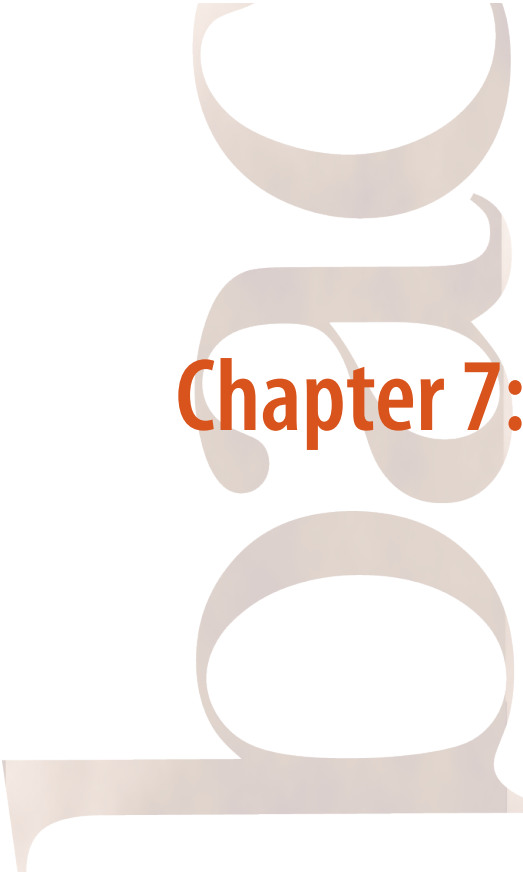


Change Number	Zoning Change	Area of Change	Approved SMA/ZMA/SE		200' Scale Index Map
			Number	Date	
11c	C-O to M-X-T C-S-C to M-X-T Total	1.37 Ac. 8.05 Ac. 9.42 Ac.	SMA SE-3673 SE-3502 SE-164 SE-150	11/21/2000	206SE04

Use and Location: Office commercial at 3710 Rivera Street and 4235 28th Avenue; service commercial gas station at 4301 Saint Barnabas Road; retail commercial Marlow Square Shopping Center at 4305–4325 Saint Barnabas Road; service commercial restaurant at 4411 Saint Barnabas Road; service commercial auto related uses at 4505 Saint Barnabas Road (Tax Map 88B3, MARLOW HEIGHTS, BLOCK S LOT 1 & BLOCK T, PARCEL A; MARLOW HEIGHTS–STEUARTS ADDN PARCEL A, F & P/O E; Tax Map 88C3, MARLOW HEIGHTS PARCEL 12; Parcel 263).

Discussion: The land use plan recommends mixed land uses for these properties. The existing zoning on these properties are single-use zones and do not allow for mix of residential, retail, and office commercial land uses. The plan recommends that an appropriate set of mixed-use techniques be prepared. To ensure that these properties are not developed using their existing zoning, the M-X-T Zone is recommended to allow mix of uses.





Chapter 7: Implementation

Action Timeline

Implementation is critical to the realization of the plan vision. The approval of this plan puts in place the appropriate zoning tools, an important part of the implementation program. The designation of the sector plan area as a revitalization overlay area is key in targeting other regulatory and financial assistance to this area to ensure the implementation of many of the strategies in the plan. This plan recognizes that the vision is long range and requires commitment from property owners, developer interest and funding, and governmental support and prioritization of activities. Due to limited public financial resources, priority is given to the redevelopment of the Naylor Road Metro Station core area where transit infrastructure exists. The plan assumes that redevelopment of the Metro station area can stimulate redevelopment of other areas along the Branch Avenue Corridor at the same time given the right mix of incentives and market condition. Private redevelopment of other areas along the corridor could occur before or simultaneous with development at the Naylor Road Metro Station, however, the Metro station area remains the priority for public infrastructure improvement.

The plan vision cannot be realized overnight. In order to create an environment for major redevelopment and to improve the area's image and business climate, some immediate actions need to take place. Although some actions may be identified as immediate or mid-term, they are intended to continue for the foreseeable future in order to ensure lasting change and a healthier community long term. Long-term actions depend on the successful implementation of immediate and mid-term actions in many cases, or are expected to require more time to establish and implement. They are the last phase in realizing the vision set forth by the community. The following implementation action timeline establishes appropriate immediate, mid- and long-term actions relevant to the implementation of the plan vision over time.

Immediate Actions (less than 3 years)

1. Develop legislation to define criteria, programs and necessary regulatory mechanisms to implement the revitalization overlay area for the sector plan area. Focus county staff and other public resources necessary for infrastructure improvements and to implement revitalization and redevelopment efforts starting within the Naylor Road Metro Station core area.
2. Develop legislation to limit uses that when concentrated are detrimental to the economic revitalization goals within the designated revitalization overlay area.
3. Develop legislation to amend the M-X-T Zone to utilize the plan's standards and guidelines to regulate the mix of uses, density and intensity, building placement, street level activities/uses, parking flexibility, building height, location of vertical and horizontal uses, and general quality of materials.
4. Systematically enforce all applicable county codes, particularly property maintenance and zoning codes, through area-based assignment of inspectors and education of property owners. Develop legislation for necessary improvements to ensure adequate maintenance of properties.
5. Work with the Department of Environmental Resources and the Department of Public Works to schedule regular clean-ups that include area businesses and neighboring communities.
6. Intensify police patrols in areas of high crime, particularly around the Naylor Road Metro Station and Iverson Street.
7. Create a community-led crime prevention campaign that educates and motivates citizens to get involved and introduce the Crime Prevention through Environmental Design (CPTED) principles.
8. Conduct a study of the industrial land uses adjacent to the St. Barnabas commercial corridor for impacts on the commercial and residential uses within the area. Include recommendations for necessary improvement and a strategy for improvements including possible rezoning needs.
9. Explore the feasibility of creating a parking district to encourage shared parking structures and possible redevelopment partnerships.
10. Develop a phasing and implement plan to construct trail connections to ensure pedestrian connections to mixed-use development giving the Naylor Road Metro Station core area top priority.
11. Work with appropriate agencies, including SHA and the Department of Parks and Recreation to develop concept plans and an implementation strategy to transform Branch Avenue into an urban boulevard in conjunction with a linear park.
12. Focus on the redevelopment and revitalization of the Naylor Road Metro Station area with a mixed-use development of office, residential, retail, public and quasi-public uses utilizing design guidelines and standards in the plan.

Mid-Term Actions (3-7 years)

1. Continue to focus on the redevelopment and revitalization of the Naylor Road Metro Station area.
2. Explore financial and regulatory incentives for small property owners to assemble land suitable for mixed-use development.
3. Facilitate land acquisition, facility development, and recreational programming in the Naylor Road Metro Station area.
4. Identify and secure joint public and private funding mechanisms that will allow for the planning, design and timely construction and implementation of multimodal transportation network enhancements to promote more nonvehicular travel in the corridor.
5. Provide shuttle bus services to facilitate transit ridership from the new mixed-use centers.
6. Construct distinctive and welcoming gateways to the sector plan area.
7. Work with PEPCO, Verizon, Comcast, and other electrical and technological infrastructure service providers to update and improve their services in the area to ensure adequacy for existing and future development.
8. Explore the opportunity of forming a business improvement district (BID) to fund special services.
9. Establish a multidimensional branding campaign that brings clear identity and intensively markets the area, develop a tenant recruitment program, and create tax incentives for businesses to locate to the area.
10. Use CPTED principles in all designs of new projects to create more eyes on the street to encourage residents and customers to notify business owners and police of suspicious behaviors around the corridor.
11. Work with Iverson Mall and Marlow Heights on a staging plan for redeveloping the area as a mixed-use node including the prioritization of necessary public improvements to support the redevelopment projects.
12. Continue to provide transportation enhancements as warranted by the level of development including the development of Branch Avenue into an urban boulevard.
13. Work with appropriate agencies, including SHA and the Department of Public Works and Transportation, and property owners to develop a concept plan and implementation strategy to transform St. Barnabas Road into a minor urban boulevard.
14. Provide shuttle bus services to the Suitland Metro Station and the Naylor Road Metro Station from the major roadways in the sector plan area. Provide a super station and transfer point at the intersection of Silver Hill Road.

Long-Term Actions (7+ years)

1. Focus efforts to implement the phasing of the redevelopment of the Iverson Mall and Marlow Heights mixed-use nodes as the Naylor Road Metro Station area develops. Provide necessary public incentives and infrastructure development to support the redevelopment.
2. Continue a multidimensional branding campaign that brings clear identity and intensively markets the area and create tax incentives for recruiting quality businesses to locate to the area.
3. Provide needed public facilities per plan recommendation concurrent with the intensification of the sector plan area including a library, schools, parks, a revitalized Marlow Heights Community Center, and trails.
4. Explore the feasibility of replacing the shuttle bus services with a light-transit service that could provide an extension of the proposed rail transit between Northern Virginia, National Harbor, Oxon Hill Road, the St. Barnabas Road and Branch Avenue Corridors, and the Suitland Metro Station. If warranted, develop a longer range plan for implementation.



Appendices:	❖	Guide to Zoning	132
	❖	Public Facility Cost Estimates	143
	❖	Procedural Sequence Chart	148
	❖	Resolution CR-86-2008	149
	❖	Certificate of Adoption and Approval.	160

Residential Zones¹

R-O-S: Reserved Open Space—Provides for permanent maintenance of certain areas of land in an undeveloped state, with the consent of the property owners; encourages preservation of large areas of trees and open space; designed to protect scenic and environmentally sensitive areas and ensure retention of land for nonintensive active or passive recreational uses; provides for very low density residential development and a limited range of public, recreational, and agricultural uses.

Minimum lot size—	20 acres*
Maximum dwelling units per net acre—	0.05

*Except for public recreational uses, for which no minimum area is required.

O-S: Open Space—Provides for areas of low-intensity residential (5 acre) development; promotes the economic use and conservation of land for agriculture, natural resource use, large lot residential estates, nonintensive recreational use.

Standard lot size—	5 acres
Maximum dwelling units per net acre—	0.20

R-A: Residential Agricultural—Provides for large lot (2 acre) residential uses while encouraging the retention of agriculture as a primary land use.

Standard lot size—	2 acres
Maximum dwelling units per net acre—	0.50

R-E: Residential Estate—Permits large lot estate subdivisions containing lots approximately one acre or larger.

Standard lot size—	40,000 sq. ft.
Maximum dwelling units per net acre—	1.08
Estimated average dwelling units per acre—	0.85

R-R: Rural Residential—Permits approximately one-half acre residential lots; subdivision lot sizes depend on date of recordation; allows a number of nonresidential special exception uses.

Standard lot size—	20,000 sq. ft. 15,000 sq. ft. if recorded prior to February 1, 1970 10,000 sq. ft. if recorded prior to July 1, 1967
Maximum dwelling units per net acre—	2.17
Estimated average dwelling units per acre—	1.85

¹ **Definitions:**

Minimum or standard lot size: The current minimum net contiguous land area required for a lot.

Average dwelling units per acre: The number of dwelling units which may be built on a tract—including the typical mix of streets, public facility sites and areas within the 100-year floodplain—expressed as a per-acre average.

Maximum dwelling units per net acre: The number of dwelling units which may be built on the total tract—excluding streets and public facility sites, and generally excluding land within the 100-year floodplain—expressed as a per-acre average.

R-80: One Family Detached Residential—Provides for variation in the size, shape, and width of subdivision lots to better utilize the natural terrain and to facilitate planning of single-family developments with lots and dwellings of various sizes and styles.

Standard lot size—	9,500 sq. ft.
Maximum dwelling units per net acre—	4.5
Estimated average dwelling units per acre—	3.4

R-55: One-Family Detached Residential—Permits small lot residential subdivisions; promotes high density, single-family detached dwellings.

Standard lot sizes—	6,500 sq. ft.
Maximum dwelling units per net acre—	6.70
Estimated average dwelling units per acre—	4.2

R-35: One-Family Semidetached, and Two-Family Detached, Residential—Provides generally for single-family attached development; allows two-family detached; detailed site plan approval required for lots served by private rights-of-way.

Standard lot sizes—	3,500 sq. ft. for one family, semi-detached 7,000 sq. ft. for two-family, detached
Maximum dwelling units per net acre—	12.44
Estimated average dwelling units per acre—	8.5

R-T: Townhouse—Permits one-family detached and attached, two-family, and three-family dwellings; promotes the maximum amount of freedom in the design of attached dwellings and their grouping and layout; detailed site plan approval required for attached dwellings.

Standard lot size per attached dwelling—	1,800 sq. ft.
Maximum dwelling units per net acre—	Three-family dwellings—9 Two-family dwellings—8 Other attached dwellings—6
Minimum area for development—	2 acres

R-20: One-Family Triple-Attached Residential—Permits single-family detached, semidetached and triple-attached and townhouse development. Detailed site plan approval required for townhouses.

Standard lot sizes—	3,200 sq. ft. for end lots 2,000 sq. ft. for interior townhouse lots
Maximum triple-attached dwellings per net acre—	16.33
Maximum townhouses per net acre—	6.0 (same as R-T)
Estimated average triple-attached dwelling units per net acre—	11

R-30: Multifamily Low Density Residential—Provides for low density garden apartments; single-family detached; single-family attached, two-family and three-family dwellings in accordance with R-T Zone provisions; detailed site plan approval required for multifamily and attached dwellings.

Standard lot size—	Garden apartments—14,000 sq. ft. Two-family dwellings—1,500 sq. ft. Other attached dwellings—1,800 sq. ft.
Maximum dwelling units per net acre—	Garden apartments—10 Three-family dwellings—9 Two-family dwellings—8 Other attached dwellings—6

R-30C: Multifamily Low Density Residential Condominium—Same as R-30 above except ownership must be condominium, or development in accordance with the R-T Zone; detailed site plan approval required for multifamily and attached dwellings.

Standard lot size—	Garden apartments—14,000 sq. ft. Two-family dwellings—1,500 sq. ft. Other attached dwellings—1,800 sq. ft.
Maximum dwelling units per net acre—	Garden apartments—12 Three-family dwellings—9 Two-family dwellings—8 Other attached dwellings—6

R-18: Multifamily Medium Density Residential—Provides for multiple family (apartment) development of moderate density; single-family detached; single-family attached, two-family and three-family dwellings in accordance with R-T Zone provisions; detailed site plan approval required for multifamily and attached dwellings.

Standard lot size—	Apartments—16,000 sq. ft. Two-family dwellings—1,500 sq. ft. Other attached dwellings—1,800 sq. ft.
Maximum dwelling units per net acre—	Garden apartments and three-family dwellings—12 Mid-rise apartments (4 or more stories with elevator)—20 Three-family dwellings—9 Two-family dwellings—8 Other attached dwellings—6

R-18C: Multifamily Medium Density Residential-Condominium—Same as above except ownership must be condominium, or development in accordance with the R-T Zone; detailed site plan approval required for multifamily and attached dwellings.

Standard lot size	Apartments—1 acre Two-family dwellings—1,500 sq. ft. Other attached dwellings—1,800 sq. ft.
Maximum dwelling units per net acre—	Garden apartments—14 Mid-rise apartments (4 or more stories with elevator)—20 Three-family dwellings—9 Two-family dwellings—8 Other attached dwellings—6

R-H: Multifamily High-Rise Residential—Provides for suitable sites for high density, vertical residential development; also permits single-family detached dwellings; detailed site plan approval required for multifamily dwellings.

Minimum lot size—	5 acres
Maximum dwelling units per net acre—	48.4

R-10: Multifamily High Density Residential—Provides for suitable sites for high density residential in proximity to commercial and cultural centers; also permits single-family detached dwellings. Detailed site plan approval required for buildings 110 feet in height or less; special exception required for buildings over 110 feet in height.

Minimum lot size—	20,000 sq. ft.
Maximum dwelling units per net acre—	48

R-10A: Multifamily, High Density Residential-Efficiency—Provides for a multifamily zone designed for the elderly, singles, and small family groups. Detailed site plan approval required for buildings 110 feet in height or less; special exception required for buildings over 110 feet in height.

Minimum lot size—	2 acres
Maximum dwelling units per net acre—	48 plus one for each 1,000 sq. ft. of indoor common area for social, recreational, or educational purposes.

Mixed Use/Planned Community Zones

M-X-T: Mixed Use-Transportation Oriented—Provides for a variety of residential, commercial, and employment uses; mandates at least two out of the following three use categories: (1) Retail businesses; (2) Office/Research/Industrial; (3) Dwellings, hotel/motel; encourages a 24-hour functional environment; must be located near a major intersection or a major transit stop or station and will provide adequate transportation facilities for the anticipated traffic or at a location for which the applicable master plan recommends mixed uses similar to those permitted in the M-X-T Zone.

Lot size and dwelling types—	No restrictions
Maximum floor area ratio—	0.4 without optional method 8.0 with optional method (provision of amenities)

M-X-C: Mixed-Use Community—Provides for a comprehensively planned community with a balanced mix of residential, commercial, light manufacturing, recreational and public uses; includes a multistep review process to assure compatibility of proposed land uses with existing and proposed surrounding land uses, public facilities and public services; mandates that each development include residential uses, community use areas, neighborhood centers and an integrated public street system with a variety of street standards.

Minimum tract size—	750 gross acres
Lot size and dwelling types—	No restrictions
Maximum dwelling units per gross acre—	2
Maximum floor area ratio for commercial uses—	0.4

M-U-TC: Mixed-Use Town Center—Provides for a mix of commercial and limited residential uses which establish a safe, vibrant, 24-hour environment; designed to promote appropriate redevelopment of, and the preservation and adaptive reuse of selected buildings in, older commercial areas; establishes a flexible regulatory framework, based on community input, to encourage compatible development and redevelopment; mandates approval of a development plan at the time of zoning approval, that includes minimum and maximum development standards and Guidelines, in both written and graphic form, to guide and promote local revitalization efforts; provides for legally existing buildings to be expanded or altered, and existing uses for which valid permits have been issued to be considered permitted uses, and eliminating nonconforming building and use regulations for same.

M-U-I: Mixed-Use Infill—Promotes Smart Growth principles by encouraging the efficient use of land, public facilities and services in areas that are substantially developed. These regulations are intended to create community environments enhanced by a mix of residential, commercial, recreational, open space, employment

and institutional uses in accordance with approved plans. The infill zone may only be approved for property located in a transit district overlay zone or a development district overlay zone.

R-P-C: Planned Community—Provides for a combination of uses permitted in all zones, to promote a large-scale community development with a full range of dwellings providing living space for a minimum of 500 families; encourages recreational, commercial, institutional, and employment facilities within the planned community; requires conformance with an official plan—identifying zoning subcategories—that has been adopted by the Planning Board following approval of a final plan by the District Council at the time of rezoning, and for certain R-P-C Zones, approval of a detailed site plan prior to development.

Lot size and dwelling types—	Varied
Maximum dwelling units per gross acre—	8

R-M-H: Planned Mobile Home Community—Provides for suitable sites for planned mobile home communities, including residences and related recreational, commercial, and service facilities, subject to detailed site plan approval.

Minimum lot size—	4,000 sq. ft.
Maximum mobile homes per acre—	7

Comprehensive Design Zones

(These zones require three-phase development plan review, the first of which is Basic Plan approval at the time of rezoning that establishes general land use types, land use relationships, and minimum land use quantities. In zones providing for density and intensity ranges, increases in base density and intensity within the limits prescribed are allowed in return for public benefit features provided by the developer.)

R-L: Residential Low Development—Provides for low-density residential development in areas recommended by a master plan for alternative low-density development techniques. The zone allows a mixture of residential types and lot sizes generally corresponding to single-family development; provides for limited commercial uses necessary to serve the dominant residential uses.

Minimum tract size—	Generally 100 adjoining gross acres
Low 0.5—	Base density (dwelling units per gross acre)—0.5
	Maximum density—0.9
	Maximum mixed retirement development density—8 du/gross acre
Low 1.0—	Base Density (dwelling units per gross acre)—1.0
	Maximum density—1.5
	Maximum mixed retirement development density—8 du/gross acre

R-S: Residential Suburban Development—A mixture of residential types within the suburban density range generally corresponding to low-density single-family development; provides for limited commercial uses necessary to serve the dominant residential uses.

Minimum tract size—	Generally 25 adjoining gross acres
Suburban 1.6—	Base density (dwelling units per gross acre)—1.6
	Maximum density—2.6
	Maximum mixed retirement development density—8 du/gross acre
Suburban 2.7—	Base density (dwelling units per gross acre)—2.7
	Maximum density—3.5
	Maximum mixed retirement development density—8 du/gross acre

R-M: Residential Medium Development—A mixture of residential types with a medium density range; provides for limited commercial uses necessary to serve the dominant residential uses.

Minimum tract size— Generally 10 adjoining gross acres
 Medium 3.6— Base density (dwelling units per gross acre)—3.6
 Maximum density—5.7
 Maximum mixed retirement development density—8 du/gross acre
 Medium 5.8— Base density (dwelling units per gross acre)—5.8
 Maximum density—7.9
 Maximum mixed retirement development density—8 du/gross acre

R-U: Residential Urban Development—A mixture of residential types generally associated with an urban environment; provides for limited commercial uses necessary to serve the dominant residential uses.

Minimum tract size— Generally 5 adjoining gross acres
 Urban 8.0— Base density (dwelling units per gross acre)—8.0
 Maximum density—11.9
 Maximum mixed retirement development density—8 du/gross acre
 Urban 12.0— Base density (dwelling units per gross acre)—12.0
 Maximum density—16.9
 Maximum mixed retirement development density—8 du/gross acre

L-A-C: Local Activity Center—A mixture of commercial retail and service uses along with complementary residential densities within a hierarchy of centers servicing three distinct service areas: neighborhood, village, and community.

	Neighborhood	Village	Community
Minimum tract size	4 adjoining gross ac.	10 adjoining gross ac.	20 adjoining gross ac.
Base resid. density	8 du/gross resid. ac.	10 du/gross resid. ac.	10 du/gross resid. ac.
Max. resid. density	12.1 du/gross resid. ac.	15 du/gross resid. ac.	20 du/gross resid. ac.
Base comm. intensity	0.16 FAR	0.2 FAR	0.2 FAR
Max. comm. intensity	0.31 FAR	0.64 FAR	0.68 FAR
Max. mixed retirement development density	8 du/gross ac.	8 du/gross ac.	8 du/gross ac.

	Metro Center	New Town or City Corridor Center
Base residential density	48 du/gross resid. ac.	10 du/gross resid. ac.
Max. residential density	125 du/gross resid. ac.	47.9 du/gross resid. ac.
Base commercial intensity	1.0 FAR/gross commercial ac.	0.2 FAR/gross commercial ac.
Max. commercial intensity	2.7 FAR/gross commercial ac.	0.88 FAR/gross commercial ac.
Min. residential floor area	20% of total at time of full development	20% of total at time of full development
Max. mixed retirement development density	8 du/gross ac.	8 du/gros ac.

M-A-C: Major Activity Center—A mixture of uses which serve a regional residential market or provide concentrated employment, arranged to allow easy pedestrian access between uses; two types of functional centers are described: Major Metro and New Town or Corridor City.

Minimum tract size—

Generally 40 adjoining gross acres

E-I-A: Employment and Institutional Area—A concentration of nonretail employment and institutional uses and services such as medical, manufacturing, office, religious, educational, recreational, and governmental.

Minimum tract size—

Generally 5 adjoining gross acres

Minimum open space improved by landscaping—

20% of net lot area

V-L: Village-Low—Provides for a variety of residential, commercial, recreational, and employment uses within a traditional village setting surrounded by open space; mandates the following land use area categories: (1) Village Proper; (2) Village Fringe; (3) Residential Areas; (4) Village Buffer; and (5) Recreational Areas. Land use areas are arranged to allow a sense of community with linkage via a pedestrian network to a core which contains commercial, civic, community, and residential uses; also mandates a mixture of residential types and lot sizes, including affordable housing units; includes detailed design standards and building materials requirements. This zone may be utilized in areas recommended for permanent low density by a master plan.

Minimum tract size—

150 contiguous gross acres

Maximum density—

1.3 dwelling units per gross acre

V-M Village-Medium—Provides for a variety of residential, commercial, recreational, and employment uses within a traditional village setting surrounded by open space; mandates the following land use area categories: (1) Village Proper; (2) Village Fringe; (3) Residential Areas; (4) Village Buffer; and (5) Recreational Areas. Land use areas are arranged to allow a sense of community with linkage via a pedestrian network to a core which contains commercial, civic, community, and residential uses; also mandates a mixture of residential types and lot sizes,

including affordable housing units; includes detailed design standards and building materials requirements. This Zone may be utilized in areas recommended for permanent low density by a Master Plan.

Minimum tract size—

300 contiguous gross acres

Maximum density—

2.0 dwelling units per gross acre

Commercial Zones

C-O: Commercial Office—Uses of a predominantly nonretail commercial nature, such as business, professional and medical offices, or related administrative services.

C-A: Ancillary Commercial—Certain small retail commercial uses, physician and dental offices, and similar professional offices that are strictly related to and supply necessities in frequent demand and daily needs of an area with a minimum of consumer travel; maximum size of zone: 3 net acres.

C-1: Local Commercial, Existing—All of the uses permitted in the C-S-C Zone.

C-2: General Commercial, Existing—All of the uses permitted in the C-S-C Zone, with additions and modifications.

C-C: Community Commercial, Existing—All of the uses permitted in the C-S-C Zone.

C-G: General Commercial, Existing—All of the uses permitted in the C-S-C Zone.

C-S-C: Commercial Shopping Center—Retail and service commercial activities generally located within shopping center facilities; size will vary according to trade area.

C-H: Highway Commercial, Existing—All of the uses permitted in the C-M Zone.

C-M: Commercial Miscellaneous—Varied commercial uses, including office and highway oriented uses, which may be disruptive to the compactness and homogeneity of retail shopping centers.

C-W: Commercial Waterfront—Marine activities related to tourism, vacationing, boating and sports, water-oriented recreation, together with limited employment areas which cater to marine activities along a waterfront.

C-R-C: Commercial Regional Center—Provides locations for major regional shopping malls and related uses that are consistent with the concept of an upscale mall. Minimum area for development—one hundred (100) gross continuous acres; maximum FAR—.75; maximum building height—75 ft.; maximum building coverage, excluding parking—50%; detailed site plan approval required.

Industrial Zones

I-1: Light Industrial—Light intensity manufacturing, warehousing, and distribution uses; 10 percent green area required.

I-2: Heavy Industrial—Highly intensive industrial and manufacturing uses; 10 percent green area required.

I-3: Planned Industrial/Employment Park—Uses that will minimize detrimental effects on residential and other adjacent areas; a mixture of industrial, research, and office uses with compatible institutional, recreational, and service uses in a manner that will retain the dominant industrial/employment character of the zone; standard minimum tract size of 25 adjoining gross acres; standard minimum lot size of two acres; Conceptual and detailed site plan approval required; 25 percent green area required; outdoor uses restricted; warehousing and wholesaling uses limited.

I-4: Limited Intensity Industrial—Limited intensity (0.3 FAR) commercial, manufacturing, warehousing, and distribution uses; development standards extended to assure limited intensity industrial and commercial development, and compatibility with surrounding zoning and uses; 25 percent green area required.

U-L-I: Urban Light Industrial—Designed to attract and retain a variety of small-scale light industrial uses in older, mostly developed industrial areas located close to established residential communities; establishes a flexible regulatory process with appropriate standards to promote reinvestment in, and redevelopment of, older urban industrial areas as employment centers, in a manner compatible with adjacent residential areas.

Overlay Zones²

T-D-O: Transit District Overlay—Intended to ensure that development in a designated district meets the goals established in a transit district development plan. Transit Districts may be designated in the vicinity of Metro stations to maximize transit ridership, serve the economic and social goals of the area, and take advantage of the unique development opportunities which mass transit provides.

D-D-O: Development District Overlay—Intended to ensure that development in a designated district meets the goals established in a master plan, master plan amendment or sector plan. Development districts may be designated for town centers, Metro areas, commercial corridors, employment centers, revitalization areas, historic areas and other special areas as identified in approved plans.

² These overlay zones are superimposed over other zones, and they may modify provisions of the underlying zones concerning uses allowed and standards for development. In addition, new development is generally subject to approval of a detailed site plan by the Planning Board.

Chesapeake Bay Critical Areas Overlay Zones³

I-D-O: Intense Development Overlay—To conserve and enhance fish, wildlife, and plant habitats and improve the quality of runoff that enters the Chesapeake Bay, while accommodating existing residential, commercial, or industrial land uses. To promote new residential, commercial and industrial land uses with development intensity limits. Maximum residential density is the same as the underlying zone.

L-D-O: Limited Development Overlay—To maintain and/or improve the quality of runoff entering the tributaries of the Chesapeake Bay and to maintain existing areas of natural habitat, while accommodating additional low-or moderate-intensity development. Maximum residential density is the same as the underlying zone, up to 4.0 du/net acre maximum.

R-C-O: Resource Conservation Overlay—To provide adequate breeding, feeding and wintering habitats for wildlife, to protect the land and water resources base necessary to support resource-oriented land uses, and to conserve existing woodland and forests for water quality benefits along the tributaries of the Chesapeake Bay.
Maximum residential density—.05 du/ gross acre.

Revitalization Overlay Districts⁴

R-O-D: Revitalization Overlay District—Intended to ensure the orderly development or redevelopment of land within a designated district. Revitalization districts provide a mechanism for the county to delegate full authority to local municipalities to approve departures from parking, landscaping and sign standards. In addition, limited authority is also delegated for the approval of variances from building setbacks, lot coverage, yards and other dimensional requirements of existing zoning.

³ These overlay districts are superimposed over other zones. However, they do not modify provisions of the underlying zones concerning uses allowed and standards for development.

⁴ These overlay zones are superimposed over other zones, and they may modify provisions of the underlying zones concerning design regulations. However, they do not modify provisions of the underlying zones concerning allowed uses. In addition, a detailed site plan for architectural conservation shall be approved by the Planning Board prior to the issuance of a building or grading permit.

Architectural Overlay Districts⁵

A-C-O: Architectural Conservation Overlay—Intended to ensure that development and redevelopment efforts preserve and protect the architectural or design character of neighborhoods in accordance with an approved architectural conservation plan. Conservation districts may be designated in areas where the majority of properties have been developed and they exhibit distinct, unifying elements, characteristics, design or other physical features.

⁵ These overlay zones are superimposed over other zones, and they may modify provisions of the underlying zones concerning design regulations. However, they do not modify provisions of the underlying zones concerning allowed uses. In addition, a detailed site plan for architectural conservation shall be approved by the Planning Board prior to the issuance of a building or grading permit.

Public Facility Cost Estimates

Per Section 27-646(b)(4) of the Zoning Ordinance, all approved master plans must contain an estimate of the cost of all public facilities that must be acquired or constructed in order to carry out the objectives and requirements of the plan. The Branch Avenue Corridor sector plan reinforces the public facilities recommendations in the 2000 *Approved Master Plan and Sectional Map Amendment for the Heights and Vicinity (Planning Area 76A)*, except as modified by this plan. The tables below provide the proposed public facilities cost estimates to serve the land use recommendations of the sector plan. The cost estimates are in current (2007) dollars. The table also notes projects for which funding has already been included in the county's Capital Improvement Program (CIP).

Schools, Libraries, and Public Safety

Facility Type	Location	Project Description	Proposal Type	Estimated Cost
School	Urban Elementary School, Redeveloped Marlow Heights Mixed-Use Center	Acquisition of land and construction of a new 150,000 square foot school, to urban PreK-8th grade standards, providing sufficient parking for faculty and staff, and access to transit	New proposal	Land-TBD* Building cost-45,000,000
Library (Hillcrest Heights Branch)	Redeveloped Iverson-Marlow Heights Mixed-Use Center	Acquisition of 25,000 to 50,000 square feet of floor space in the proposed Iverson-Marlow Heights Mixed-Use Center or new building constructed as part of the proposed redevelopment project	New proposal	Land or floor space in new building TBD Separate facility-\$6,500,000
Police Station (District VII Headquarters)	10900 Fort Washington Road	Construction of a new police district station adjacent to the existing fire station	CIP project	\$7,988,000
Fire/EMS (Silver Hill Co. 29)	3900 Silver Hill Road	Renovation of existing facility	CIP project	\$720,000
Fire/EMS facility	Site near the St. Barnabas Road and Capital Beltway interchange	Construction of a new facility	CIP project	\$5,100,000

*TBD: To be determined.

Transit and Road Facilities

Facility Type	Location	Project Description	Proposal Type	Estimated Cost
Road	Hagan Road (MC-500)	Upgrading and reconstruction of Hagan Road to a major collector roadway	Reaffirmation of the 2000 Approved Heights Master Plan recommendations	\$1,000,000–\$2,000,000
Road	Branch Avenue (A-69)	Upgrading and converting this roadway to a major urban boulevard by providing landscaped median, streetscape amenities, bicycle, pedestrian, and other related improvements	New proposal	\$10,000,000–\$15,000,000
Road	Silver Hill Road (A-40)	Upgrading and converting this roadway to a major urban boulevard by providing landscaped median, streetscape amenities, bicycle, pedestrian, and other related improvements	New proposal	\$5,000,000–\$8,000,000
Road	St. Barnabas Road (A-45) between Branch Avenue and Silver Hill Road	Upgrading and converting this roadway to a minor urban boulevard by providing landscaped median, streetscape amenities, bicycle, pedestrian, and other related improvements	New proposal	\$2,000,000–\$3,000,000
Road	Saint Barnabas Road (A-45) between Temple Hill Road and the Capital Beltway	Upgrading and converting this roadway to a minor urban boulevard by providing landscaped median, streetscape amenities, bicycle, pedestrian, and other related improvements	New proposal	\$4,000,000–\$5,000,000
Road	Iverson Street (C-702) from Branch Avenue to 23rd Street	Upgrading and converting this roadway to a minor urban boulevard by providing landscaped median, streetscape amenities, bicycle, pedestrian, and other related improvements	New proposal	\$1,500,000–\$2,000,000
Road	Naylor Road (A-43)	Upgrading and converting this roadway to a minor urban boulevard by providing landscaped median, streetscape amenities, bicycle, pedestrian, and other related improvements	New proposal	\$1,000,000–\$1,500,000

Facility Type	Location	Project Description	Proposal Type	Estimated Cost
Road	Old Silver Hill Road (C-728)	Upgrading and converting this roadway to a minor urban boulevard by providing landscaped median, streetscape amenities, bicycle, pedestrian, and other related improvements	New proposal	\$500,000–\$1,000,000
Road	Saint Barnabas Road and Wheeler Road, Temple Hill Road and Raleigh Road, 23rd Parkway and Hagan Road intersections	Explore the feasibility of constructing a two-lane roundabout at the intersections, or other appropriate traffic calming and control measures.	New proposal	\$1,500,000–\$2,000,000
Road	23rd Parkway (C-704) to St. Barnabas Road	Extension of the existing 23rd Parkway to St. Barnabas Road	From the 2000 Approved Heights Master Plan	\$1,500,000–\$2,000,000
Traffic Signals	Various locations when warranted by SHA or DPW&T	Installation of traffic signals at determined problem intersections	New proposals	\$150,000–\$200,000 per signal
Transit	Branch Avenue, Saint Barnabas Road to Naylor Road Metro Station	Provision of shuttle bus service with headways no more than 15 minutes along Branch Avenue and Saint Barnabas Road with service to the Naylor Road Metro Station	New proposal	TBD
Transit	Suitland or Branch Avenue Metro Station to National Harbor	Explore the feasibility of providing street car or light rail transit service from Suitland Metro Station or Branch Avenue Metro Station to the National Harbor with stops on Branch Avenue and along St. Barnabas Road (this is a long-range proposal)	New proposal	TBD (This is part of a larger project currently being studied by the state's Mass Transit Administration (MD-MTA))

Trails, Bicycle, and Pedestrian Facilities

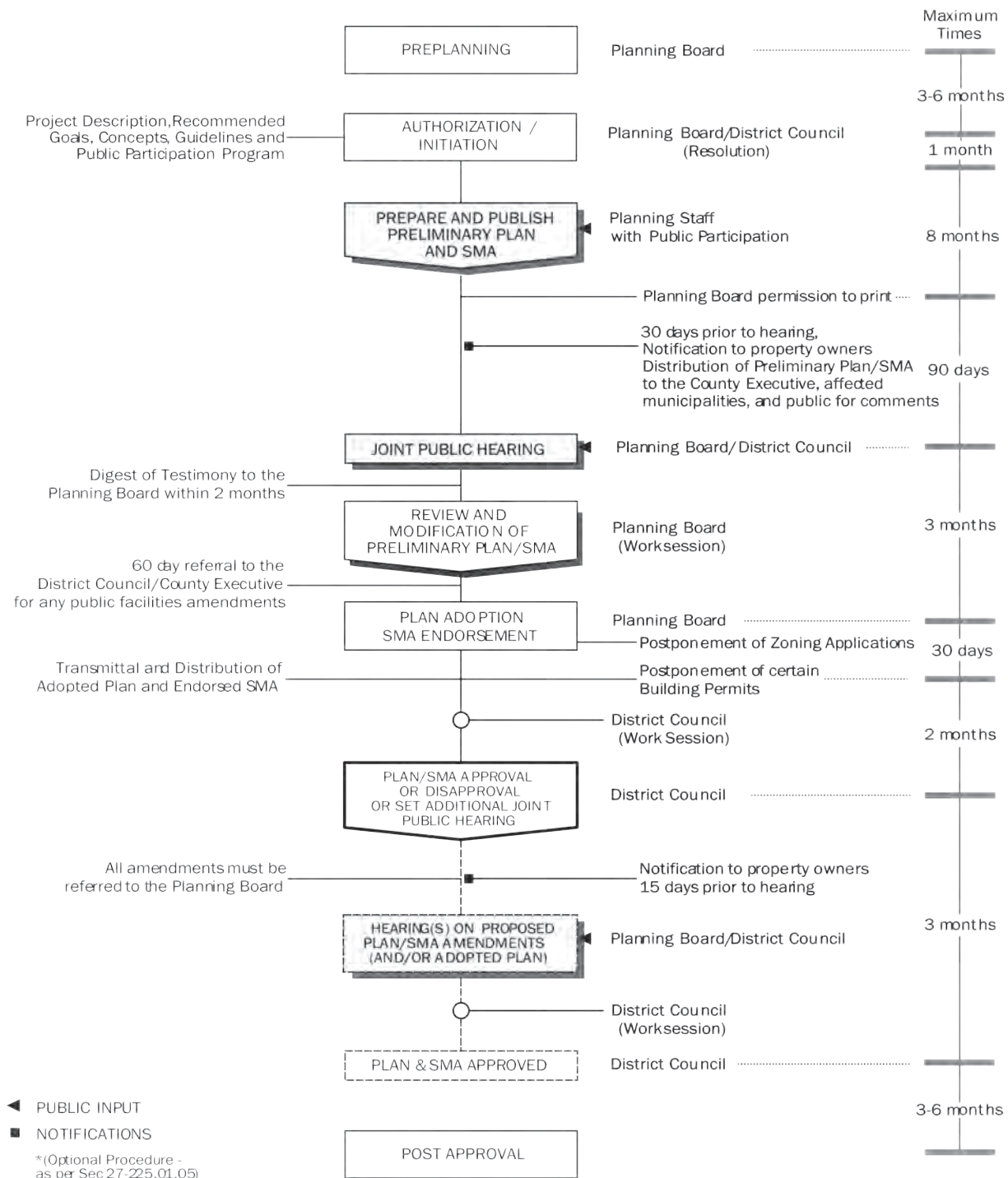
Facility Type	Location	Project Description	Proposal Type	Estimated Cost
Multi-use trail	Oxon Run Stream Valley	Construction of a multi-use trail within a park corridor along Oxon Run. Most of this corridor is outside the sector plan area. The trail will provide access to the Naylor Road Metro Station.	From the 2000 Approved Heights Master Plan	\$50,000 (For study area)
Multi-use trail	Suitland Parkway	Construction of trail along Suitland Parkway to connect with the existing Suitland Parkway trail in the District of Columbia. This trail will provide access to the District of Columbia and to several metro stations. The National Park Service has completed an initial feasibility study. Within the sector plan area alone, this trail will be over 2.5 miles in length. Structures may be necessary in areas of steep slopes, at ramps and interchanges, and at wetland crossings. Discussions are underway between the National Park Service, Maryland Department of Transportation, and M-NCPPC concerning the initial planning for this trail.	From the 2000 Approved Heights Master Plan	TBD
Multi-use trail	Barnaby Run Stream Valley Trail to Marlow Heights Center	Construction of a multi-use trail within a park and County owned corridor along Barnaby Run. Approximately ½ mile of this trail will be within the sector plan area.	From the 2000 Approved Heights Master Plan	\$250,000 (sector plan area only)
Multi-use trail	Henson Creek stream valley	Construction of multi-use trails on existing M-NCPPC land to provide access between the Suitland Parkway, Henson Creek and Branch Avenue trails. This trail is outside (but adjacent to) the sector plan area.	CIP project (for design only)	\$490,000
Pedestrian and bike trails	Iverson Street/Silver Hill Road	Construction of pedestrian sidewalk facilities, pedestrian amenities, and designated bike lanes	New proposal	TBD (part of larger project)
Pedestrian and bike trails	Saint Barnabas Road	Improvement to sidewalk facilities, pedestrian amenities, and designated bike lanes	New proposal	TBD (part of larger project)
Pedestrian Improvements	Throughout the sector area	Inventory existing sidewalk network and evaluate the condition and adequacy of linkages and make recommendations for improvements	New proposal	TBD (may require consultant study)

Parks, Recreation and Open Space Facilities

Facility Type	Location	Project Description	Proposal Type	Estimated Cost
Community Center	Oxon Run Drive, Temple Hills	Renovation and expansion of the Hillcrest Heights Community Center to include additional meeting rooms, fitness area, administrative offices and other programmable spaces.	CIP project	\$3,200,000
Marlow Heights Community Center	Saint Claire Drive, Marlow Heights	Renovation and expansion of the Marlow Heights Community Center gymnasium, weight room and multi-purpose room	CIP project	\$1,800,000
Neighborhood Playground	32nd Avenue, Temple Hills	Expansion of neighborhood playground expansion of five additional acres	New proposal	\$320,000
Stream Valley Park	Barnaby Run, Henson Creek, and Oxon Run	Acquisition of land for expansion of stream valley parks	New proposal	TBD
Neighborhood Park	Beech Road, Temple Hills	Acquisition of twenty-acre neighborhood park	New proposal	\$1,500,000
Neighborhood Park	Old Branch Avenue, Suitland	Acquisition of eleven-acre neighborhood park	New proposal	\$900,000
Neighborhood Park	Brinkley Road, Fort Washington	Acquisition of a fifteen-acre neighborhood park	New proposal	\$600,000
Trail	Wheeler Road, Saint Barnabas Road	Exploration of a trail alignment from Barnaby Run Stream Valley Park to Marlow Heights Community Center	New proposal	TBD

PROCEDURAL SEQUENCE CHART

For the Concurrent Preparation of
Comprehensive Master Plans, Sector Plans and Sectional Map Amendments*



COUNTY COUNCIL OF PRINCE GEORGE'S COUNTY, MARYLAND
SITTING AS THE DISTRICT COUNCIL
2008 Legislative Session

Resolution No. CR-86-2008
 Proposed by The Chairman (by request – Planning Board)
 Introduced by Council Members Dean, Exum, Bland, Harrison, Knotts and Dernoga
 Co-Sponsors _____
 Date of Introduction September 23, 2008

RESOLUTION

1 A RESOLUTION concerning

2 Branch Avenue Corridor Sector Plan and Sectional Map Amendment

3 For the purpose of approving with amendments as an act of the County Council of Prince
 4 George's County, Maryland, sitting as the District Council, the Sector Plan and Sectional Map
 5 Amendment for the Branch Avenue Corridor area, thereby defining long-range land use and
 6 development policies and setting forth and adopting detailed zoning proposals for the area
 7 comprising the Branch Avenue Corridor from the District of Columbia boundary line to St.
 8 Barnabas Road, including the Naylor Road Metro Station, Iverson Mall, and Marlow Heights
 9 Shopping Center, Silver Hill Road, Old Silver Hill Road, and the St. Barnabas Road commercial
 10 corridor to the Capital Beltway.

11 WHEREAS, the Branch Avenue Corridor Sector Plan and Sectional Map Amendment
 12 amends a portion of the 2000 *Approved Master Plan and Sectional Map Amendment for the*
 13 *Heights and Vicinity* (Planning Area 76A); the 2002 *Prince George's County Approved General*
 14 *Plan* for the physical development of the Maryland-Washington Regional District within Prince
 15 George's County, Maryland; the 2005 *Countywide Green Infrastructure Plan*; the 1982 *Master*
 16 *Plan of Transportation*; the 1983 *Functional Master Plan for Public School Sites*; the 2008
 17 *Public Safety Facilities Master Plan*; the 1992 *Prince George's County Historic Sites and*
 18 *Districts Plan*; and the 1975 *Countywide Trails Plan* including the 1985 *Equestrian Addendum*;
 19 and

20 WHEREAS, on March 6, 2007, in Council Resolution CR-11-2007, the County Council,
 21 sitting as the District Council, directed The Maryland-National Capital Park and Planning

Commission to prepare a Sector Plan and Sectional Map Amendment for the Branch Avenue Corridor area in order to develop a comprehensive plan that sets policies and strategies that will improve the quality of life for the residential communities, improve the business climate, guide revitalization and redevelopment in the sector plan area, maximize the use of existing transit infrastructure, protect environmentally sensitive land, and implement the 2002 General Plan vision for the Developed Tier; and

WHEREAS, on March 6, 2007, the District Council endorsed the Goals, Concepts and Guidelines prepared by the Planning Board pursuant to Section 27-643 of the Zoning Ordinance; and

WHEREAS, the Planning Board hosted a series of stakeholder meetings to inform the public of the planning process and solicit issues and concerns, and the Planning Board further conducted three planning workshops, including a four-day planning and design charrette, and a one-day post-charrette as the major component of the Public Participation Program to involve the community in the preparation of the Plan; and

WHEREAS, the Plan recommends the designation of the Sector Plan area as a Revitalization Overlay Area and uses that designation to target regulatory legislation and financial assistance required to successfully implement the recommendations of the plan and the sectional map amendment; and

WHEREAS, on November 1, 2007, the Planning Board granted permission to print the Preliminary Branch Avenue Corridor Sector Plan and Proposed Sectional Map Amendment; and

WHEREAS, on January 29, 2008, the District Council and the Planning Board held a duly advertised joint public hearing on the Preliminary Branch Avenue Corridor Sector Plan and Proposed Sectional Map Amendment; and

WHEREAS, pursuant to Section 27-645(b) of the Zoning Ordinance, the plan proposals for public facilities were referred to the County Executive and District Council for review, and the District Council subsequently endorsed the Sector Plan proposal for public facilities as amended by CR-15-2008; and

WHEREAS, on April 17, 2008, the Planning Board held a work session to consider the public hearing testimony; and

WHEREAS, on April 24, 2008, the Planning Board, in response to the public hearing testimony, adopted the Sector Plan and endorsed the Sectional Map Amendment with revisions

1 as described in Prince George's County Planning Board Resolution PGCPB No. 08-55 and
 2 transmitted the Sector Plan and Sectional Map Amendment to the District Council on May 16,
 3 2008; and

4 WHEREAS, on June 10, 2008, the District Council held a work session to review the
 5 Planning Board recommendations on the public hearing testimony and generally endorsed the
 6 Planning Board recommendations contained in PGCPB No. 08-55, it nevertheless made the
 7 following findings:

8 (a) The designation of mixed land uses or the M-X-T Zone should be strategic and should be
 9 primarily focused along Branch Avenue, or at a designated center or corridor node.

10 (b) Due to the limited availability of public funds, the implementation of the recommended
 11 public infrastructure improvements or financial incentives should be prioritized. Public
 12 investment should be focused within the Naylor Road Metro Station Core area; and

13 WHEREAS, on July 1, 2008, the District Council decided to propose amendments to
 14 the adopted Plan and endorsed Sectional Map Amendment and to hold a second public hearing to
 15 allow public comments; and

16 WHEREAS, as it was the intent of the District Council to include among the proposed
 17 amendments all the endorsed zoning changes that were not advertised for citizen comments at
 18 the January 29, 2008, joint public hearing, with revisions directed by the Council and updated to
 19 include references to exhibits that were added to the record after the close of hearing record; and

20 WHEREAS, on July 15, 2008, the District Council approved resolution CR-70-2008,
 21 proposing amendments to the adopted Plan and endorsed Sectional Map Amendment authorizing
 22 a second public hearing on September 9, 2008; and

23 WHEREAS, on September 9, 2008, the District Council and the Planning Board held a
 24 duly advertised joint public hearing on the amendments contained in CR-70-2008, and did not
 25 receive any comments on the proposed amendments.

26 NOW, THEREFORE, BE IT RESOLVED by the County Council of Prince George's
 27 County, Maryland, sitting as the District Council for that part of the Maryland-Washington
 28 Regional District in Prince George's County, Maryland, that the Sector Plan and Sectional Map
 29 Amendment for the Branch Avenue Corridor area as adopted and endorsed on April 24, 2008, by
 30 PGCPB No. 08-55, are hereby approved, with the following amendments and revisions:
 31

SECTIONAL MAP AMENDMENT

- AMENDMENT 1** Retain the existing C-O Zone on 3701 St. Barnabas Road. Account Number: 0436246, Acreage: 4.31.
- AMENDMENT 2** Change the zoning of the properties a. through y. identified in Amendment 1 of CR-70-2008, from the existing C-M Zone to the C-S-C Zone. Retain the existing C-S-C Zone on 3405 Bonita Street, account number 0485946.
- AMENDMENT 3** Retain the existing C-M Zone on 7,800 square feet of the 1.2202 property located at 4011 Silver Hill Road, identified as Parcel A, Zaatra Commercial and depicted on Plat Book REP 211, Plat No. 42. Account No. 3742251, as set forth in the Zoning Exhibit and Metes and Bounds description, attached hereto as Attachment A and incorporated as if set forth fully herein.

SECTOR PLAN

- AMENDMENT 4** Add language to the plan text to incorporate a phasing plan to clearly state that the Naylor Road Metro Station Core area should be the priority for any public investment toward the implementation of the plan recommendations.

Revise Strategy 1, Policy 1, under Economic Development , p. 54, to read as follows:

Use the recommended designation of a Revitalization Overlay Area to foster a collaboration among [develop a partnership with] the county's Redevelopment Authority, [and its] Economic Development Corporation and any other governmental funding sources to commit financial, personnel, and other assistance to support the implementation of the economic, revitalization, and redevelopment recommendations of this plan, with priority at the Naylor Road Metro Station Core area.

Add Chapter 7 to the plan text entitled "Implementation Action Timeline" as follows:

IMPLEMENTATION ACTION TIMELINE

Implementation is critical to the realization of the plan vision. The approval of this plan puts in place the appropriate zoning tools, an important part of the implementation program. The designation of the Sector Plan area as a Revitalization Overlay Area is key in targeting other regulatory and financial assistance to this area to ensure the implementation of many of the

strategies in the plan. This plan recognizes that the vision is long range and requires commitment from property owners, developer interest and funding, and governmental support and prioritization of activities. Due to limited public financial resources, priority is given to the redevelopment of the Naylor Road Metro Station Core area where transit infrastructure exists. The plan assumes that redevelopment of the Metro Station area can stimulate redevelopment of other areas along the Branch Avenue Corridor at the same time given the right mix of incentives and market condition. Private redevelopment of other areas along the corridor could occur before or simultaneous with development at the Naylor Road Metro Station, however, the Metro Station area remains the priority for public infrastructure improvement.

The plan vision cannot be realized overnight. In order to create an environment for major redevelopment and to improve the area's image and business climate, some immediate actions need to take place. Although some actions may be identified as immediate or mid-term, they are intended to continue for the foreseeable future in order to ensure lasting change and a healthier community long term. Long-term actions depend on the successful implementation of immediate and mid-term actions in many cases, or are expected to require more time to establish and implement. They are the last phase in realizing the vision set forth by the community. The following Implementation Action Timeline establishes appropriate immediate, mid- and long-term actions relevant to the implementation of the plan vision over time.

Immediate Actions (less than 3 years)

1. Develop legislation to define criteria, programs and necessary regulatory mechanisms to implement the Revitalization Overlay Area for the Sector Plan area. Focus county staff and other public resources necessary for infrastructure improvements and to implement revitalization and redevelopment efforts starting within the Naylor Road Metro Station Core area.
2. Develop legislation to limit uses that when concentrated are detrimental to the economic revitalization goals within the designated Revitalization Overlay Area.
3. Develop legislation to amend the M-X-T Zone to utilize the plan's standards and guidelines to regulate the mix of uses, density and intensity, building placement, street level activities/uses, parking flexibility, building height, location of vertical and horizontal uses, and general quality of materials.
4. Systematically enforce all applicable county codes, particularly property maintenance and zoning codes, through area-based assignment of inspectors and education of property owners. Develop legislation for necessary improvements to ensure adequate maintenance of properties.

5. Work with the Department of Environmental Resources and the Department of Public Works to schedule regular clean-ups that include area businesses and neighboring communities.
6. Intensify police patrols in areas of high crime, particularly around the Naylor Road Metro Station and Iverson Street.
7. Create a community-led crime prevention campaign that educates and motivates citizens to get involved and introduce the Crime Prevention through Environmental Design (CPTED) principles.
8. Conduct a study of the industrial land uses adjacent to the St. Barnabas commercial corridor for impacts on the commercial and residential uses within the area. Include recommendations for necessary improvement and a strategy for improvements including possible rezoning needs.
9. Explore the feasibility of creating a parking district to encourage shared parking structures and possible redevelopment partnerships.
10. Develop a phasing and implement plan to construct trail connections to ensure pedestrian connections to mixed-use development giving the Naylor Road Metro Station Core area top priority.
11. Work with appropriate agencies, including SHA and the Department of Parks and Recreation to develop concept plans and an implementation strategy to transform Branch Avenue into an urban boulevard in conjunction with a linear park.
12. Focus on the redevelopment and revitalization of the Naylor Road Metro Station area with a mixed-use development of office, residential, retail, public and quasi-public uses utilizing design guidelines and standards in the plan.

Mid-Term Actions (3-7 years)

1. Continue to focus on the redevelopment and revitalization of the Naylor Road Metro Station area.
2. Explore financial and regulatory incentives for small property owners to assemble land suitable for mixed-use development.
3. Facilitate land acquisition, facility development, and recreational programming in the Naylor Road Metro Station area.
4. Identify and secure joint public and private funding mechanisms that will allow for the planning, design and timely construction and implementation of multimodal transportation network enhancements to promote more nonvehicular travel in the corridor.
5. Provide shuttle bus services to facilitate transit ridership from the new mixed-use centers.
6. Construct distinctive and welcoming gateways to the sector plan area.
7. Work with PEPCO, Verizon, Comcast, and other electrical and technological infrastructure service providers to update and improve their services in the area to ensure adequacy for existing and future development.

8. Explore the opportunity of forming a business improvement district (BID) to fund special services.
9. Establish a multidimensional branding campaign that brings clear identity and intensively markets the area, develop a tenant recruitment program, and create tax incentives for businesses to locate to the area.
10. Use CPTED principles in all designs of new projects to create more eyes on the street to encourage residents and customers to notify business owners and police of suspicious behaviors around the corridor.
11. Work with Iverson Mall and Marlow Heights on a staging plan for redeveloping the area as a mixed-use node including the prioritization of necessary public improvements to support the redevelopment projects.
12. Continue to provide transportation enhancements as warranted by the level of development including the development of Branch Avenue into an urban boulevard.
13. Work with appropriate agencies, including SHA and the Department of Public Works and Transportation, and property owners to develop a concept plan and implementation strategy to transform St. Barnabas Road into a minor urban boulevard.
14. Provide shuttle bus services to the Suitland Metro Station and the Naylor Road Metro Station from the major roadways in the Sector Plan area. Provide a super station and transfer point at the intersection of Silver Hill Road.

Long-Term Actions (7+ years)

1. Focus efforts to implement the phasing of the redevelopment of the Iverson Mall and Marlow Heights mixed-use nodes as the Naylor Road Metro Station area develops. Provide necessary public incentives and infrastructure development to support the redevelopment.
2. Continue a multidimensional branding campaign that brings clear identity and intensively markets the area and create tax incentives for recruiting quality businesses to locate to the area.
3. Provide needed public facilities per plan recommendation concurrent with the intensification of the sector plan area including a library, schools, parks, a revitalized Marlow Heights Community Center, and trails.
4. Explore the feasibility of replacing the shuttle bus services with a light-transit service that could provide an extension of the proposed rail transit between Northern Virginia, National Harbor, Oxon Hill Road, the St. Barnabas Road and Branch Avenue Corridors, and the Suitland Metro Station. If warranted, develop a longer range plan for implementation

AMENDMENT 5 Revise plan text and maps as appropriate to show consistency between any District Council rezoning, the proposed land use map, and any related text maps and illustrations.

1 BE IT FURTHER RESOLVED that the planning staff is authorized to make appropriate
2 text and map revisions to correct identified errors, reflect updated information, and incorporate
3 the zoning map changes reflected in this Resolution.

4 BE IT FURTHER RESOLVED that this Sectional Map Amendment is an amendment to
5 the Zoning Ordinance and to the official zoning map for the Maryland-Washington Regional
6 District in Prince George's County, Maryland. The zoning changes approved by this Resolution
7 shall be depicted on the official zoning map of the County.

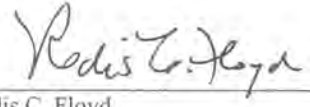
8 BE IT FURTHER RESOLVED that this Resolution shall take effect on the date of its
9 adoption.

Adopted this 30th of September, 2008.

COUNTY COUNCIL OF PRINCE GEORGE'S
COUNTY, MARYLAND, SITTING AS THE
DISTRICT COUNCIL FOR THAT PART OF
THE MARYLAND-WASHINGTON REGIONAL
DISTRICT IN PRINCE GEORGE'S COUNTY,
MARYLAND

BY: 
Samuel H. Dean
Chairman

ATTEST:


Redis C. Floyd
Clerk of the Council

Attachment A is available in LIS as an Inclusion File

CR-86-2008 (DR-2)
AT CHMENT A



Schedule 'A'

**Description of area to remain Zoned as CM
Parcel 'A' Zaatra Commercial**

Being a parcel of land hereinafter described by metes and bounds, within and being a part of Parcel 'A' as shown on a Record Plat entitled "Parcel 'A', Zaatra Commercial" and recorded among the Land Records of Prince George's County, Maryland in Plat Book PM 211 as Plat No. 42; said parcel being part of the land conveyed by Said Zaatra and Azmi Zaatra to Said Zaatra by deed dated January 6, 2006 and recorded among the said Land Records in Liber 24282 at Folio 347 and being more particularly described as follows.

Area to remain Zoned as CM

Beginning for the said parcel of land to remain zoned CM at a point, said point being North 57° 28' 02" East, 22.25 feet from a point on the North 32° 31' 58" West, 149.06 foot line of the aforesaid "Parcel 'A', Zaatra Commercial" and being 44.09 feet from the beginning said North 32° 31' 58" West, 149.06 foot course; thence

1. North 32° 46' 07" West, 60.00 feet to a point; thence
2. North 57° 13' 53" East, 130.00 feet to a point; thence
3. South 32° 46' 07" East, 60.00 feet to a point; thence
4. South 57° 13' 53" East, 130.00 feet to the point of beginning. Containing 7,800 square feet or 0.1791 of an acre of land.

This Metes and Bounds Description as prepared by Phoenix Land Design, Inc. 14412 Old Mill Road, Suite 101, Upper Marlboro, Maryland 20772, was prepared by me or under my responsible charge and is based on the bearing system established by the above referenced subdivision plat.



Certified Correct,

AdG
Gary L. Cooper
Registered Property Line Surveyor
MD Reg. 359

Prince George's County Council
Agenda Item Summary

Meeting Date: 9/30/2008
Reference No.: CR-086-2008
Draft No.: 2
Proposer(s): Park & Planning
Sponsor(s): Dean, Exum, Harrison, Knotts, Dernoga
Item Title: A Resolution approving with amendments as an act of the County Council of Prince George's County, Maryland, sitting as the District Council, the Sector Plan and Sectional Map Amendment for the Branch Avenue Corridor area, thereby defining long-range land use and development policies and setting forth and adopting detailed zoning proposals for the area comprising the Branch Avenue Corridor from the District of Columbia boundary line to St. Barnabas Road, including the Naylor Road Metro Station, Iverson Mall, and Marlow Heights Shopping Center, Silver Hill Road, Old Silver Hill Road, and the St. Barnabas Road commercial corridor to the Capital Beltway.

Drafter: Chiddy Umeozulu, M-NCPPC
Resource Personnel: Chiddy Umeozulu, M-NCPPC
Karen T. Zavakos, Legislative Officer

LEGISLATIVE HISTORY:

Date Presented:		Executive Action:	
Committee Referral:		Effective Date:	9/30/2008
Committee Action:			
Date Introduced:	9/30/2008		
Public Hearing:			
Council Action (1)	9/30/2008 - ADOPTED		
Council Votes:	MB:A, WC:-, SHD:A, TD:A, CE:A, AH:A, TK:A, EO:A, IT:A		
Pass/Fail:	P		
Remarks:			

AFFECTED CODE SECTIONS:

COMMITTEE REPORTS:

BACKGROUND INFORMATION/FISCAL IMPACT:

(Includes reason for proposal, as well as any unique statutory requirements)

9/30/2008 - CR-86-2008 was amended on the floor; CR-86-2008 (DR-2) was subsequently adopted.

CODE INDEX TOPICS:

INCLUSION FILES:

I-CR-86-2008 (DR-2) Attachment A.pdf

CERTIFICATE OF ADOPTION AND APPROVAL

This approved sector plan for the Branch Avenue Corridor, being a proposed amendment to a portion of the 2000 *Approved Master Plan and Sectional Map Amendment for the Heights and Vicinity (Planning Area 76A)*; the 2002 *Prince George's County Approved General Plan* for the physical development of the Maryland-Washington Regional District within Prince George's County, Maryland; the 2005 *Countywide Green Infrastructure Plan*; the 1982 *Master Plan of Transportation*; the 1983 *Functional Master Plan for Public School Sites*; the 2008 *Public Safety Facilities Master Plan*; the 1992 *Prince George's County Historic Sites and Districts Plan*; and the 1975 *Countywide Trails Plan* including the 1985 *Equestrian Addendum*, has been adopted by the Prince George's County Planning Board of The Maryland-National Capital Park and Planning Commission by Resolution Number 08-55 on April 24, 2008, after a duly advertised District Council and Planning Board joint public hearing held on January 29, 2008. The Prince George's County Council, sitting as the District Council, approved the sector Plan and sectional map amendment by Resolution No. CR-86-2008 on September 30, 2008, after a duly advertised second joint public hearing held on September 9, 2008.

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION


Royce Hanson
Chairman


Samuel J. Pappert Jr.
Vice Chairman


Patricia Colihan Barney
Secretary-Treasurer

Acknowledgments

Fern V. Piret, Ph. D., Planning Director
Albert G. Dobbins, III, AICP, Deputy Director
Ivy A. Lewis, AICP, Chief, Community Planning South Division

Project Team

Chidy Umeozulu, Project Leader, Planner Coordinator, Community Planning South Division
Teri Bond, Project Facilitator, Supervisor, Community Planning South Division
Clara Fenwick, Planner Coordinator, Community Planning South Division
Dan Sonenklar, Planner, Community Planning South Division*
Judelle Campbell, Planner, Community Planning South Division
Crystal Thompson, Principal Planning Technician, Community Planning Division*

Consultant Team

Rhodeside & Harwell, Incorporated
Bay Area Economics
Justice and Sustainability
Wells and Associates

Project Resources

Faramarz Mokhtari, Planner Coordinator, Countywide Planning Division
Frederick B. Shaffer, III, Senior Planner, Countywide Planning Division
Ted Kowaluk, Senior Planner, Information Center Division
Brandon Rowe, Planner, Countywide Planning Division*
Karen Buxbaum, Planner Coordinator, Countywide Planning Division
Don Herring, Senior Planner, Department of Parks and Recreation

Technical or Administrative Assistance

John Wooden, Planner, Community Planning South Division
Oscar Becerril, Intern, Community Planning South Division*
Gary R. Thomas, Principal Planning Technician, Community Planning Division
Jay Reed, GIS Specialist I, Community Planning Division**
Robert Meintjes, Publications Specialist, Office and Publications Services
Dee McChesney, Publications Specialist, Office and Publications Services
La'Tasha Harrison, Stock Clerk II, Office and Publications Services
James Johnson, Stock Clerk II, Office and Publications Services
Ralph Barrett, Supervisor, Office Services, Office and Publications Services
Susan Kelley, Supervisor, Publications, Office and Publications Services
Keisha King, Principal Administrative Assistant, Community Planning South Division*

*Former employee

**Deceased