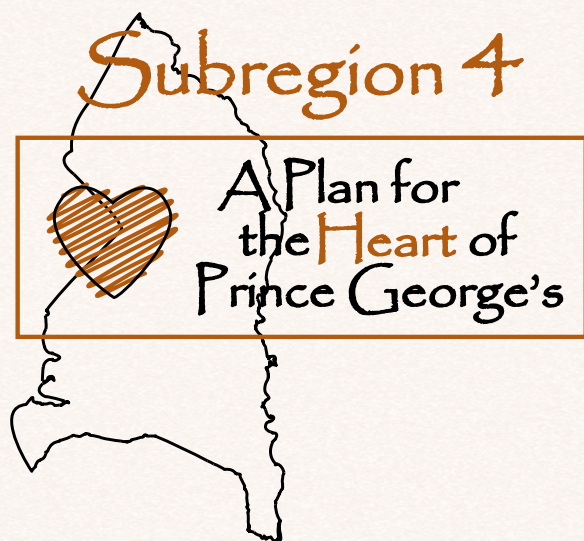


# Part II: Vision and Recommendations









# Chapter 3

## Plan Vision

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PLAN VISION

### Introduction

The vision of the Subregion 4 Master Plan is the result of numerous collaborative meetings and workshops with area stakeholders. The ideas, priorities, and concerns documented throughout this public engagement process were critical to the development of the plan vision. The recommendations that emerged were strengthened and refined through meetings with the implementing agencies and key property owners. The plan vision reflects what Subregion 4 can become by capitalizing on its location, existing infrastructure, historic resources, industrial sector, and large employment base while committing to realizing the land use plan and protecting the environment.





*Neighborhood serving retail.*



*Stable single-family residential neighborhoods.*



*A variety of housing types are offered.*

## Vision Statement

Subregion 4 thrives as the “Heart of Prince George’s County,” featuring a large percentage of the county’s residents and employment base. As described in the 2002 General Plan vision for the Developed Tier, the subregion is a unique location where new and older suburban neighborhoods are balanced by development that is more urban in character. Longtime residents live in revitalized neighborhoods alongside newcomers, all taking advantage of the diverse offerings of the area. A network of sustainable, medium- to high-density, transit-supporting, mixed-use, pedestrian-oriented neighborhoods located at the centers and corridor nodes is connected to the residential enclaves by a multimodal transportation network. Smaller, urban-scale residential communities, neighborhood commercial centers, and older “main streets” also exist to meet residents’ needs. Additional employment centers exist in the many industrial and business parks along the subregion’s boundaries. The industrial areas are improved and buffered to minimize their visual and environmental impacts. This plan envisions balancing new development, that optimizes existing infrastructure, with maintaining and revitalizing existing neighborhoods and commercial areas through redevelopment, adaptive reuse, preservation, and conservation.

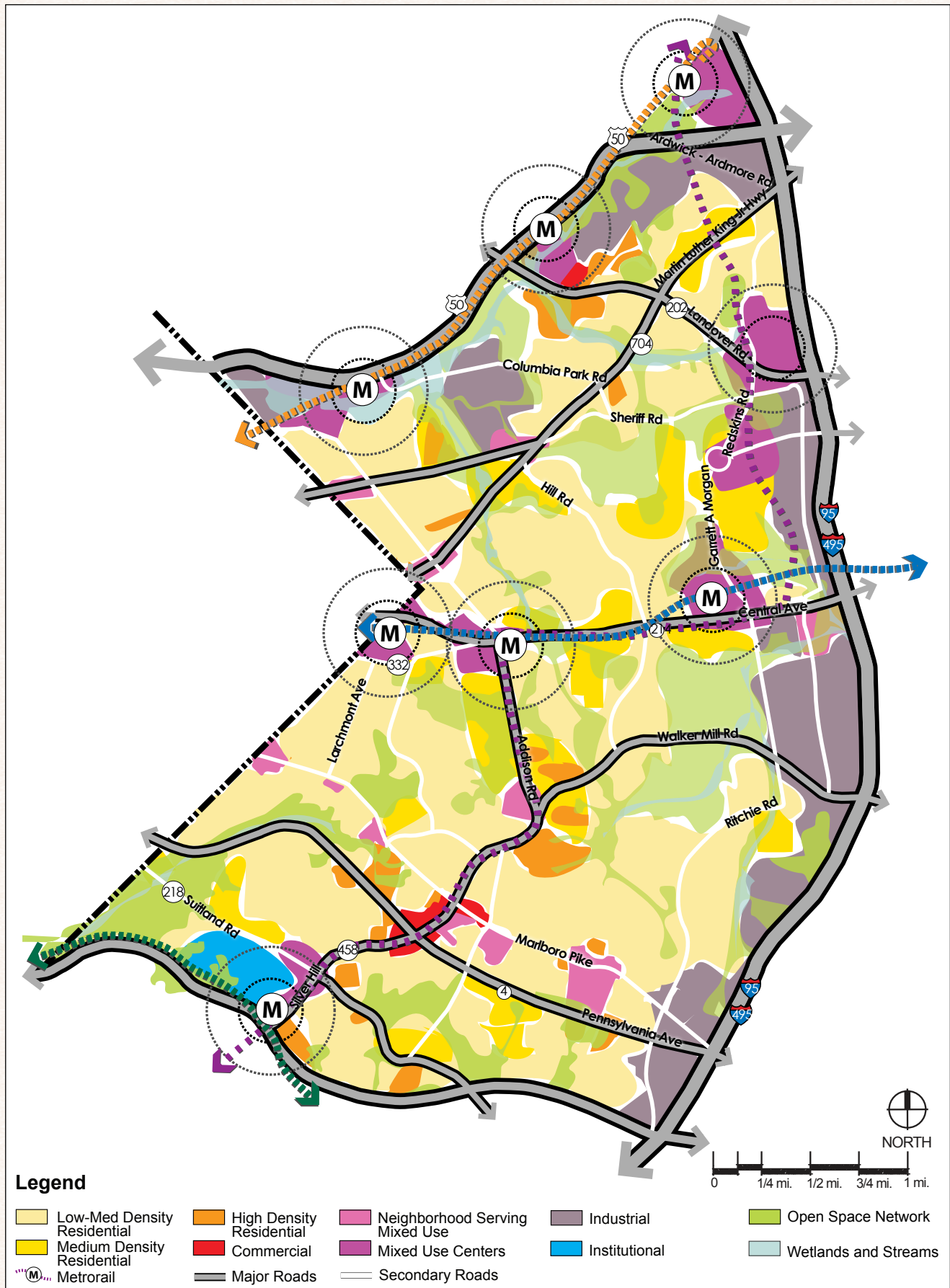
The environmental envelope is enhanced and protected to provide for a series of interconnected open spaces. These open spaces are designed to improve stormwater management, conserve natural resources, and to act as an amenity for the community. Together these elements will help to reinforce Subregion 4 as the “heart of Prince George’s County.”

## Vision Elements

### Revitalized Neighborhoods

Today, Subregion 4 neighborhoods are challenged by aging housing stock, high foreclosure rates, and an increasing number of single-family homes serving as rental properties. The plan envisions living areas with unique characteristics, including neighborhoods within municipalities, well-maintained residential blocks, and quiet culs-de-sac





PLAN VISION





*New single-family neighborhoods.*

and townhouse communities all served by local retail.

- The living areas retain their mature suburban character, transitioning to the centers and industrial areas in a seamless manner.
- There is an emphasis on the maintenance and revitalization of housing, as evidenced by programs and services available for homeowners, especially in the established communities.
- A variety of home ownership options is available for residents from a range of income levels.
- Neighborhood serving retail is concentrated at market-supportable locations. The commercial corridors are redeveloped to include a mix of uses, encourage pedestrian activity, and provide a sense of identity for the communities that they serve. Many of the former strip commercial centers are replaced with high-quality urban housing appropriate for the location.
- The suburban character of the established communities is maintained, in part, by focusing new development at the centers.
- New construction respects and reinforces community character by being consistent in scale and character with neighboring buildings.
- Programs, services and policies are available to support long-standing residents who would otherwise be displaced due to redevelopment, especially in communities at or adjacent to the centers.

## Focus New Development at Centers

A key priority of the 2002 *Prince George's County Approved General Plan* is to direct future growth in the Developed Tier to the designated centers. Currently, the eight centers in Subregion 4 (Addison Road-Seat Pleasant, Capitol Heights, Cheverly, Landover Metro, Landover Gateway, Morgan Boulevard, New Carrollton, and Suitland) are underutilized, underdeveloped, and have not captured the quality retail that is desired by the residents and offered at locations with comparable transit access. The Subregion 4 Master Plan realizes this opportunity and presents a set of strategies to minimize competing development interests among the eight centers and between the centers and the neighborhood commercial areas. The plan envisions new, mixed-use development featuring medium- to high-density residential, office, and retail at the eight General Plan centers located within the subregion.

- Centers are places for commerce, public services, and transit. They fulfill a growing demand for additional housing stock. The higher densities envisioned and the influx of transit riders to a



*Spaces for community gatherings.*



*Vibrant mixed-use corridor.*





*A variety of housing types are offered.*

- single location also help incentivize public amenities and attract high-quality retailers.
- Seven of the centers are located around Metro stations, conveniently connecting pedestrians to the wider transit network.
- There is a strong emphasis on transit-oriented, pedestrian-friendly environments for users to live, work, and play. Development of the mixed-use areas will position the subregion to better serve the retail needs of its residents and capture a portion of the retail market for the area.
- The centers are supported by an overall transportation network that emphasizes transit and pedestrian access and provides connections to the surrounding neighborhoods.
- Community building is utilized as an essential tool to create harmonious communities where people of all income levels and social strata enjoy residing.
- A range of housing types are available, including revitalized single-family housing, modern, attractive rental housing, and condominiums at locations with access to transit and other vital community services.

### **Reinforce Subregion 4 as an Industrial and Employment Center for the Region**

Although the industrial and employment centers in Subregion 4 supply an important tax base to the county and meet regional demand for high-intensity uses, there is a concern about their impact on the overall quality of life in the area and their



*Mixed-use development is introduced at General Plan centers.*

long-term viability. Application of appropriate zoning tools, development standards, and guidelines direct development to meet the plan vision for viable, attractive, and healthy industrial and employment centers.

- The subregion serves as a key economic engine for the central part of the county with varied employment and commercial opportunities for consumers and providers.
- Industrial areas are preserved but buffered from other incompatible uses to protect residents while maintaining the jobs and tax base that support residents of the subregion.
- Urban design standards and guidelines ensure development is at the appropriate scale and character for the surrounding area and buffers are constructed to improve transitions between land uses.
- Existing regulations are enforced by the appropriate agencies.

### **Improved Mobility For Walking, Biking, Transit, and Driving**

Today, the subregion is largely auto-oriented with no fewer than eight major highways or thoroughfares traveling through or adjacent to it. Pedestrian safety and the need for improved connections for local users are major concerns for the area's stakeholders.

The plan envisions a fully integrated multimodal system of "complete streets," which safely integrate vehicular, pedestrian, bicycle, bus, and Metro transit



users. Improvements are aimed at ensuring safe and efficient transit connections.

- New sidewalk and trail connections are identified throughout the subregion, emphasizing sidewalk corridors connecting schools, community centers, and Metro stations.
- Development at the centers and nodes is oriented to pedestrians and cyclists. New developments will include enhanced transit stops, wide sidewalks, bicycle lanes, and pedestrian-oriented buildings with ground floor retail and on-street parking.
- Bus service is improved to provide coordinated connections to the Metro stations and other key areas in the subregion, reduce lead times, and simplify the user experience through clearly identified destinations, routes, and schedules.

## Improved Community Character and Sense of Place

Currently divergent land uses, numerous jurisdictions, and inconsistency of the quality of development lend to a lack of community character for the subregion as a whole. The rich history of the area and the variety of development patterns that exist present an opportunity for Subregion 4 to develop into a series of communities and landscapes, each with a unique character and appearance. The master plan envisions a display of community character and the creation of a stronger sense of place by building upon the area's resources.



*Improved public realm.*

- Throughout the master plan area, an enhanced open space network connects parks to surrounding neighborhoods and provides for increased stormwater capacity.
- The open space network includes the creation of new park spaces, additions to the trail network, the introduction of stormwater management facilities, and improvements to existing parks.
- Significant historic properties are appreciated and valued as important elements of the area's cultural heritage.
- New development and revitalization plans are sensitive to issues of energy efficiency, recycling and conservation of materials and resources, waste reduction, and environmentally sensitive design.
- Urban Design Standards inform the development of new, community-serving, mixed-use centers at key locations in the subregion. The standards address the use of appropriate scale, form, and building massing to provide for a quality pedestrian experience.
- Development of neighborhood-serving retail specific to a community's needs is encouraged at designated locations in the living areas to enhance the sense of place.

## Build Upon Shared Needs and Improve Connections

Communities in the subregion share a number of concerns and interests, including access to goods and services, public safety, and overall quality of life.

The Subregion 4 Master Plan envisions an improved network of communities in which shared goals are achieved through improved planning, funding, and communication.

- The overall development pattern for the subregion protects the living and industrial areas, allowing them to prosper and thrive while minimizing the impacts they have on each other.
- Public facilities are planned to support, protect, and educate the current and future residents of the subregion.



- A community development corporation (CDC) is created for Subregion 4 to meet the housing, community development, and economic development needs of the area.
- A comprehensive implementation strategy is in place for the county, state, municipalities, CDCs, and private developers to follow.







# Chapter 4

## Development Pattern— Land Use and Urban Design

SUBREGION

4

DEVELOPMENT  
PATTERN

MASTER  
PLAN

### Introduction

Land use and development pattern are key components of an area's sustainability; they impact the environment and create the need for specific types of transportation systems, infrastructure, and public facilities. The land use plan defines how much land is developed for residential, employment, and institutional purposes, how much is conserved for natural resource uses, and how much is preserved for environmental, scenic, and recreational purposes.

### Development Pattern

The development pattern element of the Subregion 4 Master Plan applies the General Plan vision for the Developed Tier and its centers, corridors, and living and industrialized areas to Subregion 4. This plan refines the General Plan's goals to reflect the area's unique characteristics, location, challenges, and opportunities.



## General Plan Policy

The 2002 *Prince George's County Approved General Plan* establishes the overall development pattern for the county. It designates three growth policy tiers, each with its own unique characteristics and associated vision, goals, policies, and strategies. The General Plan places Subregion 4 entirely within the Developed Tier and designates one metropolitan center (New Carrollton Metro), three regional centers (Landover Metro, Landover Gateway, and Morgan Boulevard Metro), and four community centers (Cheverly Metro, Capitol Heights Metro, Addison Road–Seat Pleasant Metro, and Suitland Metro). The General Plan also designates two corridors (Pennsylvania Avenue and Central Avenue) within the Subregion 4 area.

This plan divides the subregion into three planning zones for the purpose of organizing the planning and outreach processes (Map 4-1). Each zone contains two living areas and adjacent industrial properties (Zone 1: Living Area A and C; Zone 2: Living Area B and D; Zone 3: Living Areas E and F). One or more focus areas were then selected for each of the living and industrialized areas for further definition and more localized policies, strategies, and implementation steps.

## Context in the Developed Tier

The intent of the General Plan is to encourage more intense development in the Developed Tier, especially at the centers and corridors. To achieve the goals of the Developed Tier, financial incentives and streamlined review policies that encourage a higher quality of infill and redevelopment will have to be established.

## General Plan Goals for the Developed Tier That Relate to Subregion 4

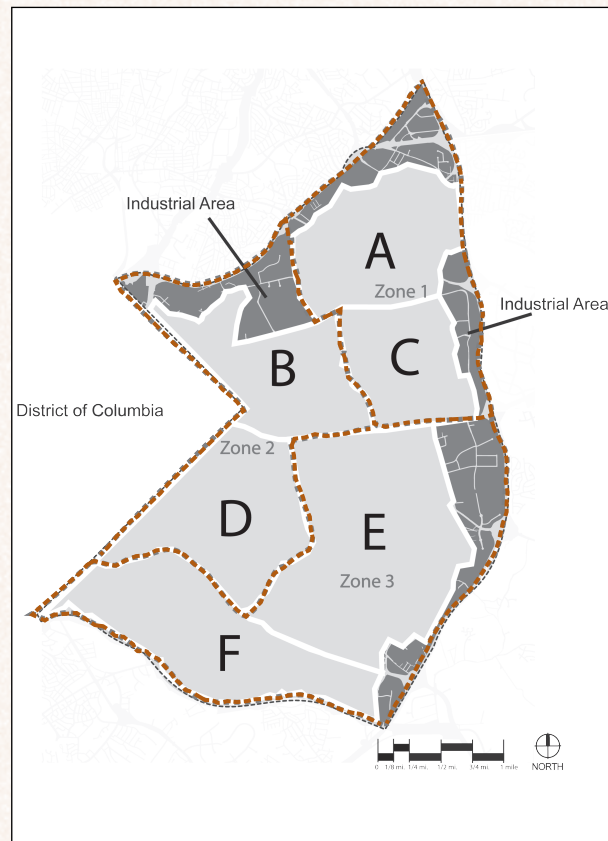
The goals for the Developed Tier are to:

- Strengthen existing neighborhoods.
- Encourage appropriate infill development.
- Encourage more intense, high-quality housing and economic development in the designated centers and corridors.
- Preserve, restore, and enhance environmentally sensitive features and provide additional open

space to meet the current and future needs of the community.

- Expand tree cover through increased planting of trees and landscaping.
- Capitalize on investments in transportation and other infrastructure.
- Maintain/renovate existing public infrastructure.
- Promote transit-supporting, mixed-use, pedestrian-oriented neighborhoods.
- Renew/redevelop commercial strip corridors.
- Enhance industrial employment areas.
- Design and site public facilities in accordance with appropriate development patterns.
- Capture a greater share of the county's total forecasted residential and employment growth as a desired development alternative.

*Map 4-1: Subregion 4 Living Areas A-F, Planning Zones, and Corresponding Industrial Properties.*





## General Plan Objectives and Benchmark Measures

The General Plan has established guiding objectives or benchmark measures that must be used to gauge the success of the plan's implementation. The General Plan's objectives for the land use and development pattern of the Developed Tier, thus Subregion 4, are as follows:

- Capture greater than 33 percent of the county's dwelling unit growth by 2025 within the Developed Tier. Given that Subregion 4 represents approximately one third of the Developed Tier (29 of 86 miles), 11 to 12 percent of the county's dwelling unit growth should come to the subregion.
- Capture greater than 50 percent of the Developed Tier (and Subregion 4) housing growth by 2025 in the centers or corridors.
- Incorporate appropriate pedestrian, bicycle, and transit-oriented features in all new development within centers and corridors.

Every effort should be made to implement these goals and objectives in Subregion 4 through the policies and strategies offered by the General Plan, as well as the more detailed policies and strategies that have been developed for Subregion 4.

## General Plan Policies and Strategies for the Developed Tier and Subregion 4

The following is a detailed listing of General Plan policies and strategies that apply to Subregion 4:

### General Plan Policy 1

Encourage medium to medium-high density, mixed-use, transit- and pedestrian-oriented development.

#### Strategies

- Develop incentives for infill/redevelopment:
  - ◇ Financial incentives—encourage private investment by providing public funds and/or deferring tax increases that would result from new development. Seek authority for a split-rate system of property taxation.
  - ◇ Redevelopment assistance—focus the programs of the county's Redevelopment

Authority (such as land assembly and public/private partnerships) on targeted areas.

- Develop land use regulations and processes for infill/redevelopment:
  - ◇ Rezoning—where necessary, rezone vacant or underutilized land through county initiation to achieve planned densities.
  - ◇ Flexible development standards—provide flexibility in building requirements when reusing or rehabilitating older buildings.
  - ◇ Zoning code—revise existing regulations to accommodate the development pattern of older communities and to remove obstacles to quality infill and redevelopment.
  - ◇ Streamline development review processes to encourage compatible infill development and redevelopment.
- Develop a marketing program for targeted areas in the Developed Tier communities to attract developers skilled at implementing high-quality, compact, mixed-use projects.
- Improve the image and mix of uses along major roadways not designated as corridors by:
  - ◇ Developing design guidelines and standards for new development.
  - ◇ Encouraging infill and redevelopment that contribute to the character and quality of the community.
  - ◇ Limiting zoning that allows new scattered commercial development.
  - ◇ Implementing an incentive package for owners of commercial-strip developments to make upgrades. Priority shall be given to owners/businesses that improve their mix of goods and services or reuse commercial space for another appropriate use.
  - ◇ Encouraging land assembly and redevelopment of excess commercial for other types of land use.

### General Plan Policy 2

Preserve, restore, and enhance environmental features and green infrastructure elements.

#### Strategies

- Encourage the use of innovative technologies to meet the intent of environmental regulations



while encouraging the desired development pattern and implementing the recommendations of the Green Infrastructure Plan.

- Provide additional tree cover within the Developed Tier to intercept rainwater, reduce heat island effects, and improve air quality.
- Provide tree cover guidelines as part of the design elements in future area master plans and sector plans.
- Modify the Woodland Conservation Ordinance for sites in the Developed Tier to allow for use of street trees and landscape trees.
- Revise the Woodland Conservation Ordinance to require the woodland conservation fee-in-lieu funds collected in the Developed Tier to be used in the Developed Tier.

### General Plan Policy 3

Provide a transportation system that is integrated with and promotes development and revitalization.

#### Strategies

- Encourage optimum use of all nonautomotive options for and in all new development, including light and heavy (regional) rail, bus transit, and integrated and safe pedestrian and bicycle facilities.
- Assign high priority in the county's Capital Improvement Program and Maryland Consolidated Transportation Program to Developed Tier pedestrian and transit infrastructure improvements.
- Provide an integrated sidewalk, trail, and bikeway network to divert as many short trips as possible from auto travel.
- Protect local neighborhoods and their residential streets from excessive and high-speed through traffic by such measures as traffic-calming initiatives and pedestrian-oriented design requirements for new development.
- Use traffic level-of-service E as the minimum acceptable standard for road and street network capacity, wherever possible.
- Develop transit-oriented development and transportation system design criteria as part of

transportation system analyses, the biennial growth policy updates, and future master and small area plans within the subregion. These criteria ensure the maximum integration of pedestrian and biker access and transit service within future development.

- Establish transit-based auto trip reduction initiatives to maximize the diversion of single occupant vehicle trips to transit and nonmotorized travel.

### General Plan Policy 4

Plan and provide public facilities to support and be incorporated into the Developed Tier's development pattern.

#### Strategies

- Place a high priority on public sector provision of new or renovated public facilities needed to serve existing and future development.
- Develop multilevel schools, two or more stories where feasible, rather than building outward in areas where land is limited.
- Consider the adaptive reuse of underutilized/obsolete public, commercial, and industrial buildings to provide school space.
- Seek opportunities for providing outdoor recreation areas through the development review process, acquisition of obsolete or unused industrial or commercial land, and through acquisition of the remaining stream valley parkland.
- Continue to provide new indoor recreational facilities.
- Site new public facilities in close proximity to the designated centers.

## The Land Use Plan

### Land Use Vision for the Subregion

The land use vision for Subregion 4 is a sustainable community comprising a series of strong residential neighborhoods, municipalities, and mixed-use centers. There is a variety of housing types from enclaves of mature, single-family housing to higher-density townhome and multifamily units at and near the Metro stations. The eight General



Plan centers serve as places for moderate- to high-density mixed-use development including a variety of employment, retail, entertainment, and housing options. The centers are supported by a transportation network that emphasizes transit and pedestrian access and provides connections to the surrounding neighborhoods. The environmental envelope for the subregion is enhanced and protected to provide for a series of interconnected open spaces designed to improve stormwater management, conserve natural resources, and to act as an amenity for the community. The industrial areas are improved and buffered to minimize their visual and environmental impacts while maintaining their presence as key employment centers for the region. Together these elements will help to reinforce Subregion 4 as the heart of Prince George's County.

### Land Use Plan Guiding Principles

The land use plan for Subregion 4 is built upon the following key guiding land use principles that emerged from the community's input and professional analysis made during the public planning process:

- Focus mixed-use development in the designated urban growth centers.
- Reinforce commercial development along main streets and in corridor nodes and regional centers.
- Maintain a clean, healthy business mix for stable successful industrial areas.
- Revitalize underutilized industrial and brownfield sites.
- Mitigate adverse environmental impacts.
- Reinforce, conserve, and revitalize viable neighborhood/community associations.
- Increase choices in senior, workforce, and affordable housing types.
- Focus high-density residential development in centers and corridor nodes.
- Establish community gateways.

## General Recommendations

Throughout the Subregion 4 planning process, the General Plan goals, policies, and strategies were considered and applied wherever appropriate. Additional goals, policies, and strategies were developed to complement and expand upon the General Plan. In addition, as the Subregion 4 Master Plan allowed a more detailed study of the area and provided a closer evaluation of the General Plan goals, it also suggests a few changes to the General Plan's recommendations.

## The Land Use Plan Summary

### Overall Approach to Forming Land Use Recommendations for Subregion 4

The future land use plan proposed for Subregion 4 is a compilation of specific land use plans for a series of smaller geographic areas and zones. Specifically, the future land use plan presented in this section incorporates changes that are suggested from the proposed plans for the General Plan centers, the opportunity sites concept development plans, the Marlboro Pike Sector Plan, and additional land use changes within the living areas that aim to resolve issues of incompatible uses, economic development, and quality of life. (See Map 4-2 on page 61.)

Specifically, the plans that contributed to the development of the proposed land use plan are:

- Proposed land use plans and conceptual regulating plans for each of the eight designated centers:
  - ◇ New Carrollton Metro Metropolitan Center
  - ◇ Landover Metro Regional Center
  - ◇ Morgan Boulevard Metro Regional Center
  - ◇ Landover Gateway Regional Center
  - ◇ Cheverly Metro Community Center
  - ◇ Capitol Heights Metro Community Center
  - ◇ Addison Road–Seat Pleasant Metro Community Center
  - ◇ Suitland Metro Community Center.



- 2009 *Approved Marlboro Pike Sector Plan and Sectional Map Amendment*.
- Proposed land use plan for the 2007 *Transit Oriented Development Development Strategy for the Central Avenue Corridor*.
- Proposed land uses for the remaining areas in each of the six designated living and industrialized areas.
- Proposed detailed land use for nine identified opportunity sites.

## Policies and Strategies

The following land use policies and strategies are proposed:

### Policy 1

Offer a well-balanced mix of housing options for all age groups in a range of price points.

#### Strategies

- Focus high-density residential in the centers.
- Conserve single-family detached residential in current single-family residential areas.
- Develop medium-density, single-family attached residential (townhomes) as a transitional use between the mixed-use centers and existing surrounding single-family residential communities.
- Rezone land in appropriate locations for residential development opportunities.
- Provide for a mix of housing opportunities in the subregion.

### Policy 2

Establish an adequate supply and clear hierarchy of neighborhood, regional, and transit-oriented commercial centers to serve the Subregion 4 area and its surrounding edge communities.

#### Strategies

- Focus high-density, mixed-use, commercial and residential development within the General Plan centers.
- Convert current concentrations of commercial uses outside of the centers and along key corridors to mixed-use development nodes.

- Develop a community level “village center” or node to support the southeastern portion of the subregion.
- Discourage strip commercial development in favor of “main street” revitalization, mixed-use nodes, and centers.

### Policy 3

Heighten the image and attraction of the industrialized areas of Subregion 4 to attract a higher quality of light industrial, research and development, and business park uses, offering expanded employment opportunities for residents of Prince George’s County and the region.

#### Strategies

- Encourage the relocation of heavy industrial and industrial areas with negative environmental impacts within Subregion 4 away from existing residential uses.
- Strengthen buffer requirements for industrial uses adjacent to nonindustrial uses.
- Establish development standards design guidelines for the industrialized areas to improve the image and character of employment zones in the subregion.

### Policy 4

Focus redevelopment and economic development resources to underutilized areas that have the greatest need and potential for optimal reuse or infill development.

#### Strategies

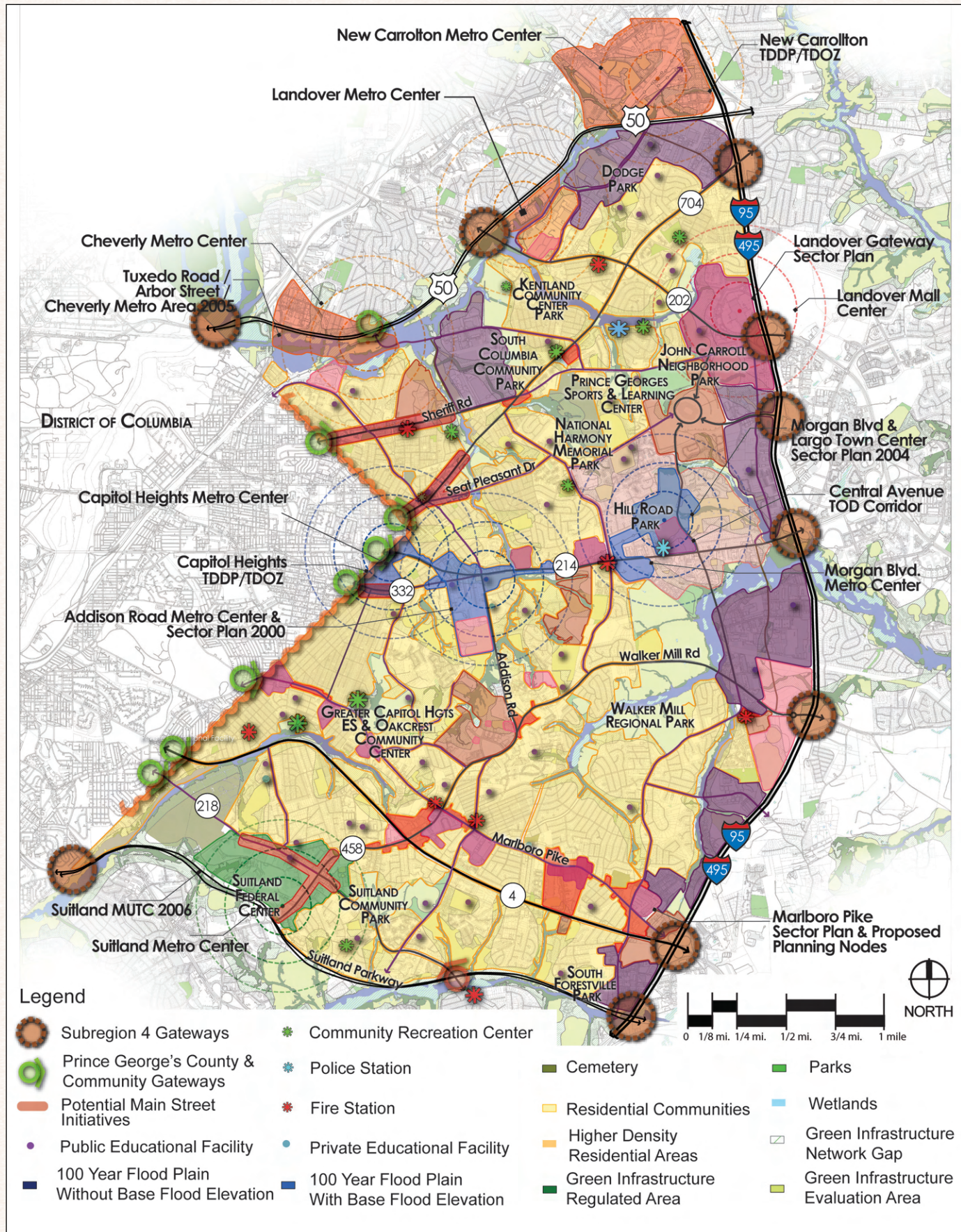
- Encourage redevelopment and infill in existing and planned development areas.
- Provide land in locations that have been identified for growth and expansion of economic development opportunities.
- Respond to the market opportunities and challenges by designating appropriate land uses at viable locations for residential, commercial, and employment uses.

### Policy 5

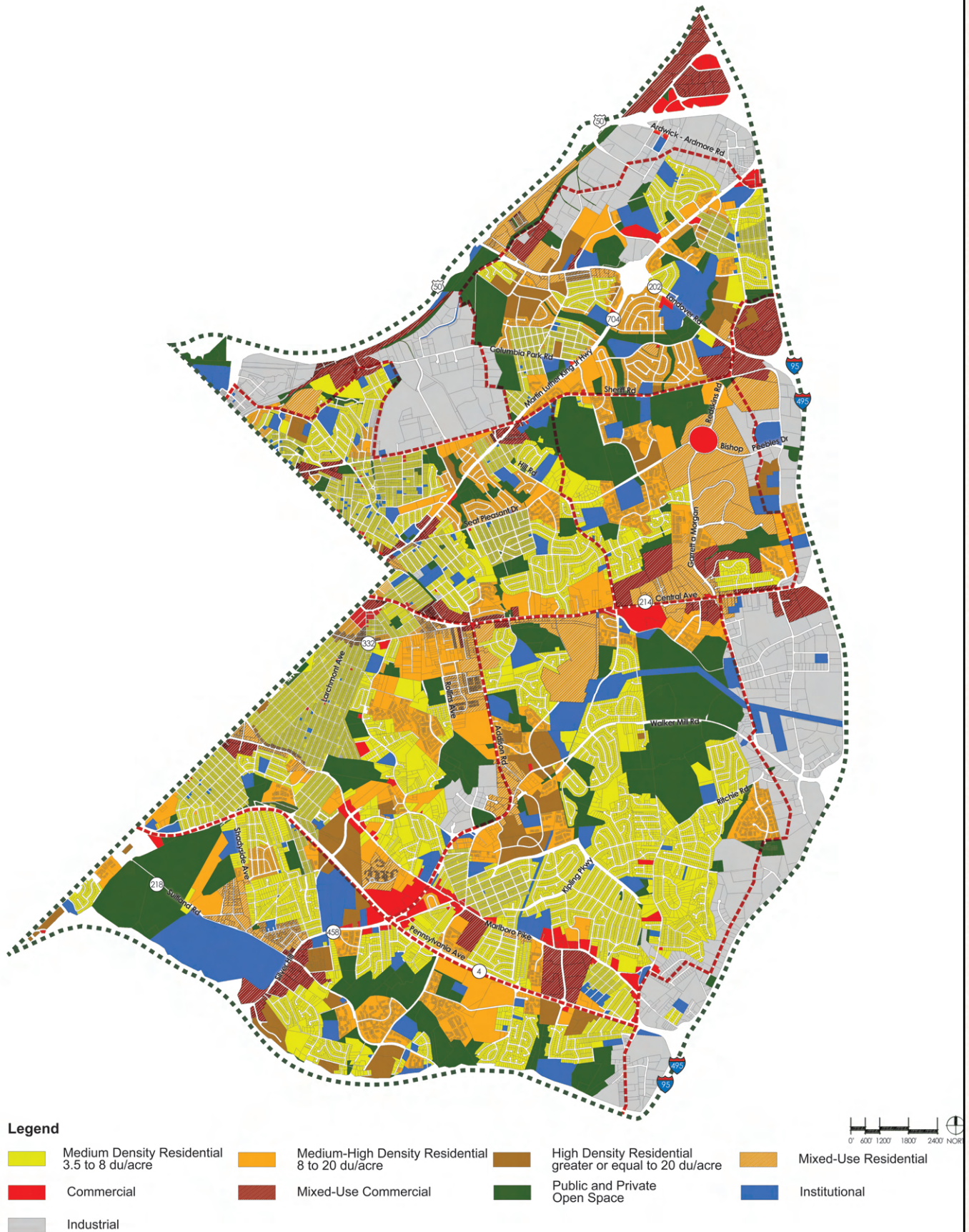
Establish a clear hierarchy of open spaces for Subregion 4 that reinforces the natural corridors of the Green Infrastructure Plan, while also providing for a series of new, public or private urban parks



Map 4-2: Proposed Generalized Land Use and Community Design Framework Concept









and recreation spaces incorporated within new development initiatives.

### Strategies

- Prioritize redevelopment and infill development in existing and planned development areas over “green field” development.
- Retain medium-density land uses with adequate urban parks and open space in transition areas between the centers and the existing single-family residential neighborhoods.
- Designate appropriate land uses and encourage compatibility in areas with high aircraft accident potential and high noise levels. Conserve valuable natural resource lands to connect gaps in the county’s Green Infrastructure Plan within Subregion 4 before they are compromised by additional development.

### Proposed Land Use Plan

The proposed land use plan for Subregion 4 suggests a carefully balanced approach that respects and implements the suggested goals of the General Plan regarding an increased focus of development within the urban growth centers and corridor nodes, while continuing to maintain the quality of life in the neighborhoods, selected neighborhood-serving commercial centers, and the supporting industrial/employment base in the subregion. The detailed land use recommendations highlighted in this section are intended to encourage and provide equal opportunity for improved redevelopment or new development within each of the identified centers, corridors, living areas, and industrial areas. Map 4-3 on page 62 illustrates the proposed land uses for Subregion 4.

### Goals

A number of goals were set through the public participation process.

#### Overall Subregion Goal

- To designate compatible land uses on existing undeveloped sites that are compatible with surrounding land use development patterns.

#### Mixed-Use Center and Corridor Node Goals

- To establish a hierarchy of land use patterns for development that reflects the “metropolitan,

regional, community center” roles that each General Plan center is meant to serve.

- To reinforce the development and success of the growth centers by promoting the development of mixed-use activities within a half-mile of the Metro stations.

#### Commercial/Retail Goals

- To develop a hierarchy of commercial-serving areas that is balanced with local resident, transit rider, regional, and through-traffic needs.
- To establish a higher design standard for commercial development and a wider variety and higher quality of businesses throughout the area.

#### Institutional Goals

- To encourage and facilitate the development of additional higher education, technical training, and workforce development institutions within Subregion 4.
- To direct public and private institutional uses to designated institutional areas to limit the impact on the existing tax base.

#### Mixed-Use Residential and Mixed-Use Commercial Goals

- To reinforce the sustainability of the municipalities by promoting the development of commercial/mixed-use projects and public realm enhancements that improve the quality of life and generate tax income within and immediately surrounding the municipalities.
- To attract higher quality uses to the area that meet community needs or provide a new opportunity for the area.

#### Residential Goals

- To gradually redevelop the low-density residential lands within Subregion 4 that have greater potential for medium-density residential development given their proximity to centers, corridors, or other living area opportunity sites.
- To develop future land use patterns that establish appropriate development density transitions between centers and single-family residential areas.



- To provide greater housing opportunities for residents to age in place within Subregion 4.
- To establish a more dense land use development pattern for previously developed residential areas, with suburban densities and designs, within close proximity (one mile) of a center.

### **Parks and Open Space**

- To encourage an environmentally sensitive approach to future development that restores and preserves open space while supporting the county's environmental and sustainability goals.
- To develop and implement urban squares, plazas, and neighborhood parks in the centers along with other appropriate locations in corridor nodes while acquiring properties that connect to existing parks and open space.
- To encourage the inclusion of public and private open space both for human recreation and the support of wildlife as a part of future development.

## **Policies and Strategies**

Outlined below are the recommended policies and strategies for guiding land use and development in the subregion. The sites identified under the strategies below will serve as pilot projects and catalysts for continued change in the subregion. As these initiatives are completed, additional strategies and sites may be identified for land use redevelopment and urban design improvements.

### **Policy 1**

Focus new, higher-density, mixed-use development to the eight General Plan centers and various corridor nodes.

### **Strategies**

- Focus mixed-use development to the area within one-half mile of the following opportunity sites and centers:
  - ◇ Future FedEx Field parking lot site infill redevelopment (Zone 1)
  - ◇ Marblewood Avenue/Cedar Heights industrial area (Zone 2)
  - ◇ Suitland Manor, Morgan Boulevard, and Central Avenue sites (Zone 3)

- Encourage Central Avenue and Marlboro Pike commercial corridor node development.

- ◇ Hill Road node (Zone 1)
- ◇ Capitol Heights and Addison Road "Main Street" corridor character (Zone 2)
- ◇ Marlboro Pike commercial corridor node development at Boons Hill Road, Brooks Drive, Silver Hill Road and Old Silver Hill Road area, Donnell Drive area (Zone 3)

- Focus office development in the following centers:

- ◇ New Carrollton Metro, Metro East Office Park, and Landover Metro sites (Zone 1)
- ◇ Capitol Heights and Addison Road–Seat Pleasant Metro centers (Zone 2)
- ◇ Suitland Metro center along Silver Hill Road (Zone 3)

- Focus high-density condominium and apartment living in the following centers:

- ◇ Morgan Boulevard Metro, Landover Gateway, and Landover Metro (Zone 1)
- ◇ Capitol Heights Metro and Addison Road–Seat Pleasant Metro (Zone 2)
- ◇ Suitland Metro along Silver Hill Road (Zone 3)

- Direct commercial/retail development to the following centers:

- ◇ Morgan Boulevard Metro, Landover Gateway, and Landover Metro (Zone 1)
- ◇ Capitol Heights Metro and Addison Road–Seat Pleasant Metro (Zone 2)
- ◇ Suitland Metro along Silver Hill Road and Suitland Road (Zone 3)

- Direct development in the northeast of Subregion 4 to establish the area as the "heart of Prince George's."

- ◇ Landover Gateway Center, Largo Town Center, FedEx Field, and Morgan Boulevard Metro center, and the role of the potential extension of the Purple transit line serving the area (Zone 1)



## Policy 2

Promote and enhance commercial uses to serve the neighborhoods while also encouraging a safe shopping, working, and living environment within the subregion.

### Strategies

- Preserve and strengthen neighborhood-serving commercial uses in selected shopping nodes and in main street areas.
  - ◇ Martin Luther King Jr Highway within the Fairmount Heights and Seat Pleasant Area (Zone 1)
  - ◇ Capitol Heights and Addison Road-Seat Pleasant Metros; Walker Mill Road Shopping Center; Martin Luther King Jr Highway/Seat Pleasant “Main Street,” Old Central Avenue “Main Street” revitalizations (Zone 2)
  - ◇ Suitland and Silver Hill Roads, Forest Village Park Mall, Walker Mill Village Shopping Center, and the Marlboro Pike corridor (Zone 3)
- Limit mixed-use zones outside of the centers.
  - ◇ Central Avenue frontage east of Morgan Boulevard, Martin Luther King Jr Highway corridor overlays at Glenarden, Sheriff Road crossing and Seat Pleasant (Zone 1)
  - ◇ Martin Luther King Jr Highway corridor, Walker Mill/Addison Road mixed-use, Marblewood Avenue/Cedar Heights industrial area (Zone 2)

## Policy 3

Encourage institutional uses to locate in appropriate neighborhood areas.

### Strategies

- Locate future institutional uses in the following areas:
  - ◇ Designate a portion of the Summerfield Military Housing site for a public institutional use such as a community college (Zone 1)
  - ◇ Designate additional sites for institutional uses. On underutilized sites, for example, surrounding the City of Glenarden

Municipal Building, or sites adjacent to the Jericho City of Praise campus along Brightseat Road (Zone 1)

- ◇ Designate additional sites for future institutional uses:
  - On the west corner of the Walker Mill Road and Silver Hill Road intersection. This vacant site is very prominent and can support future redevelopment.
  - At the current Fairmount Heights High School site, after a new school has been built near Kentland Community Park and Columbia Park Road (Zone 2)
- Encourage religious institutions to locate to residential or institutional land use areas, rather than commercial or industrial sites, to preserve the subregion’s tax base.
- Public institutions and places of worship should be encouraged to locate within proposed mixed-use areas.
- Discourage additional churches from locating in business parks and commercial areas.
- Designate key open space or undeveloped parcels for needed schools and county/municipal facilities that have the potential to connect gaps in the green infrastructure network for Subregion 4.
- Develop additional schools and colocated recreation facilities in underserved areas.
- Support construction of a new Fairmount Heights High School on Columbia Park Road, south of Kentland Park (Zone 1).
- Encourage the use of urban school models for development of future school facilities as part of centers, corridor nodes, or identified opportunity sites, including the Summerfield Military Housing site.
- Encourage further study of the reuse of the existing Fairmount Heights High School site as a community amenity or public facility, such as a new elementary or middle school, senior housing, or a community center.

## Policy 4

Support additional sites for lower-density, village-scale, mixed-use commercial development outside of the centers in areas where existing freestanding,



underutilized commercial uses are struggling and could redevelop to better serve the surrounding neighborhoods.

### Strategies

- Designate additional frontage parcels in the Ritchie Commerce Center along the Central Avenue Corridor between the Morgan Boulevard Metro center and Brightseat Road for mixed-use commercial (Zone 1).
- Designate selected parcels along the Sheriff Road frontage between Eastern Avenue and North Addison Road for mixed-use commercial. This initiative is intended to help spark tax-producing redevelopment for the Town of Fairmount Heights (Zone 2).
- Designate selected parcels surrounding or near the intersection of Martin Luther King Jr Highway and Sheriff Road for mixed-use commercial. This area would be considered a mixed-use node if Martin Luther King Jr Highway is designated as a corridor in the future (Zone 2).
- Designate the west end of the Marlboro Pike corridor at Eastern Avenue for mixed-use commercial as an initiative of the Marlboro Pike Sector Plan (Zone 2).
- Support an additional mixed-use area to serve the southeast portion of the subregion at the Donnell Drive area (Forest Park Mall and Penn-Mar Shopping Center) (Zone 3).

### Policy 5

Support additional sites for lower-density, village-scale, mixed-use residential development outside of the centers in areas where existing freestanding, underutilized commercial or industrial uses are struggling or in conflict with neighboring residential areas.

### Strategies

- Designate the FedEx Field parking lot sites for mixed-use residential to continue mixed-used development between the Landover Gateway Center and the Morgan Boulevard Metro center (Zone 1).
- Designate the area surrounding the northeast side of the Walker Mill Village Shopping Center for mixed-use residential (Zone 2).

- Designate portions of the Marblewood Road and Cedar Heights Industrial Park area for mixed-use residential (Zone 2).
- Designate three locations along the Marlboro Pike corridor for mixed-use residential as an initiative of the Marlboro Pike Sector Plan (Zone 2).
- Designate two locations along the Marlboro Pike corridor for mixed-use residential as an initiative of the Marlboro Pike Sector Plan (Zone 3).
- Designate the Donnell Drive corridor area for mixed-use residential focusing on infill development or redevelopment of the Forest Village Park Mall and the Penn-Mar Shopping Center for a mixed-use village environment (Zone 3).
- Designate the Suitland Road frontage parcels on the north side between Huron Avenue and Arnold Road for mixed-use residential, building upon the planned redevelopment of Suitland Manor and the Suitland Metro center (Zone 3).

### Policy 6

Conserve existing older neighborhoods. (See the Housing and Neighborhood Conservation Chapter.)

### Strategies

- Focus revitalization and residential redevelopment efforts in Zone 1 on the Glenarden, Kentland, Palmer Park, and Columbia Park neighborhoods.
- Focus revitalization and residential redevelopment efforts in Zone 2 on the Fairmount Heights, Cheverly Ward 4, Chapel Oaks, Seat Pleasant, Pepper Mill Village, Capitol Heights, and Boulevard Heights neighborhoods.
- Focus revitalization and residential redevelopment efforts in Zone 3 in the Suitland, District Heights, and Forestville neighborhoods.

### Policy 7

Support additional sites for medium- to high-density residential to serve as transitional property between higher and lower density residential



neighborhoods, commercial and industrial areas, and mixed-use areas.

### Strategies

- Designate the following undeveloped sites for medium- to high-density residential to serve as transitional sites:
  - ◇ Landover Road between Brightseat Road and Matthew Henson Avenue (Zone 1)
  - ◇ Hill Road at Seat Pleasant Drive (Zone 2)
  - ◇ Along Rollins Avenue (Zone 2)
  - ◇ Addison Road along the current Walker Mill Business Park (Zone 2)
- Increase density in the following low- or medium-density areas to medium- to high-density residential:
  - ◇ The low-density residential areas along the northern portions of Brightseat Road (Zone 1)
  - ◇ The south side of the Capitol Heights and Addison Road–Seat Pleasant Metro centers between Suffolk Avenue and Rollins Avenue (Zone 2)
- Designate the remnant industrial sites located within predominantly residential areas for medium- to high-density residential, such as:
  - ◇ The remaining industrial areas between the Morgan Boulevard center boundary and north side of Walker Mill Regional Park (Zone 1)
  - ◇ The industrial sites south of the Orange Line Metro (Zone 2)

### Policy 8

Reassign isolated commercial parcels that are no longer economically viable as neighborhood-serving commercial clusters to medium or medium-high residential land use.

### Strategies

- Designate Martin Luther King Jr Highway commercial uses between Hubbard Road and Dellwood Avenue for future residential medium-high density uses (Zone 1).
- Designate the area surrounding Martin Luther King Jr Highway and Columbia Park Road for

future residential medium-high density uses (Zone 1).

- Designate the parcels on the south side of Sheriff Road frontage between the Cedar Heights Community Center and Hill Road for future residential medium-high density uses (Zone 2).

### Policy 9

Reassign the land use designation for current high-density residential areas that are isolated from corridor nodes or centers and suggested for a future reduction to medium- to high-density residential.

### Strategy

- Designate the following high-density residential communities to medium-high density residential:
  - ◇ The Glenarden Apartments, Maple Ridge Apartments, and Kings Court Apartments (Zone 1)
  - ◇ The multifamily apartment redevelopment at Pennsylvania Avenue and Eastern Avenue (Zone 2)
  - ◇ The larger, isolated, high-density apartment complexes surrounding Pennsylvania Avenue (Zone 3)
  - ◇ The multifamily apartments along Pennsylvania Avenue between Regency Drive and Walters Lane (Zone 3)

### Policy 10

Limit future residential development in the living areas to single-family, townhome, and low-rise, multifamily development only.

### Strategy

- Designate the following communities to medium-density residential land use:
  - ◇ Kings Court Apartments redevelopment (Zone 1)
  - ◇ Portions of FedEx Field site (Zone 1)
  - ◇ Glenarden sites near Martin Luther King Jr Highway (Zone 1)
  - ◇ Single-family development between Capitol Heights and Addison Road–Seat Pleasant Metro (Zone 2)



- ◇ Addison Road medium-density residential (Zone 2)
- ◇ Apartment complex redevelopment for medium-density residential in Seat Pleasant and Fairmount Heights (Zone 2)

### Policy 11

Reassign commercial corridor areas that have outlived their useful lifespan to residential use.

#### Strategy

- Designate the following communities to medium-density residential land use:
  - ◇ Martin Luther King Jr Highway at Glenarden, Landover Crossing Shopping Center, industrial and commercial edge along north side of Walker Mill Regional Park expansion (Zone 1)
  - ◇ Walter Lane commercial (7-Eleven) site (Zone 3)
  - ◇ Marlboro Pike commercial properties between Foyer and Opus Avenues, Marlboro Pike commercial properties between Upland Avenue and Xavier Lane, Suitland Road commercial properties east of Silver Hill Road (Zone 3)

### Policy 12

Limit high-density residential development to designated mixed-use centers, mixed-use corridor nodes, and selected opportunity sites.

#### Strategies

- Support the development of new high-density residential projects only at the following locations:
  - ◇ New Carrollton Metro center, Landover Metro center, Landover Gateway center, and the Morgan Boulevard Metro center redevelopment initiatives (Zone 1)
  - ◇ Future FedEx Field parking lot sites redevelopment concept (Zone 2)
  - ◇ Capitol Heights Metro center, Addison Road–Seat Pleasant Metro center redevelopment initiatives (Zone 2)
  - ◇ Suitland Metro center redevelopment initiative (Zone 3)

- ◇ Future Donnell Drive corridor redevelopment for a neighborhood mixed-use village development concept (Zone 3)

### Policy 13

Conserve valuable natural resource lands to connect gaps in the county's Green Infrastructure Plan within Subregion 4 before they are compromised by additional development.

#### Strategies

- Review the potential acquisition of four acres of land adjacent to Columbia Park Community Center on Martin Luther King Jr Highway (Zone 1).
- Redesign underutilized open space at Kenmore Middle and Elementary Schools for use as active open space (Zone 1).
- Review the potential acquisition of 18 acres north of Central Avenue and six acres adjacent to the J. Franklin Bourne Aquatic Center on Martin Luther King Jr Highway (Zone 2).
- Review the potential acquisition of 27 acres connecting Rollins Avenue Neighborhood Park and Capitol Heights Neighborhood Park (Zone 2).
- Review the potential acquisition of an additional 30 acres on Rollins Avenue (Zone 2).
- Review the potential acquisition of four acres adjacent to Booker T. Homes Neighborhood Park (Zone 2).
- Review the potential acquisition of 13 acres adjacent to William Beanes Community Park on Suitland Road (Zone 3).
- Redesign the underutilized open space at Forestville Military Academy into Forestville Community Park (Zone 3).

### Policy 14

Reestablish the greenway network by redeveloping key sites along greenway corridors.

#### Strategies

- Ensure that any site plan submissions for redevelopment include connecting to or reestablishing the greenway corridor on the following sites.



### *Zone 1*

- ◇ FedEx Field site
- ◇ Summerfield military housing site
- ◇ Kings Court Apartments
- ◇ Landover Metro Station
- ◇ Beaver Dam Creek

### *Zone 2*

- ◇ Cabin Branch Greenway
- ◇ Beaver Dam Creek Greenway
- ◇ The greenway adjacent to Walker Mill Business Park

### *Zone 3*

- ◇ Apartment complexes between Cricket Ridge neighborhood and Suitland Community Center and Elementary School

## **Policy 15**

Establish additional open space/recreational resources at Walker Mill Business Park.

## **Strategy**

- Develop an active recreation park at Rochelle Avenue and Hazelwood Drive, landfill reclamation, capping, and open space use with afforestation (Zone 2).







# Chapter 5

## Living Areas and Industrial Centers

### Introduction

#### Living Areas

Subregion 4 has approximately 29 square miles of land area in the central portion of Prince George's County. For planning purposes, the subregion was organized into six living areas (see Map 5-1 on page 72). Living areas are primarily residential with various types of housing. Other uses within living areas include public and quasi-public facilities, parks and open space, and commercial development. These uses (e.g., fire stations, libraries, parks, local shopping centers) serve local public facility and convenience needs within the residential areas.

The living areas include approximately 132,000 residents in 47,500 households. The six living areas in Subregion 4 were grouped into three zones to help organize the public input process and to acknowledge the distinct character areas within the subregion.

A significant number of Subregion 4 residents rely on municipalities to play an important role in

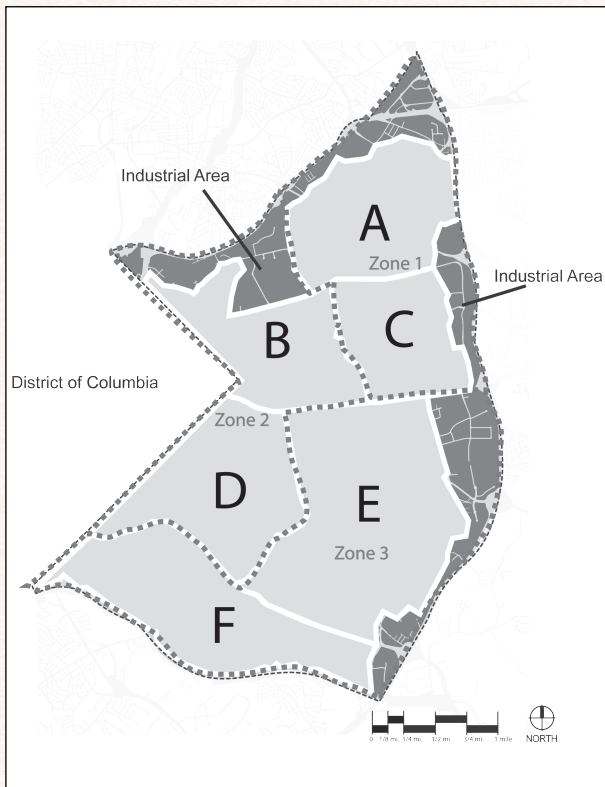
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LIVING AREAS



*Map 5-1: Subregion 4 Living Areas A-F, Planning Zones, and Corresponding Industrial Properties*



providing essential services. There are six municipalities located within Subregion 4: Glenarden, Cheverly, Fairmount Heights, Capitol Heights, Seat Pleasant, and District Heights. In both plan making and the regulatory process, the municipalities play a critical role in the implementation of planning and zoning policies. Close cooperation and coordination between the municipalities, county government, and the Prince George's County Planning Department in implementation efforts are critical for measurable success. For this reason, officials, staff, and residents from each of the municipalities were invited to participate in the public planning process.

### Industrial Centers

The Subregion 4 industrial centers are currently stable despite recent economic and fiscal fluctuations. Unlike the commercial and residential markets, industrial property owners have not seen a sharp decline in demand. Vacancy rates in the subregion remain stable, ranging from five to 15 percent depending on the location. In addition, rental rates

steadily increased in Subregion 4 by ten to 25 percent from the first quarter of 2007 through the third quarter of 2008.

The existing industrial developments in Subregion 4 along US 50 and I-495 will likely continue to thrive into the future. However, it will be important to develop transition and integration strategies for the industrial areas at or near the General Plan centers. This is relevant at the Cheverly, Landover, and New Carrollton Metro centers where industrial uses could potentially come in conflict with transit-oriented developments.

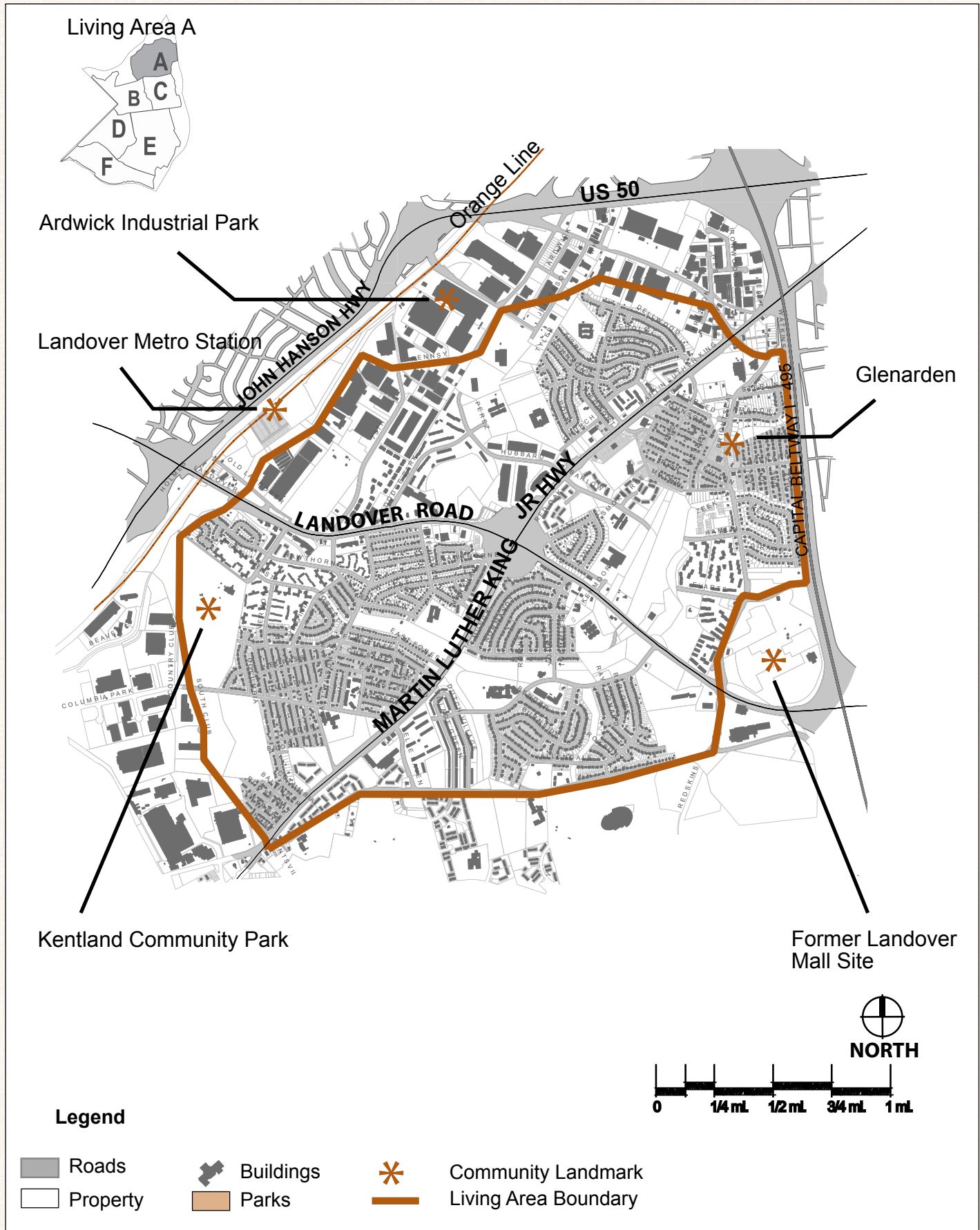
## Living Areas A & C (Zone 1) Existing Conditions

Living Area A is generally defined as the north-eastern portion of Subregion 4 delineated by the Ardwick-Ardmore Industrial area and US 50 to the north, I-495 to the east, Sheriff Road to the south, and the Kentland Community Center Park and South Columbia Community Park to the west. Over half of the City of Glenarden's incorporated limits are included in Living Area A. Three of the General Plan centers (New Carrollton Metro, Landover Metro, and Landover Gateway) border with Living Area A, which has approximately 3.4 square miles of land area.

Living Area C is immediately to the south of Living Area A and is bordered from Sheriff Road to the north, Central Avenue to the south, the Jericho Campus and Brightseat Road to the east, and Hill Road and the National Harmony Cemetery to the west. The Washington Redskins' FedEx Field and the Morgan Boulevard Metro center are included within Living Area C and attract activity in the area. Living Area C has roughly 2.5 square miles of land area.

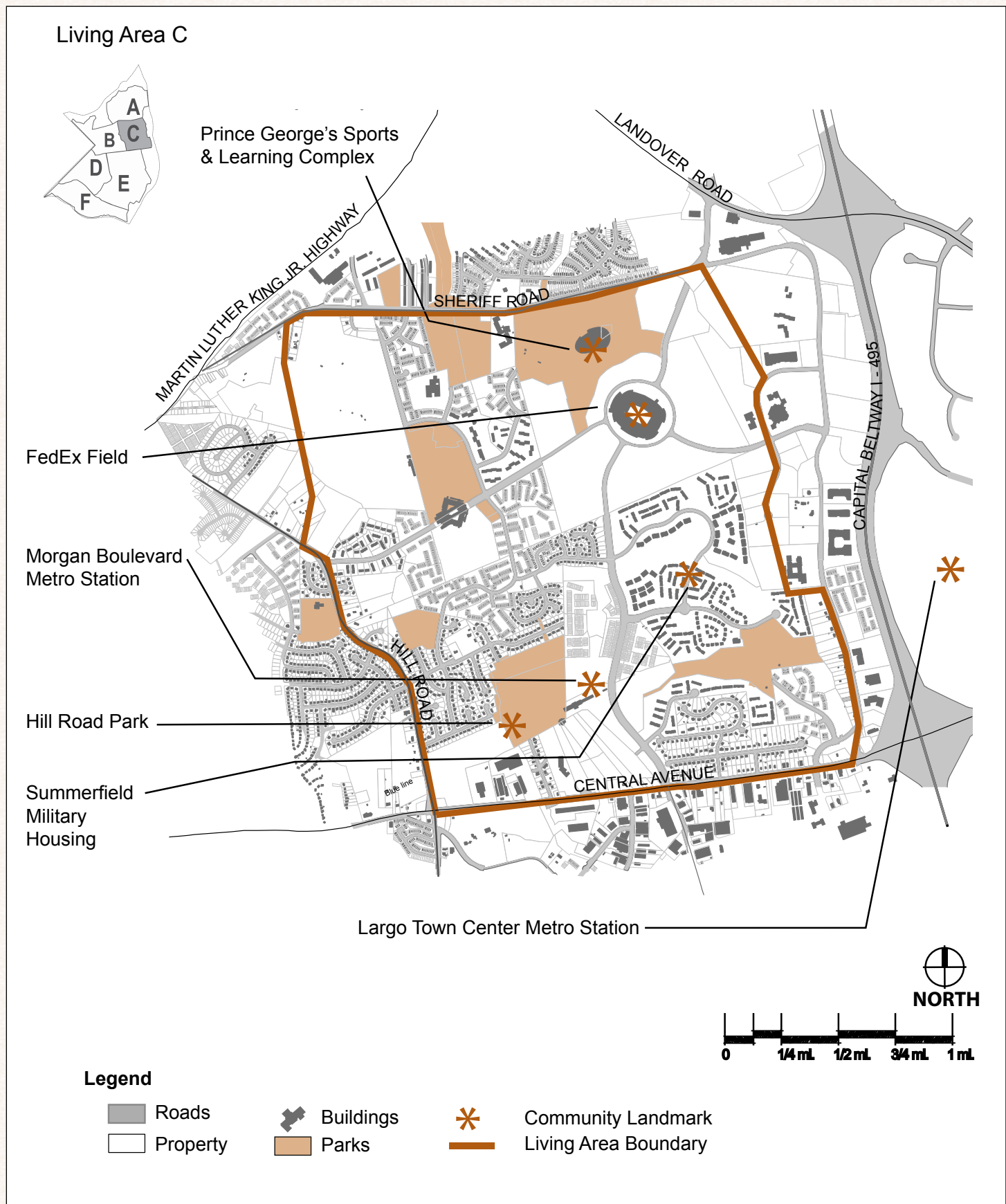
For the purpose of the Subregion 4 Master Plan, Living Areas A and C along with the adjoining industrial areas that extend all the way to I-95/I-495 to the east and US 50 to the north are combined and encompass Zone 1.







Map 5-3: Living Area C





## Municipalities

### City of Glenarden

Glenarden residents enjoy quiet neighborhoods populated by long-time residents. A significant number of residents have resided in the city for 20 years or longer. Many of these residents are considered to be aging in place. Although this has enabled the city to remain fairly stable for a long period of time, it may also mean that over the next 10 to 20 years the city will experience transition among its older households and within what are now stable neighborhoods. The community is also the location of two large affordable housing developments. The impact that the Glenarden Apartments is having on the area is also a major concern. The apartment complex consists primarily of lower-income households. It is generally believed that residents of the complex contribute to drug use and crime in the area.

The city has a total area of 1.3 square miles. As of the 2000 census, there were 6,318 people, 2,078 households, and 1,664 families residing in the city. The population density was 4,829 people per square mile. There were 2,167 housing units at an average density of 1,656 per square mile. The racial makeup of the city was 0.85 percent white, 95.77 percent African-American, 0.36 percent Native American, 0.65 percent Asian, 0.03 percent Pacific Islander, 0.36 percent from other races, and 1.96 percent from two or more races. Hispanic and/or Latino of any race were 0.76 percent of the population.

Of the 2,078 households, 41.5 percent had children under the age of 18 living with them, 37.9 percent were married couples living together, 36.7 percent had a female head of household with no husband present, and 19.9 percent were nonfamilies. Individuals made up 17.7 percent of all households, and 5.0 percent had someone living alone who was 65 years of age or older. The average household size was 3.04 and the average family size was 3.39 persons.

In the City of Glenarden, the age groups of the residents were spread out with 35.6 percent under the age of 18, 7.8 percent from the ages of 18 to 24, 27.0 percent from 25 to 44, 20.0 percent from 45 to 64, and 9.6 percent who were 65 years of age or older. The median age was 31 years. For every 100

females there were 79.9 males. For every 100 females age 18 and over, there were 68.7 males.

The median income for a household in the city was \$44,583, and the median income for a family was \$45,932. Males had a median income of \$37,961 versus \$32,953 for females. The per capita income for the city was \$18,578. About 15.9 percent of families and 15.6 percent of the total population were below the poverty line. Of those percentages, 25.0 percent were under the age 18 and 7.5 percent were 65 years old or over.

### Area History

Glenarden is significant as an early-twentieth century suburban community established as a result of the development of the Washington, Baltimore, and Annapolis (WB&A) Electric Railway in 1908. In February 1910, William R. Smith of Washington, D.C., purchased 78 acres of land on the WB&A line between Lincoln and Ardwick Station. Later that year, Smith purchased an additional 76.3-acre parcel of land along the WB&A line from the estate of Ann H. Bowie. In 1911, the larger parcel was platted as Glenarden Heights; in 1913, the smaller parcel was platted as Glenarden. A third parcel, across the railroad line from Glenarden, was platted as Ardwick Park in 1921, but not recorded; later, Ardwick Park was resubdivided and named Glenarden Woods. Glenarden Woods was annexed by Glenarden in the 1950s; however, the Ardwick Park area had been referred to as Glenarden from its earliest days.

Smith's Glenarden Development Company marketed the community of Glenarden to African-Americans. This strategy was likely due to the earlier development of two other African-American communities along the electric railway line, Lincoln and Fairmount Heights.

By 1920, all but four of the 25 households in Glenarden were headed by African-Americans. In 1922, a two-room school was constructed with the assistance of the Julius Rosenwald Fund in the Ardwick Park section. That year, St. Joseph's Catholic Church was built on a five-acre site in the same area.

By the end of the 1940s, there were 51 dwellings in the district, with 25 in Glenarden, 20 in Glenarden



Heights, and six in Ardwick Park. The lack of amenities, such as public utilities and paved roads, likely hindered development of this suburban enclave.

In 1939, through the efforts of the Glenarden Civic Association, the City of Glenarden was incorporated by an act of the Maryland General Assembly. Glenarden became the third African-American municipality in Prince George's County, after North Brentwood in 1925 and Fairmount Heights in 1935.

While the town's fortunes were rising, the WB&A Electric Railway Company was on the decline, and it ceased passenger service in 1935. Access to Washington, D.C., and other employment centers was facilitated a decade later when the Washington, Marlboro, and Annapolis Motor Lines, Inc., began offering bus service between Glenarden and Seat Pleasant. By 1950, the WB&A right-of-way had been converted into MD 704, the George Palmer Highway. That year, the population of Glenarden and Glenarden Heights totaled 491. The Palmer highway was renamed the ) in 1986.

W. H. Swann, who had served as president of the Glenarden Civic Association, became the town's first mayor in 1939. Improvements undertaken during his two-year term included the introduction of home heating and electricity, the surfacing of roads, and the establishment of a police force and a fire department. In 1943, the town hall was constructed and in 1950, a post office was constructed. In 1957, the original two-room schoolhouse was replaced with a modern facility, the Glenarden Woods Elementary School.

Raymond Smith opened a barbershop on George Palmer Highway in the early 1950s. Smith recalled that a number of businesses owned by African-Americans were located on the block to serve the community of Glenarden, including his barbershop, two restaurants, a dry cleaner, and a gas station. Area businessmen supported activities for the youth of the community. Smith himself supported boys' and girls' softball teams, a track team, and, with a number of other businessmen, a sandlot baseball team. The sandlot baseball team, named the Glenarden Braves, competed against teams from Brandywine, Pomonkey, and other areas. In

1954, a recreation center was erected at Church Street and Piedmont Avenue. Members of the Glenarden Men's Club provided the center's playground equipment.

In the 1950s and 1960s, the population of Glenarden grew after the annexation of Glenarden Woods, Glenarden Apartments, and Tyrol Estates. In 1961, the population totaled 1,336.

By the 1960s, however, Glenarden's older housing stock was deteriorating. With the assistance of federal funds, the Glenarden Housing Authority constructed a 90-unit public housing project in 1963. The next year, the construction of I-95/I-495, the Capital Beltway, caused the removal of all houses on Sixth Street and on the east side of Fifth Street. The semicircular streets around the Glenarden railway stop were removed circa 1965 for construction of a municipal center that replaced the first town hall. St. Joseph Catholic Church moved from its original location in Ardwick Park in 1967.

The community underwent a further transformation in the mid-1970s when the town received a U.S. Department of Housing and Urban Development (HUD) Community Development Block Grant. As many as 600 households were scheduled for relocation in the 1960s and 1970s, and much of the older housing was replaced with public housing. Municipal projects completed in 1978 with the assistance of HUD funds included an expansion of the municipal center and the construction of a local branch of the county library system; both projects were designed by a Glenarden resident, architect Anthony Johns.

In the final decades of the twentieth century, the population and area of Glenarden continued to grow with the assistance of further annexations. The Washington Commerce Center and Carrollton Station subdivision were annexed in 1983. In 1985, Glenarden annexed the 245-acre Royale Gardens tract on its eastern boundary. In summer 2008, construction got under way on a \$500 million mixed-use development on the Royale Gardens site.

Glenarden's development can be traced in a series of historic maps. The 1914 topographic map shows the route of the WB&A Electric Railway, but the new subdivision is not named. A map in the Prince



George's County Atlas published in 1940 shows the railroad line and a number of dwellings concentrated along Glenarden Parkway in Glenarden and Lincoln Avenue in Glenarden Heights, and a few in Ardwick Park near St. Joseph's and on Piedmont Avenue. A highway map from 1950 shows the incorporated town of Glenarden (with gravel-surfaced roads) bordered on the west by the George Palmer Highway, now located in the earlier railroad right-of-way. A 1964 Glenarden map shows the streets within the town boundaries 50 years after the community was originally platted.

### **Community Character in Glenarden**

A windshield survey of Glenarden was conducted in June 2008. The suburban setting of the primarily residential community is largely unchanged from the previous survey, conducted in 1999.

Glenarden is surrounded by a wooded area, providing a strong boundary for the community. House lots also feature many tall, mature trees. The community is divided into three sections by two major north/south roads: MD 704, Martin Luther King Jr Highway on the west, and I-495 on the east (the western most border of Subregion 4). A secondary north/south thoroughfare, Brightseat Road, lies between the two. The main west/east thoroughfare is Glenarden Parkway.

The street pattern is composed of a grid system east of the Martin Luther King Jr Highway and curvilinear layout in the west. There are a number of culs-de-sac, primarily in the western section. The major streets have sidewalks and curbs. Most houses in Glenarden have modest setbacks and driveways.

Few buildings from the first decade of development still exist. The earliest buildings are dwellings dating from the 1920s and are either in the Colonial Revival or bungalow style. Other residential building forms in the community include "minimal traditional," Cape Cod, ranch, and split-level.

The houses display a variety of cladding materials including brick, concrete block, and aluminum and vinyl siding, with some façades containing a mix of two materials. The houses east of Brightseat Road

are larger than those on the west. Many of the smaller houses have been expanded with additions. A majority of the houses in the City of Glenarden were constructed after the mid-1960s.

Glenarden Woods Elementary School is located in the northwestern section of the community, as is the Martin Luther King, Jr., Community Center. The James R. Cousins, Jr., Municipal Center and U.S. Post Office are located on the east side of Martin Luther King Jr Highway in the center section of town. Nearby, set in a park, is the Glenarden Community Center.

The Glenarden Branch of the Prince George's County Memorial Library is located on the east side of Brightseat Road at Glenarden Parkway, also in the center section. St. Joseph Catholic Church is located just east of the community on Saint Joseph's Drive in Largo. The few commercial buildings in the community are located on Martin Luther King, Jr., Highway.

Today, the City of Glenarden lacks the physical continuity of the original twentieth-century subdivisions and a consistent sense of community. This is largely due to the incursion of two major north/south thoroughfares, the demolition of older housing stock in the 1960s and 1970s, expansion through annexation of adjacent subdivisions, and alterations to the original plan caused by modern construction projects.

Glenarden does retain a strong physical boundary, with the borders marked by woods and few through streets spanning the city limits. A greater sense of community exists in the western section of the city, known as Glenarden Woods. In this area, no major roads cut through the site, and the higher terrain screens the Martin Luther King Jr Highway from the residential neighborhoods.

## **Major Land Uses**

### **Residential Land Use**

The area provides a variety of housing styles that range from single-family detached in the City of Glenarden and Kent Village community, townhomes along Garrett A. Morgan Boulevard and off of Sheriff Road, and multifamily housing adjacent to Kentland Community Park, as well as close to FedEx Field. The residential development



of the area occurred mainly in the 1960s, but older housing stock is evident in the area that dates back to the 1940s and 1950s and exists in areas such as the single-family residential neighborhoods north of Martin Luther King Jr Highway and east of Landover Road in the Kent Village Community. The townhome development along Garrett A. Morgan Boulevard presents an example of the newest housing style in the area. The Summerfield Military Housing Community is located just south of the FedEx Field area and the redevelopment of the site is one of the major initiatives discussed in this plan.

### Retail/Commercial Land Use

Limited retail and commercial opportunities that service the neighborhood can be found mainly along Martin Luther King Jr Highway and Landover Road. The array of available services in the area includes a grocery store, car service-related stores, liquor stores, cleaners, hair salons and barber shops, convenience stores, and carry-out restaurants. The character of retail and commercial uses in this zone is mainly suburban and sporadic. They occur in different locations along the two main vehicular corridors and are not characterized by any common visual, design, or signage elements that would create the opportunity of establishing a hub and a stronger base. Additionally, religious institutions are evident in previously commercial buildings. The partially empty Landover Crossing Shopping Center is visible when entering Subregion 4 from the east, and Sears still remains open at the otherwise vacant and demolished site of Landover Mall.

Stronger commercial and mixed-use opportunities are planned in the future and will occur within or in close proximity to Zone 1, including the Morgan Boulevard and New Carrollton Metro centers, the Landover Gateway, and the Woodmore Town Center just east of I-95. Although these developments will accommodate a different style and scale of commercial and retail opportunities, there is a need to establish greater development and maintenance standards for the neighborhood commercial uses to remain viable.

### Office, Flex, Industrial Land Use

Extensive and viable employment industrial uses surround Zone 1 to the north and east. The accessibility and proximity of the area to the highway system provides an ideal location for office, flex (lightly zoned industrial or office space where the building provides its occupants the flexibility of utilizing the location for office or showroom space in combination with manufacturing, laboratory, warehouse, etc.), and industrial uses to occur. One-story distribution, light industrial, and office park developments are evident along Ardwick-Ardmore Road, Pennsy Drive, and in isolated places along Brightseat Road.

## Demographic Indicators

### Population

Since 2000, it is estimated that Zone 1 has grown at the fastest rate (1.4 percent) of all three zones. Much of its growth (425 residents) has occurred in Living Area C, where the population has grown by 3.5 percent. This is contrasted with the 0.4 percent increase (92 residents) in Living Area A. Living Area C also has the smallest population (12,671) of any living area.

Zone 1 is projected to continue its overall increase in population over the next five years at an annual pace three times greater than the previous eight years. The potential for a population increase is also more likely to occur here as Zone 1 has the lowest population density of any zone at 4,188 residents per square mile. Much of the growth is to occur in Living Area C (7.7 percent) as increased activity is expected near the Morgan Boulevard Metro Station and FedEx Field.

Zone 1 has also the youngest population in comparison to the rest of the subregion. It has the largest percentage of school-aged residents (37 percent) and the smallest percentage of residents over 44 years of age (26.2 percent) among the three zones. In particular, the percentage of the population over 65 years of age in Living Area C (4.1 percent) is the lowest among all six living areas, and its population under 5 years of age is the highest (12.2 percent). In the other part of Zone 1, Living Area A has the largest percentage of 5- to 19-year olds (27.5 percent). These statistics reveal that many new families or single parents are



located here and that retail and service outlets will need to cater to this younger population. Current projections show that over the next five years, this distribution among age groups will not drastically change. Zone 1 will still have the highest percentage of school-aged residents and lowest percentage of residents at the peak of their careers or in retirement.

Of the six living areas, only Living Area C has a much different racial composition than in Subregion 4. The black population in this area is eight percent lower (84.5 percent) than in the subregion, while the percentage of the white population is three times higher (9.3 percent). In addition, the percentages of the other identified races and Hispanic origin population in Living Area C, while still modest, are approximately twice as high as recorded in the subregion.

### Households

Almost 70 percent of the household growth in Zone 1 has occurred in Living Area C (163 households). Although this area has the smallest number of households (4,186), its growth rate since 2000 is the greatest at 4.1 percent. On the other hand, Living Area A has seen only modest growth, adding 72 households. As for projections, Living Area C, despite its size, is expected to add the most new households (325) by 2013. This 1.6 percent annual growth rate is more than three times greater than any other living area.

### Public Facilities

This area is home to Kentland Fire Station, Glenarden Library, and Landover Police Station. Nine elementary schools (Columbia Park, Cora L. Rice, Dodge Park, Glenarden Woods, John Carroll, Judge Sylvania Woods, Kenmoor, Matthew Henson, and William Paca), two middle schools (G. James Gholson and Kenmoor), and the Bonnie F. John's Educational Media Center are also located here.

This area also has a number of park and recreation facilities. Four community centers, eight community parks, and six neighborhood parks serve Living Areas A and C.

## Natural Environment

The Beaverdam Creek, a primary corridor of the subregion's green infrastructure network, runs through this area. Primary corridors include the main stems of major waterways in the region, and each receives most of the runoff from surrounding land uses. Connecting these corridors is critical to the long-term viability and preservation of the green infrastructure network and will also serve to preserve the region's water quality. Conservation and preservation of these corridors, particularly the headwater areas, will help to improve water quality downstream.

There are a number of places in this area where flooding is a problem; these are typically areas that were developed before the enactment of stormwater management regulations. As a result of these problems, intense retrofitting and innovative methods are needed in Subregion 4, including stream bank stabilization, reduced amount of impervious area, increased plantings in stream bank buffer areas, and coordinated efforts to improve water quality.

## Circulation

There are sidewalks on both sides along most major roadways in Zone 1 (Living Areas A and C), such as Brightseat Road, Landover Road, Martin Luther King Jr Highway, Ardwick-Ardmore Road, and Dodge Park Road. However, there are short sections within some of these roadways where there are sidewalks available on only one side. Roadways around FedEx Field have good sidewalk coverage, with clearly marked pedestrian crossings leading from parking areas to the stadium. Additional streets, such as 75th Avenue, Pennsy Drive, Kent Village Drive, and Columbia Park Avenue, have sidewalks on both sides. The streets around the New Carrollton Metro Station also have sidewalks.

## Strengths and Opportunities

### Economic Development

- The close proximity of Subregion 4 to various employment, entertainment, historic, and recreational amenities provides an ideal environment for economic growth. The industrial and office centers along the northern and eastern edges of Living Areas A and C provide for substantial areas of employment.



- FedEx Field brings thousands of visitors to the area for various entertainment activities. If the stadium remains operational, more activity may be captured through increased complementary development catering to visitors. If the contract is not renewed and the stadium is demolished, the large site possesses substantial redevelopment opportunity.
- There is a perception that the area is underserved by retail establishments (e.g., restaurants, pharmacies), which indicates commercial development opportunities exist along the major corridors and in existing neighborhood centers in Subregion 4. Martin Luther King Jr Highway has the potential to accommodate new commercial development.
- Creating high-quality residential development on vacant and infill parcels will provide greater incentive for new retailers to locate in Subregion 4. Compared with neighboring communities in the Washington metropolitan area, residential property values in Subregion 4 are more affordable.
- There is significant commuter traffic traversing the area that increases the retail demand on the major corridors.

### Land Use and Urban Design

- This area has the potential to be very strong economically given that it has three designated mixed-use growth centers and one of the strongest municipalities (City of Glenarden), once Woodmore Town Center is developed and fully leased. The New Carrollton Metro, the Landover Metro, and the Landover Gateway Metro create a three center catalyst area. The Morgan Boulevard Metro area, as well as the FedEx Field area, provide additional opportunities for redevelopment at the southern portion of Zone 1. Any development and redevelopment efforts will require considerable public improvements, funding, and implementation.
- Glenarden is a community in transition from an aging population to younger families, which could spark a need for more open space park amenities, recreation facilities, new housing, and school expansions. Additionally, Glenarden has a number of sites available and could be considered for redevelopment with new land uses (e.g., the

Martin Luther King, Jr. Community Center site could be used for residential infill).

- Living Area C is still emerging from its agricultural roots to its status as the newest mixed-use living area, which focuses on entertainment. It has the potential to be shaped as a unique living environment within Subregion 4.
- The Summerfield Military Housing located in Living Area C should be considered for redevelopment in the broader context of both the Morgan Boulevard Metro center and the potential future reuse of the FedEx Field parking lots.
- The FedEx Field site presents an opportunity for a sports-oriented, mixed-use village surrounding the stadium.
- With the endorsement, funding, and implementation of an extension of the light rail transit Purple Line, an opportunity exists to plan and develop in order to optimize the area in the future.

### Housing and Neighborhoods

- Positive qualities that were cited included affordable housing, quiet atmosphere of established neighborhood areas, stability of long-term residents, and new housing opportunities as represented through developments on Garrett A. Morgan Boulevard (Camden Summerfield and Victory Promenade).
- The close proximity to the Morgan Boulevard Metro Station and Landover Gateway are important catalyst sites to build on and attract neighborhood reinvestment.
- The City of Glenarden has a relatively stable housing stock with vacant land suitable for new residential development opportunities. Although the existing housing stock is aging, the neighborhoods are well maintained and attractive places to live for long-time residents and first-time home buyers.

### Environmental Resources

- The three categories of the green infrastructure plan (regulated areas, evaluation areas, and network gaps) provide a framework to preserve and enhance environmental quality.



- The evaluation areas and network gaps can serve as the basis for a stream valley greenway and trail system.

### Parks and Public Facilities

- Older parks can be renovated and upgraded to accommodate changing recreation demands in established neighborhoods.
- Subregion 4 has 15 undeveloped parks that can be improved with amenities, providing a green space for local residents.
- Subregion 4 has a considerable share of the county's excess public school capacity. Zone 1 has 32 percent available capacity at the nine elementary schools and 19 percent available capacity at its two middle schools.

### Historic Resources

- The historic community of Glenarden is significant as an early twentieth-century suburban community that was established as a result of development of the WB&A Electric Railway in 1908.
- The Webb-Brown House is a historic site.
- Two documented properties exist in Living Areas A and C: The Glenarden Rosenwald School and National Harmony Memorial Park.
- Two properties in Living Areas A and C are designated on the National Register: Beall's Pleasure and Ridgely Church and Cemetery.

### Transportation

- There is an opportunity to extend the proposed Purple Line light rail to service Landover Gateway and other proposed redevelopment areas.
- Transit-oriented development at the General Plan centers can reduce the number of vehicle trips in the area and provide opportunities to expand and connect the pedestrian and bicycle network.
- The three Metro stations in Living Areas A and C provide easy transit access to residents.
- The roadway system in Living Areas A and C facilitates connection to I-95/I-495 and US 50.

## Issues and Challenges

### Economic Development

- The number and condition of businesses are viewed as undesirable by local residents. There is also a lack of variety and presence in retail and service businesses offering necessary/staple goods. Any economic growth or development in Subregion 4 needs to correspond with the changing demographics.
- Businesses operating on industrial parcels/sites negatively impact nearby surrounding areas with traffic and noise, resulting in decreased potential for new development.
- Established or planned retail and employment centers in neighboring areas directly compete with the potential for new development to occur in Subregion 4.
- The largely vacant Summerfield Military Housing site—and its unknown future use—have a negative impact on new investment in the area.

### Land Use and Urban Design

- The lack of transition in land use between the residential and industrial areas impacts both quality of life and industrial function.
- The Martin Luther King, Jr. Community Center and Park is in disrepair and not currently in use. This is just one example of the smaller (one room) community centers and recreation facilities that need to be expanded, renovated, or improved in the subregion.
- There are a number of very large rental apartment complexes dating back to the mid-1960s and 1970s that dominate the land use in Glenarden, Living Area A, and the larger subregion. Although diversity of housing options is desired, the different housing types offered are not currently integrated. Apartment complexes stand gated and disconnected from the rest of the living areas, which creates a negative perception of the area.
- Residents have stated that FedEx Field has a negative impact on adjacent communities, bringing in too many people from outside of the



community without improved access or beautified environs to mitigate the impacts.

### Housing and Neighborhoods

- One of the primary challenges cited in the stakeholders' workshop was the encroachment of the industrial area and other nonconforming uses into established residential Living Area A.
- Living Area C includes the Morgan Boulevard Metro Station and new higher-density housing located adjacent to the station. Existing residents of the older neighborhoods nearby are concerned by the way in which new development relates to the existing residential areas.
- The uncertainty of the Summerfield Military Housing development in Living Area C is a critical residential factor within this living area. Residents do not want vacant homes re-occupied as another concentration of lower-income households. Most stakeholders want the site to be mixed-income housing with a strong management component.
- Living Area C lacks the defining residential neighborhood character that existed prior to the development of FedEx Field. During the public engagement process, residents expressed their hope and desire for this plan to serve as a tool to re-establish neighborhood character and achieve more mixed-income developments.

### Environmental Resources

- Land uses and development have been established in floodplains, high water tables, wet soils, and steep slope areas, with consequential occurrence of flooding, drainage problems, and the deterioration of buildings and properties.
- The problems of floodplain construction, poor drainage patterns, and stream valleys that produce runoff and flooding, particularly in the Beaver Dam Creek and Cabin Branch areas and also in Deanwood Park, require specific and immediate attention.
- The conservation of natural ecological features, such as steep slopes, stream valleys, and wooded topography, is of primary importance, particularly in the Hill Road community.
- Buffer strips are needed between incompatible land uses in living areas.

- The noise levels generated by the railroad and highways are having a negative impact on adjacent residential areas.
- High levels of nighttime lighting are having a negative impact on adjacent residential areas.
- Many of the existing buildings and homes are not energy-efficient.

### Parks and Public Facilities

- The area lacks adequate parks and open space to serve the present and forecasted population.

### Transportation

- Heavy commuter traffic on major thoroughfares cuts through the communities of Subregion 4. The volume of traffic creates congestion during rush hour on Martin Luther King Jr Highway, Landover Road, and Central Avenue.
- There is an insufficient number of roadways that travel north/south through the communities.
- The sidewalk network is incomplete. Many roadways either have no sidewalks or the existing sidewalks are too narrow.
- Traffic from events at FedEx Field impedes local traffic moving through the neighborhoods and residents accessing their homes.

## Recommendations

### Land Use and Community Design

- Preserve and expand industrial land use wherever possible along the northern and eastern perimeter of the subregion.
  - ◇ Action Site: Ardwick-Ardmore industrial area.
- Reassign remnant residential land use parcels adjacent to employment parcels if the residential land is blighted, vacant, or underutilized.
  - ◇ Action Site: Ardwick-Ardmore industrial area.
- Reassign isolated commercial parcels that are no longer economically viable as neighborhood-serving commercial clusters.
  - ◇ Action Sites: Martin Luther King Jr Highway commercial uses between Hubbard Road and Dellwood Avenue, Kent Village Shopping Center.
- Encourage Central Avenue and Marlboro Pike commercial corridor node/cluster development.
- Direct office development to the centers.



- ◇ Action Sites: New Carrollton Metro, Metro East Office Park, and Landover Metro sites.
- Focus high-density condominium and apartment living to the centers.
  - ◇ Action Sites: Morgan Boulevard Metro, Landover Gateway, Landover Metro.
- Direct commercial/retail development to the centers.
  - ◇ Action Sites: Morgan Boulevard Metro, Landover Gateway, Landover Metro.
- Relocate industrial properties from the centers.
  - ◇ Action Sites: Landover Metro area between Landover Road and Pennsy Drive, Morgan Boulevard Metro, south side of Central Avenue.
- Site new schools and co-locate recreation facilities in underserved areas.
  - ◇ Action Sites: New school facility on Columbia Park Road at Kentland Park; potential for additional urban school models as part of centers, nodes, or new opportunity sites (possibly Summerfield military housing site).
- Reestablish the green infrastructure network by redeveloping key sites along greenway corridors.
  - ◇ Action Sites: FedEx Field site, Summerfield military housing site, Kings Court Apartments, Landover Metro, Beaverdam Creek.
- Expand or build new schools and community centers along the greenway corridors at key roadway crossings.
- Steer churches/religious institutions to residential or institutional land use/zoning areas, rather than commercial or industrial sites to keep from losing additional tax base.
  - ◇ Action Sites: Storefront churches on Martin Luther King Jr Highway, churches in Washington Commerce Center, large church in old retail building on Martin Luther King Jr Highway.
- Preserve and conserve existing older neighborhoods.
  - ◇ Action Sites: Glenarden neighborhoods, Kentland neighborhood, Palmer Park neighborhood, Columbia Park neighborhood.
- Develop single-family houses and townhouses only in the living areas; apartment/condo living should be relegated to growth centers and corridors.
  - ◇ Action Sites: King Court Apartments redevelopment, portions of FedEx Field site, Glenarden sites near Martin Luther King Jr Highway.
- Preserve and strengthen commercial uses in growth centers, shopping nodes, and main street areas.
- Develop mixed-use development within one-half mile of the General Plan centers.
- Redevelop the MD 202 Landover Road interchange cloverleaf. A potential exists for gateway office buildings and residential infill with new urban diamond interchange concept.
- Establish the northeast area of Subregion 4 as the urban heart of Prince George's County by focusing on growth centers and commercial destinations inside and outside the Capital Beltway.
  - ◇ Action Sites: Woodmore Town Center, Landover Gateway Center, Largo Town Center, FedEx Field site, and Morgan Boulevard Metro center.
- Limit mixed-use overlay zones surrounding the growth centers.
  - ◇ Action Sites: Central Avenue frontage east of Morgan Boulevard, Martin Luther King Jr Highway corridor overlays at Glenarden, Sheriff Road crossing, and Seat Pleasant.
- Create distinct overlay zones for commercial, industrial, and residential guidelines.
  - ◇ Action Sites: Martin Luther King Jr Highway corridor, Ardwick-Ardmore Road, and Pennsy Drive corridor.
- Reassign land use for high-density residential areas that are slipping to Section 8 government-funded subsidized housing.
  - ◇ Action Sites: Glenarden Apartments, Maple Ridge Apartments, Kings Court Apartments.
- Reassign commercial corridor areas that have outlived their lifespan and designate to residential use.



- ◇ Action Sites: Martin Luther King Jr Highway at Glenarden, Landover Crossing Shopping Center, industrial and commercial edge along north side of Walker Mill Park expansion.
- Develop a hierarchy of urban road and streetscape standards for the area.
  - ◇ Action Sites: Boulevards, primary address streets, secondary transition streets, tertiary residential streets, and service streets/alleys.
- Develop prescribed industrial park development standards and public realm guidelines.
  - ◇ Action Sites: Ardwick Industrial Park, Brightseat Road industrial corridor.
- Develop urban park, plaza, and open space standards applicable within the centers, corridor nodes, and neighborhood commercial centers.

### **Housing and Neighborhood Revitalization Policy 1**

Establish mixed-income developments and create new opportunities for single-family, detached housing near new or proposed retail and mixed-use development sites.

#### **Strategies**

- The county should assemble land and package key parcels with development covenants.
- Develop guidelines for use of HOME and Community Development Block Grant funding by municipalities that reinforce conformance policy.

### **Policy 2**

Establish a regulatory framework of land use and zoning restrictions for reuse of the Summerfield Military Housing site that reinforces mixed-use/mixed-income development; set aside a percentage of units for lower income households.

#### **Strategies**

- Provide schematic site analysis as a template for developers to follow.
- Use low-income housing tax credits to ensure that 20 percent of the units are set aside for lower-income households.

### **Environment Policy**

Protect, preserve, and enhance the area's green infrastructure network by addressing localized problem areas.

#### **Strategy**

- Address flood-prone areas and areas with recurring drainage issues through retrofitting, stream bank stabilization, reducing the amount of impervious area, increasing plantings in stream bank buffer areas, and coordinating efforts across agencies to improve water quality. The areas in Zone 1 requiring evaluation include Beaverdam Creek in its entirety and the Cattail Branch Tributary.

### **Public Facilities Policy**

Ensure that public facilities are adequate to serve the local population.

#### **Strategies**

- Build a library to support population growth in Zone 1 if a library is not built in Landover Gateway.
- Consider creating small libraries within community centers to serve areas not in close proximity to libraries.
- Review the school site at Kenmoor for potential co-location with another school or for redesign of the grounds as public parkland.

### **Historic Preservation Policy**

Preserve local historic sites and resources.

#### **Strategies**

- Evaluate whether portions of Glenarden merit designation as a local historic or conservation district or listing in the National Register of Historic Places.
- Support the neighborhood efforts to develop community-enhancing techniques, such as interpretive signage, when historic district designation is not an option.
- Encourage historic property owners to pursue financial support through mechanisms such as



the Prince George's County Historic Property Grant Program.

## Transportation

For roads and transit recommendations, see Chapter 8, Transportation Systems.

### Policy 1

Develop bicycle-friendly roadways to improve connectivity throughout Zone 1.

#### Strategies: Short-Term

- Central Avenue: Implement bike lanes from Southern Avenue to Capital Beltway.
- Landover Road: Implement bike lanes from John Hanson Highway to Capital Beltway.
- Ardwick-Ardmore Road: Implement bike lanes from John Hanson Highway to Capital Beltway.

#### Strategies: Mid-Term

- Sheriff Road: Install bike lanes from Eastern Avenue to Redskins Road.
- Columbia Park Road: Install bike lanes from Martin Luther King Jr Highway to John Hanson Highway (US 50).
- Belle Haven Drive: Install bike lanes from Sheriff Road to Martin Luther King Jr Highway.
- Belle Haven Drive/Nalley Road: Install bike lanes from Sheriff Road to Lottsford Drive.
- Brightseat Road: Install bike lanes from Ardwick-Ardmore Road to Sheriff Road.
- Brightseat Road: Install bike lanes from Central Avenue to Redskins Road.
- Pennsy Drive/Old Landover Road: Install a sidepath or wide sidewalk to accommodate pedestrian and bicycle traffic from Corporate Drive just north of John Hanson Highway to Landover Road.
- Dodge Park Road: Install bike lanes from Landover Road to beyond Hubbard Street.
- Kent Village Drive: Install bike lanes from Columbia Park Road to Landover Road.
- Veterans Parkway: Install bike lanes from Pennsy Drive to John Hanson Highway.

- Hill Oaks Road: Install bike lanes from Hill Road to beyond Hill Stream Drive.

#### Strategies: Long-Term

- Garrett A. Morgan Boulevard: Implement bike lanes from FedEx Way to Central Avenue.
- Redskins Road: Implement bike lanes from FedEx Way to Sheriff Road.
- Bishop Peebles Drive/Arena Drive: Implement bike lanes/sidepath from FedEx Way to the Capital Beltway.
- Evarts Street: Implement bike lanes from Brightseat Road to the Capital Beltway including a section of proposed extension of Evarts Street to connect to Campus Way.
- Martin Luther King Jr Highway: Implement bike lanes and a sidepath from Sheriff Road to the Capital Beltway. This sidepath, in conjunction with the existing WB&A Trail, will provide a cross-county connection from the Patuxent River to the District of Columbia.

### Policy 2

Improve pedestrian connectivity throughout Zone 1 by installing sidewalks and pedestrian amenities.

#### Strategies: Short-Term

- Martin Luther King Jr Highway: Install sidewalks on both sides of the roadway near intersection with Landover Road.
- Central Avenue: Install sidewalks from Brightseat Road to the Capital Beltway.
- Ardwick-Ardmore Road: Install sidewalks from Martin Luther King Jr Highway to the Capital Beltway.
- Morgan Boulevard Metro Station: Install wide sidewalks and pedestrian amenities on Central Avenue from Brightseat Road to Hill Road to improve pedestrian access.
- Hubbard Road: Install sidewalks from Martin Luther King Jr Highway to beyond Dodge Park Road. Install continuous sidewalks on both sides of the roadway to improve pedestrian access to schools.
- Barlowe Road: Install sidewalks from Martin Luther King Jr Highway to the dead-end beyond Smoketree Lane. This continues the



sidewalks on both sides of the roadway to improve pedestrian access to schools.

- Belle Haven Drive at Sheriff Road: Install pedestrian amenities including crosswalks, countdown signals, and Americans with Disabilities Act (ADA)-compliant ramps at the intersection.
- Landover Road at 75th Avenue/Kent Town Place: Install pedestrian amenities including crosswalks, countdown signals, and ADA-compliant ramps at the intersection.
- Landover Road at Kent Village Drive: Install pedestrian amenities including crosswalks, countdown signals, and ADA-compliant ramps at the intersection.
- Landover Road at Martin Luther King Jr Highway: Install pedestrian amenities including crosswalks and ADA-compliant ramps at the intersection.
- Central Avenue at Garrett Morgan/Ritchie Road: Install pedestrian amenities including crosswalks, countdown signals, and ADA-compliant ramps at the intersection.
- John Hanson Highway at Landover Road: Install pedestrian amenities including crosswalks and ADA-compliant ramps at the intersection.

#### **Strategies: Mid-Term**

- Sheriff Road: Install sidewalks from Martin Luther King Jr Highway to Belle Haven Drive.
- Columbia Park Drive: Install sidewalks from County Club Road to Kent Village Drive.
- Brightseat Road: Install continuous sidewalks on both sides of the roadway from Ardwick-Ardmore Road to Evarts Street.
- Brightseat Road: Install continuous sidewalks on both sides of the roadway from Redskins Road to Central Avenue.
- Dodge Park Road: Install sidewalks on a small segment of the road to east Hubbard Road.
- Belle Haven Drive: Install sidewalks from Martin Luther King Jr Highway to Sheriff Road.

- Belle Haven Drive: Install sidewalks from Sheriff Road to Nalley Road.
- Veterans Parkway: Install sidewalks from Pennsy Drive to John Hanson Highway.
- Hill Oaks Road: Install sidewalks from Hill Road to east of Hill Stream Drive.
- Garden City Drive: Install sidewalks from Pennsy Drive to Professional Place.

#### **Strategies: Long-Term**

- Evarts Street: Install sidewalks from Brightseat Road to Capital Beltway including a section of proposed extension of Evarts Street to connect to Campus Way.
- Garrett A. Morgan Boulevard: Install sidewalks from FedEx Way to Central Avenue.
- Jonquil Avenue between Central Avenue and Hill Road Park: Implement bike lanes and make sidewalk improvements to improve connections between Central Avenue and Hill Road Park.
- Johnson Avenue: Install sidewalks from Martin Luther King Jr Highway to Hayes Street.
- Polk Street: Install sidewalks from Martin Luther King Jr Highway to Church Street.
- McLain Avenue: Install sidewalks from Glenarden Parkway to Johnson Avenue including extension of McLain Avenue past Leslie Avenue.
- Reed Street: Install sidewalks from Martin Luther King Jr Highway to Glenreed Court.

#### **Policy 3**

Provide new trails and improve trail connectivity throughout.

#### **Strategy: Short-Term**

- There are no short-term trails recommendations.

#### **Strategies: Mid-Term**

- Cattail Branch Stream Valley Trail: Implement a multiuse trail within a park corridor along Cattail Branch.
- Neighborhood Trail Connection: Implement a multiuse trail from Evarts Street to Cattail Branch and Kenmoor Elementary School.



- Stream Valley Trail along tributary of Cattail Branch: Implement a multiuse trail within a park corridor from Sheriff Road to Cattail Branch.
- H. P. Johnson Park Connector Trails: Implement a trail connection through the neighborhood park connecting surrounding communities.
- Woodmore Town Center to Landover Mall Site: Construct a pedestrian bridge.
- Lower Beaverdam Creek Stream Valley Trail: Implement a trail corridor as well as on-road improvements along Pennsy Drive to provide nonmotorized access to Cheverly and Landover Metro Stations. This trail would provide access from Subregion 4 to the Anacostia Tributary Trails Network. This planned trail along the entire length of Beaverdam Creek within Subregion 4 will be a substantial addition to the existing Anacostia Tributary Trails Network and will provide needed urban green space within an industrial corridor.

#### **Strategy: Long-Term**

- There are no long-term trails recommendations.

## **Living Areas B and D (Zone 2)**

### **Existing Conditions**

Living Area B has approximately three square miles of land area and is located west of Living Area A and east of the Washington, D.C., boundary. It includes the incorporated City of Seat Pleasant and the incorporated towns of Fairmount Heights and Cheverly. The main travel corridors are Martin Luther King Jr Highway, Central Avenue, which borders Living Area B to the south, and Sheriff Road, which borders the living area to the north. Cheverly Metro center to the north and Capitol Heights and Addison Road–Seat Pleasant Metro centers along Central Avenue border the area to the south.

Living Area D has approximately 3.7 square miles of land area. It includes the town of Capitol Heights and borders Washington, D.C., to the west, Addison Road to the east, Pennsylvania Avenue to the south, and Central Avenue to the

north. It encompasses the incorporated Town of Capitol Heights and the Walker Mill Business Park. Marlboro Pike, Pennsylvania Avenue, and Central Avenue constitute the main travel corridors in the area. The prospect of development of the Capitol Heights and Addison Road–Seat Pleasant Metro centers along Central Avenue to the north could influence the future of the area.

For the purpose of the Subregion 4 Master Plan, Living Areas B and D, along with the adjoining industrial areas that extend all the way to US 50 to the north, are combined as Zone 2.

### **Municipalities**

The municipalities of Cheverly, Fairmount Heights, Seat Pleasant, and Capitol Heights are located close to the Prince George's County/District of Columbia border. The proximity to the District of Columbia makes these municipalities convenient to families who want to be close to the entertainment, shopping, and cultural attractions in Washington, D.C., without the high cost of housing and other urban issues that often comes with living in larger cities. Unfortunately, Seat Pleasant, Fairmount Heights, and Capitol Heights have not grown in a way that reinforces the suburban nature and charm that once characterized these communities. Both Fairmount Heights and Capitol Heights offer important cultural and historic landmarks that could serve as development catalysts for the revitalization of these communities. In an effort to capitalize on their unique heritages, both communities should consider strategies that use architectural design standards to reinforce important cultural and heritage features.

#### **Seat Pleasant**

Seat Pleasant was established as a late nineteenth-century streetcar suburb adjoining the eastern corner of Washington, D.C. The community is located south of Martin Luther King Jr Highway and Seat Pleasant Drive and is bisected by Addison Road.

In 1873, approximately 800 acres on both sides of the Prince George's County Central Turnpike (now Central Avenue) were platted as Seat Pleasant. The early plat, reflecting the rural nature of the area,



shows several houses, farms, outbuildings, cabins, and a store.

Large-scale development did not begin in Seat Pleasant until rail and streetcar lines were extended from Washington, D.C. Although Washington, D.C., developed a streetcar line in the 1860s, it was not until the 1890s that service was extended to communities in Prince George's County.

Seat Pleasant was located at the convergence of two railroad lines and the streetcar line, which made it a convenient location for commuters. In 1898, the East Washington Railroad, also known as the Chesapeake Beach Railway, was extended from the Washington, D.C., line at Chesapeake Junction (the name by which Seat Pleasant was originally known) through Prince George's County to Chesapeake Beach in Calvert County. Residents of Washington, D.C., could travel to Seat Pleasant by streetcar and transfer at the station to a train that traveled to Chesapeake Beach.

Just a few years later, in 1901, the WB&A Electric Line was established. By 1908, train service ran from Washington, D.C., through Seat Pleasant and terminated in Annapolis. Seat Pleasant was one of the first communities in Subregion 4 to develop along these important transportation lines.

Taking advantage of the prime location near the rail lines, two new subdivisions were platted. In 1906, lots 14 and 15 of Seat Pleasant were resubdivided and platted as Oakmont. That same year, Lots 12 and 13 were resubdivided and platted as Seat Pleasant Heights. Both subdivisions featured small, narrow lots, typically 25 feet by 150 feet, similar to those found in Washington, D.C.

The station for both the Chesapeake Beach Railroad and the WB&A was located just northwest of Oakmont, making the two subdivisions ideally located for commuters. That same year, community members gathered to choose a new name for Chesapeake Junction. Several names were discussed. The community finally agreed on "Seat Pleasant" and requested that a post office be established. The community was named for the nineteenth-century estate of the Williams family that was destroyed by fire in the mid-nineteenth century.

In 1908, a second line of the WB&A was constructed with a stop at Seat Pleasant. For approximately 20 years, the rail line and streetcar lines enabled growth and development in the town. In an effort to improve services for residents, the City of Seat Pleasant was incorporated in 1931. In 1935, the WB&A ceased operations as the popularity and accessibility of the automobile increased. The WB&A tracks were dismantled and the right-of-way was paved to serve as a road.

Beginning in the mid-twentieth century, Seat Pleasant continued to grow, and many areas underwent redevelopment. In the 1950s, many buildings, particularly along Martin Luther King Jr Highway and Seat Pleasant Drive, were demolished to make way for new commercial buildings and housing. The opening of the Capitol Heights and Seat Pleasant Metro Stations in the 1980s again spurred redevelopment and resulted in the construction of large commercial developments near the stations.

### **Community Character in Seat Pleasant**

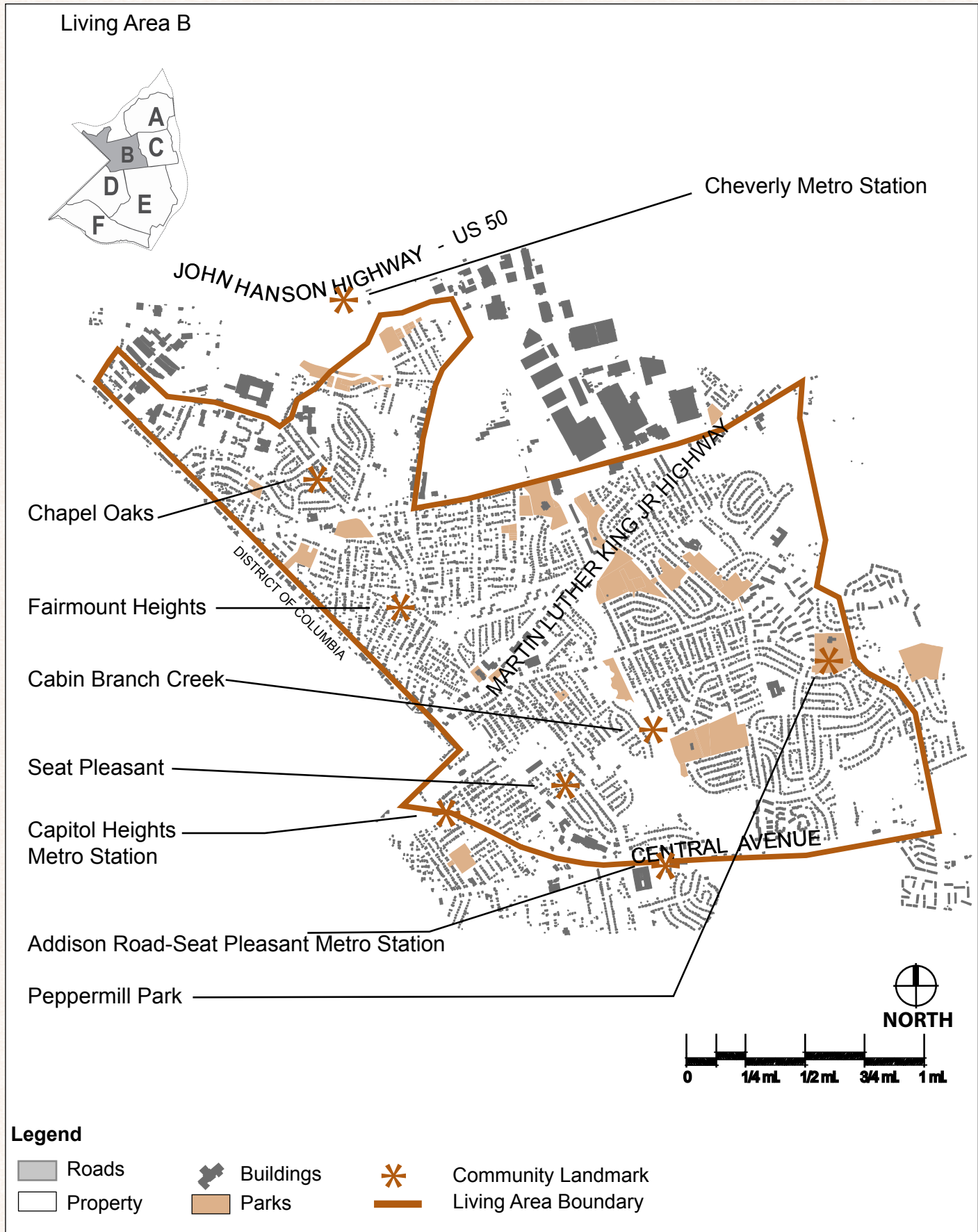
The survey area consists of approximately 326 primary resources. Seat Pleasant contains a variety of buildings constructed from the 1890s through the present. The largest period of development dates from the 1890s through the 1940s.

Buildings in Seat Pleasant reflect a variety of popular architectural styles including Queen Anne, Italianate, Colonial Revival, Craftsman, and several examples of the Modern movement. Many structures are vernacular interpretations of popular styles. Common building forms in Seat Pleasant include Foursquare, bungalow, Cape Cod, ranch houses, "minimal traditional" houses, and split-levels.

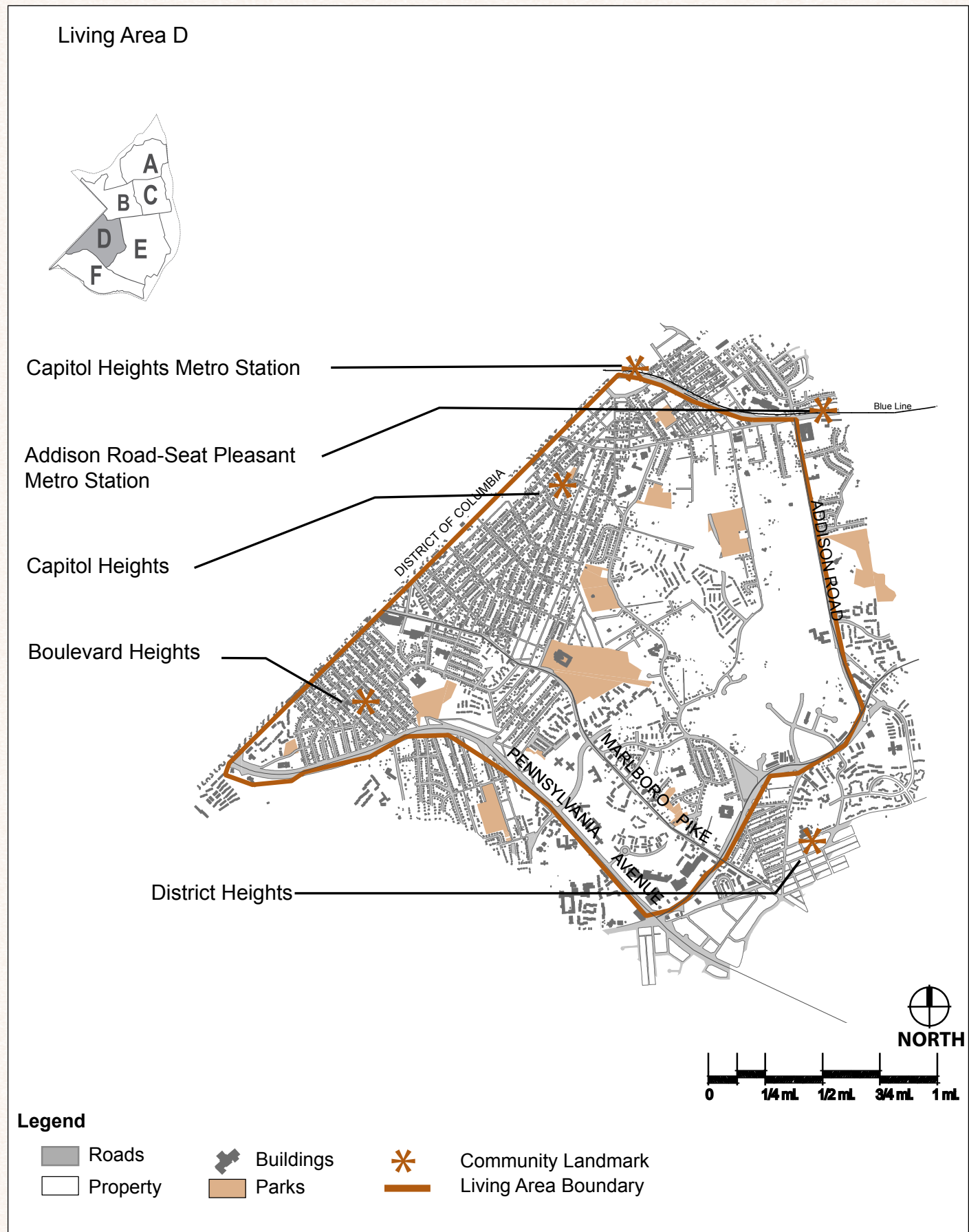
An unusual building form in Seat Pleasant is the detached row house. These wood-frame houses are typically two stories in height with a full-width porch and have either a flat or shed roof. Most display modest decorative elements in the Queen Anne or Italianate styles.

Also common in Seat Pleasant are a number of two-story, front-gabled dwellings with a full-width porch. The community is predominately residential and composed of single-family dwellings, although











a few religious buildings are scattered throughout the neighborhood.

Nonhistoric commercial development is located along Martin Luther King Jr Highway, Seat Pleasant Drive, and in limited areas along the boundaries of the neighborhood. The topography of Seat Pleasant is hilly and most houses are set on a flat or gently sloping lot. Mature trees are located throughout the community. Houses typically have an even setback along a streetscape, although lots are of varying sizes.

### Fairmount Heights

The Town of Fairmount Heights is an early-twentieth century African-American suburb located just outside the easternmost corner of Washington, D.C. The community is roughly bounded by Sheriff Road, Balsamtree Drive, 62nd Place, and Eastern Avenue.

In the late-nineteenth century, the area that would become Fairmount Heights was the site of several small farms. These farms were purchased and consolidated by land speculators in the first decades of the twentieth century.

Fairmount Heights contains six subdivisions platted between 1900 and 1923 by different developers. The first was platted as Fairmount Heights in 1900 by Robinson White and Allen Clark, two white attorneys and developers from Washington, D.C. The initial platting contained approximately 50 acres, divided into lots typically measuring 25 by 125 feet.

Robinson White and Allen Clark encouraged African-Americans to settle in the area, and the subdivision became one of the first planned communities for black families in the Washington metropolitan area. White and Clark sold the lots at affordable prices making home ownership attainable for many black families.

The earliest dwellings were of wood-frame construction of modest size although several substantial houses were also built. Early on, the neighborhood was home to several prominent African-Americans including William Sidney Pittman, a noted architect and son-in-law of Booker T. Washington. Pittman took an active interest in the development of his own

neighborhood. He formed the Fairmount Heights Improvement Company, whose purpose was to construct a social center for the community. Pittman had Charity Hall constructed, which was used for social events, as a church, and as the community's first school.

In 1908, the WB&A Electric Railway opened, providing easy access for commuters into Washington, D.C. Residents of Fairmount Heights used the neighboring Gregory Station, located in Seat Pleasant. Because of the early success of Fairmount Heights and new transportation options available nearby, several new subdivisions were platted adjacent to the developing community. Waterford, a small subdivision adjacent to the northeast corner of Fairmount Heights, was platted by J.D. O'Meara in 1907. Mount Wiessner was platted by the Wiessner family in 1909 and featured lots approximately 50 by 125 feet. In 1910, Elizabeth Haines platted North Fairmount Heights on approximately 15 acres of land. The Silence family platted West Fairmount Heights (also known as Bryn Mawr) in 1911 around the family farmstead.

Other African-Americans, encouraged by the development in Fairmount Heights, soon settled in the area. In addition to the Pittmans, James F. Armstrong (the first supervisor of Colored Schools in Prince George's County), Henry Pinckney (White House steward to President Theodore Roosevelt), and Doswell Brooks (supervisor of Colored Schools beginning in 1922 and the first African-American appointed to the Board of Education) all constructed houses in the neighborhood.

Fairmount Heights was also home to a growing professional community, and many residents worked as clerks or messengers for the federal government. The increased growth in the community created a pressing need for a dedicated school, which resulted in the construction of the Fairmount Heights Elementary School. Designed by William Sidney Pittman, the school opened in 1912. In 1920, developer Robinson White constructed 19 bungalows on 62nd Avenue in the original Fairmount Heights subdivision. Because of the large number of families moving to Fairmount Heights, the original school proved too small and a new school opened in 1934.



In 1922, approximately 35 acres of farmland located east of Fairmount Heights were purchased by the Weeks Realty Company and platted as Sylvan Vista. The development marked the sixth and final subdivision making up the present-day Town of Fairmount Heights. Sylvan Vista had deep, narrow lots, generally measuring 25 by 125 feet, similar to the original subdivision of Fairmount Heights. The neighborhood was designed around a market circle with radiating streets. Although the lots were of similar size, the dwellings were generally smaller and more modest than the houses built in the earlier subdivisions.

After several unsuccessful attempts to incorporate in the 1920s, the Town of Fairmount Heights was officially incorporated in 1935 with a mayor-council form of government. The town included all six subdivisions platted between 1900 and 1923. By the end of the 1930s, the new town consisted of a brick schoolhouse, four churches, a fire department, print shop, and several restaurants and stores. The community continued to grow in the mid-twentieth century and was largely developed by the 1980s. Today, the community remains a predominately African-American suburb.

### **Community Character in Fairmount Heights**

The Fairmount Heights survey area, bounded on the west by Washington, D.C., on the north by Sheriff Road, on the east by Balsam Tree Drive, and on the south by 62nd Place, consists of approximately 514 primary historic resources.

The community contains a wide variety of buildings constructed between 1901 and the present, although the majority of buildings date from 1901 to 1975. There are a number of twentieth-century styles represented in Fairmount Heights, including Queen Anne, Craftsman, Colonial Revival, and a number of examples of the Modern movement and other popular styles. Many of the dwellings are vernacular interpretations, while others appear to be mail-order kit houses by Sears, Roebuck and others.

Three buildings in the community were designed by the noted African-American architect, William Sidney Pittman, a resident of Fairmount Heights. These buildings include the Pittman residence at 505 Eastern Avenue, Charity Hall at 715 61st

Avenue, and the Fairmount Heights Elementary School at 737 61st Avenue. Common building forms include American Foursquares, bungalows, shotgun houses, ranch houses, split-foyers, and a number of L-shaped and T-shaped plans. Many buildings have irregular massing due to modern additions.

A common building type in Fairmount Heights is the modest, minimally ornamented two-story, front-gabled, wood-frame dwelling constructed in the early twentieth century. Most houses in Fairmount Heights are of wood-frame construction and are clad with a variety of modern replacement materials, although a few houses do retain their original materials.

The topography of the neighborhood is hilly and houses have uniform setbacks. Because of the twentieth-century resubdivisions of property, lots are often irregularly sized. The community is predominately residential and contains single dwellings, twin dwellings, and multiple-family dwellings, including apartment buildings. Fairmount Heights contains several religious, social, and educational buildings. Commercial buildings are typically located around the perimeter of the community.

### **Capitol Heights**

Capitol Heights was established in the early-twentieth century as a residential suburb in western Prince George's County, adjacent to the southeastern boundary of Washington, D.C. In 1904, the subdivision was platted in three sections by Otway B. Zantzinger, a Baltimore-based businessman. The area that became Capitol Heights was originally a large parcel of woodland. Zantzinger's subdivision included approximately 4,000 lots, the majority of which were divided into long, narrow, rectangular parcels, approximately 20 feet wide and 100 feet deep.

Zantzinger advertised the new subdivision as "High and healthy. Finest spring water, Plenty of shade. Only one car fare to any part of the city. East Capitol St., Central Ave., 55th St., and 61st St., run through the property [sic]." Lots were priced between \$20 and \$60 and were offered for sale with one dollar down and one dollar a month. Later



advertisements noted that the segregated subdivision was intended for whites only.

As part of his commitment to the success and growth of the neighborhood, at his own expense, Zantzinger constructed an elementary school for Capitol Heights residents. Opening in 1905, the school had more than 100 children in attendance in its first year. By 1907, Zantzinger had sold more than 3,500 lots, and more than 1,000 residents had made Capitol Heights their home.

Although the subdivision was not directly located on railroad or streetcar lines, the adjacent neighborhoods of Maryland Park and Seat Pleasant were served by the rail lines. Residents of Capitol Heights lived within a mile of railroad and streetcar stops. Because of its relative convenience to public transportation and the affordability of the houses there, Capitol Heights proved to be a popular new subdivision. Capitalizing on this popularity, in 1909, Zantzinger platted Greater Capitol Heights, a 400-acre tract on the southern edge of Capitol Heights that included an additional 4,500 lots. Like those in Capitol Heights, lots in Greater Capitol Heights were approximately 20 feet wide, 100 feet deep, and set on rectilinear blocks.

A review of the 1910 census indicates that residents of Capitol Heights and Greater Capitol Heights were white, had small families, and had working-class jobs that included firemen, salesmen, electricians, plasterers, carpenters, post office workers, merchants, and printers. The growing community incorporated as the Town of Capitol Heights in 1910 in an effort to improve roads and public services for residents.

Advertisements for Greater Capitol Heights in 1911 boasted of 500 houses, 1,500 people, eight stores, four churches, and a public school. Other ads promoted the community as “cool and delightful. No Landlord. No Rent. No Building Restrictions. No Malaria. No Mosquitoes. No Sleepless Nights. Pure Water. High Elevation. Perfectly Healthy. Beautiful Shade.” The community was noted as being “within the one-fare radius” but “nevertheless completely out of the city and an ideal site for the founding of homes by those who have long been forced to see their slender means being exhausted by city rentals.”

In 1925, Capitol Heights was finally served by a bus line that ferried residents between their neighborhood and Washington, D.C. The arrival of the bus line, along with increased ownership of automobiles, resulted in a change of demographics as more African-Americans began to move into the once segregated Capitol Heights by the middle of the twentieth century.

By the 1950s, the historic commercial core of Capitol Heights was losing many businesses, largely because of the construction of a new Central Avenue that bypassed the town. By the 1970s, the once bustling commercial corridor along Old Central Avenue had begun to decline and buildings were abandoned.

In November 1980, WMATA opened the Capitol Heights Metro Station at the northernmost tip of the original Capitol Heights subdivision. Located at the corner of East Capitol Street and Southern Avenue, SE, Metro provided an affordable, fast way for residents of Capitol Heights to travel into Washington, D.C.

Town officials hoped that Metro would bring new businesses, an increase in property values, and new tax revenue to the community. However, the new Metro station did not bring the anticipated changes to Capitol Heights, and many of the businesses along Old Central Avenue were demolished in the 1980s.

Vacant lots and parking lots that replaced the older commercial buildings in Capitol Heights have no visual or physical relationship to the historic neighborhood.

Residential construction in Capitol Heights and Greater Capitol Heights was largely completed by the mid-1970s. The sense of a neighborhood remained despite the loss of the commercial core. Today, Capitol Heights has more than 4,100 residents, of which 92 percent are African-American.

### **Community Character in Capitol Heights**

A windshield survey of Capitol Heights and greater Capitol Heights was conducted in February 2008. The survey area contained approximately 1,994 primary resources.



The community contains a wide variety of buildings constructed between 1904 and the present. The majority of buildings constructed in Capitol Heights and Greater Capitol Heights date from the 1910s through the 1970s. There are a number of popular twentieth century architectural styles represented in the community, including Craftsman, Colonial Revival, and examples of the Modern movement. Vernacular interpretations of the Queen Anne style are also present in the survey area. Common building forms present include row houses, Foursquares, bungalows, Cape Cods, ranch houses, and split-foyers.

The residential buildings are modest and display minimal ornamentation, typical of their use by middle- and working-class residents. The majority of houses are small one- or one-and-a-half-story designs. The topography of the neighborhood is hilly, with houses built on sloping lots often with partially exposed basements. Streets in both subdivisions adhere to a roughly rectilinear grid, which is traversed diagonally by other streets.

Buildings in the community are predominately residential, with limited commercial buildings located along Old Central Avenue, Central Avenue, and a few scattered throughout the community. Some residential buildings in the community have been adapted for commercial use.

### Cheverly

Cheverly was established as an early-twentieth century community in western Prince George's County. It is located one mile from the northeastern border of Washington, D.C. Cheverly is bordered by the Baltimore-Washington Parkway, Landover Road, and US 50.

Mount Hope (PG: 69-024-11), constructed in 1839 by Fielder Magruder, Jr, is the oldest house in the community. At its largest, the Mount Hope plantation contained 843 acres of land. Mount Hope is documented on both Martenet's map of 1861 and Hopkin's 1878 atlas as "F. Magruder Res." and is the only residence in the area. After Magruder's death in 1888, the property changed hands several times until a 193-acre parcel of land, including Mount Hope, was purchased by Robert Marshall in 1918. Marshall, a former stockbroker and land developer from Ohio, purchased the

surrounding acreage and began to plat the neighborhood of "Cheverly." Marshall lived in Mount Hope where he undertook a restoration of the house.

Robert Marshall, president of the Washington Suburban Realty Company, platted seven sections of Cheverly between 1918 and 1926. Recognizing the natural topography, Marshall designed Cheverly to take advantage of the curving, hilly landscape. Marshall named his new neighborhood after Cheverly Gardens, an adjoining 43-acre subdivision he acquired in 1918 near Landover Station.

Marshall marketed Cheverly as a "modern" subdivision with many conveniences, including "paving, electricity, high-pressure water main, schools, &c. [sic]." The subdivision was quickly improved and in October 1920 the first street, now called Cheverly Avenue, was paved. To spur development between 1921 and 1925, Marshall constructed 34 kit houses, the majority of which were designed by Sears, Roebuck, and Company and McClure Homes Company. By 1923, all roads in Cheverly were surfaced and street lamps were installed. In that same year, the first school for the neighborhood was constructed. By 1924, more than 25 houses were built in the neighborhood and more than 350 lots had been sold. Houses ranged in price from \$5,000 to more than \$15,000. The majority of lots in Cheverly were developed by individual owners, however, several were improved by speculative builders. S.A. Melius of Hyattsville was one of several builders who purchased lots in Cheverly for development.

In 1927, after a failed attempt to redevelop Forest Road into a grand avenue leading to the Beaver Dam Country Club (now the Prince George's County Club), Marshall lost control of the Washington Suburban Realty Company and was replaced by Edwin Dutton. In 1929, Harry Wardman purchased the rights to develop Cheverly at a cost of two million dollars. However Wardman, a noted builder and developer, was overextended and because of the Great Depression, was soon bankrupt. Due to the short time he owned the development and the economic constraints he faced, it is not known if Wardman was responsible for any improvements in Cheverly.



In May 1931, a public auction of 334 lots was held “to satisfy foreclosure” of the Cheverly Corporation. That same year, the Town of Cheverly was incorporated.

The loss of prestige that resulted from the public auction combined with the economic constraints of the 1930s slowed the development of the town. It was not until after World War II (1941-1945) that construction activity began to increase. Several new churches were built and the town acquired the ten-acre town park. In 1958, Cheverly expanded by one-third with the annexation of the Cheverly Industrial Park. The expansion of the Metrorail line to Cheverly in 1978 solidified the community as a commuter suburb of Washington, D.C.

## Major Land Uses

### Residential Land Use

Zone 2 includes some of the oldest, well-established neighborhoods of Subregion 4. Fairmount Heights has a unique African-American heritage and many historic homes. The Town of Capitol Heights, the City of Seat Pleasant, and the southern portion of Cheverly are also included in this zone and are characterized predominantly by single-family homes. Townhouse developments are scattered throughout the area, mainly west of Walker Mill Business Park and off of Brooke Road, as well as in Pennsylvania Place. Apartments are found mainly between the Marlboro Pike and Pennsylvania Avenue area, as well as along Jefferson Heights Drive, but their design and configuration is not integrated with the adjacent areas.

### Retail/Commercial Land Use

The Penn Station Shopping Center is the largest retail/commercial hub in Zone 2. Additional strip mall commercial development is scattered along Marlboro Pike as well as in the intersection of Walker Mill Road and Addison Road. Martin Luther King Jr Highway currently provides some neighborhood-serving commercial establishments, auto services, liquor stores, and fast food restaurants but possesses a greater opportunity for commercial “main street” type of (re)development.

### Office, Flex, Industrial Land Use

The Walker Mill Business Park area is the largest site providing opportunities for industrial and flex

space in Zone 2. It occupies the eastern portion of Living Area D and falls within the boundary of Capitol Heights. Although the site is expansive and a roadway system is in place, very few parcels were developed and the majority of the site remains vacant. The area just north of Sheriff Road and immediately outside the boundary of Living Area B hosts industrial uses. Often during the planning process, concerns emerged addressing two issues of the development: proximity to the residential areas and noise and air quality implications. Additional analysis should take place to determine the ultimate development potential of this site.

## Demographic Indicators

### Population

The population in Zone 2 has only increased by an estimated 97 residents since 2000. This relatively stable population is likely due to the lack of developable land. Currently, the population density in Zone 2 is the highest among all zones at 5,530 residents per mile. Living Area B, comprised largely of Fairmount Heights and Seat Pleasant, experienced a slight decline in overall population (-0.6 percent) since 2000, while Living Area D, which mostly consists of Capitol Heights, has added just over 200 residents.

However, over the next five years, population is projected to increase by nearly 500 new residents. All of this growth is projected for Living Area D and it is likely that it will occur along Rollins Avenue where the largest tracts of open land exist.

In direct contrast to Zone 1, Zone 2 has the highest percentage of older residents and the lowest percentage of school-aged residents. The demand for health care facilities can be expected to remain high with such a concentration of older residents. One-quarter of the residents are between the ages of 45 and 64 years of age and another 11.4 percent are 65 or older. This older population is projected to increase to nearly 40 percent of the total by 2013. Specifically, Living Area B currently has the highest percentage of residents 65 and older (14.1 percent) of any living area.

### Households

All of the household growth in Zone 2 has occurred in its southern half since 2000. This portion,



defined as Living Area D, has added 104 households, while Living Area B has remained relatively stable experiencing a 0.3 percent decline. Approximately 200 households are projected to be added to the zone over the next five years with most of these again being formed in and around the Capitol Heights area.

Living Area B has the second lowest percentage of children in the subregion (2.87 percent), but more residents per household than the area average. One reason for this is that, after the living areas in Zone 1, Living Areas B and E have the next highest percentages of family households. These include married couples without children and other relatives living within the household. Living Area D has average household sizes closely resembling the regional average. According to estimates used for this analysis, this area, along with Living Area F of Zone 3, has the highest rate of single-occupant households, exceeding 26 percent.

## Public Facilities

This area is home to Boulevard Heights, Capitol Heights, Chapel Oaks, and District Heights Fire Stations. The Fairmount Heights Library is located in this area. Twelve elementary schools (Bradbury Heights, Capitol Heights, Carmody Hills, Concord, Doswell Brooks, Francis Scott Key, Highland Park, John Eager Howard, Oakcrest, Robert R. Gray, Seat Pleasant, and William Hall), Fairmont Heights High School, and Lyndon Hill are also located here.

This area also has a number of park and recreation facilities. Four community centers, four community parks, and 17 neighborhood parks serve Living Areas B and D.

## Natural Environment

Cabin Branch, a primary corridor of the subregion's green infrastructure, runs through this area. Primary corridors include the main stems of major waterways in the region and each receives most of the runoff from surrounding land uses. Connecting these corridors is critical to the long-term viability and preservation of the green infrastructure network and also will serve to preserve the region's water quality. Conservation and preservation of

these corridors, particularly the headwater areas, will help to improve water quality downstream.

There are a number of places in this area where flooding is a problem, typically in areas that were developed before the enactment of stormwater management regulations. As a result of these problems, intense retrofitting and innovative methods are needed in Subregion 4, including stream bank stabilization, reduced amounts of impervious area, increased plantings in stream bank buffer areas, and coordinated efforts to improve water quality.

## Circulation

Central Avenue, Martin Luther King Jr Highway, Sheriff Road, Brooks Drive, and Belle Haven Drive have sidewalks on both sides.

Other major roadways in Zone 2, such as Hill Road, Addison Road, Capitol Heights Boulevard, Cabin Branch Drive, and Rollins Avenue have sidewalks on either one side of the street or do not have sidewalks along some sections. Additional streets, such as Capitol Heights Boulevard, Larchmont Avenue, Cabin Branch Drive, and Rollins Avenue, have sidewalks available but have sections with either no sidewalks or only sidewalks on one side of the street.

## Strengths and Opportunities

### Economic Development

- Because the area is underserved by retail establishments (e.g., restaurants, pharmacies), commercial development opportunities exist along the major corridors and in existing neighborhood centers in Subregion 4.
- The large amount of land in and around the Walker Mill Business Park provides an opportunity to build new sustainable communities while developing an employment or retail center to meet local needs.
- Employment or residential spillover from the District of Columbia could occur in Living Areas B and D due to their close proximity to the District.

### Land Use and Urban Design

- Zone 2 has a relatively dense urban character, street grid, and tight neighborhood fabric that



make it very walkable. These qualities should be extended to the Metro centers to better link current isolated areas. New areas of infill development on vacant and underutilized sites should complement the existing urban/neighborhood scale and character to reinforce the area's cohesiveness.

- There is a large number of existing, viable commercial centers and traditional urban “main street” corridors that could be strengthened by additional development and site/façade enhancements to better link the neighborhoods together and provide a more cohesive image.
- Given that there are six municipalities in the subregion, revitalization of their ratable/tax base properties is important to their sustainability and provision of municipal services (e.g., Capitol Heights, Fairmount Heights and Seat Pleasant’s commercial “main streets”).
- The Capitol Heights area has open lands for development and underutilized land/buildings for potential infill within close proximity to the District of Columbia.
- Additionally, the Town of Capitol Heights is developing a vision plan and a transit-oriented development plan to build upon this and previous plans.
- Actively recruiting more environmentally friendly industrial and commercial businesses in the areas immediately surrounding existing residences would help buffer them from the more intense uses.
- Saving and restoring historic communities with historic district designations (Fairmount Heights) is important to maintain the subregion’s varied character districts and heritage.

### Housing and Neighborhood Conditions

- Most workshop participants felt that a quiet atmosphere and a small town feeling with an abundance of single-family detached homes rather than high-density developments were assets of their community.
- Homes were characterized as affordable, and neighborhoods were characterized as both historic and suburban. Many of the participants

wanted these characteristics reflected in new housing developments that would occur in, or immediately adjacent to, their neighborhoods.

- Stakeholders perceive Zone 2 neighborhoods as having a suburban feel and not as urbanized as neighborhoods in the District of Columbia.
- Living Area B includes the City of Fairmount Heights, which has strong African-American cultural roots. This historic city provides a cultural foundation for future development.
- Because of its close proximity to the District of Columbia, neighborhoods located in Living Areas B and D could offer affordable housing alternatives for first-time home buyers interested in living in a culturally rich community.

### Environmental Resources

- The Anacostia River is one of the 13 special conservation areas designated in the county.
- Planting trees in the public right-of-way, especially along public roads, is one opportunity to increase tree cover.

### Parks and Public Facilities

- Subregion 4 has 15 undeveloped parks that can be improved with amenities. Older parks can be renovated and upgraded to accommodate changing recreation demands in established neighborhoods.
- This area is home to Boulevard Heights Fire Station, Capitol Heights Fire Station, Chapel Oaks Fire Station, and Fairmount Heights Library. The District Heights Fire Station will also be located in this area.
- Subregion 4 has a considerable share of the county’s excess public school capacity. Zone 2 has 19 percent capacity available at the 12 elementary schools.

### Historic Resources

Living Areas B and D have the following historic assets:

- Historic communities: Seat Pleasant, Capitol Heights, Fairmount Heights, and Boulevard/Bradbury Heights.
- Historic Sites: Carmody House, Van Horn-Mitchell House, St. Margaret’s Catholic Church, Highland Park School, Fairmount



Heights School, and James F. Armstrong House.

- Historic Resources: Samuel Hargrove House, William Sidney and Portia Washington Pittman House, Mallery House, and Samuel Hargrove House.
- National Register sites: Addison Chapel.
- Eighteen additional documented properties within Fairmount Heights.

### Transportation

- There is an opportunity to extend the light rail or bus rapid transit to connect the Metro stations and other redevelopment areas.
- Transit-oriented development at the General Plan centers can reduce the number of vehicle trips in the area and provide opportunities to expand and connect the pedestrian and bicycle network.
- The two Metro stations in Living Areas B and D provide easy transit access to residents.
- The roadway system in Living Areas B and D facilitate access to the District of Columbia.
- Prince George's County's TheBus provides transit access to areas in Living Areas B and D not serviced by Metro.
- There is direct connection to US 50 from Living Areas B and D.

## Issues and Challenges

### Economic Development

- The number and condition of certain business types are viewed as undesirable by local residents. Residents also noted that there is a lack of variety and presence in retail and service businesses offering necessary/staple goods.
- Navigation is not as convenient for motorists coming from the Beltway to portions of Zone 2 as in other zones, particularly for commercial/industrial vehicles.
- Businesses operating on industrial parcels/sites negatively impact nearby surrounding areas with traffic and noise, resulting in decreased potential for new development.

- Some residents in the area are in foreclosure, which will result in a turnover of the population. This change will alter the demands and needs placed on local retail and service outlets.

### Land Use and Urban Design

- Industrial areas and residential areas were allowed to develop next to each other with little or no buffer, causing ongoing quality of life conflicts between areas.
- Additional industrial development and associated truck traffic threaten the quality of life for residents and retail businesses that share the same roadways and infrastructure.
- Enforcement of existing regulations and clean-up or mitigation of industrial noise, air, and water pollution must be addressed in future planning and zoning of the area.
- New site and building design standards for the industrial parks are needed to guide and achieve an updated, cohesive appearance that would better market the community.
- For existing "main street" businesses to continue to compete and prosper as neighborhood-serving areas, the perception, character, mix, and organization of small businesses must collectively change.
- The larger shopping centers in the area have lost their main anchor tenants and upscale retail, which was once present, to competing areas outside of the Capital Beltway.
- The Metro stations in Landover and Cheverly are difficult to access by a pedestrian because of either natural features or highly traveled roadway barriers.

### Housing and Neighborhood Conditions

- Many of the comments made by residents and stakeholders concerned older neighborhoods, including demographic shifts and aging populations, inconsistencies in the enforcement of housing code violations, conversion of older single-family homes from home ownership to rental, and lack of transition buffering between industrial uses and residential uses.
- There was a general concern among stakeholders from both Living Areas B and D



that gentrification of District of Columbia neighborhoods has resulted in an increase of low-income families and a high concentration of low-income rental households in Living Areas B and D.

- New developments lack the design and construction quality of developments in other parts of the county, including sidewalks, quality of materials, and use of open space.
- Living Areas B and D consist of large concentrations of older homes, with many experiencing mounting deferred maintenance; residents are concerned about how to encourage housing reinvestment among an aging population.

### Environmental Resources

- The automobile recycling facility in the I-2 Zone is a topic of controversy because of its environmental impact on the creek and Anacostia watershed.
- There is periodic flooding and poor water quality along Cabin Branch.
- Steep slopes constrain development, and local soils are sometimes unsuitable for the construction of foundations.
- Environmental buffers are needed to protect sensitive features that were damaged prior to enactment of environmental regulations.
- A salt dome and recycling facility are located within and directly adjacent to environmentally sensitive areas.
- Erosion and habitat problems exist along Cabin Branch.

### Parks and Public Facilities

- Vocational and continuing adult education programs are lacking.
- There are inadequate resources for maintaining and improving public infrastructure.
- The area is experiencing a high demand for police services.
- The commercial establishments along Marlboro Pike and apartments in the area experienced a particularly high number of robberies and burglaries.

- The District III police station in Seat Pleasant is old and inadequate. The station, built in 1953, suffers from major structural deficiencies.

### Historic Resources

- Old Town Seat Pleasant Historic Area is part of the larger developed areas and has lost its image as a distinct community. Some World War II period cottages were razed and many landmarks lost.
- The historic portion of the Lyndon Hill Elementary School in Capitol Heights should be better preserved.

### Transportation

- Conditions will have to improve with creative pedestrian and cyclist linkages that connect not only the Metro stations with the adjacent areas but also to key landmarks in the area.
- Heavy commuter traffic on major thoroughfares cuts through the communities of Subregion 4. The volume of traffic creates congestion during rush hour on the major corridors and in some neighborhoods.
- There is an insufficient number of roadways that travel north/south through the subregion.
- The sidewalk network is incomplete. Many roadways either have no sidewalks or the existing sidewalks are too narrow.
- Pedestrian safety is a major concern in Living Areas B and D, especially along Central Avenue.

## Recommendations

### Land Use and Community Design

- Preserve and expand industrial land use wherever possible along the northern and eastern perimeter of the subregion.
  - ◇ Action Sites: I-295 frontage, I-295/US 50 and Metro triangle, Columbia Park Road, and Cabin Branch.
- Reassign industrial land use parcels adjacent to single-family detached and attached residential areas if the industrial land use is disadvantageous, blighted, or underutilized.
  - ◇ Action Sites: Marblewood Avenue/Cedar Heights Industrial.



- Reassign residential land use parcels adjacent to employment parcels if the residential land use is blighted, vacant, or underutilized.
  - ◇ Action Sites: I-295 frontage.
- Encourage Central Avenue and Marlboro Pike commercial corridor node/cluster development.
  - ◇ Action Sites: Capitol Heights and Addison Road “main street” corridor.
- Direct office development to the centers.
  - ◇ Action Sites: Capitol Heights and Addison Road–Seat Pleasant Metro centers.
- Focus high-density condominium and apartment living to the centers.
  - ◇ Action Sites: Capitol Heights and Addison Road–Seat Pleasant Metro centers.
- Direct commercial/retail development to the centers.
  - ◇ Action Sites: Capitol Heights and Addison Road–Seat Pleasant Metro centers.
- Site new schools and co-locate recreation facilities in underserved areas.
  - ◇ Action Site: Fairmount Heights High School adaptive reuse potential.
- Reestablish the green infrastructure network by redeveloping key sites along greenway corridors.
  - ◇ Action Sites: Cabin Branch greenway, Beaverdam Creek greenway, Walker Mill Business Park area greenway.
- Expand or build new schools and community centers along the greenway corridors at key roadway crossings.
- Steer churches/religious institutions to residential or institutional land use/zoning areas, rather than commercial or industrial sites to keep from losing additional tax base.
  - ◇ Action Sites: Martin Luther King Jr Highway corridor storefront churches, Old Central Avenue storefront churches.
- Establish additional open space/recreational resources at Walker Mill Business Park.
  - ◇ Action Sites: Active recreation park at Rochelle Avenue and Hazelwood Drive, landfill reclamation, capping and open space use with afforestation (new plantings to establish a stand of trees).
- Preserve and conserve existing older neighborhoods.
  - ◇ Action Sites: Fairmount Heights, Cheverly/Ward 4, Chapel Oaks, Seat Pleasant, Pepper Mill Village, Capitol Heights, Boulevard Heights, and Bradbury Heights.
- Promote single-family and townhouse development only in the living areas.
  - ◇ Action Sites: Single-family traditional neighborhood development between Capitol Heights and Addison Road–Seat Pleasant Metro Stations, Addison Road medium-density residential, redevelopment of the identified apartment complexes in Seat Pleasant and Fairmount Heights to medium-density residential.
- Preserve and strengthen commercial development in growth centers, shopping nodes, and main street areas.
  - ◇ Action Sites: Capitol Heights and Addison Road–Seat Pleasant Metro Stations; Walker Mill Road Shopping Center; Martin Luther King Jr Highway/Seat Pleasant “main street,” Old Central Avenue “main street” revitalizations.
- Develop mixed-use within one-half mile of centers.
  - ◇ Action Site: Marblewood Avenue/Cedar Heights industrial area.
- Limit mixed-use overlays surrounding the growth centers.
  - ◇ Action Sites: Martin Luther King Jr Highway corridor, Walker Mill/Addison Road mixed use, Marblewood Avenue/Cedar Heights industrial area.
- Create distinct overlay zones for commercial, industrial, and residential guidelines.
- Remove or relocate land uses that cause truck traffic impacts in residential areas.
- Develop a hierarchy of urban road and streetscape standards for the area.
  - ◇ Action Sites: Martin Luther King Jr Highway corridor and Eastern Avenue.



- Develop prescribed industrial park development standards and public realm guidelines.
  - ◇ Action Sites: Maryland 50 Industrial Park, Prince George's Business Center, Old Giant Foods site, Sheriff Road, and Columbia Park Road corridors.
- Develop urban park, plaza, and open space standards applicable within the centers, corridor nodes, and neighborhood commercial centers.

## Housing and Neighborhoods

### Policy 1

Establish enabling legislation to support a neighborhood conservation plan for Fairmount Heights. The neighborhood conservation plan will encourage housing and neighborhood revitalization through the preservation and protection of the unique architectural, historical, and cultural character of the area.

### Strategies

- The neighborhood conservation plan would establish guidelines for design, development patterns for new construction, and renovation of existing housing and require repair of code violations whenever re-occupancy of a home occurs through transfer of ownership or move-out/move-in of new renters.
- Establish a Subregion 4 nonprofit community development corporation to build workforce housing and provide pre- and post-purchase counseling to first-time homebuyers.

### Policy 2

Establish architectural guidelines to reinforce a "main street" concept for redevelopment of Old Central Avenue.

### Strategy

- Provide technical assistance to building/business owners in preparing façade renovation drawings and establishing a business improvement district.

## Environment

### Policy

Protect, preserve, and enhance the area's green infrastructure network by addressing localized problem areas.

### Strategies:

- Ensure that the Anacostia River special conservation area and the critical ecological systems supporting it are protected by increasing the minimum regulated stream buffer width to 75 feet.
- Address flood-prone areas and areas with recurring drainage issues through retrofitting, stream bank stabilization, reducing the amount of impervious area, increasing plantings in stream bank buffer areas, and coordinating efforts across agencies to improve water quality. The areas in Zone 2 requiring evaluation include Beaverdam Creek, in its entirety, Lower Beaverdam Creek, and the lower Anacostia River tributary.
- Address drainage issues in developed areas near Cabin Branch and along Marlboro Pike.

## Public Facilities

### Policy

Ensure that public facilities are adequate to serve the local population.

### Strategies

- Build a library to support population growth in Zone 2 if a library is not built as a part of the Landover Gateway area or in Zone 1.
- Consider creating small libraries within community centers to serve areas not in close proximity to libraries.

## Historic Preservation

### Policy

Preserve, to the extent possible, local historic sites and resources.

### Strategy

- Evaluate whether portions of Fairmount Heights, Bradbury Heights, or Boulevard Heights merit designation as local historic or conservation districts or listing in the National Register of Historic Places.

## Transportation

For roads and transit recommendations see Chapter 8, Transportation Systems.



## Policy 1

Develop bicycle-friendly roadways to improve connectivity throughout Zone 2.

### Strategies: Short-Term

- Martin Luther King Jr Highway: Implement bike lanes and a sidepath from Eastern Avenue to the Sheriff Road. This sidepath, in conjunction with the existing WB&A Trail, will provide a cross county connection from the Patuxent River to the District of Columbia.
- Central Avenue: Implement bike lanes from Southern Avenue to the Capital Beltway.
- East Capitol Street: Implement bike lanes from Southern Avenue to merge with Central Avenue near Zelma Avenue.
- Silver Hill Road: Implement bike lanes from the Suitland Parkway to Walker Mill Road.
- Walker Mill Road: Implement bike lanes and sidepath from Marlboro Pike to Silver Hill Road.
- Pennsylvania Avenue: Implement bike lanes from Southern Avenue to the Capital Beltway.
- Brooks Drive: Implement bike lanes from Silver Hill Road to Marlboro Pike.
- Capitol Heights Boulevard: Implement bike lanes from Davey Street to Central Avenue.
- Capitol Heights Boulevard: Implement bike lanes from Central Avenue to Marlboro Pike.
- Addison Road: Implement bike lanes from Walker Mill to Central Avenue.
- Addison Road: Implement bike lanes from Central Avenue to Martin Luther King Jr Highway.
- Addison Road: Implement bike lanes from Martin Luther King Jr Highway to Eastern Avenue.

### Strategies: Mid-Term

- Sheriff Road: Implement bike lanes from Eastern Avenue to Redskins Road.
- Marlboro Pike: Implement bike lanes from Southern Avenue to the Capital Beltway.
- Shady Glen Drive: Implement bike lanes from Walker Mill Road to Central Avenue.

- Hill Road: Implement bike lanes from Central Avenue to Martin Luther King Jr Highway.
- Columbia Park Road: Implement bike lanes from Martin Luther King Jr Highway to John Hanson Highway.
- Larchmont Avenue: Implement bike lanes from Central Avenue to Marlboro Pike.
- Brooke Road/Suffolk Avenue: Implement bike lanes from Rollins Avenue to Central Avenue.
- Rollins Avenue: Implement bike lanes from Walker Mill Road to Central Avenue.
- Seat Pleasant Drive: Implement bike lanes from Addison Road/Martin Luther King Jr Highway intersection to Hill Road.
- Cabin Branch Drive: Implement bike lanes from Columbia Park Road to Sheriff Road.
- Pepper Mill Drive: Implement bike lanes from Central Avenue to Seat Pleasant Drive.

### Strategies: Long-Term

- Marblewood Avenue: Implement bike lanes from Sheriff Road to Reed Street.
- 62nd Avenue: Implement bike lanes from Reed Street to Trent Street.
- 64th Avenue: Implement bike lanes from Columbia Park Road to State Street.
- Southern Avenue: Implement bike lanes from East Capitol Street to Eastern Avenue.
- Eastern Avenue: Implement bike lanes from Southern Avenue to 62nd Avenue.
- James Farmer Way: Implement bike lanes from 67th Place to Addison Road.
- Foote Street: Implement bike lanes from Martin Luther King Jr Highway to 62nd Avenue.
- 67th Street: Implement bike lanes from James Farmer Way to Eads Street.
- Rochelle Avenue: Install bike lanes from Walker Mill Road to dead-end past Hazelwood Drive.
- Hazelwood Avenue: Install bike lanes from Walker Mill Road back to Addison Road, including extension to connect to Addison Road.



- Rochelle Avenue: Implement bike lanes from Walker Mill Road to dead-end past Hazelwood Drive.

## Policy 2

Improve pedestrian connectivity throughout Zone 2 by installing sidewalks.

### Strategies: Short-Term

- Central Avenue: Install sidewalks from Southern Avenue to Balboa Avenue.
- Central Avenue: Install sidewalks from Ventura Avenue to East Capitol Street.
- Pennsylvania Avenue: Install sidewalks from Southern Avenue to Brooks Drive.
- Pennsylvania Avenue: Install sidewalks from Brooks Drive to Silver Hill Road.
- Capitol Heights Boulevard: Install continuous sidewalks from Davey Street to Marlboro Pike.
- Addison Road: Install continuous sidewalks from Walker Mill Road to Central Avenue.
- Farmingdale Avenue: Install sidewalks from Sheriff Road to Early Oaks Lane.
- Davey Street: Install new signals and crosswalks on Davey Street between Southern Avenue and East Capitol Street to improve pedestrian access to the Metro station.
- Cheverly Metro Station: Install sidewalks and other amenities to improve pedestrian access at the station.
- Addison Road–Seat Pleasant Metro Station: Install pedestrian amenities to improve safety at the Metro station area.
- Glacier Avenue: Install continuous sidewalks from Marlboro Pike to Nova Avenue.
- Nova Avenue: Install continuous sidewalks from Marlboro Pike to beyond Ellis Street to provide improved pedestrian access to schools.
- Central Avenue at Addison Road: Install pedestrian amenities including crosswalks, countdown signal, and ADA-compliant ramps at the intersection.
- Walker Mill Road at Addison Road: Install

countdown signal, and ADA-compliant ramps at the intersection.

- Capitol Heights Boulevard at MD 332: Install pedestrian amenities including crosswalks, countdown signal, and ADA-compliant ramps at the intersection.
- Marlboro Pike at Brooks Drive: Install pedestrian amenities including crosswalks, countdown signal, and ADA-compliant ramps at the intersection.
- Silver Hill Road at Marlboro Pike: Install pedestrian amenities including crosswalks, countdown signal, and ADA-compliant ramps at the intersection.

### Strategies: Mid-Term

- Walker Mill Road: Install sidewalks from Weber Drive to Silver Hill Road.
- Walker Mill Road: Install sidewalks on Walker Mill Road at intersection with Addison Road.
- Hill Road: Install continuous sidewalks from Central Avenue to Martin Luther King Jr Highway.
- Columbia Park Drive: Install sidewalks from the Cheverly Metro Station entrance to Cheverly Avenue across John Hanson Highway.
- Larchmont Avenue: Install sidewalks from Emo Street to Doppler Street.
- Rollins Avenue: Install continuous sidewalks from Walker Mill Road to Central Avenue.
- Brooke Road/Suffolk Avenue: Install sidewalks from Rollins Avenue to Central Avenue.

### Strategies: Long-Term

- Chesapeake Beach Railroad Trail: Establish trail in railroad right-of-way between MD 704/ Cabin Branch Road to Shady Glen Drive with adjoining links.
- Eastern Trail: Establish on-road trail between Walker Mill Road and Seat Pleasant Drive with adjoining links.
- Cabin Branch: Proposed trail along Cabin Branch between Addison Road and Walker Mill Road.
- Cheverly Metro area pedestrian bridge: Provide a pedestrian bridge connecting the Cheverly



Metro Station to the Arbor Street mixed-use area to provide safe pedestrian access between a revitalized Arbor Street and the Cheverly Metro Station.

- Beaverdam Creek Stream Valley Trail: Establish a park trail corridor as well as on-road improvements along Pennsy Drive to provide nonmotorized access to Cheverly and the Landover Metro Stations.
- Marlboro Pike: Provide streetscape improvements along Marlboro Pike at the following locations: Southern Avenue to Benning Road; Lee Jay Drive to Walker Mill Road; Penn Crossing Drive to Viceroy Avenue; Forest Run Drive to Boones Lane.
- Marlboro Pike: Install high visibility and contrasting sidewalk treatments at all intersections and curb cuts.
- MD 4 within the Capital Beltway: Complete a trail along the north side of MD 4 (Pennsylvania Avenue) along its entire length within the Capital Beltway.
- MD 4 to the Oakland Neighborhood Park: Provide an M-NCPPC stream valley trail along Oxon Run within the study area. Extend the trail from MD 4 to the Oakland Neighborhood Park.
- Cabin Branch Drive: Install a sidepath from Sheriff Road to Columbia Park Road.

### Policy 3

Provide new trails and improve trail connectivity throughout.

#### Strategies: Short-Term

- There are no short-term trail recommendations.

#### Strategies: Mid-Term

- Eastern Trail: Establish on-road trail between Walker Mill Road and Seat Pleasant Drive with adjoining links.
- Cabin Branch: Install proposed trail along Cabin Branch between Addison Road and Walker Mill Road. In some locations, this trail may be accommodated by a sidepath along Cabin Branch Drive.

#### Strategies: Long-Term

There are no long-term trail recommendations.

### Living Area B: Special Focus on Community Health And Wellness Goal

Living Area B within Subregion 4 is developed in a way that benefits the overall health and wellness of its residents. Residents and visitors to Living Area B have access to healthy foods, reliable transportation, safe places to walk and exercise, entertainment and recreational venues, employment opportunities, and housing options that promote healthy choices.

#### Background

Much of Subregion 4 currently lacks the type of compact development, pedestrian connectivity, variety of land uses, housing options, recreational opportunities, and environmental enhancements that support the health and well-being of residents and visitors. County residents have expressed that beyond access to high-quality and affordable health care services, a community environment that fosters health and disease prevention should be a priority consideration for land use policies. This includes access to healthy foods, reliable transportation, safe places to walk and exercise, and employment and housing options that help individuals to make healthy choices.

Notably, the Consumer Health Foundation, the principal private foundation concerned with health access for poor and vulnerable populations in the Washington metropolitan area, recently conducted a series of community health speakouts. One of the outcomes of the speakouts was development of the concept of wellness opportunity districts. These districts would be designated neighborhoods where incentives and policies would be provided, consistent with the smart growth philosophy, to support health and wellness within the community. It is recommended that a pilot wellness zone be established in Living Area B within Subregion 4. This zone would include focused development and redevelopment initiatives along with programs to improve the quality of life of residents in this area. The goal is to ultimately expand this effort to the entire subregion and county.



## Objectives

- Consider community health and wellness as land use policies are developed and implemented.
- Establish the public infrastructure system so that parks, restaurants, shops, schools, libraries, and other community resources are conveniently located and physically accessible.
- Ensure the transportation network is multimodal and sustainable.
- Make quality, affordable housing available in Living Area B within Subregion 4.
- Encourage local living wage jobs and business ownership.

## Policy 1

Land uses permitted in Living Area B will be developed in a way that benefits the overall health and wellness of the community.

## Strategy

- Fast food establishments with drive-through windows are not allowed. Fast food establishments without drive-through windows must provide healthy choice offerings, such as fresh fruit, vegetables, salads, etc., as their lowest-priced menu items.

## Policy 2

Since Living Area B within Subregion 4 is a targeted wellness district, public schools should provide an array of activities and choices that promote the overall health and wellness of the community.

## Strategies

- Physical education, art, and music curriculums should be provided as mechanisms to relieve stress, elevate grades, and develop self esteem.
- Leadership mentoring programs, such as youth councils, should be funded, created, and expanded to cultivate a next generation of community leaders.
- Healthy food options should be offered in school vending machines.

## Policy 3

Initiate a health and wellness program for Living Area B within Subregion 4.

## Strategies

- Designate Living Area B within Subregion 4 a wellness opportunity district in which incentives and policies would be provided, in a manner similar to Maryland Smart Growth policies, to support and encourage health and wellness in the area.
- Undertake a health impact assessment to provide unbiased information about anticipated health benefits and costs of proposed development activities for Living Area B within Subregion 4 and apply the results to urban design and transportation policies.
- Establish health and wellness objectives and a set of measures and targets to gauge the progress in achieving the objectives.
- Make available grants or loans to support the implementation of initiatives to benefit the health and wellness of the residents.
- Provide incentives for developers to do health impact assessments and provide health and wellness amenities as a part of development process.
- Develop a public education and community participation process to ensure involvement in making decisions that impact the health and wellness of its members.
- Promote walking and biking by emphasizing resources for pedestrians and cyclists instead of automobiles, including bicycle parking, bicycle storage units, benches, tables, and drinking fountains.
- Provide incentives for developers to include shower and changing facilities for those who commute to work on bicycles.
- Encourage car share programs to establish outlets in Living Area B within Subregion 4.
- Integrate walking and biking into the assessment of motor vehicle and mass transit transportation policies.
- Develop economic incentives to support a diverse mix of uses, affordable housing, and



employment at livable wages at and around Living Area B within Subregion 4.

- Require appropriate buffers and environmental controls and enforce regulations to minimize adverse impacts of industrial and light industrial uses.
- Require that development proposals demonstrate their ability to provide ready access to a variety of community resources, such as grocery stores, parks, housing, and employment opportunities.
- Encourage development that supports a healthy economy and provides a variety of living-wage jobs.

## Living Areas E and F (Zone 3)

### Existing Conditions

Living Area E is the largest living area, comprising approximately 6.5 square miles. It includes the City of District Heights as well as the 470 acres of Walker Mill Regional Park. Central Avenue to the north and Marlboro Pike and Central Avenue to the south are major east/west travel corridors. Addison Road and Ritchie Road are major north/south connectors; Walker Mill Road provides for a cut-through route that offers an additional connection to I-495. The development potential of Marlboro Pike, as shown in the Marlboro Pike sector plan and supported by the Subregion 4 Master Plan, as well as the future of the Morgan Boulevard Metro center (located in Living Area C), could influence the economic outlook of this area.

Living Area F is located on the southern end of Suitland Parkway and has approximately 4.5 square miles of land area. Bordered by Suitland Parkway to the south, Pennsylvania Avenue to the north, Washington, D.C., to the west, and I-495 to the east, Living Area F is the second largest living area of Subregion 4. The Suitland Federal Center and the associated Suitland Metro center create a federal employment base for the area. The proximity of Joint Base Andrews within the area makes Suitland Parkway not only the southern edge to the subregion but also a gateway to Washington, D.C.

For the purpose of the Subregion 4 Master Plan effort, Living Areas E and F, along with the adjoining industrial areas that extend all the way to I-95/I-495 to the east, are combined and encompass Zone 3.

### Municipalities

Like many of the Subregion 4 municipalities, District Heights is a desirable location because of its quiet neighborhoods and suburban characteristics. The city has a large number of long-time residents who are invested in the community and have no desire to leave. These are important characteristics that are often overlooked because so much time and attention is focused on the environmental challenges caused by landfills, transfer stations, and industrial sites located in close proximity to this municipality. Environmental justice is an important and real issue in the lives of residents living in District Heights. These concerns must be addressed as a condition of implementing any redevelopment strategy designed to stabilize the municipality's declining condition. Addressing the immediate concerns of industrial encroachment and large multifamily developments located near established single-family residential areas represent short-range issues that will need immediate attention as implementation projects continue.

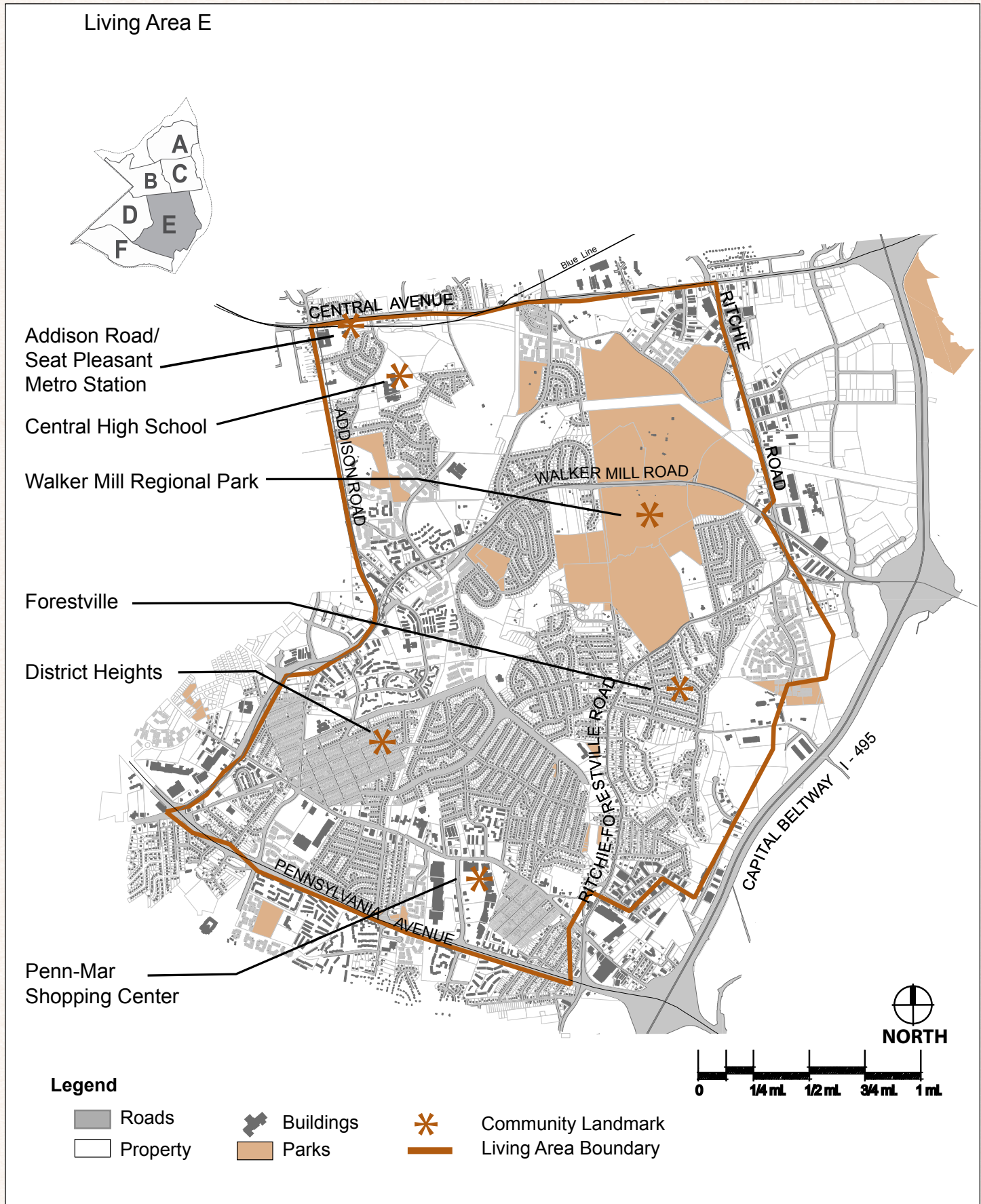
### District Heights

District Heights was established in the first quarter of the twentieth century as a commuter suburb approximately two miles east of Washington, D.C. In the late nineteenth century, the land that became District Heights was farmland owned by Major Leander P. Williams. Williams' farm was located along the Washington and Marlboro Turnpike, which was constructed in 1869 to facilitate easier transportation between Washington, D.C., and Prince George's County.

In 1925, the 505-acre Williams farm was purchased by the District Heights Company. The company was led by Washington, D.C., attorneys Joseph L. Tepper and David L. Blanken. Other members included Henry Oxenberg, Gilbert Leventhal, Simon Gordon, and Simon Gerber.

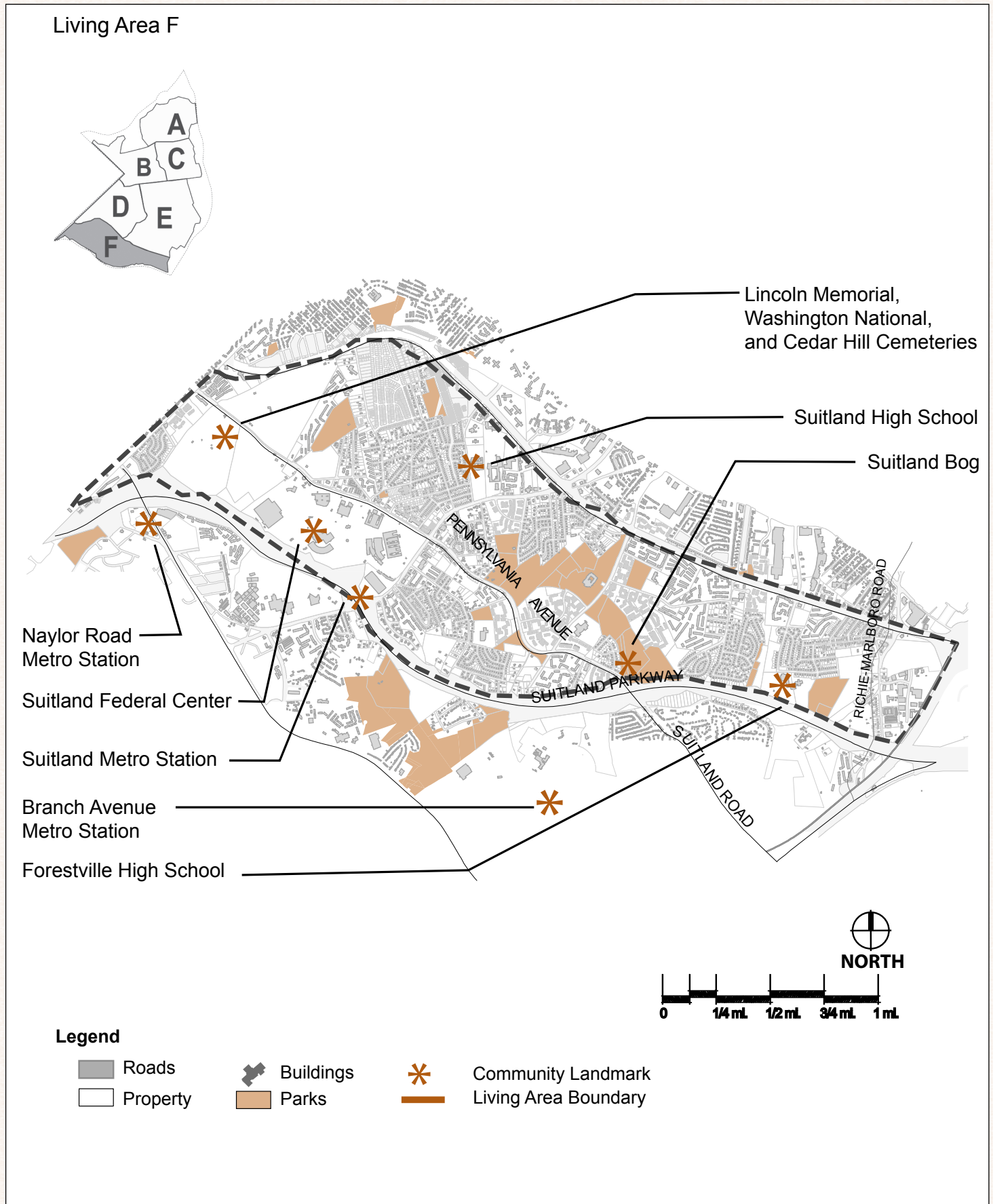
The company selected the Williams property in part because of its elevated location. Clean water







Map 5-7: Living Area F





and sewage disposal were provided by natural springs and two streams that ran through the area. Before the construction of houses, the District Heights Company laid out streets, curbs, sidewalks, water lines, electric lines, and fire plugs. The original streets of the development were covered with gravel.

By 1926, the District Heights Company had constructed approximately 25 houses, including five-room “California” bungalows and two-story, six-room American Foursquares. The new subdivision was described as a “community of homes for government employees” and a place that “answers the cry of the wage earner for a restricted community coming up to the high ideals of the average workingman and still at a price within his reach.” *The Washington Post* reported that “the monthly payments on the houses are less than the rent for a three-room apartment in the city and it has been computed that the government employee can own his home there entirely within twelve years.”

Initial homeowners in District Heights worked for the U.S. Postal Service, the Veterans’ Bureau, the Treasury Department, and the War Department. Commercial development was limited to the edge of the community along Marlboro Pike. A service station and the Sanitary Grocery Store (later purchased by Safeway, Inc.) were constructed in 1926 to serve the growing neighborhood. Between 1926 and 1936, the District Heights Company continued to construct new houses and sell lots for the individual houses. The company itself constructed approximately 40 houses prior to 1936.

Unlike suburban developments in northwestern Prince George’s County, District Heights was not accessible by streetcar or public transportation. The District Heights Company provided bus service to local residents who were transported twice a day to 17th Street and Pennsylvania Avenue, SE. Public bus service was finally extended to District Heights in 1947 by the Washington, Marlboro, and Annapolis Motor Lines (later taken over by WMATA as Metrobus routes).

The City of District Heights was incorporated in 1936 by the Maryland General Assembly. At the time, there were 250 residents. The following year,

the District Heights Elementary School was constructed, providing the first school for neighborhood residents.

In 1938, the District Heights Company was succeeded by Thriftie Homes, Inc. In the 1940s, District Heights was improved by several different developers, including District Hills, Inc., and Prince George’s Homes, Incorporated. All of the companies constructed modest, affordable, single-family houses with Federal Housing Administration (FHA) financing and were marketed to federal employees. Typical houses included Cape Cods and minimal traditional-influenced designs. These companies were subsequently replaced in 1946 when Manhattan subway builder Samuel R. Rosoff, also dubbed “Subway Sam,” established Washington Estates, Inc., and purchased the remaining 300 acres of undeveloped land in District Heights.

Over the next 15 years, Washington Estates, Inc., added four sections to District Heights and operated as a merchant builder, constructing a large number of modest, modern houses. Rosoff and his son, Nathaniel B. Rosoff, streamlined construction, repeatedly using the same architectural designs throughout the community.

The Rosoffs planned a 1,200-house residential development with “a distinct variety in the exterior. No two homes of like exteriors are in the same area.” Although the same architectural design was repeated on the same street, the exterior material treatment of the buildings varied, providing a diverse housing stock in District Heights.

The FHA-approved housing was marketed to returning veterans from World War II. The community was advertised as having “winding roads, wooded lots, and shaded streets, laid out in a manner to preserve the natural charm and beauty.... Washington Estates homes are individual, expandable bungalows, each having different exterior design. There are two bedrooms and bath on the first floor and the attics are designed for the addition of two large bedrooms and bath (some already finished) with no change in structure or design.” The first group of 80 houses sold in 1947 from \$12,250 and up.

As part of their development, the Rosoffs also constructed District Heights Apartments (now



known as the Woodland Springs Apartments). These Colonial Revival-style garden apartments were built from 1949 through 1951. The 925-unit garden-apartment complex was located to the north of the single-family residential development constructed by Washington Estates, Inc.

As the Rosoffs continued to plat new sections of District Heights, the houses gradually grew larger, moving from one-and-a-half-story minimal traditional and Cape Cod-inspired designs and one-story ranch houses to two-story Modern movement split foyers and split levels. The last section of District Heights was platted in 1963, and by 1965, all lots in District Heights had been improved.

### **Community Character in District Heights**

District Heights is a well-developed, planned residential commuter suburb, located southeast of Walker Mill Road, northeast of Marlboro Pike, and west of Ritchie Road.

Buildings in District Heights are primarily residential, with limited commercial development along Marlboro Pike. Public buildings include a fire station, municipal center, and several schools. Several churches are also located within the survey area. Buildings date from 1925 to circa 1965. There is little modern infill within the community.

Building forms represented include the bungalow, American Foursquare, Cape Cod, minimal traditional, ranch house, split foyer, and split-level houses. Styles identified in the survey area include Craftsman, Colonial Revival, various examples from the Modern movement, and limited examples of the Tudor Revival and Dutch Colonial Revival. Secondary resources in the community include sheds and garages.

The topography of District Heights is relatively flat with some rolling hills. Houses typically have a consistent setback, approximately 25 feet from the road. Houses constructed in the 1960s are sometimes set on the lots at an angle to the street, creating undulating patterns in the streetscape. The earliest sections of District Heights, platted in 1925 and 1929, have a rectilinear pattern, while sections platted from the 1940s through the 1960s

have curvilinear streets with long blocks, as recommended by the FHA.

## **Historic Neighborhoods**

### **Boulevard Heights and Bradbury Heights**

Boulevard Heights and Bradbury Heights were established in the early-twentieth century as adjoining residential subdivisions in western Prince George's County, adjacent to the southeastern boundary of Washington, D.C. Located on the southeast side of Southern Avenue, the subdivisions were platted four years apart but developed simultaneously and now read as a single cohesive neighborhood.

In 1901, the widowed Laura E. Baker of Washington, D.C., purchased 35 acres of wooded land that was originally part of the Nonesuch tract. In 1905, during Baker's ownership, the residential subdivision of Boulevard Heights was platted, although the January 1906 plat does not state who filed the subdivision. Also in January 1906, Baker deeded the property to her unmarried daughter, Eliza B. Baker, also of Washington, D.C.

Boulevard Heights was a small subdivision located on a roughly triangular parcel. The land was divided into approximately 600 lots with a rectilinear plan creating 19 blocks. Individual lots were long and narrow, approximately 20 feet wide and 100 feet deep.

In May 1906, Boulevard Heights was advertised as "The finest opportunity ever offered the Washington public to own a home. No taxes. No interest. No landlord. No permits. No building restrictions. No liquor. No colored people. No malaria. No mosquitoes. No marches. Free mail delivery. Churches. Schools. Beautiful shade." The Boulevard Heights Company offered lots for sale at \$25, \$75, and \$100. Soon after the posting of the first advertisement in *The Washington Post*, Eliza Baker sold the first lot in Boulevard Heights. The subdivision was not advertised again and subsequently, the sale of lots waned and the pace of new construction was slow.

In 1909, Washington, D.C.-based real estate developer Robert F. Bradbury purchased 106 acres northeast of Boulevard Heights. Bradbury paid \$16,000 for the property, of which almost 18 acres



were located in Washington, D.C., on the northwest side of Southern Avenue. Responsible for developing large portions of southeast Washington, D.C., Bradbury platted Bradbury Heights in June 1909. Like the adjoining Boulevard Heights to the southwest, Bradbury Heights continued the grid pattern and street naming system of Washington, D.C. The lots, approximately 1,500 in all, also were 20 feet wide and 100 feet deep.

Soon after the platting of Bradbury Heights, Eliza Baker resumed advertisements for Boulevard Heights. Sales were directed by real estate salesman Edward Daniels, who advertised that Boulevard Heights contained, “Beautiful villa sites containing from 3 to 5 acres. Up-to-date houses, with from 8 to 12 rooms.” Lot sales in Boulevard Heights began to pick up in 1910 and continued with steady sales through 1914. The onset of World War I slowed sales in Boulevard Heights. The last recorded sale from Eliza Baker occurred in 1920.

In the 1920s, buses transported residents of both subdivisions to jobs in Washington, D.C. In July 1922, Leslie L. Altman started the Bradbury Heights Bus Line, which was incorporated in 1926 as the Washington, Marlboro, and Annapolis (WM&A) Motor Lines. Two different bus lines served the community, and in 1928 residents were charged 16 cents to travel into Washington, D.C. The WM&A bus line delivered residents to Pennsylvania Avenue and 9th Street, NW.

Development slowly continued in the two subdivisions through the 1920s and 1930s. Several builders, including Joseph C. Zirkle, began purchasing lots and constructing neighboring houses that were offered to prospective homeowners.

Unlike the first home buyers of Boulevard Heights and Bradbury Heights who purchased vacant land, prospective home buyers of this period bought completed dwellings, typically outfitted with modern conveniences. Many houses of this period directly reflected the influence of the FHA’s guidelines for small houses and neighborhood planning, such as mass production, standardization, and prefabrication.

Thus, Boulevard Heights and Bradbury Heights, with their well-established domestic facilities and accessibility to various modes of public transportation, proved to be an excellent example of the integration of the suburban ideals of home ownership and community in a single real estate transaction.

In 1937, Henry W. Austin, president of the Bradbury Heights Citizens Association, noted that there were “250 homes in the Bradbury Heights area. This gives us a population of more than 1,000. Numerous new houses and apartments are going up.” Largely due to the housing boom created by World War II from the mid-1940s through the mid-1950s, builders continued the tradition of constructing houses in both Boulevard Heights and Bradbury Heights that uniformly illustrate the widely accepted standards and fundamentals of FHA and the desires of potential home buyers. The Sanborn Insurance Map of the community shows limited available lots for new construction by 1959. Sporadic infill continued through the 1970s until the two subdivisions were fully improved as an early- to mid-twentieth century residential neighborhood.

Today, the two subdivisions of Boulevard Heights and Bradbury Heights remain modest residential suburbs in Prince George’s County, illustrating the housing forms and styles of the early- to mid-twentieth century.

### ***Community Character in Boulevard Heights and Bradbury Heights***

The community contains a wide variety of buildings constructed between 1906 and the present. The majority of buildings constructed in both Boulevard Heights and Bradbury Heights dates from 1915 through 1970. There is no discernible difference between the development plans of the two subdivisions, nor the buildings constructed in either location.

There are a number of popular twentieth-century architectural styles represented in the community, including Craftsman, Colonial Revival, and illustrations from the Modern movement. Common building forms present in both subdivisions include American Foursquares,



bungalows, Cape Cods, ranch houses, minimal traditional houses, split-foyers, and split-levels.

The residential buildings are modest and display minimal ornamentation, typical of middle-class residences. The majority of pre-World War II era houses are small one- or one-and-a-half-story designs. Later construction is typically one-and-a-half-story or two-story houses.

The topography of the neighborhood is hilly and scattered with mature trees. Because of the terrain, many houses sit on sloping lots with exposed basements. Setbacks along the streets vary.

Many of the houses constructed in the mid-twentieth century have either detached garages or garages integrated into the basement level. Streets in both subdivisions adhere to a rectilinear grid.

Buildings in Boulevard Heights and Bradley Heights are predominately residential with limited commercial development located along Southern Avenue. Several residential houses on the main thoroughfares of Southern Avenue and Alton Street have been rehabilitated for commercial use.

## Major Land Uses

### Residential Land Use

Zone 3 provides for a wide variety of housing options that range from single-family detached houses to higher-density apartments. The majority of the apartments are concentrated in the area south of Pennsylvania Avenue between Marlboro Pike and Pennsylvania Avenue and southeast of Walker Mill Business Park. A few townhome developments are scattered across Zone 3 and can be found off of Addison Road, adjacent to Walker Mill Middle School, and off of Ritchie Road, immediately north of Walker Mill Regional Park. Although the variety of housing options is desirable, there is currently limited or no integration of the housing options. The townhome and multifamily apartments are secluded, many times gated and poorly connected with the rest of the street network.

### Retail/Commercial Land Use

The largest commercial and retail hubs in the area are the Penn-Mar and Forestville Plaza Shopping Centers. Additional commercial strip development is

evident along Marlboro Pike and at the intersection of Addison Road and Walker Mill Road and the Hampton Mall area. A few scattered small-scale commercial services and auto-oriented businesses can also be found along Central Avenue. Zone 3 is the largest of all the zones, and it was made clear from the community's input and the planning team's observations that additional neighborhood commercial and retail services are needed in the area.

### Office, Flex, Industrial Land Use

Business park office space and flex space is concentrated along I-495/I-95, off of Ritchie Road. Easy and convenient access to the highway system and Washington, D.C., provides an ideal setting for light industrial uses. The area is characterized by predominately clean uses, such as the Hampton Industrial Park, Forestville Center, and Ritchie Industrial Park.

## Demographic Indicators

### Population

Living Areas E and F have the largest populations with 28,439 and 30,343 residents, respectively. Growth occurred in Living Area E (2.7 percent) since 2000 while Living Area F experienced the greatest decline (-0.9 percent) in the subregion, losing nearly 300 residents. Along with the largest population, Zone 3 also encompasses 13.06 square miles, 45.7 percent of the land in Subregion 4, equating to a population density of 4,501 residents per square mile.

The population growth over the next five years is projected to level off in Zone 3. Increasing at an annual rate of 0.1 percent, fewer than 300 new residents are expected to enter the area. Current growth patterns are continuing as Living Area F will experience a modest decline (-0.1 percent), while Living Area E will add the majority of residents (306 people).

The age demographics in Zone 3 are in line with those of Subregion 4. However, Living Area E has a larger percentage of older residents than Living Area F. Only 5.8 percent of the population in Living Area F is 65 years of age or older compared to 10.4 percent in Living Area E. In addition, Living Area F, consisting primarily of Suitland, has the largest pool and highest percentage of residents



between 25 and 44 years of age (30.3 percent) of any living area. Individuals in this segment of the population are typically viewed as being in the early stages of their careers and desirable candidates for employment.

### Households

The two living areas in Zone 3 have seen household growth move in opposite directions. Living Area E, largely composed of the District Heights community, added 318 households for a 3.3 percent growth. Living Area F experienced a loss in households (110 households). Overall, the net growth in households for the largest of the three zones occurred at a slow pace (1.0 percent). Current projections show the net growth rate (0.7 percent) in this zone to remain largely unchanged and to be surpassed by increasing growth rates in Zones 1 (3.1 percent) and 2 (1.5 percent). However, minimal growth is expected for Living Area F (10 households), which is a shift from the recent losses incurred.

Although the average household size in Subregion 4 is lower than the rest of the county, in Zone 1 the average is three residents per household. Both Living Areas A (2.98) and C (3.03) have the highest rates of children within their population, which supports their higher average household sizes.

Living Area E has the second lowest percentage of children in the subregion (2.82 percent) but has more residents per household than the area average. A possible reason for this is that, after the areas in Zone 1, Living Areas B and E have the next highest percentages of family households. These include married couples without children and other relatives living within the household.

Living Area F has average household sizes closely resembling the regional average. According to estimates used for this analysis, Living Area F, very much like Living Area D, has the highest rate of single-occupant households as both exceed 26 percent.

### Public Facilities

This area is home to Ritchie Fire Station and Spauldings Library. The Seat Pleasant Fire Station is also planned for this area. Eleven elementary

schools (Berkshire, District Heights, Edgar Allan Poe, John Bayne, Longfields, North Forestville, Samuel P. Massie, Shadyside, Suitland, Thomas Claggett, and William Beanes), three middle schools (Andrew Jackson, Drew-Freeman, and Walker Mill), three high schools (Central, Forestville Military Academy, and Suitland), and three private schools are located here. This area also has a number of park and recreation facilities. Three community centers, five community parks, eight neighborhood parks, two regional parks, and the Suitland Bog serve Living Areas E and F.

### Natural Environment

The Southwest Branch, a primary corridor of the subregion's green infrastructure network, runs through this area. Primary corridors include the main stems of major waterways in the region and each receives most of the runoff from surrounding land uses. Connecting these corridors is critical to the long-term viability and preservation of the green infrastructure network and will also serve to preserve the region's water quality. Conservation and preservation of these corridors, particularly the headwater areas, will help to improve water quality downstream.

The *Countywide Green Infrastructure Plan* identifies special conservation areas (SCAs) of significance. Two of the 13 SCAs in Prince George's County are located in Subregion 4, one of which is located in Living Area F. The Suitland Bog is the only magnolia bog left in Prince George's County, and it is one of only 12 remaining bogs in the Washington metropolitan area. The site is owned by M-NCPPC and is known for its rare and threatened plant life and variety of carnivorous plants.

There are a number of places in this area where flooding is a problem, typically areas that were developed before the enactment of stormwater management regulations. As a result of flooding problems, intense retrofitting and innovative methods are needed, including stream bank stabilization, reducing the amount of impervious area, increasing plantings in stream bank buffer areas, and coordinating efforts to improve water quality.



## Circulation

The major east/west roadway through Zone 3, which includes Living Areas E and F, is Suitland Parkway. Suitland Parkway has no sidewalks along its entire length. The roadway is designed as a limited-access highway with signs prohibiting pedestrians from using the parkway. Another major roadway, Silver Hill Road, has sidewalks on both sides along its entire length, between Suitland Parkway and Walker Mill Road. Pennsylvania Avenue, another important east/west roadway, has no sidewalks or disconnected sidewalks at several locations. Walker Mill Road, Ritchie Road, and Marlboro Pike all have sidewalks but have sections with no sidewalks or with sidewalks on only one side of the roadway. Other streets, such as Branch Avenue and Regency Parkway, have sidewalks on one side, while Southern Avenue and Shady Glen Drive have no sidewalks in some sections.

## Strengths and Opportunities

### Economic Development

- The area is currently experiencing substantial commercial growth between Marlboro Pike and Pennsylvania Avenue that will attract additional consumers and investment.
- The potential growth around the Suitland Metro Station could stimulate investment throughout the zone.
- Nearby employment centers, such as the Suitland Federal Center, Joint Base Andrews, and Westphalia Town Center, make this area very attractive to potential residents and retail/service businesses.

### Land Use and Urban Design

- Living Areas E and F offer a unique cross-section of living environments from very urban to the west, suburban/quiet areas in the center sections, and an almost rural/country feeling in sections of the southeast.
- There is potential to set the positive tone of communities through gateway enhancements from the District of Columbia into Prince George's County. There is also the potential to set the tone entering Subregion 4 from Suitland Parkway through interchange/community gateway enhancements.

- Silver Hill Road is currently seeing the benefits of commercial corridor revitalization and new retail development north of Pennsylvania Avenue. This change could be the catalyst that drives revitalization at Silver Hill Road and Suitland Road area.
- Although there are eight General Plan centers in Subregion 4, citizens asked if additional opportunity areas should be considered in the southern and southeastern portions of Subregion 4 to better serve the community.

### Housing and Neighborhood Conditions

- The large number of federal employees in the Living Areas E and F represents a unique opportunity to develop new workforce housing communities that would be attractive to the large workforce.
- There are several active neighborhood associations within this living area. The active participation of the civic organizations presents an opportunity to work with these groups, build their capacity, and develop partnerships to address the needs of lower income households.
- District Heights, which is located in Living Area E, offers affordably priced housing and neighborhoods with strong single-family characteristics. New residential development adjacent to the city limits could serve as a catalyst for reinvestment.

### Environmental Resources

- The Suitland Bog is one of the 13 special conservation areas (SCA) designated by the county.
- The Southwest Branch, a primary corridor of the subregion's green infrastructure network, runs through this area. The *Countywide Green Infrastructure Plan* maps connected sensitive habitats of significance. Using this network as a guide, recommendations to preserve and strengthen the local green infrastructure network can be developed.

### Parks and Public Facilities

- There are a number of park and recreation facilities: three community centers, five community parks, eight neighborhood parks, and two regional parks.



- This area is home to Ritchie Fire Station and Spauldings Library; the Seat Pleasant Fire Station is also planned for this area.
- Subregion 4 has a considerable share of the county's excess public school capacity. Zone 3 has 23 percent unused capacity at the 11 elementary schools.

### Historic Resources

Zone 3 has the following historic assets: the historic community of District Heights; Suitland House (historic site); Epiphany Church and Cemetery, Forestville Church and Cemetery, and Forestville School (all historic resources); Concord (National Register site); and Lincoln Memorial Cemetery (documented property).

### Transportation

- Transit-oriented development at the General Plan centers can reduce the number of vehicle trips in the area and provide opportunities to expand and connect the pedestrian and bicycle network.

## Issues and Challenges

### Economic Development

- Living Area F has the highest percentage of renters in the subregion. The low owner-occupied rate contributes to constant turnover in the population resulting in reduced stewardship of the area and changing priorities.
- The nearby developments occurring at Westphalia and the Branch Avenue Metro Station will increase the direct competition for investment in Zone 3.

### Land Use and Urban Design

- The southeastern portion of the Forestville–Ritchie Road area is severely limited in use and development by the Joint Base Andrews flight zone building height and occupancy limitations.
- The suburban character and development density mindset for Zone 3 is not appropriate for this entire portion of the subregion. There is a need to establish some new land use/development requirements that would guide more urbanized, pedestrian-friendly, mixed-use development into underutilized commercial sites.

- Some of the older rental apartment areas are isolated gated communities that act as barriers, attract loitering and territorial youth activity that is damaging to the surrounding businesses, parks, schools, and single-family/townhouse residential areas.

### Housing and Neighborhood Conditions

- Residents and stakeholders acknowledged that additional code enforcement is needed but also recommended incentives to assist homeowners in making repairs.
- There was a significant growth of higher-density residential development within close proximity to existing neighborhoods that consist primarily of single-family detached homes. Residents of older, traditional neighborhoods feel their property values and way of life is adversely impacted by these developments.
- Although there are strong neighborhood associations actively involved in this living area, there is a need for capacity building assistance in order for them to be effective in assisting the county's neighborhood revitalization efforts.
- Currently there are no established architectural or housing design guidelines to ensure that new developments follow sound residential development principles.

### Environmental Resources

- Excessive noise occurs along highways, at intersections, and beneath the Joint Base Andrews flight path.
- Periodic air pollution exists.
- Stormdrains on Homer Avenue are in poor condition.
- The main stem of Henson Creek, which lies outside the planning area, experiences severe flooding problems.

### Parks and Public Facilities

- Frequent electrical blackouts occur.
- There is a lack of police visibility, and long response times occur.



- There is a need to protect Henson Creek Stream Valley Park, the Temple Hills Community Park, and the Branch Avenue Neighborhood Park.

### Historic Resources

- The location and setting of the area surrounding Ridgely School is incompatible with the goal of celebrating the school as a historic resource.
- The historic sites within the plan area are not demarcated.

### Transportation

- Conditions will have to improve with creative pedestrian and cyclist linkages that connect not only the Metro stations with the adjacent areas but also to key landmarks in the area.
- Heavy commuter traffic on major thoroughfares cuts through the communities of Subregion 4. The volume of traffic creates congestion during rush hour on the major corridors and in some neighborhoods.
- Pedestrian safety is a major concern in Living Areas E and F, especially along Central and Pennsylvania Avenues.
- Traffic from events at FedEx Field impedes local traffic from moving through the neighborhoods and residents from accessing their homes.
- The sidewalk network is incomplete. Many roadways either have no sidewalks or the existing sidewalks are too narrow.

## Recommendations

### Land Use and Community Design

Outlined below for easy reference is a summary of the key policy statements and pilot project action sites that were envisioned for Living Areas E and F.

- Preserve and increase industrial land use wherever possible along the eastern perimeter of the subregion.
  - ◇ Action Sites: Forestville Shopping Center area.
- Reassign isolated commercial parcels that are no longer economically viable as neighborhood-serving commercial clusters.

- ◇ Action Sites: Walter Lane commercial (7-Eleven) site
- Encourage Central Avenue and Marlboro Pike commercial corridor node/cluster development.
  - ◇ Action Sites: Morgan Boulevard/Central Avenue frontage, Marlboro Pike at Eastern Avenue, Nova Avenue, Brooks Drive, Silver Hill/Old Silver Hill Road, Great Eastern Plaza, Penn-Mar Shopping Center.
- Direct office development to the centers.
  - ◇ Action Sites: Suitland Metro center along Silver Hill Road.
- Focus high-density condominium and apartment living to the centers.
  - ◇ Action Sites: Suitland Metro center along Silver Hill Road.
- Direct commercial/retail development to the centers.
  - ◇ Action Sites: Suitland Metro center along Silver Hill Road and Suitland Road.
- Reestablish the green infrastructure network by redeveloping key sites along greenway corridors.
  - ◇ Action Sites: Apartment complexes between Cricket Ridge and Suitland Community Center and School.
- Site an additional village center at Donnell Drive to serve the southeast corner of the subregion.
  - ◇ Action Sites: Mall and shopping center redevelopment for urban lifestyle center.
- Preserve and conserve existing older neighborhoods.
  - ◇ Action Sites: Boulevard Heights, Bradbury Heights, Suitland, District Heights, Forestville.
- Develop single-family houses and townhouses only in the living areas; apartment/condo living should be relegated to the centers.
- Preserve and strengthen commercial business in General Plan centers, shopping nodes, and in main street areas.
  - ◇ Action Sites: Suitland and Silver Hill Roads, Forest Village Park Mall, Walker Mill Village Shopping Center, and Marlboro Pike Corridor.



- Develop mixed-uses within one-half mile of centers.
  - ◇ Action Sites: Suitland Manor Site, Morgan Boulevard, and Central Avenue.
- Plan for additional police and fire uses in the south areas.
- Limit mixed-use overlay zones.
- Create distinct overlay zones for commercial, industrial, and residential guidelines.
- Reassign land use for high-density residential areas that are slipping into Section 8.
  - ◇ Action Sites: Larger, high-density apartment complexes surrounding Pennsylvania Avenue.
- Reassign commercial corridor areas that have outlived their useful lifespan and designate to residential use.
  - ◇ Action Sites: Marlboro Pike between Foyer and Opus Avenue, Marlboro Pike between Upland Avenue and Xavier Lane, and Suitland Road properties east of Silver Hill Road.
- Remove or relocate the land uses that cause truck traffic impacts in the residential areas.
  - ◇ Action Sites: Walker Mill Business Park, Forestville–Ritchie Road area.
- Develop a hierarchy of urban road and streetscape standards for the area.
- Develop prescribed industrial park development standards and public realm guidelines.
- Develop urban park, plaza, and open space standards applicable within the General Plan centers, corridor nodes, and neighborhood commercial centers.

## Housing and Neighborhood

### Policy 1

Establish formal working relationships with human resource administrators to promote living closer to work in order to increase the number of federal employees that live within a three-mile radius of the federal employment centers in Living Areas E and F.

### Strategy

- Work with local employers to design and establish a workforce home benefit program for federal employees who want to live close to work.

### Policy 2

Work with the City of District Heights to identify a suitable location for a “Model Block Homeowner Rehabilitation Program” that will increase the number of owner-occupied homes in District Heights with no outstanding code violations.

### Strategy

- Work in cooperation with the City of District Heights to develop criteria for the selection of a Model Block site; work with a nonprofit community development corporation to secure public funding and conventional line of credit to fund home repairs within designated Model Block site.

## Environment

### Policy 1

Preserve environmental resources.

### Strategies

- Ensure that the Suitland Bog SCA and the critical ecological systems supporting it are protected by increasing the minimum regulated stream buffer width to 75 feet.
- Address flood-prone areas and areas with recurring drainage issues through retrofitting, stream bank stabilization, reducing the amount of impervious area, increasing plantings in stream bank buffer areas, and coordinating efforts across agencies to improve water quality. The areas in Zone 3 requiring evaluation include the Southwest Branch and its tributaries, Oxon Run tributary, and the Henson Creek tributary.
- Address drainage issues in developed areas near the Southwest and Ritchie Branches and north of Suitland Parkway.

## Public Facilities

### Policy

Ensure that public facilities are adequate to serve the local population.



### **Strategies**

- Consider creating small libraries within existing community centers to better serve surrounding neighborhoods.

## **Historic Preservation**

### **Policy**

Preserve local historic sites and resources.

### **Strategies**

- Support and facilitate the nomination of District Heights Apartments to the National Register of Historic Places.
- Protect Ridgely School's setting by securing the property fronting MD 214 and maintaining it as an open space buffer between the school and the highway.

## **Transportation**

For roads and transit recommendations, see Chapter 8, Transportation Systems.

### **Policy 1**

Develop bicycle-friendly roadways to improve connectivity throughout Zone 3.

### **Strategies: Short-Term**

- Pennsylvania Avenue: Implement a sidepath for pedestrian and bicycle traffic from Southern Avenue to the Capital Beltway.
- Suitland Road: Implement bike lanes from Southern Avenue to Suitland Parkway.
- Silver Hill Road: Implement bike lanes from Suitland Parkway to Walker Mill Road.
- Walker Mill Road: Implement bike lanes and sidepath from Silver Hill Road to the Capital Beltway.
- Brooks Drive: Implement bike lanes from Silver Hill Road to Marlboro Pike.
- Regency Parkway: Implement bike lanes from the dead-end south of Suitland Road to Surrey Service Drive just south of Pennsylvania Avenue.
- Regency Parkway: Implement bike lanes from Pennsylvania Avenue to Marlboro Pike.
- District Heights Drive: Implement bike lanes from Scott Key Drive to Marbury Drive.

- Ritchie/Forestville Road: Install bike lanes from Central Avenue to Pennsylvania Avenue.

### **Strategies: Mid-Term**

- Marlboro Pike: Implement bike lanes from Southern Avenue to Capital Beltway.
- Ritchie Road/Forestville Road: Implement bike lanes from Central Avenue to Suitland Parkway.
- Donnell Drive: Implement bike lanes from Beltz Drive to Marlboro Pike.
- D'Arcy Road: Implement bike lanes from Ritchie Road to the Capital Beltway.
- County Road: Implement bike lanes from Marlboro Pike to Walker Mill Road.
- Marbury Drive: Implement bike lanes from District Heights Parkway to Newglen Avenue.

### **Strategies: Long-Term**

- Rochelle Avenue: Install bike lanes from Walker Mill Road to dead-end past Hazelwood Drive.
- Hazelwood Avenue: Install bike lanes from Walker Mill Road back to Addison Road including extension to connect to Addison Road.
- Rochelle Avenue: Implement bike lanes from Walker Mill Road to dead-end past Hazelwood Drive.

### **Policy 2**

Improve pedestrian connectivity throughout Zone 3 by installing sidewalks.

### **Strategies: Short-Term**

- Central Avenue: Install sidewalks from Southern Avenue to Balboa Avenue.
- Central Avenue: Install sidewalks from Ventura Avenue to East Capitol Street.
- Pennsylvania Avenue: Install sidewalks from Southern Avenue to Brooks Drive.
- Pennsylvania Avenue: Install sidewalks from Brooks Drive to Silver Hill Road.
- Capitol Heights Boulevard: Install continuous sidewalks from Davey Street to Marlboro Pike.
- Addison Road: Install continuous sidewalks from Walker Mill Road to Central Avenue.



- Addison Road-Seat Pleasant Metro Station: Install pedestrian amenities to improve safety at the Metro station area.
- Glacier Avenue: Install continuous sidewalks from Marlboro Pike to Nova Avenue.
- Nova Avenue: Install continuous sidewalks from Marlboro Pike to beyond Ellis Street to provide improved pedestrian access to schools.
- Central Avenue at Addison Road: Install pedestrian amenities including crosswalks, a countdown signal, and ADA-compliant ramps at the intersection.
- Walker Mill Road at Addison Road: Install pedestrian amenities including crosswalks, a countdown signal, and ADA-compliant ramps at the intersection.
- Capitol Heights Boulevard at MD 332: Install pedestrian amenities including crosswalks, a countdown signal, and ADA-compliant ramps at the intersection.
- Marlboro Pike at Brooks Drive: Install pedestrian amenities including crosswalks, a countdown signal, and ADA-compliant ramps at the intersection.
- Silver Hill Road at Marlboro Pike: Install pedestrian amenities including crosswalks, countdown signal, and ADA-compliant ramps at the intersection.

#### **Strategies: Mid-Term**

- Marlboro Pike: Install sidewalks from Ritchie Road/Forestville Road to Capital Beltway.
- Marlboro Pike: Install sidewalks from Silver Hill Road to Aztec Drive.
- Walker Mill Road: Install sidewalks from Shady Glen Drive to Ritchie Road.
- Shady Glen Drive: Install sidewalks from Central Avenue to Walker Mill Road.
- Shady Glen Drive: Install sidewalks from the section of Shady Glen that loops to the south of Walker Mill Road from Walker Mill Road to Migliori Court.
- Ritchie Road/Forestville Road: Install sidewalks from Walker Mill Road to Pennsylvania Avenue.

- Ritchie Road/Forestville Road: Install sidewalks from Pennsylvania Avenue to Suitland Parkway.
- Donnell Drive: Install sidewalks from Pennsylvania Avenue to Beltz Drive.
- D'Arcy Road: Install sidewalks from Ritchie Road to Capital Beltway.
- County Road: Install continuous sidewalks from Marlboro Pike to Walker Mill Road.
- Marbury Drive: Install sidewalks from District Heights Parkway to Newglen Avenue.

#### **Strategies: Long-Term**

- Marlboro Pike: Install high visibility and contrasting sidewalk treatments at all intersections and curb cuts.
- Cabin Branch Drive: Install a sidepath from Sheriff Road to Columbia Park Road.

#### **Policy 3**

Provide new trails and improve trail connectivity throughout.

#### **Strategies: Short-Term**

- There are no short term trail recommendations.

#### **Strategies: Mid-Term**

- Eastern Trail: Establish on-road trail between Walker Mill Road and Seat Pleasant Drive with adjoining links.
- Cabin Branch: Establish proposed trail along Cabin Branch between Addison Road and Walker Mill Road.
- D'Arcy Road: Establish proposed trail alignment along Ritchie Branch from D'Arcy Road to join the previous trail on Southwest Branch near Walker Mill Road.

#### **Strategies: Long-Term**

- Eastern Trail: Establish on-road trail between Walker Mill Road and Seat Pleasant Drive with adjoining links.
- MD 4 within the Capital Beltway: Complete a trail along the north side of MD 4 (Pennsylvania Avenue) along its entire length within the Capital Beltway.
- MD 4 to the Oakland Neighborhood Park: Provide an M-NCPPC stream valley trail along



Oxon Run within the study area. Extend the trail from MD 4 to the Oakland Neighborhood Park.

## Industrial Centers

### Industrial Uses

Industrial uses in Subregion 4 generally include manufacturing and industrial parks, warehouses, and distribution centers, as well as other employment such as office and service uses. These uses are largely located in the predefined employment centers but also exist in smaller areas throughout the subregion. To gain an initial understanding of the levels of industrial activity and how it is evolving, an ongoing study by the Urban Studies and Planning Program at the University of Maryland, headed by Professor Dr. Marie Howland and commissioned by the Prince George's County Planning Department, was utilized. The report is entitled "Prince George's County Industrial Land Use Study, Deliverable 5," dated June 19, 2008. The following narrative describes the current condition of the nine industrial areas identified by Dr. Howland and her research team. Additional data and graphic references are available in the report.

#### New Carrollton Metro

The area surrounding the New Carrollton Metro Station is categorized as a Type 3 (deindustrializing and transforming); it has already de-industrialized and transformed into a commercial/office district. Demand for office and retail is high, particularly in the Metro East Business Community, and the land is too valuable for industrial activity to survive. The vacancy rate is nine percent for the 19 buildings. Many of the buildings are under 30 years old and are one or two stories high. The area has another 674,000 square feet in proposed rentable building area, with these structures being mostly traditional office high-rises. Average time on market is 16.1 months.

#### Ardmore Park

Ardmore Park is bordered by US 50 on the north and west, Martin Luther King Jr Highway on the east, and Landover Road (MD 202) on the south and west. This area contains the Landover Metro Station. In addition to the Ardmore Industrial

Park, this area contains Ardmore Industrial Center, Landover Distribution Center, Washington Commerce Center, and the Ardwick Ardmore Industrial Park. There are 111 properties total, with 94 being industrial or flex. Only ten of the 94 properties are owner-occupied. The industrial and flex buildings are primarily warehouses; the retail structures are general-freestanding. The vacancy rate of industrial property in this area is low. It was 20 percent in 1998 but is currently 10 percent, below the county average of 13.4 percent. The average rent runs \$6.01 per square foot, compared to \$6.16 for the county.

The time a rental unit sits on the market is seven months, compared to the county average of 13.5 months. Ardwick and Ardmore industrial areas are categorized as Type 5 areas (healthy industrial areas). All the major indicators for both industrial and flex and office/retail—vacancy rate, time on market, rental rate—are below the averages. Average building age is 31.7 years for Ardwick and 35.4 years for Ardmore Park, so the structures are relatively young. The buildings are in a good location, either along US 50 or near the Capital Beltway. Vacancy for industrial building space reached a maximum of 25 percent in 1999 but has been lower ever since; in 2005 it was three percent. Office/retail vacancy has been below four percent for over ten years. Industrial and flex rent rates have been steady at around \$5.00 per square foot.

#### Cabin Branch/US 50

Cabin Branch/US 50 contains the Cheverly Metro Station, and is just west of Ardmore Park. US 50 is on the north, Martin Luther King Jr Highway is on the south. The area also contains the Blake Industrial Park, the National Commerce Park, the Congressional Gateway Center, and the Cabin Branch Distribution Center. The area includes 63 properties, 56 of which are industrial and 7 are office/retail. The area is a Category 5 (healthy industrial area). There are some vacancies, with the industrial and flex rate at 15 percent, which is above the 13.4 percent county average. But most buildings have been fully leased for over ten years. The rental rate for industrial and flex is \$5.00 per square foot, more than a dollar less than the county average. Several move-ins were scheduled during the summer of 2008, which will lease over 200,000



square feet of the 504,000 currently available. The average time on market in the area for industrial and flex buildings is 19.6 months, well below the county average of 32.4 months.

The group of buildings along Marblewood Road could be classified as transitional. These may be developed into other uses if the market demanded. These buildings are older and smaller than the rest in the area and contain many car repair shops and smaller businesses, most of which have been fully leased for ten years.

Office/retail buildings are currently 68 percent vacant. This is due to two office buildings (the former Giant grocery headquarters) on Sheriff Road that are 100 percent vacant and have been since 2007. The remaining five office/retail buildings are 100 percent leased. Average time on market for office/retail in the area is 9.7 months, below the subregion average of 13.4 months. Furthermore, the section south and east of the Cheverly Metro Station is currently vacant. It is zoned as industrial, but there is a residential section between it and the Metro station. Rezoning should be considered in order to maximize the use around the Metro station, since additional industrial development could be difficult there. Although this area is categorized as a Type 5 (healthy industrial area), it deserves further study because of its proximity to the Metro station.

### Kenilworth/US 50

Kenilworth/US 50 industrial area occupies the section south of US 50 and east of Eastern Avenue. Kenilworth Avenue/ I-295 runs through the center. The area is completely industrial, and there are only nine buildings, all of which are rental.

The area is a Type 4 (competitive land use succession). A healthy area overall with a good location, it borders Washington, D.C. Most of the buildings have been fully leased since 2002; only one has had any vacancy fluctuation over the past six years. The area has a higher than county average vacancy rate, but the reason is the high vacancy rate in one structure at 4800 Addison Road. This 340,000 square-foot building has been abandoned for ten years and is scheduled to be demolished. Were it not for this structure the rest of the indicators—vacancy, time on market, etc.—would

be well below average. This parcel was rezoned in the first half of 2007 and was changed to a mixed land use. Once the vacant building is torn down, the area will be considered 100 percent healthy and vibrant. Because of rezoning to mixed use and the proximity to the Metro station, this is a Type 4 (competitive land use succession), and it bears further study.

Attention should be paid to protect the existing industrial structures and sections since they remain viable entities. The area does have a history of uses other than industrial and encroachment may occur. The property at 1761 Olive Street was formerly condominiums and was converted to a warehouse in 2006 (the building was originally constructed in 1955).

### Landover Metro Center

Landover Metro center runs along the Beltway (eastern border), with Landover Road on the north and Central Avenue on the south. The western edge is about one mile inside the Capital Beltway. The area contains FedEx Field, along with Landover Centre 2, the 95 Office Park, the Landover Metro Station, and Centre Point. Landover Metro center is categorized as Type 4 (competitive land use succession). The industrial areas are healthy, but there is some pressure from encroaching office and retail. The vacancy rate for industrial and flex is eight percent; for office/retail, the vacancy rate is currently 12 percent, and it has hovered around 10 percent for the past decade. Both are under the county and subregion averages of 13.4 percent and 14 percent respectively. The industrial and flex vacancy has not risen above 14 percent since 1998, and rents have increased about \$1 per square foot over the same time frame. Overall, rental rates are about average.

Time on the market for industrial space is 16.2 months and for office/retail it is 4.5 months, both below the average. There is, however, about 30,000 square feet of industrial space that has been on the market for over two years. This is also the only area in Subregion 4 where the flex buildings outnumber the industrial, so the area has a potential to be configured as needed. Zoning categories vary across the area, and the area deserves further study.



Current industrial sites may need some protection against encroaching uses.

There is one vacant, cleared area south of the stadium. This is currently zoned as either commercial or residential planned community. Given that this site does not have good access to the Capital Beltway and is surrounded by residential properties, the current nonindustrial zoning choice may be more appropriate. Access would be along both Central Avenue and Garrett A. Morgan Boulevard.

### **Hampton Park/Steeplechase 95**

Hampton Park/Steeplechase 95 is just south of Landover Metro center, with Central Avenue on the north. Walker Mill Road is the southern border; the Capital Beltway is on the east. The area extends about one mile west inside the Capital Beltway. In addition to Hampton Park and the Steeplechase 95 International Business Park, the area contains Kingdom Square, the Hampton Business Park, Ritchie Road Industrial Center, and Central Industrial Park. The area encompasses over 130 properties in all, more than 100 of which are industrial sites.

Hampton Park/Steeplechase 95 is classified as Type 5 (healthy industrial area). Both types of buildings—industrial/flex and office/retail—are in very good shape. Vacancy rates are under 10 percent and have been since 2005. Time on the market is below average at 26.7 months; the county average is 32.4. Roughly half of the vacant square footage for industrial space has been on the market for 12 months or less. Rent for industrial—most of which are warehouses—is \$7.02 per square foot, almost a dollar per square foot above the warehouse rent average for the county. The rental rates for industrial and flex have also increased over time, rising from \$4.50 per square foot in 1999 to the \$7.02 current rate.

Vacant land in the southeast corner of this area stands out. The land is zoned industrial and has a good location (the cloverleaf of the Capital Beltway and Ritchie-Marlboro Road). Fourteen buildings have been proposed for this section—11 industrial and three office buildings. These will add a total of almost 1.2 million square feet in rentable building area. Part of this location is destined to become a

foreign trade zone. Accordingly, the area should remain primarily industrial. Attention should be paid to protect the industrial sites, given the excellent location, vibrant health, and the possibility of competing uses.

### **Walker Mill Business Park/Capitol Heights**

The area is at the intersection of Walker Mill Road and Addison Road South. The four industrial properties, part of the Walker Mill Business Park, are either warehouses or truck terminals. There are two retail establishments in the area.

The existing industrial economy is healthy, classified as a Type 5 (healthy industrial area), with an average rent of \$9.15 per square foot. All buildings are fully leased and have been for the last year. Although there was a 40 percent vacancy rate in 2005, a year later the area's vacancy rate was only ten percent. Overall, the properties have mostly been stable and occupied for the past ten years. (Time on market data are not available.)

A review of previous land uses further suggests that this area remain industrial. There are six primary areas within this area that were formerly mined. Only half have road access. Some of these areas are elevated above the surrounding terrain, and there are several stormwater runoff spots. These areas may need brownfield remediation and road access added in order to be redeveloped.

### **Forestville/Penn Avenue Corridor**

The Forestville/Penn Avenue corridor is bordered by Walker Mill Road on the north, the Capital Beltway on the east, and Pennsylvania Avenue on the south. The Forestville/Penn Avenue corridor extends west for about a mile inside the Capital Beltway. Rent for industrial and flex space is \$7.71 per square foot, which is above the warehouse rate (\$6.16), but below the flex average (\$12.22). The rental rate has increased steadily over time, going from \$4.00 per square foot to the current rate of \$7.71. There is no evidence of encroachment from other uses. Rent for the 35 office/retail buildings is \$22.27 per square foot, which is below the subregion average of \$23.04. The office/retail vacancy rate is at 17 percent, above the county average of 14 percent for office/retail.



The average time on the market for industrial and flex space in the Forestville/Penn Avenue corridor is 6.9 months; over 100,000 square feet of the vacant space in this development was on the market for three months or less. For office/retail, the average time on the market is 15.3 months, which is slightly above the subregion average of 13.5 months. This area is categorized as another strong Type 5 (healthy industrial area).

### **PennBelt**

PennBelt is the most southern industrial area within Subregion 4. The area is bordered by Pennsylvania Avenue on the north, the Capital Beltway on the east, and Suitland Parkway on the south. Similar to several other industrial areas in this subregion, PennBelt extends about a mile west inside the Capital Beltway. There are 88 properties, with 53 industrial and flex buildings and 35 office or retail. Eight buildings are owner-occupied.

PennBelt is a strong Type 5 (healthy industrial area). The vacancy rate is at two percent for industrial and flex space. The high for this metric was 12 percent back in 2005 but has been below eight percent for most of the decade. Current rental rates average \$6.30 per square foot, but the average time on the market is 8.9 months for industrial and flex, well below the county average. Average building age is about 32 years. The location is very good for industrial uses with access to the Capital Beltway, Suitland Parkway, and Pennsylvania Avenue.

### **Implications**

Although it is likely that a prolonged slowdown of economic activity eventually will adversely impact the industrial market, the market data indicate that the portions of Prince George's County nearest to the Capital Beltway, including Subregion 4, are highly desirable to industrial users. As mentioned, Subregion 4 provides an industrial user excellent access to local, regional, and national markets. Given that the District of Columbia government has made consistent decisions to limit, and even eliminate, industrial uses from its borders, areas like Subregion 4 provide the next best location to those companies that serve Washington, D.C., clients. Furthermore, Prince George's County and Subregion 4 provide a better value to industrial users, as lease rates are below regional competitive

areas. It was reported that local lease rates were one-half of some Washington metropolitan competitors.

### **Goals**

- Work toward reducing the perceived or real negative environmental impacts of industrial users, particularly in Zone 2.
- Develop the regulatory tools necessary to promote private investment in high-end, clean industrial and research uses.
- Implement zoning and land use guidelines that ensure neighboring uses complement, and not conflict, with the planned physical environment of each living and industrial area.
- Provide intermediate uses or buffers between existing and expanding residential and industrial areas.
- Designate and reallocate underperforming or blighted industrial land uses based on locational attributes and market conditions.
- Implement initiatives and provide incentives for commercial and industrial businesses to relocate within Prince George's County.
- Establish a priority for industrial users to locate adjacent to major thoroughfares, improving the competitive advantage in Subregion 4.
- Establish dedicated truck routes within Subregion 4 while enhancing enforcement.

### **Proposed Industrial Use Development Pattern**

#### **Policy 1**

Preserve and enhance existing industrial uses wherever possible along the northern and eastern perimeter of the subregion.

Sites where policy should be enacted:

- Ardwick-Ardmore industrial areas (Zone 1).
- I-295 frontage (Zone 2).
- I-295/US 50 and Metro rail triangle (Zone 2).
- Columbia Park Road and Cabin Branch area (Zone 2).
- Forestville Plaza site and surrounding Forestville Center industrial sites (Zone 3).



- Miscellaneous remnant sites along the Capital Beltway industrial areas along the south end of Forestville Road (Zone 3).

## Policy 2

Improve the relationship between viable industrial and nonindustrial areas by enhancing buffers.

Sites where policy should be enacted:

- Ardwick-Ardmore industrial areas (Zone 1)
- Washington Commerce Center (Zone 1)
- Spectrum 95 Corporate Center (Zone 1)
- Cabin Branch Industrial Center (Zone 2)
- US 50 industrial area (Zone 2)
- Marblewood industrial area (Zone 2)
- Forestville Center industrial areas (Zone 3)
- Hampton Park industrial areas (Zone 3)

## Strategies

- Modify existing buffer requirements and standards in the zoning ordinance and Landscape Manual to provide improved protection to neighboring nonresidential properties.
- Provide incentives to industrial property owners to improve existing buffers to adjacent nonindustrial uses.
- Ensure enforcement of existing regulations to ensure that adequate buffers exist between industrial and nonindustrial uses.

## Policy 3

Work with existing industrial users within the growth centers to find suitable relocation sites within Prince George's County.

Sites where policy should be enacted:

- Landover Metro area between Landover Road and Pennsy Drive (Zone 1).
- Morgan Boulevard Metro Station, south side of Central Avenue (Zone 1).

## Policy 4

Rezone blighted, vacant, or underutilized properties adjacent to existing industrial areas to expand the local industrial base and reduce inconsistent development patterns.

Sites where policy should be enacted:

- Remnant nonindustrial parcels in the Ardwick-Ardmore Industrial Park (Zone 1).
- Isolated residential parcels along I-295 and US 50 frontage (Zone 2).
- Forestville Shopping Plaza on Marlboro Pike (Zone 3).

## Policy 5

Reassign industrial parcels adjacent to residential areas if industrial is impactful, blighted, or underutilized.

Sites where policy should be enacted:

- Marblewood Avenue/Cedar Heights industrial area (Zone 2).
- Walker Mill Business Park (Zone 2).

## Policy 6

Mitigate the impacts on residential areas of heavy truck traffic from offending industrial uses.

Sites where policy should be enacted:

- Ardwick-Ardmore industrial areas (Zone 1).
- Marblewood Avenue/Cedar Heights industrial area (Zone 2).
- Walker Mill Business Park and Forestville-Ritchie Road area (Zone 3).



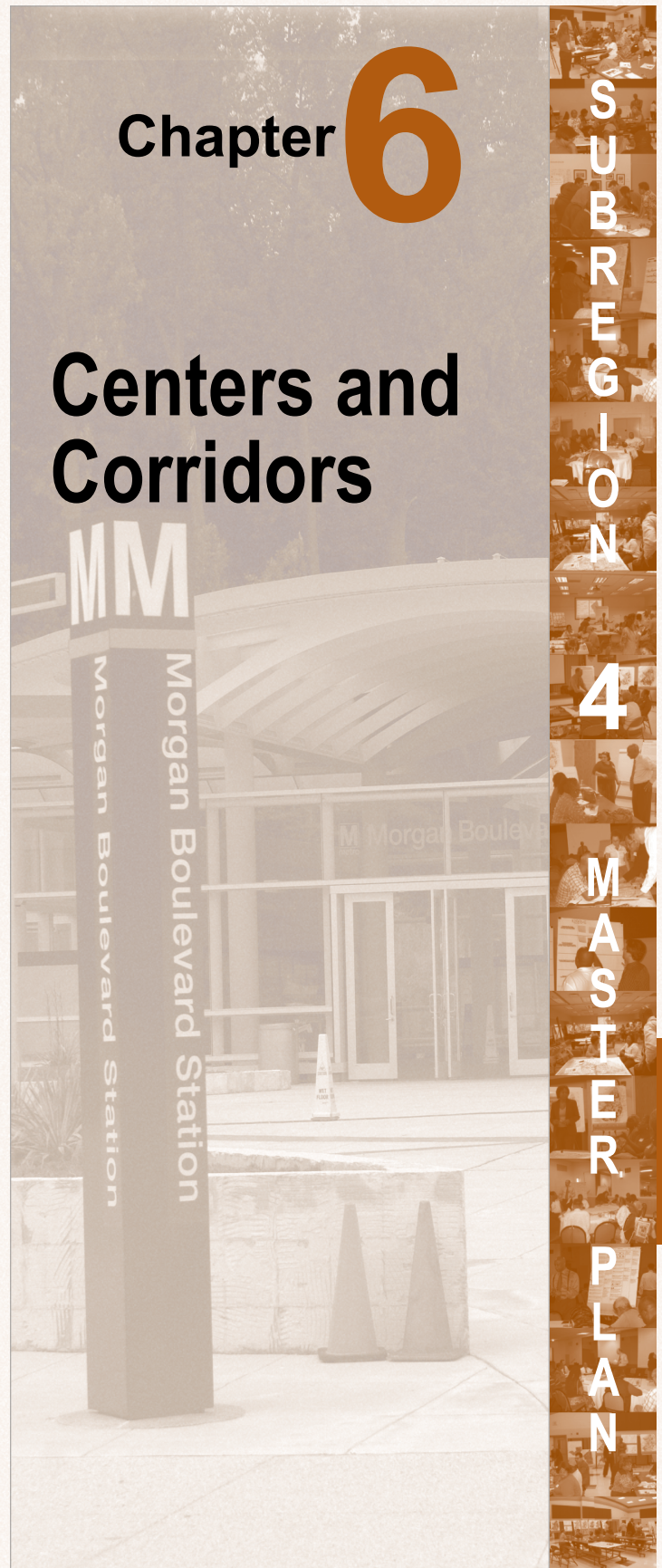
# Chapter 6

## Centers and Corridors

### Introduction

Centers and corridors are important to the overall development plan of the subregion. According to the 2002 General Plan, medium- to high-density (residential, office, and retail), mixed-use and pedestrian-oriented development is concentrated at centers. This dense development pattern allows for the revitalization of the housing and retail markets that is necessary for the viability of the subregion while protecting the established lower-density neighborhoods. Corridors within the Developed Tier and Subregion 4 generally contain a higher intensity of residential and nonresidential land uses and a greater mix of uses that are regional in scope. This development should occur at selected corridor nodes and be planned as transit-oriented development.

Eight of the 26 centers designated by the General Plan are located within Subregion 4. Most of these

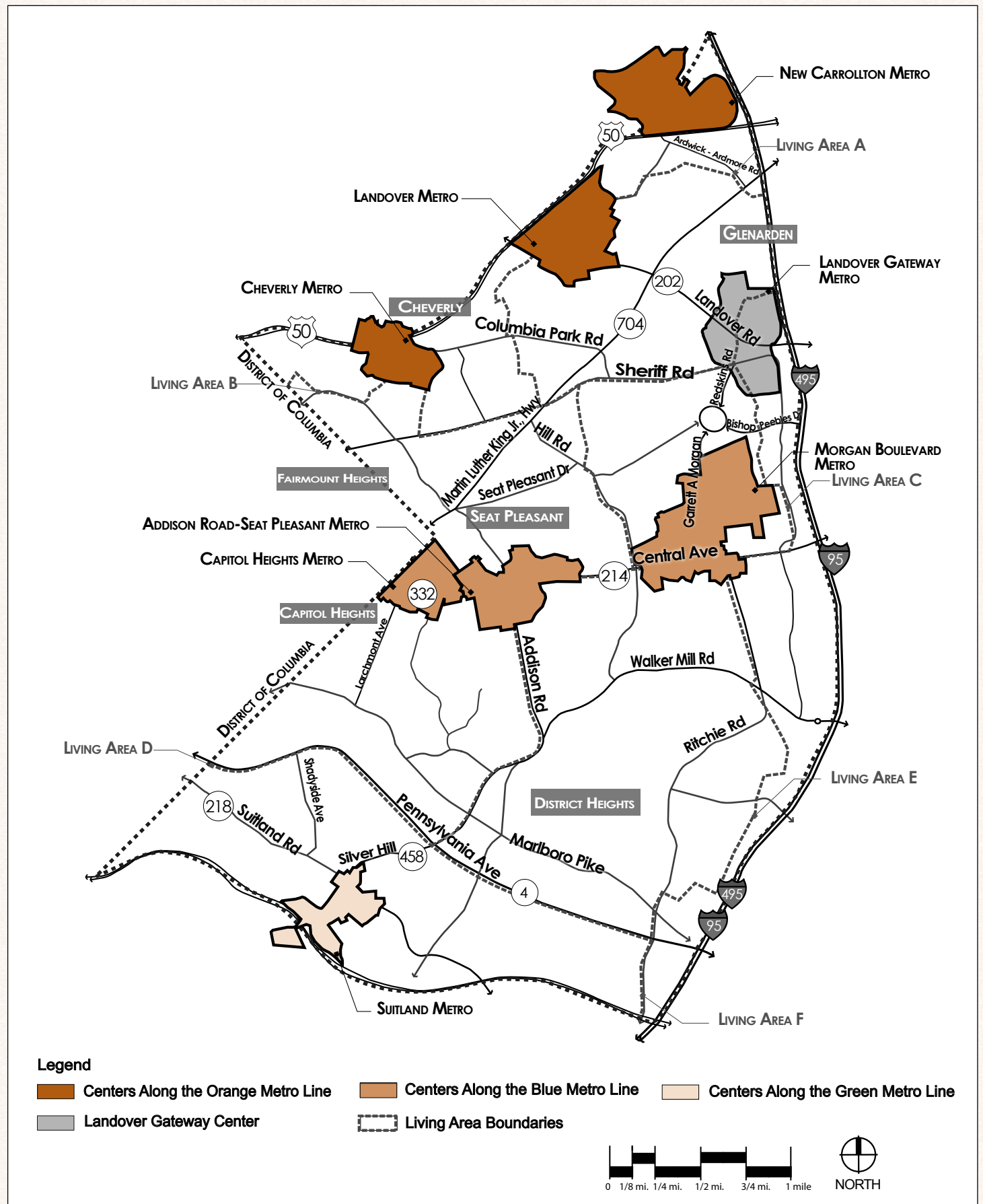


CENTERS AND  
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Map 6-1: Overview Plan of Centers





centers are located around the county's existing or planned transit stations to take advantage of the transportation infrastructure, accessibility, and high volume of transit users. Additionally, great potential for land assembly, acquisition, and development exists at these centers due to their abundance of vacant or underutilized sites and large parking lots owned by the Washington Metropolitan Area Transit Authority (WMATA), an agency which is actively seeking partners for joint development on Metro property.

Similarly to the center designations, the 2002 General Plan also targets growth along seven corridors within the county. Two of these corridors, Pennsylvania Avenue (MD 4) and Central Avenue (MD 214), are found in Subregion 4. The General Plan recommends that corridor nodes be identified during the master plan process to provide for more intensive uses at appropriate locations within one-quarter mile of these key transportation routes in the county.

This chapter describes the existing conditions of the eight Subregion 4 centers, prioritizes centers in order to focus development, and provides an assessment of the fiscal and economic impact of future development. Additionally, goals, policies, strategies, recommendations for land use, urban design concepts, and conceptual regulating plans are described for each center. Also, the two General Plan in Subregion 4 corridors are described at the end of this chapter.

## Growth Center Characteristics

Seven of the eight growth centers are located at transit stations along three lines of the WMATA rail system. Each is surrounded by its own unique set of features, but all primarily import and export residents and workers into, out of, and around Prince George's County. Additionally, New Carrollton Metro center is also served by Maryland Area Regional Commuter (MARC) transit, Amtrak, and national bus carriers. Though near rail transit, the Landover Gateway center is the only growth center that does not have a transit station.

These centers were categorized by the 2002 General Plan into three different designations, based on anticipated scale of development:

**Metropolitan Centers** have a high concentration of land uses and economic activities that attract employers, workers, and customers from other parts of the Washington metropolitan area, such as large government service or major employment centers, major educational complexes, or high-intensity commercial uses. High-density residential development may also be located in or very near metropolitan centers. Metropolitan centers should be served by mass transit. New Carrollton Metro is a metropolitan center.

**Regional Centers** are locations for regionally marketed retail centers, office and employment areas, some higher educational facilities, and possibly professional sports and recreation complexes primarily 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. Morgan Boulevard Metro, Landover Gateway (formerly Landover Mall), Landover Metro, and Suitland Metro are regional centers.

**Community Centers** have a concentration of activities, services, and land uses that serve the immediate community near these centers. These typically include a variety of public facilities and services; integrated retail, office, and some residential development; and can include mixed-use and higher-intensity redevelopment in some communities. Community centers should also be served by mass transit. Addison Road-Seat Pleasant Metro, Capitol Heights Metro, and Cheverly Metro are community centers.

## Profile of Centers

Based on the study of conditions leading to successful local and national transit-oriented development (TOD) and an evaluation of development potential at the Subregion 4 centers, seven key factors that influence the degree and timing of concentrated development occurring at



transit stations have been identified. These factors are:

1. **Demographics and Local Economy.** The degree and timing of concentrated development is tied to the extent of the existing residential population and commercial base and the growth center's potential for increased density or increased employment base to support TOD. Accordingly, the current number of residents, number of businesses, and median income levels were taken into account as demographic and economic factors.
2. **Accessibility.** Transit stations with a high degree of accessibility, including pedestrian, bicycle, automobile, and other transit modes, are prime for TOD. Existing transportation connections and multimodal options were therefore evaluated.
3. **Real Estate Market Conditions.** Under ideal conditions, the local and regional real estate market can support the addition of TOD (e.g., multifamily residential, office/retail, entertainment, hospitality). In addition, properties near transit stations sell easily, have strong absorption rates, and have healthy lease rates/sales prices. These conditions were evaluated for each center and the broader surrounding market.
4. **Attractions and Amenities.** Stronger near-term potential is found at growth centers that are proximate to destination-serving attractions and amenities. The presence and scale of sporting and entertainment venues, educational institutions, and commercial nodes or corridors were evaluated.
5. **Available Land for TOD.** The properties available for development or redevelopment either through acquisition or land assembly near transit stations offer near-term potential for TOD. The presence of large vacant or underutilized sites were factored into account.
6. **Private Sector Investment/Support.** Potential for near-term TOD is heightened when areas surrounding transit stations have private sector support and private development projects are in

place or proposed. The level of recent and pipeline development activity was assessed.

7. **Phasing and Timing Issues.** The likelihood of developing a center based on TOD principles increases when the opportunity exists to modify preliminary plans to correspond to appropriate TOD uses and densities. Growth centers with proposed projects or a noticeable degree of private developer interest are of particular interest.

The eight growth centers were assessed according to the seven factors described above in order to evaluate the potential development phasing of the centers. The development phasing assessments are:

- **Strong:** The growth center offers the most immediate opportunities for TOD.
- **Emerging:** The growth center offers moderate (though not immediate) potential for TOD.
- **Long-Term:** The growth center offers relatively low potential for TOD in the near-term but offers opportunities for longer-term development.

Table 6-1 on page 129 summarizes the results of applying these factors in the eight growth centers.

As a result of this assessment process, some centers presented stronger potential for near-term development than others.

A set of TOD Implementation Actions are provided for each center to guide future planning and development activities. The actions can be undertaken by public and private entities, especially in centers deemed “long term,” to improve the development potential of the area.

Addison Road-Seat Pleasant and Morgan Boulevard Metro Stations are centers with ready development sites, an existing demographic and economic base to support growth and TOD, and private sector support; therefore, these centers offer the best opportunities for near-term development.

The centers at Landover Gateway, New Carrollton, and Landover have many factors that are favorable to development but are not quite as strong as Addison Road-Seat Pleasant and Morgan Boulevard. Suitland, Cheverly, and Capitol Heights Metro centers face greater challenges with regard



**Table 6-1: Growth Center Phasing Factors**

Growth Center	Demographic/ Economic	Access	Market Demand	Attractions/ Amenities	Available Land	Private Sector Support	Phasing/ Timing Issues
Addison Road- Seat Pleasant	Strong	Emerging	Strong	Emerging	Strong	Strong	Strong
Morgan Boulevard	Strong	Strong	Emerging	Strong	Strong	Strong	Emerging
Landover Gateway	Emerging	Emerging	Emerging	Strong	Strong	Strong	Emerging
New Carrollton	Emerging	Strong	Emerging	Emerging	Strong	Emerging	Strong
Landover	Emerging	Emerging	Emerging	Strong	Emerging	Emerging	Strong
Suitland	Long-Term	Emerging	Long-Term	Long-Term	Emerging	Emerging	Emerging
Cheverly	Emerging	Emerging	Long-Term	Long-Term	Long-Term	Emerging	Long-Term
Capitol Heights	Long-Term	Long-Term	Long-Term	Long-Term	Long-Term	Long-Term	Long-Term

to the seven influencing phasing factors. TOD is projected to materialize at these centers either through new, sound investment or as the public sector directs development there in the long term.

## Existing Conditions

### Demographics

The following are key observations on population and household characteristics (including the composition of households, growth trends, household tenure, and income) for the eight centers, Prince George's County, and the Washington metropolitan area.

- Capitol Heights, Landover, Morgan Boulevard, Suitland, and Landover Gateway contain the highest population density (e.g., greater than 3,500 persons) within a half-mile vicinity.
- The growth rate (for both population and households) in the county and the Washington metropolitan area was higher than the growth rate in any center from 2000 to 2008:
  - ◇ Only Landover and Morgan Boulevard added residents during this eight-year period.

- ◇ The cited lack of growth in the Capitol Heights Metro center since 2000 is likely due to the vast demolition and redevelopment of the Washington, D.C., Housing Authority sites nearby.
- Average household size in the growth centers is generally on par or higher than the county's 2.75 residents per household and reflects the large presence of families among all geographies.
  - ◇ Only Suitland at 2.58 residents per household, Cheverly at 2.68 residents per household, and Capitol Heights at 2.69 residents per household show an average household size below that of Prince George's County.
- The growth centers contain a mix of renter- and owner-occupied housing units.
  - ◇ Cheverly and Addison Road-Seat Pleasant feature higher homeownership rates, at 89 and 73 percent respectively, than Prince George's County and the Washington metropolitan area at 64 and 65 percent respectively.



- ◇ Renters compose the majority of households in Landover Gateway, Suitland, and Landover at 78, 73, and 65 percent respectively.
- Children and young adults constituted a significant percentage of the population for most growth centers, with all but Cheverly showing a larger proportion than Prince George's County and the Washington metropolitan area.
- ◇ More than two out of every five residents (44 percent) at Landover Gateway were 19 years of age or younger—the largest percentage of any growth center.
- Similar to Prince George's County and the Washington metropolitan area, most households living in the growth centers were headed by residents aged 35 to 54 years of age.
- ◇ Addison Road-Seat Pleasant, Capitol Heights, and Cheverly exhibited the largest percentages of mature heads of households (55-64 years of age) or senior heads of households (65 years of age or older).
- Excluding Cheverly with a median income of approximately \$80,000, the 2008 median household income for the remaining growth centers was lower than that of Prince George's County at approximately \$70,000.

## Employment

Employment trends are a significant component to the health of any neighborhood, region, or city. For each growth center, both resident and at-place employment were considered to understand the labor force conditions.

### Labor Force

- Akin to Prince George's County and the Washington metropolitan area, all growth centers contained residents working in the services industry. These were the largest group of employees, with public administration following as a distant second.
- All growth centers featured a majority of residents employed in white collar administrative support positions. Prince George's County and the Washington

metropolitan area had more residents in white collar professional positions than administrative support.

- Regarding blue collar employment, the bulk of the residents in all growth centers worked primarily in the transportation and material moving sector, which is likely attributable to the scale of industrial uses inside Subregion 4 and near several growth centers.

### At-Place Employment

- Due to the unique mix of land uses surrounding each growth area, at-place employment varies significantly.
- ◇ Greater than 45 percent of workers in five of the eight growth centers worked in the services sector, compared to the county at 39 percent. Most of these workers represented miscellaneous service jobs.
- ◇ Given their industrial nature, Cheverly, Landover, and New Carrollton had larger percentages of workers in construction, manufacturing, and wholesale trade.
- ◇ The retail trade industry employed 25 percent of the workers in Suitland and Capitol Heights and 30 percent of the workers in Landover compared to 17 percent for both the county and Washington metropolitan area.

## Housing

The eight growth centers contain a range of housing types and styles. Below is a summary of important housing characteristics of each growth center, according to the 2000 U.S. Census:

- The Cheverly and Addison Road-Seat Pleasant Metro centers have the largest percentage of single-family detached homes of the eight growth centers, and this percentage is also higher than that of Prince George's County and the Washington metropolitan area.
- Morgan Boulevard has the largest percentage of single-family townhouses. Significant residential development (low-rise multifamily units and single-family townhomes) is currently underway at this center.
- Landover, Landover Gateway, and Suitland have a large quantity of multifamily housing



units compared to the other centers and the county.

- Capitol Heights has an even distribution of housing types.
- New Carrollton contains a similar mix of units as Prince George's County and the Washington metropolitan area.
- All areas, excluding Morgan Boulevard, have a relatively established housing stock, built primarily before 1970.
- Cheverly and Landover have a significant percentage of older housing stock with 93 and 74 percent of units built before 1970, respectively.
- Though the median home values in all growth centers rose significantly from 2000 to 2008, in 2008 the median values across the eight growth centers (which ranged from \$222,000 to \$281,000) were lower than Prince George's County and the Washington metropolitan area at approximately \$307,000 and \$374,000, respectively.

### Rental Apartments

Much of the existing apartment inventory within Subregion 4 is older housing stock, aged 40 to 50 years. Such housing ranges in monthly rent from \$850 to \$1,100 for a one-bedroom unit, \$1,000 to \$1,300 for two-bedroom units, and \$1,200 to \$1,500 for three-bedroom units. All typically have free surface parking spaces for residents and very basic amenities (e.g., on-site maintenance, on-site laundry facilities, playground).

A concentration of new rental construction exists near Largo Town Center and Morgan Boulevard Metro. One-bedroom units for these communities begin at \$1,400 per month with rates for two- and three-bedroom units commencing at \$1,845 and \$2,305 per month. These newer communities come with multiple floor plans and extra amenities, such as a resident lounge, storage units, pool, and a state-of-the-art fitness center.

### Retail Space

Subregion 4's retail inventory is extensive, with a variety of small and large shopping centers, strip retail stores, and two regional malls; 23 retail properties were analyzed either for their size

(greater than 100,000 square feet) or their proximity to a growth center.

Much of the stock was built approximately 25 to 35 years ago, with some centers undergoing renovations since construction. The larger community centers offer several large-format national chains (e.g., Marshall's, Staples, Macy's), while smaller neighborhood centers typically provide a full-service grocery store with ancillary convenience retail.

The majority of retail centers exhibited little vacancy. However, Landover Crossing Shopping Center (nearest the Landover Gateway center) is currently 68 percent vacant due to the closing of Sam's Club and other tenants in the anchor units. Nonretail users, such as churches and childcare centers, occupy space in several smaller retail centers (less than 50,000 square feet) throughout the subregion.

### Office Space

The office inventory in Subregion 4 consists primarily of Class B and C space, typically contained in low- to mid-rise structures scattered throughout the area. Office development ranges from small stand-alone facilities, as small as 20,000 square feet, to larger office parks with nearly 200,000 square feet of collective office space. Tenants range from professional services to government users to medical office users. Such tenants are not as interested in state-of-the-art office fit-outs or signature addresses but do require basic building features, such as cable and internet readiness and secured access, at affordable rates. Average lease rates range from \$15 to \$21 per square foot with the use varying per property. Suitland has the largest concentration of workers with 8,000 employees housed at the U.S. Census Bureau within the Suitland Federal Center. None of the other growth centers contain a cluster of office uses.

### Industrial Properties

Subregion 4 has a large inventory of existing industrial properties, comprising mainly Class B warehouse space built in the 1980s and 1990s. The varied stock ranges from properties of 80,000 square feet to more than 600,000 square feet of space. Industrial properties are clustered in the



northern part of Subregion 4 along US 50. Other clusters are along Ritchie-Marlboro Road and Walker Mill Road near the Capital Beltway for maximum visibility and access.

Users tend to vary from small distributors desiring good proximity to Washington, D.C., to service contractors needing ample space for equipment and parts, to government-related users in need of storage space. Average lease rates for Class B space range from \$5.00 to \$7.00 per square foot triple net with terms ranging from three to ten years with an option to renew. Newer Class A warehouse space can span from \$7.25 per square foot for shell space to \$9.50 per square foot for finished space. Steeplechase and Eastgate Business Park are the region's signature destinations for modern warehouse space.

## Fiscal and Economic Impact Assessment

The fiscal impact analysis estimates the dollar amount of property tax revenues generated by new construction at buildout and full occupancy. The economic impact analysis projects the employment and salaries resulting from the addition of new office space and retail space. These projections are based on the aggregate development potentials for the eight Subregion 4 growth centers from 2010 to 2020 and are calculated in 2008 dollars.

Property taxes are calculated based using Prince George's County property tax rates (0.960 per \$100 of valuation) applied to an estimated taxable valuation of projected new buildout in 2020. Residential average values range from \$200,000 to \$350,000 per unit depending on location; valuation considerations include recent resale data, proportion of rental to for-sale housing, likelihood of multifamily or single-family, and other salient factors. Office and retail valuations range from \$175 to \$245 per square foot of developed space.

An estimated 5,050 residential units are projected to be developed within the eight Subregion 4 growth centers by 2020, composed of a mix of single-family houses, townhouses, condominiums, and rental and for-sale apartments with an estimated taxable real property valuation of \$1.86 billion. Office and retail development potentials are

projected at 556,500 square feet and approximately 1 million square feet respectively, for an estimated aggregate taxable value of \$346 million. Resulting annual fiscal revenues from property taxes are estimated to equal \$18 million at projected buildout in 2020.

Projected county income tax is derived using residential values to estimate total minimum household income. Estimated county income tax from new residents is calculated to equal \$10 million annually.

Business license tax is based on projected annual sales of approximately \$651 million, and is calculated to equal approximately \$988,213 annually.

Nonrecurring building permit fees are projected to equal approximately \$5.9 million, in aggregate.

Development of new commercial uses within the community will create and support permanent jobs

**Table 6-2:**  
**Fiscal and Economic Impact Summary**  
**Subregion 4 Growth Centers—**  
**2020 Build Out (2008 Dollars)**

Taxable Value, Residential Development	\$1,517,000,000
Taxable Value, Office Development	\$113,677,500
Taxable Value, Retail Development	\$231,975,000
Total Taxable Value	\$1,862,652,500
<b>Fiscal Revenues (Annual)</b>	
County Property Tax	\$17,881,464
County Income Tax	\$10,120,330
Business License Tax	\$988,213
Permit Fess (nonrecurring)	\$5,922,963
Sales Taxes (state)	\$18,630,000
<b>Economic Impacts</b>	
Households	5,050
Business Sales (Annual)	\$651,356,250
Full-Time Equivalent Jobs	4,853
Wages and Salaries (Annual)	\$138,787,500
<i>Source: bccp (2008).</i>	



**Table 6-3: Local Direct and Indirect Outlays from New Households**

	Total Minimum Household (HH) Income	HH Income Captured Locally	Local Spending Direct Outlays	RIMS II Multiplier	Local Spending Indirect Outlays	Local Spending Total Outlays
Retail Spending	\$322,538,650	6.3%	\$20,319,935	1.4861	\$9,877,520	\$30,197,455
Food at Home	\$322,538,650	5.5%	\$17,739,626	1.4861	\$8,623,232	\$26,362,858
Food Away from Home	\$322,538,650	4.2%	\$13,546,623	1.3475	\$4,707,452	\$18,254,075
Utilities	\$322,538,650	5.5%	\$17,739,626	1.1202	\$2,132,303	\$19,871,929
Health Costs	\$322,538,650	2.1%	\$6,773,312	1.4589	\$3,108,273	\$9,881,584
Entertainment	\$322,538,650	1.8%	\$5,805,696	1.5363	\$3,113,595	\$8,919,290
Home Maintenance	\$322,538,650	3.9%	\$12,579,007	1.3400	\$4,276,862	\$16,855,870
Personal Transportation	\$322,538,650	8.7%	\$28,060,863	1.1898	\$5,325,952	\$33,386,814
<b>Total</b>		<b>38.0%</b>	<b>\$122,564,687</b>		<b>\$41,165,189</b>	<b>\$163,729,876</b>

Source: bccp (2008) and U.S. Chamber of Commerce.

**Table 6-4: New Commercial Operations  
Estimated Indirect Employment  
and Earnings Impact**

Direct FTE Jobs	4,853
Indirect/Direct Relationship*	1.3
Indirect Jobs	6,308
Direct Wages and Salaries	\$138,787,500
Earning Multiplier*	1.5
Total Additional Earnings	\$208,181,250
*Based on RIMS II model.	
Source: U.S. Chamber of Commerce.	

and generate significant income that will, in turn, be re-spent throughout the local economy. The direct jobs and revenue created and supported through this development are a key factor in assessing economic benefits of new commercial uses within the Subregion 4 growth centers.

A wide variety of direct full-time equivalent employment (FTE) will be generated through the operation and management of new commercial enterprises. To estimate jobs created, the analysis utilizes a combination of data provided by the International Economic Development Council, the

Statistical Abstract of the United States, and various industry resources to make reasonable projections. Reasonable assumptions have also been made regarding workers per square foot, staffing and wage levels, and the ranges of estimated average salaries.

An estimated 4,853 full-time equivalent jobs will be created with related earnings of approximately \$138 million.

The fiscal and economic impact of development and household spending generated from new development in Subregion 4 growth centers is shown in Table 6-2 on page 132. At buildout and full occupancy in 2020, development is projected to comprise 5,050 households with an estimated total of \$323 million in gross household income. Based on the Bureau of Labor Statistics, 2007 Consumer Expenditure Survey, full-time residents typically spend 38 percent of their household income within eight key sectors: retail, food at home, food away from home, utilities, health costs, entertainment, home maintenance, and personal transportation (including fuel and maintenance). Local spending direct outlays are estimated to equal approximately \$123 million annually. Indirect outlays comprise secondary spending, which must occur to replace goods sold, pay salaries and wages, and so forth. For



every dollar spent, additional dollars are re-spent in the local economy. According to the U.S. Department of Commerce's Regional Input-Output Modeling System (RIMS II), local direct spending will be re-spent at higher proportions. It is estimated that direct spending from new households will generate an additional \$41 million in indirect outlays in the local economy.

The addition of new jobs into the local economy has a positive indirect impact on regional employment, due to the various dependencies of certain industries on other industries for support. Based on a RIMS II multiplier of 1.3, the total effect of the increase of 4,853 new jobs on the economic area is an additional 6,308 indirect jobs.

Wages and salaries paid to workers get re-spent throughout the economic area with most being spent on typical living expenditures, such as housing, food, transportation, clothing, etc., which in turn provide wages for workers in those industries. It is calculated that additional annual earnings generated by new operations will reach approximately \$208 million.

## Transportation

Transportation plays an important role in shaping land uses since transportation and market dynamics are intertwined. Access and visibility have a significant impact on siting and the marketing of goods and services. General Plan designated metropolitan-oriented employment centers require

relatively high levels of access and visibility in order to draw firms, employees, and customers from the broader metropolitan region. Similarly, regional centers serving the county require access and visibility to firms and households at the county scale. Finally, community centers must provide convenient access to surrounding neighborhoods.

Given these factors, identifying current transportation features and access is an important step in describing existing conditions within the growth centers. Table 6-5 summarizes an analysis of existing major roadway and transit access types by center in Subregion 4.

As a result of that analysis, a number of transportation themes are apparent:

- Capitol Heights and Addison Road-Seat Pleasant community centers have less access to major roadways than centers designated for higher intensity growth as regional centers or metropolitan centers. Still, Capitol Heights and Addison Road-Seat Pleasant both feature arterial roadways and collectors (East Capitol Street, Central Avenue, and Addison Road).
- Suitland, Landover Gateway, Cheverly, and Landover regional centers offer a higher level of access than community centers but relatively less access than metropolitan centers. All feature freeways (though Cheverly lacks interchange access to US 50). Morgan Boulevard is the only regional center that does not feature a freeway.

**Table 6-5: Major Roadway and Transit Access**

	Freeway	Interchange	Arterial	Collector	Metrorail	Amtrak	MARC	Bus
Capitol Heights (C)			√	√	√			√
Addison Road-Seat Pleasant (C)			√	√	√			√
Morgan Boulevard (R)			√		√			√
Suitland (R)	√	√	√	√	√			√
Landover Gateway (R)	√	√	√					√
Cheverly (C)	√			√	√			√
Landover (R)	√	√	√	√	√			√
New Carrollton (M)	√	√		√	√	√	√	√

(C)=Community Center; (R)=Regional Center; (M)=Metropolitan Center

Source: bccp (2008).



- New Carrollton, the only metropolitan center in Subregion 4, provides the most transportation options and highest level of access relative to the eight growth centers. New Carrollton offers access to the broader metropolitan region via interchange access to I-95/I-495 and transit access through Metro, Amtrak, MARC, bus routes, and even a major bus terminal.
- Public transportation is an important aspect to the designation of growth centers. The more access a site has to a larger portion of the population can lead to higher-intensity development. All growth centers in the subregion, except Landover Gateway, are served by Metro, which provides access to the Washington metropolitan area. All growth centers, including Landover Gateway, are served by bus routes that circulate within the subregion, including the Forestville Line, Marlboro Pike Line, District Heights–Suitland Line, District Heights–Seat Pleasant Line, Oxon Hill–Suitland Line, Central Avenue Line, Ardwick Industrial Park Shuttle Line, Cheverly–Washington Business Park Line, Sheriff Road–Capitol Heights Line, Eastover–Addison Road Line, and Kenilworth Avenue–New Carrollton Line.

### Commuting Patterns

Analyzing commuter trends is one method of understanding the utility of transit-oriented destinations and the potential to attract a target market for increased ridership. Following is a summary of such an analysis per growth center:

Though fewer workers living near the growth centers drive alone to work than in Prince George's County or the Washington metropolitan area, single-occupancy vehicles is the dominant mode of transport to work, regardless of growth area.

- Capitol Heights, Addison Road–Seat Pleasant, and Landover Gateway feature the largest proportion of residents using public transit to work.
- Capitol Heights and Landover Gateway have a significantly larger percentage of households with no vehicles compared to the county, region, and other centers.

- Residents in Suitland Metro and Landover Gateway centers on average have a longer commute to work, at 41 and 44 minutes respectively, than other centers.

### Public Transportation

The Washington Metropolitan Area Transit Authority (WMATA), or Metro, operates the second largest rail transit system and the fifth largest bus network in the United States. It serves Washington, D.C., and neighboring communities in Maryland and Virginia, both inside and outside the Capital Beltway. Metrorail and Metrobus serve a population of 3.5 million. In fiscal year 2008, total rail ridership was 215.3 million trips (800,000 per day) and bus ridership was 133 million trips (750,000 per day).

There are currently 15 Metrorail stations in Prince George's County totaling 19.86 miles of Metro rail line. WMATA operates more than 70 bus routes in the county. Metrobus serves most major population centers and travel corridors in the county, providing more than 2,600 trips daily. Easy-to-spot red, white, and blue signs identify Metrobus stops. Metro is the largest parking operator with 62,440 station parking spaces, of which 24,383 are in Prince George's County.

Metro stations provide a catalyst for economic development; there is over \$25 billion in development around stations. Fifty joint development projects with WMATA and public or private developers have occurred and are still growing; 250 to 300 acres of land is available for joint development opportunities.

Since 2001, Metrorail ridership growth exceeded 100 percent on the Green Line, which includes Suitland Metro Station; ridership growth of just under 30 percent occurred on both the Blue Line, serving Capitol Heights, Addison Road–Seat Pleasant, and Morgan Boulevard, and the Orange Line, serving Cheverly, Landover, and New Carrollton.

### Transit-Oriented Development

Metro stations provide accessibility and draw thousands of individuals to a single location; therefore, the area surrounding these stations is an important factor for economic growth and



particularly TOD. For example, FedEx Field already brings thousands of visitors to the area, but these visitors are not compelled to stay in the area beyond entertainment events held at the field; if complementary development existed near FedEx Field, at the Morgan Boulevard Metro center, these visitors would likely arrive early or remain after football games/events to shop and dine.

Although this complementary development may create additional vehicle trips, vehicular activity can be mitigated by providing a mix of uses and concentrating such development to higher-density areas, particularly near Metro stations, thereby promoting increased transit use and walkability.

Using national and regional data on transit ridership and development patterns, ridership and the number of activities that take place directly surrounding transit stations are higher where TOD exists. Transit ridership at Metro stations within Subregion 4 is projected to increase in response to the development at the centers. TOD has the added benefit of providing more mobility options, reducing vehicle miles traveled (and subsequently decreasing traffic congestion, energy consumption, emissions, air pollution, and general environmental degradation), increasing disposable household income, and decreasing local infrastructure costs.

Planners and real estate professionals speculate that real and perceived crime in the subregion and county is a roadblock to attracting desirable retailers. By establishing these centers as mixed-use, medium- to high-density, pedestrian- and transit-oriented areas, street activity will occur that places eyes on the street and enables both defensible space and self-policing as a means of controlling criminal behavior, thereby attracting desirable retail.

Most activity and major investments in the retail and office markets are intended to occur at the eight centers, while limited neighborhood-level services and retail will also occur elsewhere in the living areas and subregion in order to avoid direct competition for development. Larger, more regionally focused businesses and higher-density residential uses should locate at centers. Currently in the subregion, the majority of the high-density residential areas are composed of large, low-rise, older housing stock that is in need of upgrading

and redevelopment. This type of housing stock does not have the amenities offered by similarly priced housing outside of the subregion. The TOD intended for the centers will revitalize the subregion and provide amenities and a variety of housing types and prices that will enable the area to compete in the regional housing market.

Currently, little development exists surrounding the seven Metro stations in Subregion 4; instead, there are surface parking spaces, parking garages, and few pedestrian-friendly design features. As a result, according to a 2007 WMATA passenger survey and mode of access study of morning peak commuting patterns, the predominant access mode for each of the seven stations, except the Capitol Heights Metro Station where walking is common, is driving and parking. Addison Road-Seat Pleasant Metro Station also has an equivalent amount of rail passengers accessing the station by bus as it does by parking; this is likely due to the high number of bus routes at the station. Also, a 2008 WMATA Metrorail station access and capacity study found that pedestrian access was particularly challenging at the Morgan Boulevard, Landover, and Suitland Metro Stations because these stations were both missing sidewalks near the station and were adjacent to roads that were six lanes and larger. Cheverly Metro Station was also difficult to access by foot as it too was missing sidewalks.

Demand exists for medium- to high-density transit- and pedestrian-oriented development at the Metro stations in Subregion 4. Because vacant and underutilized land and surface parking lots surround Metro stations in Subregion 4, an opportunity exists to acquire and assemble land or embark on joint development with WMATA.

## **Development Plans for Subregion 4 Centers**

Conceptual regulating plans were developed to provide a mechanism for achieving the vision for each center. In order for these conceptual regulating plans to take effect as final regulating plans, an additional level of analysis, including detailed studies of transportation, public facilities, environment, and historic preservation, must be completed.



Each center's conceptual regulating plan has its own set of development guidelines that specify the building envelope standards (such as build-to lines and lot coverage) and site requirements to which all development should conform, mapping public spaces and establishing street types and their hierarchy. The regulating plan also shows how each site relates to adjacent street-spaces, the overall urban neighborhood, and the surrounding neighborhoods. Building envelope standards for height, siting, and façade elements, such as fenestration, balconies, and stoops, are in five general categories—general, storefront, townhouse/small apartment building, workshop, and single-detached dwelling. Property owners and citizens consulting the standards should review the goals and recommendations for each center. See Appendix A for the summary of development guidelines for these proposed conceptual regulating plans.

A three-day public planning and design workshop was conducted in November 2008 to focus on Addison Road-Seat Pleasant, Morgan Boulevard, and Landover Metro station areas. This public process informed the respective conceptual regulating plans. The conceptual regulating plans for Landover Gateway, Suitland, and Cheverly were developed according to their existing plans approved in 2009, 2006, and 2005, respectively, along with a public process that consisted of two meetings for each center. New Carrollton and Capitol Heights are in the midst of developing master plans, each with a public participation component; the conceptual regulating plans for these centers were developed according to the plan visions created during their respective planning processes.

## Addison Road-Seat Pleasant Metro Center

### Vision

The vision for development of the Addison Road-Seat Pleasant Metro center includes high-density, mixed-use development west of the Metro station, along East Capitol Street and Central Avenue, as well as mixed-use development along Addison Road, south of Central Avenue. Development on Addison Road, north of Central Avenue, would

comprise townhouses and small apartments, while Central Avenue would become more pedestrian-friendly, complete with ground-floor, storefront retail (see Map 6-2 on page 138).

### Background

The Addison Road-Seat Pleasant Metro center is located in the center of a well-established community, situated between the Capitol Heights and Morgan Boulevard Metro Stations. This growth center is on the edge of the more urban environment of Capitol Heights.

The Addison Road-Seat Pleasant Metro center is generally bound by Cabin Branch Road and Daimler Drive to the east; Canyon Road, Calmos Street, Ava Court, and Yost Place to the north; Baltic Street, Maryland Park Drive, and Rollins Avenue to the west; and Cabin Branch Court, Ernie Banks Street, and Westin Court to the south.

Existing residential development in the growth center consists of medium-density single-family housing north and south of Central Avenue, and east and west of Addison Road, and pockets of low-density single-family residential development along Addison Road south of Central Avenue, and along Rollins Avenue south of Central Avenue. Industrial land use is located along Yost Place, north of East Capitol Street, as is the bulk of commercial land use, which is located along the north side of East Capitol Street, east and west of Addison Road. Just east of the growth center boundary is Central High School.

Cabin Branch Stream travels south from the top of the growth center, under Central Avenue, and parallel to the east side of Cabin Branch Road. An environmentally-sensitive wooded corridor that includes the Cabin Branch Stream, located between the approved development east of Harris Drive and west of Dateleaf Avenue, is within the regulated area of the county's green infrastructure network and has development constraints.

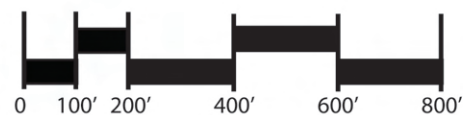
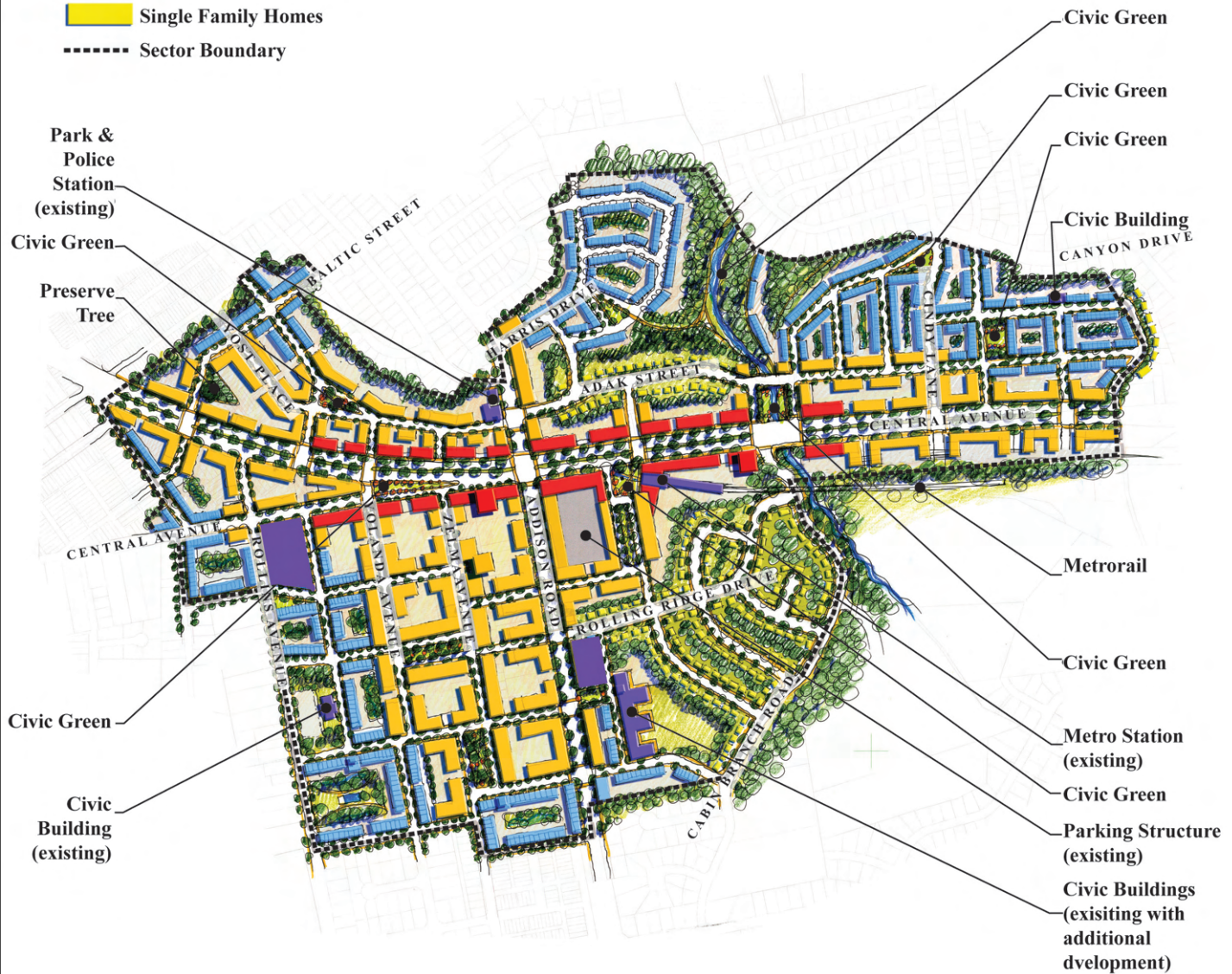
Opportunities for development growth include an open area east of Harris Drive and west of Dateleaf Avenue, which is currently approved for a residential development; a wooded area west of Cindy Land and north of Central Avenue, east of Soper Lane; a segment of open woodland south of



## Addison Road-Seat Pleasant Metro Center Illustrative Plan

### Legend

- General Building Type
- Shopfront Building Type
- Townhouse or Small Apartment Building Type
- Civic Building
- Single Family Homes
- Sector Boundary





Central Avenue, between Yolanda Avenue and Zelma Avenue; an area of woodland south of East Capitol Street/Central Avenue and east of Zelma Avenue; and a large parcel northeast of the industrial development behind Yost Place and south of Baltic Street, northwest of the commercial development facing East Capitol Street.

### Key Planning Issues

Key planning issues in the Addison Road-Seat Pleasant Metro center include:

- Generating viable, quality commercial development along East Capitol Street and Central Avenue.
- Creating safe pedestrian access across Addison Road and Central Avenue.
- Preserving existing single-family neighborhoods while introducing denser housing options.
- Attracting an office market in a location close to Washington, D.C.

### Land Use

Similar to Capitol Heights, the Addison Road-Seat Pleasant Metro center (all the land within a half-mile walk of the Metro station) features a high proportion of residential uses (74 percent of all land uses), characterized primarily as compact single-family detached homes on relatively small lots. Retail uses in the station area include neighborhood-oriented services, such as those found at Addison Plaza (which contain a large-format grocery store and pharmacy), and fast-food restaurants. Commercial uses are clustered along Central Avenue where they take advantage of the roadway's access and visibility. Institutional uses include Saint Margaret's Church and Central High School.

The Addison Road-Seat Pleasant Metro center lacks office-based employment uses. Although it features compact housing, the station area lacks a more diversified mix of single-family attached and multifamily units that, with higher densities, support transit. In keeping with the General Plan, the station area's percentage of retail and services relative to other uses should increase along with office-based employment uses.

### Public Transportation

The Addison Road-Seat Pleasant Metro Station enclosed area consists of one parcel totaling 452,165 square feet or approximately 10.3 acres, including the station, parking garage, kiss-and-ride lot, bus service area, and access roadways. Addison Road-Seat Pleasant is a mid-line Metrorail station. The station currently services the Blue Line trains to Franconia-Springfield and Largo Town Center. There are two entrances to the parking lots, one from Addison Road and another from Central Avenue.

Approximately 8,000 passengers enter and exit the Metrorail station on an average weekday and approximately 8,500 passengers board and alight Metrobus at the rail station. Sixteen Metrobus routes and an additional five TheBus and Metro Blue Line bus routes serve the rail station. The station has five bus bays.

The net new trips generated by development forecasted to occur by 2020 in the Addison Road-Seat Pleasant Metro center, given the transit reduction and pass-by capture reductions, are 406 during the AM peak hour and 494 during the PM peak hour. The corresponding net new trips forecasted by year 2030 are 714 in the AM peak hour and 828 during the PM peak hour.

Addison Road-Seat Pleasant Metro was built with a parking garage for 1,268 daily parking spaces, a kiss-and-ride surface parking lot for 50 metered spaces, a 15-minute driver-attended waiting lot for nine spaces, ten motorcycle spaces, four Americans with Disabilities Act (ADA) handicapped spaces, and a taxi waiting area. There are 51 reserved permit holders. Station parking is currently 69 percent utilized; however, the garage historically has a 100 percent utilization rate (the garage is currently undergoing a major structural rehab that blocks 250 to 350 parking spaces per day). On an average weekday, all garage and kiss-and-ride spaces are occupied; there is significant unmet parking demand. Bike parking and car sharing are available, including 16 bike racks and two ZipCar parking spaces.

Based on data from WMATA's 2007 passenger survey, 34 percent of passengers who entered the Metrorail at Addison Road-Seat Pleasant drove



and parked, 35 percent arrived by Metrobus, 12 percent were dropped off, 10 percent walked, 7 percent arrived by TheBus, 1 percent relied upon kiss-and-ride, and 1 percent arrived by taxi. Although the station has dedicated bicycle facilities, no Metro rider survey takers reported accessing the station by bicycle. According to the 2008 WMATA access and capacity study, Addison Road-Seat Pleasant Metro Station has possible existing bicycle access issues because the station is not directly connected to any bicycle routes.

Major roadways such as Hill Road, Addison Road, Capital Heights Boulevard, and Cabin Branch Drive have sidewalks on either one side of the street only or do not have sidewalks along some sections. Additional streets, such as Capitol Heights Boulevard, Cabin Branch Drive, and Rolling Ridge Drive have sidewalks available but have sections with either no sidewalks or sidewalks only on one side of the street.

Pedestrian access is inadequate to the Metro station; safe pedestrian access is needed across Addison Road and Central Avenue, particularly since there is a high volume of automobiles and buses turning into and out of the station. Pedestrian amenities and crosswalks at the Metro station and on Central Avenue and Addison Road will improve safety; sidewalks are also needed on Zelma Avenue from Central Avenue to Foy Place and on Rollins Avenue from Cabin Branch to Central Avenue. Additionally, in order to make this a more pedestrian-friendly station and center, a number of improvements need to occur, including the installation of new signals and sidewalks, traffic-calming measures, and new or extended road networks.

### Potential Development Character

The area around the Addison Road-Seat Pleasant growth center has, over the past three decades, been the subject of relatively significant development, mostly suburban-density residential projects. The area has maintained its momentum and attractiveness to development, as evidenced by the number of pending projects in the pipeline. The challenge for the Addison Road-Seat Pleasant growth center is to ensure that remaining development adheres to TOD principles.

**Table 6-6: Addison Road-Seat Pleasant Land Use Mix**

	Existing	General Plan Vision (Community Center)
Residential	74%	20-80%
Retail and Services	10%	5-50%
Employment (office)	0%	5-50%
Public Uses	15%	10-20%

*Source: M-NCPPC (2008).*

The Addison Road-Seat Pleasant Metro center's commercial office potential is impacted by competition from the other transit centers and business parks in and around Subregion 4. Since both transit and automobile access are strong considerations for suburban commercial development, both commercial office tenants and developers seek large parcels near the Capital Beltway for development opportunities; therefore, New Carrollton, Morgan Boulevard, or Largo Town Center's location may have a competitive advantage over Addison Road-Seat Pleasant.

There may be a need to emphasize a specialized market niche to enhance the Addison Road-Seat Pleasant growth center market position. Small block office space targeted to community-serving professional services, such as medical, legal, and accounting, could be incorporated into mixed-use residential development, creating a foothold for a more diverse employment base.

### Potential Mix of Uses

#### Residential

- Low- to mid-rise multifamily, mixed-use element
- Townhouses and quads
- High-density single family

#### Commercial

- Low- to mid-rise community-serving office, mixed-use element
- Retail and services
- Neighborhood center
- Street level mixed-use element



## TOD Implementation Actions

- Encourage development of appropriate density on remaining unimproved development sites and commercial redevelopment sites along Central Avenue through land use policies.
- Utilize the Commercial Building Loan Program administered through the Redevelopment Authority to encourage business development and commercial office development.
- Provide for streetscape improvements, such as traffic calming and pedestrian amenities in the Capital Improvement Plan, as well as improving north/south connectivity across Central Avenue. This will enhance the viability of employment-supportive development on both sides of Central Avenue.
- Projects in the development pipeline should be examined for their appropriateness to TOD. The prospect of higher densities and the allowance for a mix of uses should provide sufficient incentives for developers to reconfigure their plans.
- Similar to the Prince George's Plaza Metro Station, most of Addison Road-Seat Pleasant's potential lies across an arterial road from the transit station. An effective means of linking these two areas (such as the pedestrian bridge at Prince George's Plaza) must be developed to ensure the success of TOD at Addison Road-Seat Pleasant.

## Goals

- Focus ground-floor, storefront retail on the north and south sides of Central Avenue.
- Preserve single-family housing along Adak Street and Rolling Ridge Drive.
- Encourage townhouse and small apartment development along the edges of high-density development to scale down to single-family neighborhoods.
- Ensure that pedestrian-friendly connections from development to the existing road network are provided.
- Reserve an area of high-density development along East Capitol Street for employment-related development.

## Policies and Strategies

### Policy 1

Promote dense, vertical, mixed-use development west of the Metro, along Central Avenue and East Capitol Street.

### Strategies

- Encourage development densities that are area-appropriate and economically viable.
- Ensure that storefront retail is located on the ground-floor of buildings facing Central Avenue to capture pedestrian traffic to and from the Metro and surrounding mixed-use development.
- Allow for a portion of the mixed-use development to be reserved for office and other employment-related development.
- Focus dense, mixed-use development on East Capitol Street, Central Avenue, and Addison Road South.

### Policy 2

Create a gridded street network that is sensitive to pedestrians and easily accessible by automobiles.

### Strategies

- Establish safe and direct pedestrian crosswalks across Central Avenue, East Capitol Street, and Addison Road to encourage pedestrian traffic.
- Promote streetscape enhancements along Central Avenue, Addison Road, and East Capitol Street that include such elements as wide sidewalks, street lights, street trees, and benches.
- Establish an urban block pattern that complements the pedestrian environment and maintains economically viable building footprints.
- Enhance the center's sidewalk network by properly maintaining the existing sidewalks and filling in gaps in the sidewalk network by adding new sidewalks.



### Policy 3

Establish a connected and publicly accessible network of civic greens.

#### Strategies

- Create civic greens in areas that will receive the most use and accommodate the maximum amount of people throughout the day.
- Ensure that the number of civic greens in centers is equally balanced between primarily residential areas and newly created dense, mixed-use areas.
- Ensure that each civic green is bound on at least two sides by roads to maximize accessibility and visibility.
- Provide safe and direct pedestrian access to each civic green from surrounding development.

### Policy 4

Enhance and preserve the Cabin Branch stream.

#### Strategies

- Locate new, dense, mixed-use development away from the Cabin Branch corridor.
- Create or enhance a natural buffer between development and the Cabin Branch corridor to decrease the impact of runoff on the stream.
- Encourage residential development of townhouse/ small apartments and single-family housing instead of single-family detached homes within close proximity to Cabin Branch.

### Policy 5

Preserve the existing, viable residential areas while encouraging new, dense residential development.

#### Strategies

- Preserve and enhance the existing single-family residential communities along Rolling Ridge Drive and Adak Street.
- Encourage townhouse and small apartment development closer to the dense, mixed-use areas to capitalize on the mixed-use services at these locations and to protect and buffer the surrounding single-family residential development.
- Establish safe, walkable connections between the residential areas and the Metro, Central

High School, and significant places of worship within the growth center.

### Urban Design Concept

The vision and urban design concept for the Addison Road-Seat Pleasant Metro center was developed during a three-day planning and design charrette held in November 2008. The urban design concept preserves existing single-family residential development and capitalizes on the potential for dense, urban development within proximity to the Metro station. Commercial development will front on the north and south sides of Central Avenue to retain its position as a primary commercial corridor in Subregion 4. Central Avenue will also transform into a tree-lined, urban boulevard that is inviting to pedestrians. The intersection of Addison Road and Central Avenue will be enhanced with pedestrian crosswalks, enabling surrounding development to fully serve pedestrian traffic en route to and from the Metro station and surrounding areas.

A new parking structure for the Metro station will locate at the southeast corner of the intersection of Addison Road and Central Avenue; ground-floor retail will front on Central Avenue with a side street directly in front of the Metro. A planted median will separate the wrapped structured parking deck from the new development directly across from the Metro station. The Metro will anchor a large, urban plaza that fronts onto Central Avenue. Mixed-use development of office and residential uses will locate across the street from the Metro, while ground-floor retail fronting on Central Avenue will locate at the Metro station.

Abutting the denser development at the Metro station, a single-family residential community along and to the west of Cabin Branch Road will be preserved. A naturally enhanced buffer will help maintain the environmental quality of the Cabin Branch Stream east of this single-family neighborhood, as well as break up the mixed-use, urban development with ground-floor retail that will continue along Central Avenue. West of this area, mixed-use development will front on the east side of Addison Road. A small, vertical strip of townhouse and small apartments will develop south of Rolling Ridge Road, directly behind this Addison Road mixed-use development and in front



of the newly configured church and school. Adjacent to this development will be a central green, which fronts on the east side of Addison Road. A series of townhouses and small apartments will front on the south side of a new, east/west connector road.

Moving west across Addison Road, similar townhouse and small apartment developments encircle an interior courtyard between Addison Road and Zelma Avenue. The largest concentration of mixed-use development in this growth center is located just north of this development and will continue north to Central Avenue, where it will contain ground-floor retail. Townhouses and small apartments will outline the western edge of this area, fronting on Rollins Road and a new, secondary interior street, which will enhance the primary street grid. Townhouse and small apartment development will encompass small, interior courtyards, some of which will be shared with adjoining residential, office, or mixed-use development. The Jehovah's Witness worship center on Rollins Road will be preserved and enhanced with surrounding vegetation.

Traveling north across Central Avenue, east of Xenia Avenue and south of East Capitol Street, mixed-use development will maximize the triangular orientation of the divided street pattern. An enhanced triangle park will be the cornerstone of this transformation, serving the residents and employees of the mixed-use development to the west, as well as calming vehicular traffic as it enters and exits the Addison Road-Seat Pleasant Metro center. Townhouses and small apartments will border the western edge of this development to provide a transition in scale of development from the dense, urban setting near the Metro to outlying single-family homes to the west.

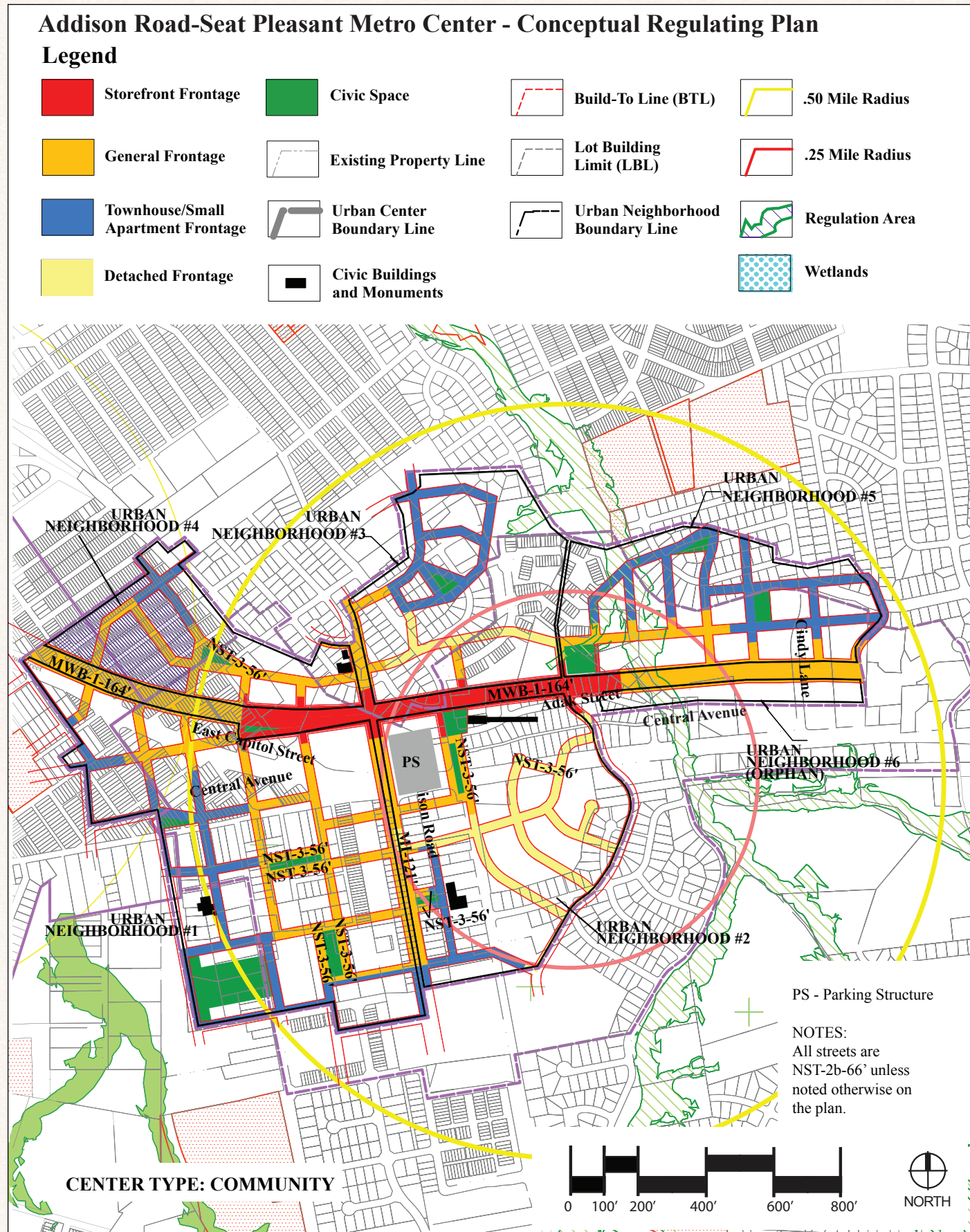
Passing across East Capitol Street to the north, mixed-use development mirrors that of development on the southern side of East Capitol Street, as well as the ground-floor retail development along the southern side of Central Avenue. Dense, mixed-uses will compose the majority of development in this area, aside from a small area of townhouse and small apartment development in the northwest corner, which will serve as a transition element for the surrounding,

single-family development to the north. Adak Street will extend west across Addison Road and become part of the growth center's new, secondary street grid. The Adak Street extension will serve as this section's backbone to ease vehicular congestion on East Capitol Street and Central Avenue, as well as provide a more pedestrian-friendly experience for those traveling to and from the Metro station. The Seat Pleasant Volunteer Fire Department will anchor the corner of Adak Street and Addison Road. A small, triangular park on West Adak Street will break up the dense, urban development, as well as split the street into two smaller connecting roads. The northern section of this road will be lined to the north and south by townhouses and small apartments, while the southern section will be lined with mixed-use development. The northern boundary of this area will be separated from single-family development to the north by a natural buffer.

This natural buffer will continue to the east side of Addison Road, behind the new townhouse and small apartment development along Harris Drive. Mixed-use development will front on Addison Road and will be largely contained along this major boulevard. The new townhouse and small apartment development in the northern section of this area will help transition in scale to the single-family development north of this area. Again, the natural buffer will continue along the northern edge to enhance protection of the single-family development to the north. The naturally enhanced and publicly accessible Cabin Branch Stream will continue north through this area, providing an environmental feature and recreational area for residents of the townhouse complex to the east and west.

The existing single-family homes along Adak Street will be preserved and will abut new, ground-floor retail and mixed-use development along Central Avenue. Traveling east along Adak Street, approximately midway between Addison Road and Cindy Lane, will be a small break in the street grid that will open up to a large, central public green. Cabin Branch will be daylighted (exposed) at this public green, before traveling beneath Adak Street and continuing north. Mixed-use development will continue along Adak Street, which will be extended







to the east. Ground-floor retail will embrace all four corners of the park on Central Avenue, as well as provide safe pedestrian access to this new open space feature. Townhouses and small apartments, interspersed with pocket parks and central courtyards, will abut mixed-use development between Central Avenue and Adak Street extended.

### Conceptual Regulating Plan

The Addison Road-Seat Pleasant Metro center is designated as an Urban Center 3 (UC3) under the proposed development guidelines (see Map 6-3 on page 144). The center consists of a Metro station and two major corridors, Central Avenue and Addison Road. Addison Road is identified in the conceptual regulating plan as a major street (M-1) that is 121 feet wide and consists of two through lanes, a center lane or optional median, parallel parking on each side of the street, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards. Central Avenue is identified in the conceptual regulating plan as a major street (MWB-1) that is 164 feet wide and consists of two inside through lanes and two outside through lanes, two bike lanes, two slip lanes or access roads, two parking lanes, a center turn lane or median, two side medians, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards.

Urban neighborhoods are the building blocks of the conceptual regulating plan, helping to create diverse areas with multiple functions and design characteristics. Each urban neighborhood is made up of an interconnected network of streets and blocks, with an allocation of building envelope standards and public spaces. Each neighborhood is typically bounded and physically defined by major streets, roadways, and parks or conservation areas.

#### Urban Neighborhood 1

**Gross Acres—86.6**

**Net Developable Acres—58.2**

Urban Neighborhood 1 is located north of Wilburn Drive, south of East Capitol Street, east of Maryland Park Drive and Rollins Avenue, and west of Addison Road. Within the neighborhood, a new road network will develop to support a more accessible, block grid system. The northern edge of

the neighborhood between Yolanda Avenue and Addison Road are designated shopfront frontages. The northwest edge of the neighborhood consists of general frontages along East Capitol Street and townhouse and small apartment frontages along Maryland Park Drive. Frontages south of Central Avenue and west of Yolanda Avenue consist of townhouse and small apartment development. General frontages make up the blocks to the east of Yolanda Avenue. Civic green space within the neighborhood consist of a pair of parks in the southern section, an urban park along Rollins Road, and a central civic green within the interior general frontage blocks.

#### Urban Neighborhood 2

**Gross Acres—58.5**

**Net Developable Acres—43.8**

Urban Neighborhood 2 is located north of Cabin Branch Court, south of Central Avenue, east of Addison Road, and west of Cabin Branch Road. On the northern boundary of the neighborhood, along Central Avenue are designated shopfront frontages. General frontages define blocks and edges along Addison Road and in the blocks surrounding the Addison Road-Seat Pleasant Metro Station. Interior blocks that intersect Rolling Ridge Drive and run along Cabin Branch Road consist of detached single-family units. A new road will develop and run parallel to Addison Road bisecting the current property. The new road will support townhouse and small apartment frontages. Civic green space within the neighborhood includes central civic greens adjacent to the Addison Road-Seat Pleasant Metro Station, and a small central civic green in the southern section of neighborhood along access roads that connect the new road to Addison Road.

#### Urban Neighborhood 3

**Gross Acres—41.7**

**Net Developable Acres—21.0**

Urban Neighborhood 3 is located north of Central Avenue, south of Baltic Street, east of Addison Road, and west of Soper Lane. Within this neighborhood, existing road networks will form the overall urban block structure. Frontages along Central Avenue consist of shopfront uses. Existing detached single-family frontages will stay intact



along Adak Street. The western edge of the neighborhood from the intersection of Addison Road and Central Avenue to Harris Drive consists of general frontages. A new townhouse development extending from Harris Drive to Ava Court will be defined by townhouse and small apartment frontages. Finally, the plan includes one central civic green along Harris Drive at the entrance of the new townhouse development.

#### **Urban Neighborhood 4**

**Gross Acres—26.4**

**Net Developable Acres—17.7**

Urban Neighborhood 4 is located north of East Capitol Street/Central Avenue, south of 68th Place, east of Maryland Park Drive, and west of Addison Road. Within the neighborhood, a new road network will have to be created to develop a more accessible block grid system. Along Central Avenue extending from the shopping center entrance to Addison Road are designated shopfront frontages. Along the northern boundary edge of the neighborhood, townhouse and small apartment frontages exist along a new road that connects severed portions of Baltic Street. All other developable frontage space within the neighborhood is general frontage. A small civic green is in the center of the neighborhood.

#### **Urban Neighborhood 5**

**Gross Acres—41.2**

**Net Developable Acres—21.7**

Urban Neighborhood 5 is located north of Central Avenue, south of Canyon Drive, east of Soper Lane, and west of Daimler Drive. Within the neighborhood, a new road network must be established to create a block grid network. Along Central Avenue is a small section of shopfront frontages near Soper Lane and general frontages making up the rest of the blocks facing Central Avenue. A new road extending from Adak Street to Daimler Drive is located behind these blocks and serves as a major thoroughfare connecting the community. A section of this road extending from Soper Lane to Cindy Lane will consist of general frontages. The rest of the surrounding blocks, extending from the northern boundary to the intersection of Cindy Lane and the new road, will consist of townhouse and small apartment

frontages. Civic green space within the area comprise a park adjacent to Soper Lane, a park near the northern edge of the neighborhood, and a central civic green located in a cluster of new townhouse and small apartment blocks.

#### **Urban Neighborhood 6 (Orphan)**

**Gross Acres—7.1**

**Net Developable Acres—7.1**

Urban Neighborhood 6 is located north of the Metro line, south of Central Avenue, east of Cabin Branch Road, and west of Daimler Drive. The neighborhood is considered an “orphan” neighborhood because it does not contain townhouse and small apartment frontage or storefront frontage. Additionally, the orphan neighborhood does not meet the 20-acre minimum gross acreage requirements to be fully considered as an urban neighborhood comparable to the other urban neighborhoods in this center.

### **Morgan Boulevard Metro Center**

#### **Vision**

The vision for development of the Morgan Boulevard Metro center includes TOD around the Metro station that creates an urban, mixed-use environment. Distinctive, high-quality development would frame Central Avenue and become denser as it approaches the Metro station. A pedestrian-friendly environment would support ground-floor retail and neighborhood services and complement the townhouse and multifamily housing north and northeast of the Metro, as well as surrounding, new residential development. New open space would complete areas of mixed-use development while existing natural areas would envelop the growth center boundary (see Map 6-4 on page 147).

#### **Background**

The *Approved Sector Plan and Sectional Map Amendment for Morgan Boulevard and Largo Town Center Metro Areas*, which outlined the basic framework for development of the Morgan Boulevard Metro Station, was completed in May 2004. The Morgan Boulevard Metro Station and surrounding area have since grown from a primarily undeveloped, woodland area to largely residential. The growth center is bordered to the north by FedEx Way, to the east by Brightseat Road, to the



# Morgan Boulevard Metro Center Illustrative Plan

## Legend

- General Building Type
- Shopfront Building Type
- Townhouse or Small Apartment Building Type
- Civic Building
- Single Family Homes
- Sector Boundary



CENTERS AND  
CORRIDORS



south by Central Avenue, and to the west by Hill Road. Just north of the Morgan Boulevard Metro Station, along Morgan Boulevard, is FedEx Field, which generates a great deal of pedestrian traffic at the Metro station and along Morgan Boulevard during the approximately eight game days and two pre-season games per year.

Newly built townhouses and multifamily units are located north of the Metro station and west of Morgan Boulevard; also, townhouses and multifamily units are currently approved for development directly east, across Morgan Boulevard. Single-family residential development is focused primarily north of the Metro station, with the exception of homes along Jonquil Drive and the now predominantly unoccupied Summerfield development (a former residential community for military employees). Highway commercial and industrial land uses frame the north and south sides of the Central Avenue corridor, which traverses the southern edge of the growth center.

There are large areas of potentially developable land within this growth center, including the WMATA-owned property surrounding the Metro station and the M-NCPPC-owned property (Hill Road Park) northwest of the Metro station, a series of undeveloped parcels along the north and south sides of Central Avenue, and the large, vacant Summerfield development. The WMATA and M-NCPPC properties contain areas of slope that are considered to be developable; however, a large environmentally-sensitive corridor east of the Metro, across Morgan Boulevard, contains environmental features that constrain development of that land. The Morgan Boulevard center has a fairly well-connected street network, but it lacks east/west access that could be needed for future redevelopment efforts.

### Key Planning Issues

Key planning issues in the Morgan Boulevard Metro center include:

- Determining appropriate uses and developing M-NCPPC-owned land, WMATA property, and the Prince George's County Call Center.
- Shaping the future use of the Summerfield development and its impact on the growth center.

- Improving pedestrian access and safety across Morgan Boulevard and Central Avenue.
- Identifying missing connections in the existing road network.
- Capitalizing on the advantageous location for commercial use in the growth center.
- Finding appropriate ways to connect the commercial development along Central Avenue to the residential neighborhoods along Morgan Boulevard.
- Identifying and celebrating the history and significance of the Ridgley family story and relating it to the overall area (see Historic Preservation Chapter for the section on the Ridgley family).

### Land Use

Featuring new multifamily and single-family attached dwellings, the Morgan Boulevard Metro center contains residential land uses to support transit. Selected commercial retail and service uses are situated along Central Avenue, though these uses are not contiguous.

**Table 6-7: Morgan Boulevard Land Use Mix**

	Existing	General Plan Vision (Regional Center)
Residential	60%	20-70%
Retail and Services	11%	10-60%
Employment (office)	0%	10-60%
Public Uses	19%	10-20%
<i>Source: M-NCPPC (2008).</i>		

Although the recently built multifamily dwelling units are an optional use for a regional center (as described in the General Plan), the Morgan Boulevard Metro center has a minimum amount of retail and service commercial uses and no office-based employment uses.

### Public Transportation

The Morgan Boulevard Metro Station enclosed area consists of one parcel, totaling 451,892 square feet or approximately 10.4 acres, including the station, parking garage, kiss-and-ride lot, bus



service area, and access roadways. Morgan Boulevard is a mid-line Metrorail station. The station currently services the Blue Line trains to Franconia-Springfield and Largo Town Center. There is an entrance and exit on Garrett A. Morgan Boulevard. There are no stations within a reasonable walking distance from this station.

A total of 3,200 passengers enter and exit the Metrorail station on a typical weekday. There are no Metrobus routes; three TheBus routes serve the station area. The station has eight bus bays.

The net new trips generated by the forecasted new development projects in the Morgan Boulevard growth center by year 2020, given the transit reduction and pass-by capture reductions discussed previously, are 1,949 during the AM peak hour and 1,810 during the PM peak hour. The corresponding net new trips by year 2030 are 2,665 in the AM peak hour and 2,554 during the PM peak hour.

According to WMATA's 2008 station access and capacity study, the peak ridership at Morgan Boulevard makes up a large portion of the daily ridership instead of distributed daily use. Stations with a balance of job, housing, entertainment, and retail typically have a lower share in peak ridership of the daily total, as well as more of a balance between entries and exits during the same time period. Developing a mix of uses around the high-peaked stations would help increase ridership throughout the day, as well as in the nonpeak (reverse commuting) direction during peak hours.

The Morgan Boulevard Metro Station was built with a parking lot for 608 daily parking spaces, a kiss-and-ride surface parking lot for 78 metered spaces, a 15-minute driver-attended waiting lot, 10 motorcycle spaces, a number of ADA handicapped spaces, and a taxi waiting area. Station parking is currently utilized at 96 percent. On an average weekday, all garage and kiss-and-ride spaces are occupied; there is a significant unmet parking demand. Bike parking is available, including nine bike racks with 40 lockers. No ZipCar or shared parking spaces exist.

Based on data from WMATA's 2007 passenger survey, 69 percent of passengers arriving at and entering the Morgan Boulevard Metro Station drove and parked, 22 percent were dropped off, six

percent walked, and two percent arrived by bus. Although the station has a dedicated taxi stand and bicycle facilities and lockers, less than one percent of Metro riders access the station via taxi and none arrived to the station by bicycle. According to the 2008 WMATA access and capacity study, Morgan Boulevard also has possible existing bicycle access issues because the station is not directly connected to any bicycle routes. The study also identified Morgan Boulevard as a station with possible existing pedestrian access issues outside the station core because it is adjacent to a major roadway and missing sidewalks near the station. The Morgan Boulevard Metro center lacks a comprehensive network of pedestrian and bicycle facilities. Key roadways, such as Garrett A. Morgan Boulevard, Brightseat Road, Hill Road, and Central Avenue, have no pedestrian amenities and bicycle facilities.

In order to fully realize Morgan Boulevard Metro as a center with medium- to high-density, mixed-use development, a number of transportation needs must be met. These include:

- Improve pedestrian access and safety across Morgan Boulevard and Central Avenue.
- Provide pedestrian friendly connections from development to existing road network.
- Identify and close gaps in the existing road network.
- Provide connectivity within the commercial areas in the center.
- Provide connectivity between commercial development along Central Avenue to residential neighborhoods along Morgan Boulevard.
- Improve east/west access to support future development activities within the center.
- Identify opportunities for additional pedestrian and vehicular connections to the Metro station.
- Maintain options for on-street parking along Morgan Boulevard.
- Provide better connectivity of access to the Metro station from FedEx Field.

### Potential Development Character

The Morgan Boulevard growth center is positioned to capitalize on its strong identity with sports and



recreation on national, regional, and local levels. The presence of FedEx Field, home to the National Football League's Washington Redskins, and M-NCPPC's world-class Sports and Learning Complex form a critical mass that can be leveraged to attract other sports and recreation uses and consequently, complementary uses such as hotels, retail, and sports and recreation-oriented businesses.

Regional sports centers may have the flexibility to accommodate a wide range of activities or specific sports, like football, baseball, or soccer. Amateur and youth sports complexes with "championship-caliber" facilities that are targeted to regional tournaments serve as effective tourism destinations in many localities. In Polk County, Florida, for example, it is estimated that county tourism and sports marketing-assisted events generated in excess of \$126 million in economic benefits for the county. These benefits accrue in the form of hotel room nights, spending on food and beverage, transportation, etc.

The Morgan Boulevard transit area could be the beneficiary of sports and recreation development in the surrounding area through the development of hospitality, food and beverage, and other complementary uses.

## Potential Mix of Uses

### Residential

- Low- to mid-rise multifamily, mixed-use element
- Townhouses and quads
- High-density single family

### Commercial

- Urban density, mixed use element
- Commercial
- High-rise employment
- Retail and services
- Street level retail and service mixed-use element
- Shopping center revitalization

## TOD Implementation Actions

- Initiate the joint development process with WMATA for Morgan Boulevard Metro land.
- Support a joint development strategy for county-owned land off Jonquil Avenue near the Metro station to facilitate TOD.

- Encourage a higher proportion of employment-supporting TOD through land use policy. Projects in the development pipeline should be examined for their appropriateness to TOD. The allowance for higher densities within the TOD will of itself provide incentive for developers to rethink and redesign their projects.
- Support a development scenario presented by a property owner at the Metro station that would include 100–200 single-family dwellings, 900–1,200 townhouses, and 1,500–1,900 urban density units, as well as a 300,000-square-foot retail component and a 600,000-square-foot commercial office component.
- Develop a marketing campaign geared to commercial brokers for Morgan Boulevard to promote it as a transit-supportive employment center and to encourage the development of employment uses.
- Conduct a feasibility assessment for development of regional sports facilities in the surrounding vicinity. These facilities should be capable of hosting amateur events drawing from a multistate market.
- Recruit complementary industries such as sports medicine and sporting goods retailers as tenants at Morgan Boulevard.

## Goals

- Encourage dense, urban development close to the Metro station.
- Focus ground-floor storefront development at locations along Central Avenue, facing the Metro station entrance, and Morgan Boulevard.
- Promote compact, mixed-use development that services pedestrian and automotive traffic.
- Provide road connections from existing and new development to the existing road network.
- Capitalize on the open land west of the Metro station with mixed-use, transit-oriented development.



## Policies and Strategies

### Policy 1

Encourage vertical, mixed-use, TOD within and around the Morgan Boulevard Metro Station.

#### Strategies

- Encourage development densities that are area appropriate and economically viable.
- Encourage the relocation of the Prince George's County Call Center to allow for TOD.
- Create TOD on the undeveloped woodland owned by M-NCPPC to area west of the Metro station owned by WMATA.
- Form implementation team with WMATA, County Council, County Executive, and government agencies to encourage joint TOD at the Metro station.
- Provide for ground-floor storefront development that fronts on a newly created civic green at the entrance to the Metro station.
- Reserve land for future office development within walking distance of the Metro station.
- Create additional pedestrian connections from the existing townhouse development to the Metro station.

### Policy 2

Establish an integrated pedestrian-friendly road network that connects all areas of the growth center.

#### Strategies

- Establish an urban block pattern that complements the pedestrian environment and allows development to be economically successful.
- Improve safe pedestrian access across Central Avenue and Morgan Boulevard.
- Promote road connections from the Metro station to points north and west that service potential TOD and help create a fully realized street grid.
- Improve existing sidewalks, connect sidewalks segments, and establish rights-of-way widths that accommodate wide sidewalks.

- Encourage on-street parking in the center to serve as a buffer between roads and pedestrian areas and to slow traffic.

### Policy 3

Create a network of civic greens and civic buildings that are integrated into the surrounding urban fabric.

#### Strategies

- Create an urban civic green that faces the Metro station entrance and provides a focal point for passengers exiting and entering the Metro, as well as for the surrounding mixed-use community.
- Preserve environmentally sensitive areas with development constraints in the western and northern sections of the growth center as passive open space.
- Provide large civic greens within the TOD south of the Metro station for public use and smaller civic greens within new townhouse development for residential use.
- Encourage each civic green to be bounded by neighborhood roads on at least two sides.
- Maintain a woodland buffer between the denser development surrounding the Metro station and the surrounding single-family residential neighborhoods.

### Policy 4

Preserve and restore the growth center's historic attributes.

#### Strategies

- Preserve the former school building south of Central Avenue as a civic building and surrounding land as a civic green.
- Consider the establishment of an interactive "teaching farm" north of the Metro that provides hands-on education about the area's farming history.



## Policy 5

Reestablish Central Avenue as a commercial and retail corridor.

### Strategies

- Require that all building entrances front on Central Avenue.
- Provide an adequate amount of ground-floor retail facing onto Central Avenue.
- Improve sidewalk connections along Central Avenue and pedestrian crosswalks across Central Avenue.
- Create a boulevard environment on Central Avenue that incorporates streetscape elements, such as street trees, benches, street lights, and areas for outdoor dining.
- Encourage parking in the rear for structures that front on Central Avenue.

## Policy 6

Encourage the redevelopment of the Summerfield Military Housing property.

### Strategies

- Ensure the cooperation with property owners to develop the site.
- Create pedestrian connections to ensure connectivity between the site, existing housing development, and the Metro station.
- Encourage mixed-use development with higher densities closer to the Metro station.
- Ensure a mix of housing types and a variety of price ranges.
- Encourage the development of a variety of housing types at a range of price points.

## Urban Design Concept

The vision and urban design concept for the Morgan Boulevard Metro center were developed during a three-day public planning and design charrette held in November 2008. Overall, the urban design concept for Morgan Boulevard expands the community around the Metro station into a diverse, mixed-use center. The design concept maintains connectivity throughout the growth center, with an emphasis on north to south connections. In order for this to occur, new

vehicular access will be provided through the property currently owned by the county to the area north of the Metro right-of-way, including the extension of Jonquil Avenue across the Metro right-of-way. Additionally, construction of a street grid within the area west of Morgan Boulevard, south of the Metro, and north of Central Avenue will provide for a more effective traffic flow and enhance the pedestrian experience.

Development south of the Metro and north of Central Avenue will encompass a four- to ten-story mixed-use development of office, residential, and retail uses in general building types, as described below. A concentration of office uses would develop closer to the Metro, while buildings east of Jonquil Avenue would be predominantly residential, with some service retail. Locating these uses within walking distance to the Metro station is a way to achieve denser, more urban development, rather than largely suburban development existing there now.

Public parks and open spaces will be interspersed throughout this area, particularly south of the Metro station and north of Central Avenue, where development is expected to be the most dense. Complementing the density and uses proposed in this area is the designation of ground-floor retail just outside the entrance to the Metro station. This designation is expected to serve Metro patrons, as well as residential and office uses in the general vicinity of the growth center.

Ground-floor retail will capitalize on pedestrian and vehicular traffic west of Morgan Boulevard along the north and south sides of Central Avenue. Central Avenue itself will transform into a major, tree-lined urban boulevard with a prominent retail presence and sidewalks. Additionally, the wetland area that runs along the southern side of Central Avenue will be preserved as an open space/ environmental feature for new development south of Central Avenue.

East of Morgan Boulevard, mixed-use development of four to ten stories will continue along Central Avenue. Two-and-a-half acres comprising a historic school and its grounds will be preserved as civic open space and will connect to a proposed trail within the preserved riparian buffer south of



Central Avenue. Mixed use structures are constructed to the north side of Central Avenue, up Fieldstone Way, along a new rectangular street, and on to Tayside Way. This scale of mixed-use development will front onto the east side of Morgan Boulevard, transforming it into a major urban boulevard with sidewalks and street trees, similar in nature to the boulevard proposed for Central Avenue. North of Tayside Way, the riparian open space area owned by the county is expanded and enhanced with a trail/walkway that connects the former Summerfield development to the Metro station.

A new, urban, mixed-use community occupies the former Summerfield housing development, north of the riparian zone, and lies within close proximity to the Metro station. The development's internal street grid is enhanced with additional north/south connections that break up the block pattern and allow for more efficient pedestrian movement. Small pockets of open space are interspersed throughout this urban neighborhood, which comprises townhouses and small apartments, no more than three stories high. In the event that the entire Summerfield Military Housing community is proposed for redevelopment under a single application, the regulating plan shall include the entire property. The existing multifamily development is preserved and incorporated with the proposed Summerfield redevelopment through both a connected street pattern and shared green spaces. An extension of Ridgefield Boulevard to Brightseat Road is also proposed for this community.

The existing townhouse development west of Morgan Boulevard and north of the Metro station will also be incorporated into the urban design concept. The community's central open space will be preserved and new roads will provide access to the Metro station and surrounding new development. The ground-floor retail on Morgan Boulevard will likely provide service retail uses, such as a grocery store, to accommodate residents in the townhouses and the new development north of the Metro station. Development will increase in height as it continues south toward the Metro station to capitalize on proximity to transit, where land is also more valuable. It is anticipated that this

development will accommodate offices, other commercial, and residential uses. In the long-term, it is also anticipated that approximately four acres in the far west corner of this area could accommodate a proposed "teaching farm," which would be surrounded by development that is similar to nearby, mixed-use development. Development of dense, mixed-use urban buildings is encouraged on top of the below-grade portions of the Metro right-of-way, in addition to new north to south road connections and an employment reserve area.

### Conceptual Regulating Plan

The Morgan Boulevard Metro center is designated as an Urban Center 2 (UC2) (see Map 6-5 on page 154). The center consists of a Metro station and two major corridors, Morgan Boulevard and Central Avenue. Morgan Boulevard is identified in the conceptual regulating plan as a major street (M-1) that is 121 feet wide and consists of two through lanes, a center lane or optional median, parallel parking on each side of the street, and adequate space for streetscape amenities, such as sidewalks, street trees and dooryards. Central Avenue is identified in the conceptual regulating plan as a major street (MWB-1) that is 164 feet wide and consists of two inside through lanes and two outside through lanes, two bike lanes, two slip lanes or access roads, two parking lanes, a center turn lane or median, two side medians, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards.

### Urban Neighborhood 1

**Gross Acres—72.2**

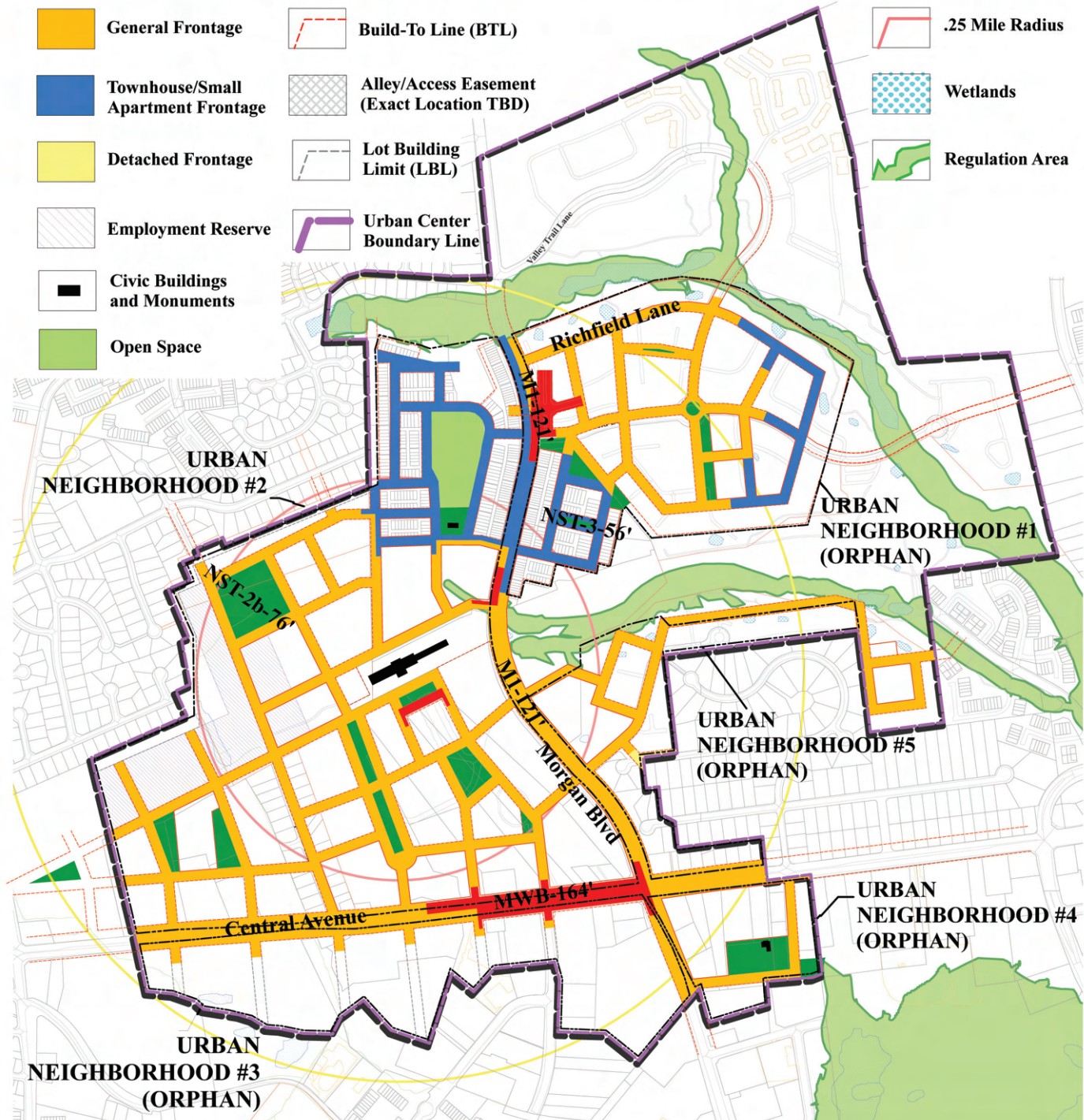
**Net Developable Acres—48.0**

Urban Neighborhood 1 is located east of Morgan Boulevard, south of Valley Trail Lane, and north of county-owned open space. Townhouse/small apartment frontage, which ranges in height from two- to three-stories, is designated at the eastern corner of Urban Neighborhood 1. General frontage is designated from the western edge of the townhouse/small apartment frontage to the east side of Morgan Boulevard. Storefront frontage is designated at the intersection of Ridgefield Boulevard and Morgan Boulevard. Every frontage specified in the conceptual regulating plan can only occupy the portion of the lot specified as the



## Morgan Boulevard Metro Center - Conceptual Regulating Plan

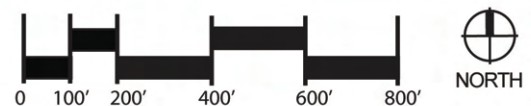
### Legend



### NOTES:

All streets are NST-2b-66' unless noted otherwise on the plan

**CENTER TYPE: REGIONAL**





buildable area, which is the area behind the build-to-line, as designated by the building type or “frontage”. The existing and proposed townhouses east of Morgan Boulevard are preserved, while the existing Summerfield development is redeveloped with similar frontage and a revised street network. Development is enhanced with a series of newly designated triangular civic spaces south of Ridgefield Boulevard and a linear park south of the circle. The total amount of civic space in each urban neighborhood must be no less than four percent of the net lot area of the urban neighborhood, and each must be bounded by neighborhood roads on at least two sides. Two 56-foot-wide (NST-3) streets are designated in the southwestern portion of the urban neighborhood, north and south of a small civic space.

### **Urban Neighborhood 2**

**Gross Acres—175.3**

**Net Developable Acres—108.4**

Urban Neighborhood 2 is located west of Morgan Boulevard, north of Central Avenue, and includes the Morgan Boulevard Metro Station. Townhouse/small apartment frontage and the civic space with adjoining open space designations preserve the existing residential development. New development connected to the southern edge of the existing residential development would transition into general frontage and continue toward the Metro station. The designation of general frontage would maximize development height and land uses due to its proximity to the Metro station; such development would allow for four- to ten-story buildings occupied by commercial, residential, retail uses, or a combination of the three. General frontage and storefront frontage is located on property facing Morgan Boulevard, south of the Metro entrance, and along the north side of Central Avenue, west of Morgan Boulevard. It is assumed that all storefront and general frontages would require some structured parking to become fully realized. New civic spaces are identified throughout the urban neighborhood, including a small plaza or green at the entrance to the Metro station, a median park in the center of the neighborhood and, just southwest of the Metro station, a large public green in the northwest corner of the urban neighborhood, and a medium-sized park closer to

Morgan Boulevard, south of the Metro station. An improved street grid provides more efficient north/south vehicular mobility from new development south of the Metro station to existing development north of the Metro and promotes pedestrian activity. An employment reserve area is dedicated northwest of the Metro station in an effort to hold land in reserve to be developed as employment is realized either on this site or elsewhere in the urban neighborhood.

### **Urban Neighborhood 3 (Orphan)**

**Gross Acres—45.9**

**Net Developable Acres—37.3**

Urban Neighborhood 3 is located south of Central Avenue and west of Morgan Boulevard. This urban neighborhood is designated as an “orphan” because it cannot meet the minimum area criteria of an urban neighborhood in a regional center, which includes the required frontage percentages listed above. Urban Neighborhood 3 provides general frontage along the south side of Central Avenue and a small portion of storefront frontage west of the intersection of Central Avenue and Morgan Boulevard, but it does not contain townhouse/small apartment frontage.

### **Urban Neighborhood 4 (Orphan)**

**Gross Acres—15.7**

**Net Developable Acres—6.4**

Urban Neighborhood 4 is located east of Morgan Boulevard and south of Central Avenue. General frontage is designated along Central Avenue, Morgan Boulevard, and a new interior street off of Central Avenue. A large civic space with a historic school composes the southeast corner of the urban neighborhood. Urban Neighborhood 4 is also an “orphan” because it does not contain townhouse/small apartment frontage or storefront frontage.

### **Urban Neighborhood 5 (Orphan)**

**Gross Acres—25.2**

**Net Developable Acres—20.1**

Urban Neighborhood 5 is located east of Morgan Boulevard and north of Central Avenue. General frontage is designated along Fieldstone Way and Tayside Way. A small rectangular street proposed just off of Morgan Boulevard and connected to Fieldstone Way is also designated as general



frontage. A small segment off of Fieldstone Way is designated as detached frontage, which consists of single-family, detached housing that is not to exceed two stories in height. Urban Neighborhood 5 is an “orphan” because it does not contain townhouse/small apartment frontage or storefront frontage.

## Landover Metro Center

### Vision

The vision for development of the Landover Metro center includes TOD that creates an urban, mixed-use environment close to the Metro station that is connected, via a publicly-accessible central feature, to the retained industrial district. This district would offer a prime location for existing and new businesses. Additionally, distinctive, high-quality development would be located along Landover Road and 75th Avenue that would increase in density near and immediately surrounding the Metro station. The Beaverdam Creek corridor would be preserved and naturally enhanced (see Map 6-6 on page 157).

### Background

The Landover Metro center is a predominantly industrial area that lacks a diversity of land uses appropriate for a Metro station location. Major access to the growth center is provided by the Landover Metro Station east of US 50, which creates its western boundary, and Landover Road, which creates its southern edge. In addition, the growth center is bound by Pennsy Drive to the north and Dodge Park Road to the east. Commercial land use is located in the southeastern corner of the growth center, divided by Dodge Park Drive, and just south of Landover Road and east of Kent Town Place.

Currently, the area lacks a significant residential component within close proximity to the Metro station, with only one multifamily residential development southeast of the Metro station. Centrally located within the growth center is the historic Beall’s Pleasure property, a brick home built by Benjamin Stoddert in the 1790s. A large area of open space surrounds the historic structure, which is located on Beall’s Pleasure Lane, west of 75th Avenue. Beaverdam Creek travels parallel to US 50 through the growth center, separating the

Landover Metro Station site from industrial development along Pennsy Drive. The environmentally-sensitive creek corridor is considered to be undevelopable and is within the regulating area of the county’s green infrastructure network. A significant opportunity for development in the growth center presents itself through a large area of vacant land north of Landover Road and west of 75th Avenue.

### Key Planning Issues

Key planning issues in the Landover Metro center include:

- Finding creative ways to retain the existing industrial development, which plays an important role in the county’s economy, while making the area attractive to office and residential development.
- Retaining and highlighting Beall’s Pleasure as a shared community area.
- Enticing higher, more dense development next to the Landover Metro Station.
- Incorporating approved plans for new development in the overall concept.
- Creating a sufficient number of vehicular and pedestrian connections over Beaverdam Creek to service the new street grid and minimize impacts on the environmentally-sensitive corridor.

### Land Use


The Landover Metro center features a high proportion of industrial uses along Pennsy Drive. Residential uses are the next most prevalent, and dwelling types include both multifamily units and compact single-family detached residences. Older commercial retail and service uses are clustered along Landover Road.



# Landover Road Metro Center

## Illustrative Plan

### Legend

 General Building Type

 Shopfront Building Type

 Townhouse or Small Apartment Building Type

 Civic Building

 Research Building

 Single Family Homes

 Sector Boundary

Metro Station

Civic Green

Environmental Constraints

Public Park in Stream Corridor

Storm Water Management Gardens in Streets

M-NCPPC Property as Public Park with Civic Building

Public Park

Civic Green

De-channelized Stream

Civic Green

Historic House & Grounds

Civic Green



CENTERS AND CORRIDORS



<b>Table 6-8: Landover Land Use Mix</b>		
	<b>Existing</b>	<b>General Plan Vision (Regional Center)</b>
Residential	48%	20-70%
Retail and Services	7%	10-60%
Employment (office)	0%	10-60%
Public Uses	7%	10-20%
<i>Source: M-NCPPC (2008).</i>		

The Landover Metro center currently lacks a strong base of retail, service, and office-based employment uses relative to the vision for a regional center described in the General Plan.

### Public Transportation

The Landover Metro Station enclosed area consists of one parcel, totaling 672,005 square feet or approximately 15.4 acres, including the station, parking garage, kiss-and-ride lot, bus service area, and access roadways (FEMA floodplains and wetlands are excluded). Landover is a mid-line Metrorail station. The station currently services the Orange Line trains to New Carrollton and Vienna/Fairfax-GMU. There is an entrance and exit on Pennsy Drive. There are no stations within a reasonable walking distance from this station.

Approximately 5,600 passengers enter and exit the Metrorail station on an average weekday and approximately 1,200 passengers board and alight Metrobus from the rail station. Four Metrobus routes and one TheBus route serve the rail station. The station has four bus bays.

The net new trips generated by the forecasted development projects in the Landover Metro center by year 2020, given the transit and pass-by capture reductions, are 59 during the AM peak hour and 57 during the PM peak hour. The corresponding net new trips by year 2030 are 601 in the AM peak hour and 693 during the PM peak hour.

Landover Metro was built with a parking lot for 1,866 daily parking spaces, a kiss-and-ride surface parking lot for 14 metered spaces, a 15-minute driver-attended waiting lot for seven spaces, ten motorcycle spaces, one ADA handicapped space,

and a taxi waiting area. There are 20 reserved permit holders. The station garage has a 67 percent utilization rate and generates \$1.3 million per year. On an average weekday, all garage and kiss-and-ride spaces are occupied; there is significant unmet parking demand. Bike parking and car sharing are available, including 26 bike racks (and eight lockers) and two ZipCar parking spaces.

Based on data from WMATA's 2007 passenger survey, 67 percent of passengers arriving at and entering the Landover Metrorail drove and parked, 16 percent arrived by Metrobus, seven percent were dropped off, seven percent walked, two percent arrived by other bus services, and one percent arrived by taxi. Although the station has dedicated bicycle facilities and lockers, no Metro rider survey takers reported accessing the station by bicycle. According to the 2008 WMATA access and capacity study, Landover Metro has possible existing bicycle access issues because the station is not directly connected to any bicycle routes. The study also identified Landover as a station with possible existing pedestrian access issues outside the station core because it is adjacent to a major roadway and is missing sidewalks near the station. The Landover Metro center lacks a comprehensive network of pedestrian and bicycle facilities. Key roadways, such as Landover Road, Pennsy Drive, and 75th Avenue, have sporadic pedestrian and bicycle facilities.

According to the Maryland Department of Transportation's State Highway Administration crash records from 2006 through 2007, there were a total of 121 vehicle crashes and three pedestrian-involved crashes reported in the Landover Metro center. A majority of the crashes occurred at Landover Road and John Hanson Highway with 98 vehicular crashes and one pedestrian-involved crash, Landover Road and 75th Avenue had 20 vehicular crashes and one pedestrian crash, and Landover Road and Dodge Park Road had three vehicular crashes and one pedestrian crash. These crash trends points to a need for safety and operational improvement strategies along Landover Road to address any roadway deficiencies.

In order to fully realize Landover Metro as a center with medium- to high-density, mixed-use development,



a number of transportation needs must be met. These include:

- Create a sufficient number of vehicular and pedestrian connections over Beaverdam Creek to service the new street grid and minimize impacts on the environmentally-sensitive corridor.
- Provide sufficient sidewalk access and connectivity parks from surrounding developments.
- Improve safe pedestrian access across Landover Road.
- Integrate sidewalk and streetscape considerations into new development planning and implementation process.
- Create an urban block street pattern that enhances a range of development patterns and accommodates pedestrian mobility and accessibility within the center.
- Develop a comprehensive network of pedestrian facilities and amenities to enhance connectivity and access from the industrial development district to the TOD area.
- Develop a new roadway network around the historic area to enhance integration with the surrounding street network.
- Develop a grid-block street network to promote and enhance pedestrian accessibility and mobility within the center.
- Develop a street network that serves the needs of truck traffic to, from, and within the industrial area of the center to promote safe and efficient freight accessibility and mobility.
- Develop a street network that addresses the needs of both truck traffic and pedestrians to enhance safety, mobility, and access to and from the Landover Metro Station.
- Improve the connectivity and street grid throughout the center.
- Improve intersection alignments throughout the center.
- Develop a new network of roads around the Landover Metro Station to create a grid system.

## Potential Development Character

Landover Metro center's potential lies in its ability over time to transform from a low-density employment center characterized by warehousing, distribution, and light industrial to higher density employment consistent with TOD principles. The challenge for Landover will be in how to transition from a viable, low-density employment node to an equally viable, high-density, mixed-use employment node.

The lack of available lab space in Prince George's County has been cited as a reason that promising biotech startups pack up and move to neighboring Montgomery County for more readily available lab space. Although Landover is not currently under consideration as a center for bioscience (M Square, Konterra, and Prince George's Plaza Metro are), it could nonetheless be considered for other innovative technology businesses that may require "unconventional" space for their activities. For example, underutilized warehouses could be assessed for their suitability for research and development space and, if and when available, could be marketed as such.

As redevelopment opportunities arise, a focus on attracting environmentally beneficial businesses and "green" technologies could set the Landover growth center apart from other local employment nodes. Although Leadership in Energy and Environmental Design (LEED)-certified building is a laudable objective and should be encouraged throughout the county, a particular emphasis on promoting LEED at the Landover Metro Station could attract positive publicity and investor interest in the area.

## Potential Mix of Uses

### Residential

- Urban density, mixed use element

### Commercial

- High-rise employment
- Street level retail and service mixed-use element
- Shopping center revitalization

## TOD Implementation Actions

- Encourage development of appropriate density on unimproved development sites, such as



Hunter's Ridge, through land use policies. Hunter's Ridge, planned for 323 townhouses on approximately 25 acres, is separated from the Landover Metro Station by an industrial property containing two warehouse structures. Under TOD, the Hunter's Ridge property could support more residential units and a mixed-use component.

- Explore the potential availability of the distribution warehouse site between Hunter's Ridge and the Metro station for acquisition and redevelopment to research and development. This property should be tracked and identified as the key link to joining Hunter's Ridge to the Landover Metro. A Subregion 4 community development corporation should take the lead on this, maintaining contact with the real estate development community and keeping it apprised of the property's status.
- Commercial/Industrial building loan funds should be targeted to Landover to augment business development efforts in support of more TOD-appropriate employment. The scarcity of developable land around and near the Metro station dictates the redevelopment of existing properties (mainly industrial) as the most viable option for achieving TOD.

## Goals

- Encourage dense, urban development close to the Metro station.
- Focus ground-floor retail development across from the Metro station entrance and along internal, pedestrian-friendly streets off of Landover Road.
- Enhance the Beaverdam Creek corridor.
- Establish a higher concentration of residential development.
- Create a distinct district for industrial development.

## Policies and Strategies

### Policy 1

Encourage an economically viable and desirable balance of mixed-use, TOD southeast of the Landover Metro Station.

### Strategies

- Promote increased residential development that supports commercial office and retail uses within the growth center.
- Provide for ground-floor retail development that fronts the Metro station entrance and newly created internal streets south of the Metro station.
- Retain the existing multifamily residential development east of 75th Avenue and encourage increased development of townhouses and small apartments south of the industrial district.
- Encourage maximum development of the densities allowed west of Beaverdam Creek to capitalize on this area's proximity to the Metro station.

### Policy 2

Establish a network of publicly accessible open spaces and civic greens in the Landover Metro center.

### Strategies

- Enhance the Beaverdam Creek corridor with landscaping that serves as both a natural feature and a "green" visual seam in the growth center's site plan.
- Create internal civic greens, where possible, that maximize public accessibility and use.
- Ensure that each civic green is bounded by roads on at least two sides.

### Policy 3

Establish an urban street grid that caters to pedestrians and provides sufficient vehicular connectivity.

### Strategies

- Improve safe pedestrian access across Landover Road.



- Define an urban block pattern that allows development to be economically successful as well as complements the pedestrian environment.
- Promote access over Beaverdam Creek that connects the growth center and respects the sensitivity of the creek's environment.
- Encourage sidewalk and streetscape improvements, such as street trees, street lights, benches, and plantings with each new development.

#### Policy 4

Establish an industrial development district in the northeastern section of the center that attracts new businesses and allows current businesses to remain.

#### Strategies

- Allow for a larger urban block development pattern to accommodate businesses needing a larger footprint.
- Focus residential development south of the industrial development district to avoid negative impacts to surrounding residents.
- Establish new industrial development design standards to improve the appearance of the industrial development in this area.
- Establish direct and attractive pedestrian access from the industrial development district to the TOD district to promote shared connectivity and activity.
- Allow the industrial development district to evolve to accommodate future transformations of land use in the growth center.

#### Policy 5

Preserve Beall's Pleasure and its grounds as a historic resource.

#### Strategies

- Maintain the open, wooded area surrounding the historic house as a public open space.
- Create new roadways around the historic resource so that it is integrated into the surrounding street network.
- Provide sufficient sidewalk access to the park from surrounding development.

- Provide park amenities, such as benches and lighting, on the grounds of the historic site.

#### Policy 6

Increase residential opportunities around the Metro station.

#### Strategies

- Connect new and existing housing through pedestrian pathways and ensure design compatibility.
- Ensure housing supports a mix of incomes.

#### Policy 7

Protect the environmental features at the Metro station.

#### Strategies

- Mitigate stormwater runoff and flooding by implementing environmentally sensitive design techniques, such as rain gardens, bioretention and infiltration areas, innovative stormwater outfalls, underground stormwater management, green streets, cisterns, rain barrels, and grass.
- Manage flooding caused by woody debris and trash blockages of culverts, stream banks, and channels through the performance monitoring and evaluation of maintenance activities.
- Encourage development on the least-sensitive portions of the site.

#### Urban Design Concept

The vision and urban design concept for the Landover Metro center were developed during a three-day public planning and design charrette held in November 2008. The Landover Metro center's urban design concept will retain existing industrial development and incorporate mixed-use residential and office development to create an urban, contemporary, mixed-use environment. A central, historic green will connect the industrial/mixed-use areas to lower-intensity developments. These areas will be further connected through a grid of secondary streets providing better pedestrian and vehicular access throughout the growth center.

Beginning at the Landover Metro Station, tall, dense residential and office mixed-use development will be located along the eastern side of the Metro



right-of-way. Ground-floor retail will be located on the corners of the two buildings closest to the Metro station, directly across from its entrance. A small section of townhouse and small apartment development will be located south of these buildings, north of Landover Road. To the east of this development will be an environmentally enhanced and preserved Beaverdam Creek. The creek will be crossed at five locations to provide access to Pennsy Drive and new development to the east.

Mixed-use development will be located along Landover Road and the area north of Landover Road, east of Pennsy Drive, and south of the industrial employment area. This development will include ground-floor retail along new, neighborhood-scaled streets, and buildings will be sited in a smaller, grid-block pattern to promote pedestrian accessibility. Ground-floor retail will serve residents, area employees, and visitors, particularly Metro users. A large, vertically oriented civic green will transition between the urban, mixed-use development to the west and the townhouse and small apartment development to the east. This green will likely have a central feature, such as a fountain or gazebo, and be fully accessible to residents, visitors, and employees. Moving east from the civic green, development will transition into townhouses and small apartments, encompassing some existing development, some proposed development, and a small civic building. The block pattern will serve vehicular traffic and also enhance the pedestrian environment with smaller blocks and crosswalks. Urban, mixed-use development will continue to front on both the north and south sides of Landover Road.

A large, civic green, located west of 75th Avenue and east of Pennsy Drive, containing a historic property and its grounds, will become the central focal point of the Landover Metro center. The enhanced street grid will provide better vehicular and pedestrian access to the existing historic site and its now-public grounds. North of this central feature will be the extensive industrial employment center, located between Pennsy Drive and 75th Avenue. This area will have a much larger block pattern than surrounding development and will be equipped to serve trucks making deliveries, as well

as employees walking to and from the Metro station. A large, natural buffer will be created northeast of this area to protect residential development to the north.

Across 75th Avenue, townhouse and small apartment development will continue to abut the mixed-use development along Landover Road. All four corners of the intersection north of Landover Road and Dodge Park Road will include mixed-use development with ground floor retail. Additionally, a small civic green will highlight one of the retail corners. Urban, mixed-use development will continue north along Dodge Park Road one block further, until it scales back down to townhouse and small apartment development. A large civic building will terminate the eastern edge of the growth center and will be surrounded by a large park environment.

### Conceptual Regulating Plan

The Landover Metro is designated as a UC2 center (see Map 6-7 on page 163). The center consists of the Landover Metro Station and the major corridors of Landover Road, Pennsy Drive, and 75th Avenue. Pennsy Drive and 75th Avenue are identified in the conceptual regulating plan as major streets (M-1) that are 121 feet wide and consist of two through lanes, a center lane or optional median, parallel parking on each side of the street, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards. Landover Road is identified in the conceptual regulating plan as a major street (MWB-1) that is 164 to 182 feet wide (based on existing conditions) and consists of two inside through lanes and two outside through lanes, two bike lanes, two slip lanes or access roads, two parking lanes, a center turn lane or median, two side medians, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards.

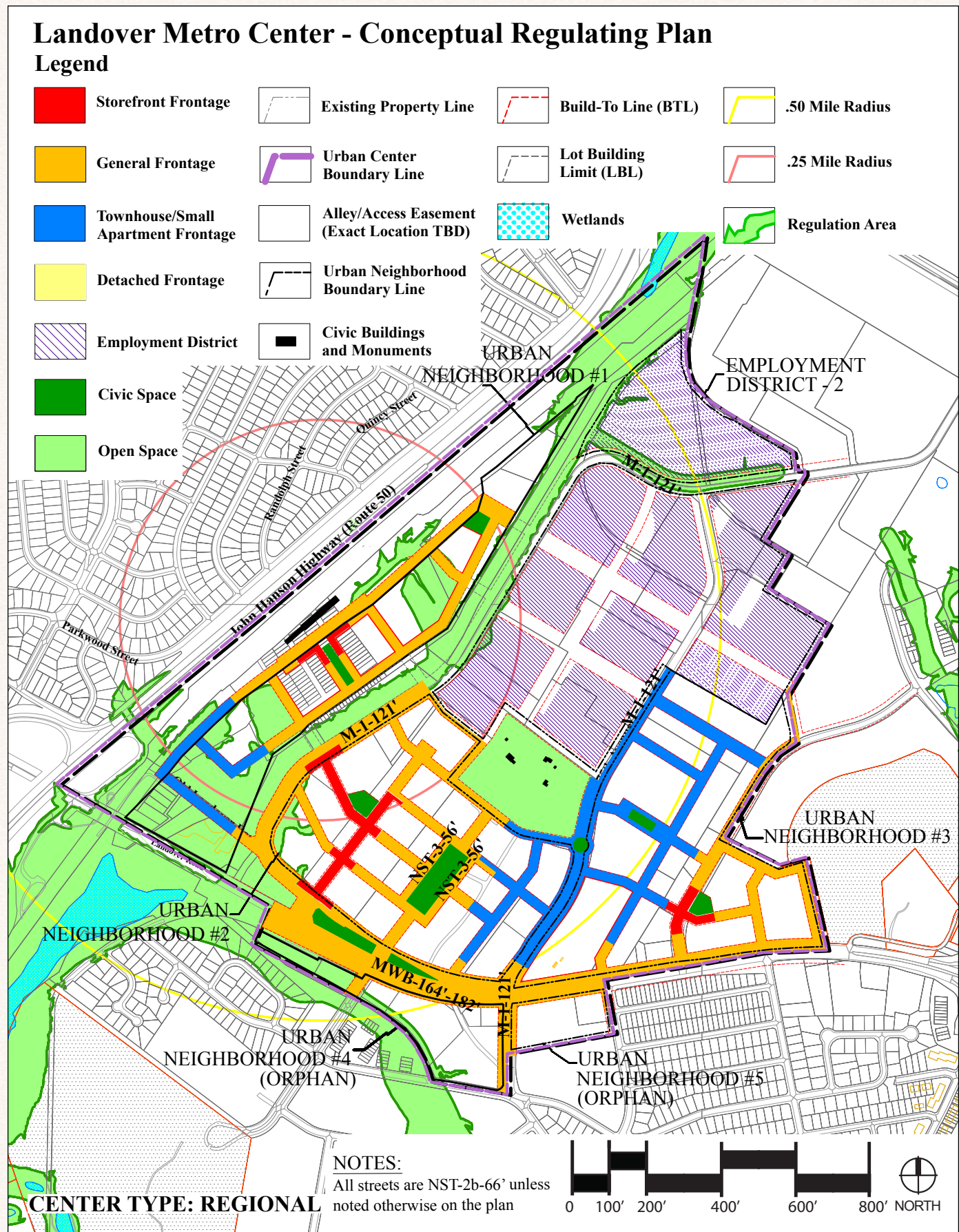
### Urban Neighborhood 1

**Gross Acres—34.8**

**Net Developable Acres—22.5**

Urban Neighborhood 1 is located north of Pennsy Drive, to the south of John Hanson Highway (US 50), and adjacent to the Landover Metro Station. Townhouse/small apartment frontage is located in the southwestern edge of the







neighborhood along Old Landover Road and a new unnamed road that serves as the western entrance to Landover Metro Station. A new network of roads replaces the existing parking lots of the Metro station, creating a block grid system for the neighborhood. Shopfront frontages are designated at the corners of the two blocks that sit directly across from the Metro station. A central civic green serves as a focal point for the parallel blocks. The remainder of the neighborhood is designated as general frontage.

### **Urban Neighborhood 2**

**Gross Acres—45.4**

**Net Developable Acres—31.3**

Urban Neighborhood 2 is defined as lots south of the historic Beall's Pleasure property, north of Landover Road, east of Pennsy Drive, and west of 75th Avenue. Blocks located along 75th Avenue and within the eastern section of the neighborhood are townhouse/small apartment frontages. The central corridor of the neighborhood consists of general frontages and a large civic green at the center of the main thoroughfare in the corridor. The western section of the neighborhood is characterized by a pair of shopfront frontage streets surrounded by general frontages on the edges of the neighborhood.

### **Urban Neighborhood 3**

**Gross Acres—52.8**

**Net Developable Acres—34.6**

Urban Neighborhood 3 is bounded by Employment District 1 to the north, Landover Road to the south, 75th Avenue to the west, and an M-NCPPC park property to the east. The neighborhood is divided into two sections by Park Road and has a new network of roads that creates an irregular grid pattern. The western section of the neighborhood is defined by townhouse/small apartment frontages and a central civic green that sits in the middle of the section. Along Park Road, at the intersection of the two sections of the neighborhood, shopfront frontage occupies all four corners of the intersection. The rest of the neighborhood to the south of Park Road comprises general frontages and a small park.

### **Urban Neighborhood 4 (Orphan)**

**Gross Acres—10.3**

**Net Developable Acres—10.3**

Urban Neighborhood 4 is located south of Landover Road and west of Kent Town Place. The neighborhood consists of general frontages along Landover Road and Kent Town Place. The neighborhood is considered an "orphan" neighborhood because it does not contain either the required townhouse/small apartment or storefront frontages. Additionally, the orphan neighborhood does not meet the 20-acre minimum gross acreage requirements to be considered a complete "urban neighborhood."

### **Urban Neighborhood 5 (Orphan)**

**Gross Acres—4.2**

**Net Developable Acres—4.2**

Urban Neighborhood 5 is located south of Landover Road and east of Kent Town Place. The neighborhood consists of general frontages along Landover Road and Kent Town Place. The neighborhood is considered an "orphan" neighborhood because it does not contain the required townhouse/small apartment or storefront frontages. Additionally, the orphan neighborhood does not meet the 20-acre minimum gross acreage requirements to be considered a complete "urban neighborhood."

### **Employment District 1**

**Gross Acres—67.7**

**Net Developable Acres—50.4**

Employment District 1 is located north of the Beall's Pleasure property, east of Pennsy Drive, and west of Hubbard Road. The neighborhood consists of employment-related frontages throughout the neighborhood.

### **Employment District 2**

**Gross Acres—15.6**

**Net Developable Acres—13.8**

Employment District 2 is located north of Pennsy Drive, south of John Hanson Highway, and east of Veterans Parkway. The neighborhood consists of employment-related frontages throughout the neighborhood.



## Landover Gateway Center

The 2009 *Approved Landover Gateway Sector Plan and Sectional Map Amendment* provides more detailed background information, in addition to a series of policies and strategies that correspond to the urban design character and development pattern reflected in the conceptual regulating plan for this center. The following is a summary of the vision, goals, and policies.

### Vision

The vision for development of the Landover Gateway center includes a new, mixed-use downtown, centered on the former Landover Mall site and Brightseat Road, complete with a vibrant main street, commercial core, and a civic center, with the potential to house government, cultural, educational, and office uses. A variety of neighborhoods with a range of housing types and an enhanced and expanded network of open spaces and civic places complete the new development.

### Background

The focus of the Landover Gateway center is the former Landover Mall site and the residential and commercial development that surrounds it. There are approximately 346 acres within the boundaries of this growth center. The Landover Gateway center benefits from its regionally accessible location. In spite of not having a Metro station, the growth center has the potential to capture travelers and commuters on the Capital Beltway to the east and along Landover (MD 202) and Brightseat Roads to the south.

At the core of this growth center is the now former Landover Mall site, comprising 88 acres. Existing land uses in the area are primarily commercial and institutional, while existing residential development ranges from single-family communities in the well-established Glenarden area to multifamily units. FedEx Field, just south of the growth center, significantly impacts traffic in the area during the ten game days per year.

Opportunity sites in the growth center include the former Landover Mall site; large areas of vacant and undeveloped land located south of MD 202, southwest of the intersection of Brightseat Road and MD 202; and vacant land at the southernmost tip of

the growth center. Public amenities in the area include the Henry P. Johnson Park and the Bonnie F. Johns Educational Media Center, with the Prince George's County Sports and Learning Complex just to the southwest of the intersection of Sheriff Road and Brightseat Road.

### Key Planning Issues

Key planning issues in the Landover Gateway center include:

- Determining appropriate uses for the former Landover Mall site.
- Improving the physical appearance and image of the area.
- Capitalizing on the advantages while compensating for or reducing the impact of the disadvantages of proximity to the Capital Beltway and to FedEx Field.
- Balancing the need for redevelopment of the nearby apartment complexes with preservation of the affordable housing.
- Providing additional open space to complement Henry P. Johnson Park.

### Land Use

With the demolition of the former Landover Mall, residential land uses, including both multifamily units and compact single-family detached units, dominate the Landover Gateway center (all the land within a one-half mile of the former Landover Mall site). The remainder of the area contains commercial retail and services and a small share of office uses.

The Landover Gateway center's current land use mix falls within the parameters set by the General Plan vision for a community center. However, given the area's excellent automobile access, higher proportions of retail and service and office-based employment uses serving the broader county would more consistently match the General Plan's vision for a regional center.

### Potential Mix of Uses

#### Residential

- Urban density, mixed-use element

#### Commercial

- High-rise regional employment



- Low- to mid-rise business campus

### Retail and Services

- Regional shopping center
- Street level retail and service mixed-use element

### TOD Implementation Actions

- Provide convenient transit connections to the Metro system.
- Require connectivity within the transit area as it redevelops.
- Provide for thoroughfare and transit improvements such as new street connections to by-pass the Brightseat Road and Landover Road intersection.

**Table 6-9: Landover Gateway Land Use Mix**

	Existing	General Plan Vision (Regional Center)
Residential	61%	20-70%
Retail and Services	14%	10-60%
Employment (office)	5%	10-60%
Public Uses	8%	10-20%

Source: M-NCPPC (2008).

### Goals

- Encourage a high concentration of land uses and economic activities that attract employers, workers, residents, and customers.
- Encourage high- and moderate-density residential development.
- Ensure that Landover Gateway can be accessed by mass transit and that future development is transit-supportive/transit serviceable.
- Capitalize on public investment in the existing road network.
- Promote compact, mixed-use development of moderate to high densities.
- Require pedestrian-oriented and transit-oriented design.
- Ensure compatibility with surrounding neighborhoods.

- Provide a variety of housing types for a range of incomes, including both market rate and workforce housing.

### Summary of Policies

An outline of the policies described in the “Development Pattern Elements” chapter of the 2009 *Approved Landover Gateway Sector Plan and Sectional Map Amendment* is provided below; however, to view the detailed strategies for these, and other, policies for the Landover Gateway center, please refer to the 2009 approved plan.

- Improve connectivity in the sector area by creating a compact network of pedestrian-friendly streets.
- Establish new transit connections to the area and encourage TOD and design.
- Integrate open spaces, green connections, and public focal places in Landover Gateway’s neighborhoods.
- Establish a complementary relationship between Landover Gateway and the Woodmore Towne Centre development.
- Encourage a variety of housing options at varying densities for a range of income levels.
- Identify policies and mechanisms that give existing residents the option of remaining in Landover Gateway as the area redevelops.
- Encourage the application of environmentally-sensitive and sustainable site design techniques for all future development.
- Improve public safety by encouraging development that helps reduce the perception and reality of crime in the area.

### Urban Design Concept

The urban design concept for the Landover Gateway center is developed around the creation of six distinct neighborhoods, all of which contain a significant diversity of both building types and thoroughfares. The urban design concept identifies key neighborhood thoroughfares and neighborhood focal places, such as plazas, greens, and urban gardens. Neighborhood transitions occur along thoroughfares via a change in building or streetscape type. Many neighborhood edges are defined by drives (with adjacent linear parks) and



other open spaces. The urban design concept identifies six neighborhoods, including Landover Civic Center, Main Street Commercial Core, Downtown neighborhood, Park Slope, North neighborhood, and South neighborhood.

The Landover Gateway Civic Center is envisioned as a new downtown for Prince George's County. Center Street will become the focal thoroughfare and be bordered by four different types of building forms that engage the street. Buildings along Center Street that are adjacent to the Capital Beltway are likely to increase in height and contain primarily commercial uses, while buildings closer to the heart of the neighborhood will likely decrease in height and incorporate mixed-use development. A public plaza will be located on the east side of Center Street (a proposed new street) as it intersects Central Boulevard (a proposed new street). Central Boulevard and the streets surrounding the public plaza will become active pedestrian boulevards.

The Main Street Commercial Corridor will be the busiest neighborhood of Landover Gateway. Main Street will comprise a focal thoroughfare and be bordered by ground-floor retail. The sidewalks will be wide enough to accommodate streetside dining and a continuous stream of shoppers and pedestrians.

The Downtown neighborhood will be oriented around an east to west residential street that crosses Brightseat Road and extends east to the Park Slope neighborhood and west to the Landover Civic Center neighborhood. Primary north to south links will be provided along a diagonal street and along Brightseat Road. The diagonal street will terminate at a downtown residential street and civic open space. Pedestrian promenades throughout the area will provide a link to the Evarts Street linear park and Brightseat Road.

Park Slope will be a high-density residential neighborhood that overlooks Cattail Creek Drive, the Cattail Branch linear park, and the adjacent natural resource area. Although the neighborhood is predominantly residential in character, limited amounts of neighborhood-oriented commercial development will be allowed on the ground floors. This residential neighborhood will be located

directly adjacent to both the Main Street commercial core and the Downtown neighborhood to the east. Park Slope will be built on land that slopes down to Cattail Branch and Brightseat Road such that the tallest buildings will face the creek and park and be centered on the Central Boulevard connection to Cattail Creek Drive (a proposed new street). Central Boulevard will widen to include space for a large, internal, public green. An east to west pedestrian promenade will connect to Brightseat Road at the northern end of the Park Slope neighborhood.

The North neighborhood will include both single-family attached townhomes and neighborhood mixed-use development. Just north of Evarts Street, a new entrance to Brightseat Road will become the location of a regional transit stop and a cluster of tall buildings. The upper floors of these buildings will overlook the expanded Henry P. Johnson Park. Residential areas will comprise attached homes that back up to alleys and provide access to surface parking or garages. The North neighborhood will feature an entry green at the intersection of the southern Brightseat Road entrance and a hilltop green at the core of the neighborhood. The entry green will become an area of transition between the mixed-use development at Brightseat Road and the townhome development beyond. These areas will both be defined by the hilltop green, which will serve as the core of the neighborhood. A series of pedestrian promenades will connect the center of the neighborhood to the adjacent Cattail Creek Drive, which will define the western and northern edges of the North neighborhood.

The South neighborhood will be situated between Landover Road to the north and Brightseat and Sheriff Roads to the south. The neighborhood will be bounded by Cattail Branch and Palmer Park to the west and by the Capital Beltway to the east. Development will range from two- to three-story, single-family, attached housing in the western areas, to a high-density residential and mixed-use street that straddles Brightseat Road, east of its intersection with Sheriff Road. Streets south of Landover Road will be primarily mixed-use. Brightseat Road will serve as the focal thoroughfare for this area, east of its intersection with Sheriff



Road, and will be defined by mixed-use development. A mixed-use business and residential area south of Brightseat Road will provide a flexible block pattern that could accommodate a new, mixed-use building with commercial uses “wrapping” a large-scale parking garage intended to serve both on-site uses and event parking for FedEx Field.

### Conceptual Regulating Plan

Landover Gateway is designated as a UC2 center (see Map 6-8 on page 169). The center consists of the major corridor, Redskins Road. Redskins Road is designated in the conceptual regulating plan as major street (M-1) that is 110 to 120 feet wide (based on existing conditions) and consists of two through lanes, a center lane or optional median, parallel parking on each side of the street, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards.

### Urban Neighborhood 1

#### Gross Acres—24.2

Urban Neighborhood 1 is located north of Evarts Street, south of Hamlin Street, east of Cattail Creek Drive (proposed), and west of Brightseat Road. Within the neighborhood, a new road network will be designed to accommodate the new block pattern. There are local frontages throughout the neighborhood with a small section of general frontage in the southeast corner. Within the core of this neighborhood is a civic green/park space.

### Urban Neighborhood 2

#### Gross Acres—25.8

Urban Neighborhood 2 is located north of Landover Road, south of Evarts Street, east of Cattail Creek Drive (proposed), and west of Brightseat Road. Within the neighborhood, a new road network will be designed to accommodate the new block pattern. Along the eastern edge of the neighborhood, townhouse/small apartment frontages (northern portion), general frontages (central portion), and shopfront frontages (southern portion) characterize the neighborhood blocks facing Brightseat Road. Outside the eastern edge, the rest of the blocks in the neighborhood are characterized by general frontages. Civic green space within the neighborhood consists of a central

civic green that traverses the main thoroughfare of the neighborhood.

### Urban Neighborhood 3

#### Gross Acres—31.5

Urban Neighborhood 3 is located north of the new major road that bisects Neighborhoods 3 and 4, south of Evarts Road, east of Brightseat Road, and west of the Capital Beltway. Within the neighborhood, a new road network will be designed to accommodate the new block pattern. There are general frontages throughout the neighborhood with a small section at the corner between Brightseat Road and a newly created road comprising storefront frontage, and a block at the intersection of Evarts Street and Brightseat Road (on the northwest edge of the neighborhood) comprising townhouse/small apartment frontage. Two central civic green areas are located in the middle section of the neighborhood.

### Urban Neighborhood 4

#### Gross Acres—38.4

Urban Neighborhood 4 is located north of Landover Road, south of the new major road that bisects Urban Neighborhoods 3 and 4, east of Brightseat Road, and west of the Capital Beltway. Along the new central thoroughfare are shopfront frontages. All other buildable frontage surrounding this central corridor consists of general frontage. Civic green space within the neighborhood includes a central civic space within the center of the corridor and a small civic green at the end of the corridor.

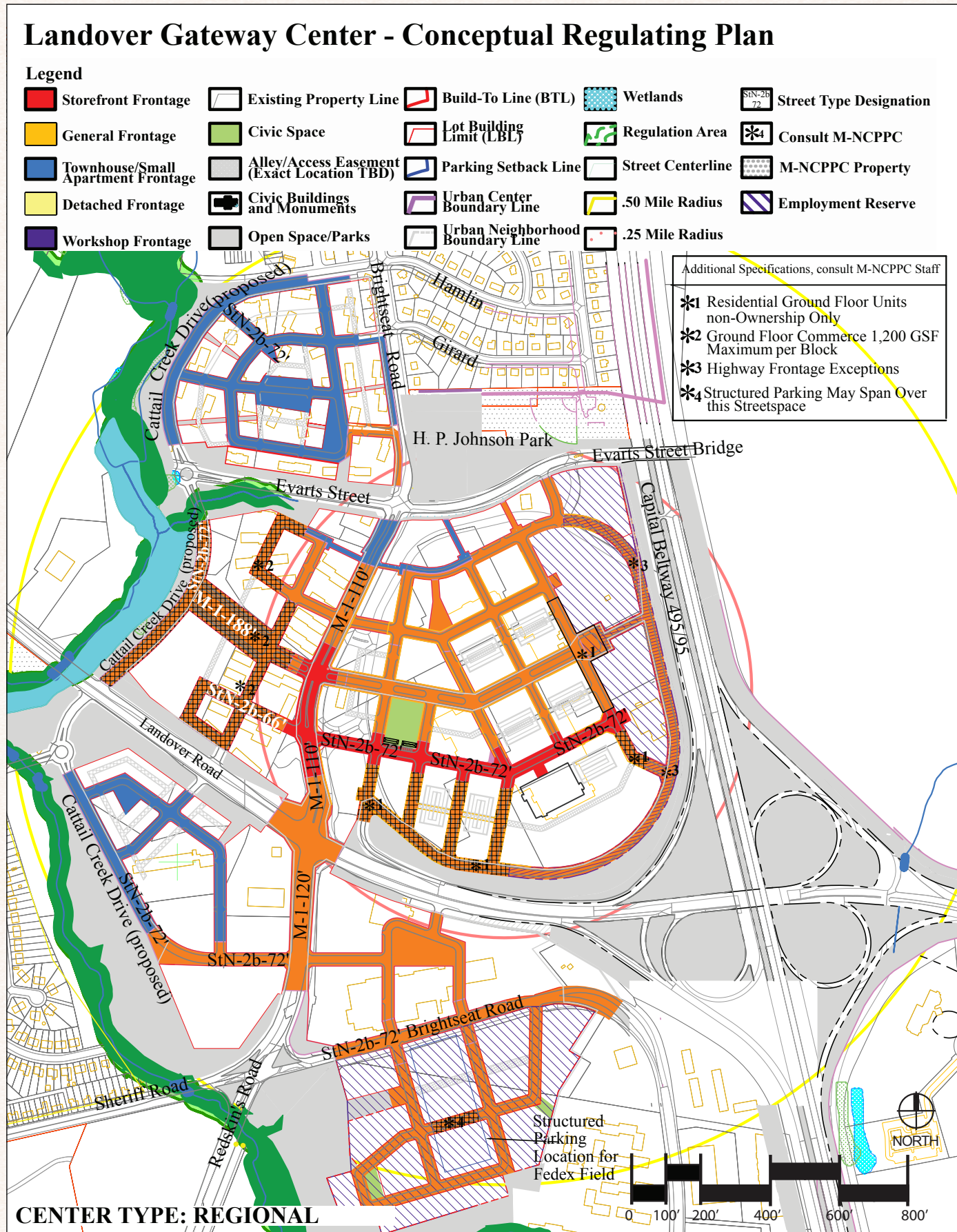
## New Carrollton Metro Center

The *New Carrollton Transit District Development Plan and Transit District Overlay Zoning Map Amendment* was approved in May 2010. This transit district development plan provides more detailed background information, in addition to development concepts that correspond to the urban design character and development pattern reflected in the conceptual regulating plan for this center. The following is a summary of the vision and goals.

### Vision

The vision for development of the New Carrollton Metro center includes high-intensity commercial,







retail and residential mixed-use that serves Prince George's County and the Washington metropolitan area. A widened, retail-lined pedestrian concourse will connect the north and south entrances to the Metro station. Annapolis Road will become a tree-lined, urban boulevard bordered by mid-rise, mixed-use buildings along widened sidewalks. At the intersection of Annapolis and Harkins Roads, a new pedestrian plaza will complete the growth center. Existing surface parking lots and low- to mid-rise commercial buildings in the Garden City area will be replaced by new, mixed-use development; however, the existing West Lanham neighborhood will be preserved.

### Background

New Carrollton is a largely residential community with a well-serviced and utilized Metro station, Maryland Area Regional Commuter (MARC), Amtrak, and regional bus station and a substantial federal government complex on Ellin Road housing the Internal Revenue Service (IRS). The New Carrollton Metro center is bound by Cobb Road to the east, US 50 and Ellin Road to the south, Annapolis Road to the west, and the Plaza 30 Shopping Center, multifamily housing, and the Capital Beltway to the northeast.

The majority of land use in the growth center is commercial/office and residential, except for the large area occupied by the Metro station and Amtrak rights-of-way and maintenance areas. The New Carrollton Metro Station serves as the terminus of Metro's Orange Line and provides service to MARC transit, Amtrak, and Peter Pan and Greyhound Bus terminals. The Metro and Amtrak right-of way and rail lines generally divide the New Carrollton Metro center into two parts: the residential and federal area to the west and the office park and environmental area to the east. The environmental area southeast of the New Carrollton Metro station is constrained by a protected waterway and wetlands area that is a product of Beaverdam Creek. East of the railroad right-of-way, at the corner of US 50 and the Capital Beltway, is the Metro East/Garden City office park with building heights that range from one to 12 stories. The office park is separated by the Beaverdam Creek spur, which travels through the midpoint of the development, between Professional

Place and Corporate Drive. West of the rail lines is the IRS complex, which largely occupies the intersection of Harkins and Ellin Roads. South of the IRS complex and north of Ellin Road is the stable single-family development of West Lanham Hills. North of Harkins Road are more single-family homes and a multifamily apartment complex which both abut strip-commercial development along Annapolis Road.

### Key Planning Issues

Key planning issues in the New Carrollton Metro center include:

- Creating a development pattern that dilutes the divisive nature of the partially elevated shared rail right-of-way for Metro, Amtrak, and MARC.
- Providing options for development that respect the protected waterway and wetlands area.
- Encouraging TOD that does not impose on the West Lanham Hills community.
- Obtaining improved pedestrian accessibility to the Metro station.

### Land Use

Of all the eight centers in Subregion 4, the New Carrollton Metro center currently has the highest share of office-based employment uses. Retail, service, and higher density residential uses are relatively underrepresented.

The office-based employment (primarily government-related uses) is consistent with the vision for metropolitan centers as described in the General Plan; however, the current mix of uses has not yet achieved the scale and orientation to the broader metropolitan area envisioned for this center. A higher concentration of employment and high-intensity commercial uses would bring the growth center closer to the vision for a metropolitan center. High-density residential development also is not present currently but is an option as specified in the General Plan.



**Table 6-10: New Carrollton Land Use Mix**

	Existing	General Plan Vision (Metropolitan Center)
Residential	15%	15-60%
Retail and Services	1%	10-50%
Employment (office)	35%	20-60%
Public Uses	0%	10-20%
<i>Source: bbpc, M-NCPPC (2008).</i>		

## Potential Mix of Uses

### Residential

- High urban density

### Commercial

- High-rise public and private sector employment

### Retail and Services

- Street level retail & service mixed-use element

## TOD Implementation Actions

- Initiate the joint development process with WMATA for their property west of Garden City Drive.
- Develop a marketing campaign for New Carrollton to promote regional visitation and expose corporate executives to area.
- Provide for a redesign of Garden City Drive that increases the amount of land available for TOD in a capital improvement plan.
- Efforts should continue to attract federal agencies to New Carrollton.

## Goals

Locate homes, jobs, and shopping centers close to transit services.

- Locate a mix of critical land uses (live/work/shop) in closer proximity to one another.
- Establish land use and transit linkages that make it easier to use rail and bus transit.
- Create a number of new high-rise, mixed-use office and residential buildings in the vicinity of the Metro station.

- Ensure that development of land in the vicinity of the New Carrollton Metro Station maximizes transit ridership.

## Urban Design Concept

The New Carrollton Metro urban design concept is a mix of high-intensity, commercial office, retail, and residential uses. The existing IRS complex and the Maryland Computer Science Corporation office building will be joined by a number of new high-rise mixed-use office and residential buildings ranging up to 22 stories in height in the immediate vicinity of the Metro station. North of the Metro core area, Annapolis Road will transform into a tree-lined urban boulevard with mid-rise mixed-use commercial and residential buildings built up to their property lines along pedestrian-friendly, widened sidewalks. East of the Metro station, the parking lots and most of the existing low- to mid-rise commercial buildings in the Garden City area will be replaced with new mixed-use commercial and residential infill development. The West Lanham Hills residential neighborhood west of the IRS office complex will remain a green enclave of single-family detached homes, and the newer Hanson Oaks townhouse subdivision, located west of Ellins Road, will also retain its existing character. The multifamily residential enclave along 85th Avenue northeast of the Metro station core area will see limited redevelopment of new, mid-rise infill buildings.

The New Carrollton Metro urban design concept envisions four distinct new neighborhoods: Metro core, Annapolis Road Corridor, Garden City, and North Hillside. The Metro core will include the properties along the south side of Cross Street, the Metro station, and joint development area and the properties bounded by Garden City Drive, Corporate Drive, and John Hanson Highway (US 50). The Metro core will feature a renovated Metro station and will become a primary “downtown” location for the county. Of the four neighborhoods, it will contain the most diverse development mix and tallest buildings, including mid- to high-rise residential units, office space, public parking, retail, and a new central square. It will also have bustling pedestrian activity and accessible and efficient transit service. New development will complement the existing office and commercial uses with a



height range of six to 40 stories, active ground-floor uses, and direct visual connections to adjacent streets.

The Annapolis Road Corridor forms the northern edge of the New Carrollton urban design concept and includes the properties fronting on Annapolis Road, east of the MD 450/MD 410 intersection to the Capital Beltway. The corridor will continue to serve as an important transportation route; however, Annapolis Road will transform into an urban boulevard and provide the setting for a lively community-service commercial activity center. The highway-oriented uses along the corridor will gradually be replaced by a new medium-density, mixed-use commercial node between Riverdale Road and 85th Avenue. Most buildings along the corridor will be up to six stories high, but some high-rise residential buildings and mixed-use commercial buildings at major intersections could reach 12 stories in height. A portion of this new, mixed-use node will extend along the south side of Annapolis Road to a point east of Harkins Road. New mid- to high-rise multifamily residential buildings with active commercial ground-floor frontages will front on Annapolis Road, west of Riverdale Road. Improved streetscapes and pedestrian/vehicular crossings along the corridor will promote increased bike and pedestrian traffic, establishing Annapolis Road as a destination and gateway to the Metro core.

The current suburban Garden City office park will be replaced by a self-contained, mixed-use neighborhood with a street network that provides efficient pedestrian, bicycle, and vehicular access and an “iconic” office building near the US 50/I-495 interchange. A new landscaped greenway along the Beaverdam Creek stream bed will provide a new and attractive recreational amenity which, with Corporate Center Drive, will provide a strong pedestrian-oriented link between the Metro station and an iconic commercial building. Mixed-use residential development will line both sides of a new, linear greenway, and mixed-use office/retail development will occupy the blocks adjacent to Garden City Drive and US 50 to help buffer the mixed-use residential areas from transportation-related noise impacts. A new, north to south collector street will intersect Corporate Drive at

the location of the iconic office building and will merge with an extended Cobb Drive to provide a vehicular/pedestrian connection with 85th Avenue and neighborhoods north of the shared rail alignment. Over time, the existing, large development parcels will be redeveloped into a walkable street grid with buildings up to 20 stories high.

The urban design concept envisions the North Hillside multifamily residential neighborhood as retaining its current development character. It will, over time, see scattered-site infill redevelopment that will provide more housing diversity, parks and open space, and a limited amount of neighborhood-serving commercial uses.

The West Lanham Hills neighborhood will not change in character as part of the urban design concept. This neighborhood will maintain its stable, single-family residential character and preserve its strong park connections. Potential tear-down redevelopment will be required to meet the existing neighborhood design characteristics and be no more than three stories high.

### Conceptual Regulating Plan

New Carrollton is designated as a UC1 center (see Map 6-9 on page 173). The New Carrollton Metro center consists of the New Carrollton Metro Station and the major corridors: Annapolis Road, Ellin Road, and Garden City Drive. Both Annapolis Road and Garden City Drive, as well as a portion of Ellin Road, are designated in the conceptual regulating plan as 83-foot-wide neighborhood streets (NST-1) and include two through lanes, the potential for parallel parking, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards. A portion of Ellin Road is designated as the same neighborhood street (NST-1), but follows the existing road width, which is 106 feet wide.

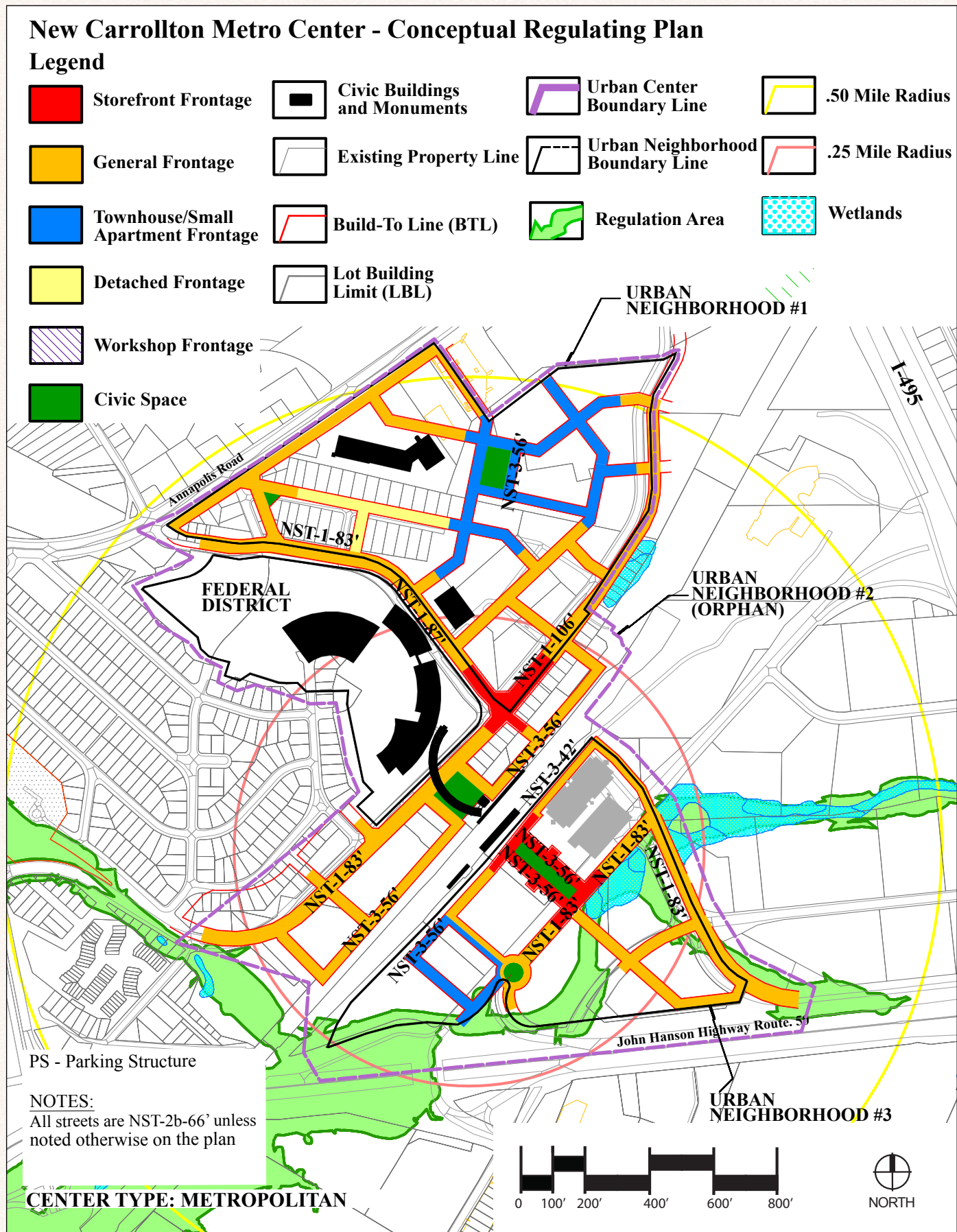
### Urban Neighborhood 1

**Gross Acres—81.6**

**Net Developable Acres—48.5**

Urban Neighborhood 1 is located north of Harkins Road, south of Annapolis Road (MD 450) and the Capital Beltway, east of Annapolis Road, and west of Ellin Road/85th Avenue. The neighborhood is







served by a new network of roads that creates a system of irregular blocks. At the southeastern edge of the neighborhood, shopfront frontages exist at the intersection of a Harkins Road and Ellin Road. The focal point of the neighborhood will occur at a new intersection constructed along Harkins Road in the existing parking lots near Ellin Road. The new road will serve as the connection point to the various frontages within the rest of the community. Townhouse/small apartment frontages will be clustered around a central civic green that is located along the middle section of the new road. Detached frontages will be located along Cross Street and Sherwood Street between West Lanham Drive and the new road. Surrounding frontages along the edges of Annapolis Road, Harkings Road, and 85th Avenue will consist of general frontages.

### Urban Neighborhood 2 (Orphan)

**Gross Acres—16.0**

**Net Developable Acres—9.4**

Urban Neighborhood 2 is located to the north of New Carrollton Metro Station, to the south of Ellin Road, and to the east and west of existing wetland and green infrastructure areas. The neighborhood is considered an “orphan” neighborhood because it does not contain townhouse/small apartment frontage or storefront frontage. Additionally, the orphan neighborhood does not meet the 20-acre minimum gross acreage requirements to be considered as an urban neighborhood, comparable to the other neighborhoods in this center.

<b>Table 6-11: Suitland Land Use Mix</b>		
	<b>Existing</b>	<b>General Plan Vision (Regional Center)</b>
Residential	43%	20-70%
Retail and Services	10%	10-60%
Employment (office)	0%	10-60%
Public Uses	47%	10-20%
<i>Source: M-NCPPC (2008).</i>		

### Urban Neighborhood 3

**Gross Acres—43.6**

**Net Developable Acres—24.7**

Urban Neighborhood 3 is bounded to the north and west by the New Carrollton Metro Station, to the east by Corporate Drive, and to the south by John Hanson Highway (US 50). Within the neighborhood, a new network of roads is designed to replace the existing parking lots in order to create a block grid network for improved circulation. Frontages along the southern edge of the neighborhood consist of townhouse/small apartment development. Directly adjacent to the Metro station, a new central thoroughfare and a civic green are developed with shopfront frontages running parallel to the street on both sides. Surrounding the central thoroughfare, general frontages form the rest of the existing buildable frontage space within the neighborhood along both sides of Garden City Drive.

### Suitland Metro Center

The *Approved Suitland Mixed-Use Town Center Zone Development Plan* was approved in February 2006. This development plan provides more detailed background information, in addition to a series of objectives that correspond to the urban design character and development pattern reflected in the conceptual regulating plan for this center. The following is a summary of the vision, goals, and objectives.

#### Vision

The vision for development of the Suitland Metro center includes a compact, pedestrian-friendly, mixed-use town center that is human-scaled with contextually designed buildings and ground-floor retail. Attractive, walkable, and safe public spaces with well-designed public amenities will connect to wide, well-lit sidewalks that allow people to walk comfortably, shop, socialize, and recreate. Additionally, buildings will be located close to the street to maximize the pedestrian experience.

#### Background

Suitland, Maryland, named for Maryland State Senator Samuel T. Suit, is largely known for the Suitland Federal Center Campus, which is located on Silver Hill Road west of the Suitland Parkway



and northeast of the Suitland Metro Station. The Suitland Metro center is bordered by Silver Hill Road and the Suitland Metro Station to the northwest; Silver Hill Drive, Terrace View Drive, and the Suitland Parkway to the west; the edge of multifamily development along Parkway Terrace Drive and Navy Day Place to the south; Swann Road and Romain Court to the southeast; and Eastern Lane and Park Lane South to the northeast.

Commercial land use is located along the east side of Silver Hill Road, from the Suitland Parkway to Sunset Lane, along the west side of Silver Hill Road from Suitland Road to Park Lane South, and along the south end of Suitland Road. The majority of the commercial development in these areas consists of strip shopping centers containing some neighborhood services, such as dry-cleaners and fast-food chains. Additionally, many storefront churches occupy sections of these centers, as well as pawn shops and potentially regional-serving establishments.

The 226-acre Suitland Federal Center, just outside the growth center, is located east of the Metro station on Silver Hill Road and includes the newly constructed U.S. Census Bureau building, the National Oceanographic and Atmospheric Administration, National Archives, the Smithsonian Institution, General Services Administration, and the National Maritime Intelligence Center. Although the Suitland Federal Center employs approximately 8,000 people, seldom do the federal employees leave the campus during the day, offering very little benefit to the Suitland business community. The Suitland Metro center includes a portion of the grounds of the historic Suitland House, a colonial home built in 1937 by Lovell O. Minear and set on 52 acres of land, which was acquired by the federal government for the Suitland Federal Center campus.

Current residential uses in the growth center include a mix of multifamily apartment buildings and a few isolated single-family homes. A large and troubled apartment complex, Suitland Manor, has been demolished since the 2006 plan was adopted, and the lot remains vacant. The growth center has a portion of environmentally-regulated land south of

the multifamily development along Parkway Terrace Drive. Currently, there is very little open, vacant land for new development, with the exception of the former Suitland Manor Apartment complex site.

### Key Planning Issues

Key planning issues in the Suitland Metro center include:

- Establishing suitable development along Silver Hill Road that will draw employees from the Suitland Federal Center campus and commuters using Silver Hill Road.
- Providing higher-quality retailers and sit-down restaurants along Silver Hill Road for surrounding residents.
- Implementing future development plans for the former Suitland Manor site.
- Balancing new types and densities of residential development with existing residential communities.

### Land Use

With the Suitland Federal Center, public uses dominate the current land use mix in the Suitland Metro center. Although the Suitland Federal Center's tenants provide a strong base of public sector employment in the growth center, the station area lacks private sector office-based employment. The proportion of residential uses relative to other uses is lower in the Suitland Metro center than other growth centers. Existing dwelling types include multifamily units and compact single-family detached units.

Relative to the land use mix recommended in the General Plan, the Suitland Metro center lacks its recommended share of office-based employment, and the proportion of retail and services provided in the growth center is at the low end of the range called for a regional center in the General Plan.

### TOD Implementation Actions

- Encourage TOD at the intersection of Silver Hill and Suitland Roads through land use policies. Two projects under consideration for this area, the former Suitland Manor site and Suitland Gateway, propose TOD uses.



- Stakeholders in the Suitland community and the county must come together to move forward with the revitalization of Suitland Manor. The combination of this project with the proposed Suitland Gateway Town Center project (including retail, office, residential uses), and proximity and access to federal employment nodes have the ability to transform this area into a sustainable, economically diverse community.
- Small business development and business recruitment efforts will be key to attracting transit-supportive employment uses to Suitland. The proposed Suitland Gateway Town Center project contains provisions for approximately 340,000 square feet of office space, which could support up to 1,400 jobs.
- Commercial building loan funds should be targeted to Suitland to augment business development efforts.
- Provide for streetscape improvements such as traffic calming and pedestrian amenities in the Capital Improvement Plan.
- Address public safety concerns throughout the Suitland Metro Station area.

## Goals

- Encourage attractive and compatible mid-rise, mixed-use buildings along Silver Hill and Suitland Roads to create a distinctive and viable town center.
- Provide a safe and attractive pedestrian network that encourages walking to work, shops, schools, parks, and transit.
- Improve the pedestrian environment and minimize the visual impact of parking by primarily locating parking lots behind structures.
- Integrate existing neighborhoods into the town center by creating new residential areas of compatible height and scale.
- Reinforce easy and convenient access to both vehicles and pedestrians.

- Create a complete street grid by filling in gaps and connecting dead-end segments within the existing road network.

## Summary of Objectives

An outline of the objectives stated in the Design Concept chapter of the 2006 *Approved Suitland Mixed-Use Town Center Zone Development Plan* is provided below; however, to view the detailed description of these, and other, objectives for the Suitland Metro center, please refer to the approved plan.

- Incorporate a variety of residential uses to ensure a critical mass of activity.
- Provide a multimodal transportation system consisting of public rail and bus service, pedestrian paths, bicycling opportunities, and automobile access.
- Promote street-level uses that are oriented toward pedestrians and around public spaces.
- Encourage creation of a mixed-use area focused at Silver Hill Road and Swann Road (across from the Suitland Federal Center) that emphasizes office uses and higher-density residential development.
- Establish a series of interconnected open spaces, in major activity nodes, and pedestrian connections that link key development areas.
- Create opportunities for mixed-use development at the Suitland Metro Station area, including both sides of Silver Hill Road.

## Urban Design Concept

The urban design concept plan suggests that the main street areas along both Silver Hill and Suitland Roads should primarily comprise a mix of commercial uses. Residential development is recommended for the neighborhood including the former Suitland Manor site and Swann Road, where residential redevelopment is proposed to strengthen the town center by expanding the range of current housing types.

Convenience, retail, eating, and drinking establishments, and service-office space should be the predominant commercial uses along Silver Hill Road, at the intersection of Silver Hill and Suitland Roads, and, most intensively, on Silver Hill Road across from



the Suitland Federal Center's main gate. Assuming the feasibility of assistance or incentives for assembling land, additional retail space, and possibly, office space, will be supportable on Silver Hill Road across from the Suitland Federal Center's main gate to target Federal Center employees and spin-off businesses related to the agencies within the Federal Center itself. Multi-tenant office investment should occur concurrently with major retail redevelopment in this location and at the corner of Suitland and Silver Hill Roads. In addition, consideration should be given to encouraging development of office space at the intersection of Homer Avenue and Suitland Road.

The urban design concept recommends redeveloping most of the former Suitland Manor site with new residential uses that target families, area workers, and other households interested in living in a neighborhood close to the Metro station. Housing types recommended to serve such households include townhouses, duplexes, "zero-lot line" single-family homes, and traditional single-family homes. New medium-density condominiums are also recommended along Swann Road as a transitional development between the commercial development recommended along the main street of Silver Hill Road and the existing single-family community.

Mixed-use development is recommended at the intersection of Silver Hill and Swann Roads (office uses and higher-density residential development), north of Suitland Road at Huron Avenue (community-oriented retail, office, and residential uses), and at the Suitland Metro Station, including both sides of Silver Hill Road.

The major open space elements proposed for Suitland's town center include a Suitland Federal Center green, a town center plaza, a Suitland promenade along Suitland Road, and a series of neighborhood greens.

### Conceptual Regulating Plan

Suitland Metro is designated as a UC3 center (see Map 6-10 on page 178). The center consists of the Suitland Metro Station and two major corridors, Suitland Road and Silver Hill Road. Both Suitland and Silver Hill Roads are identified in the conceptual regulating plan as major streets (M-1)

that are 135 feet wide and consist of two through lanes, a center lane or optional median, parallel parking on each side of the street, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards.

### Urban Neighborhood 1

**Gross Acres—68.4**

**Net Developable Acres—41.2**

Urban Neighborhood 1 is located north of Navy Day Drive, south of Suitland Road, east of Silver Hill Road, and west of Romain Court. In developing the neighborhood, a new road network will have to be constructed in order to support an accessible block grid system. Frontages in the eastern section consist of townhouse/small apartment development along Suitland Road that extends into the interior of the neighborhood and detached single-family frontage along Swann Road that extends two blocks into the interior of the neighborhood. The eastern section of the neighborhood consists of blocks east of Sycamore Lane. Along the edges of Silver Hill Road and its intersection with Suitland Road, general frontages consume most of the buildable frontage space in the blocks. A portion of the edge at the intersection of Silver Hill Road and Swann Road comprises shopfront development at the corners of the intersection. Interior blocks have general frontages along Swann Road, townhouse/small apartment frontages along Randall Road, and existing detached single-family frontages along portions of Navy Day Drive and Navy Day Place. Civic open space consists of a large park that traverses two blocks along Suitland Road, a central civic green on Swann Road, and a small urban park on Silver Hill Road.

### Urban Neighborhood 2

**Gross Acres—36.9**
















**Net Developable Acres—22.5**

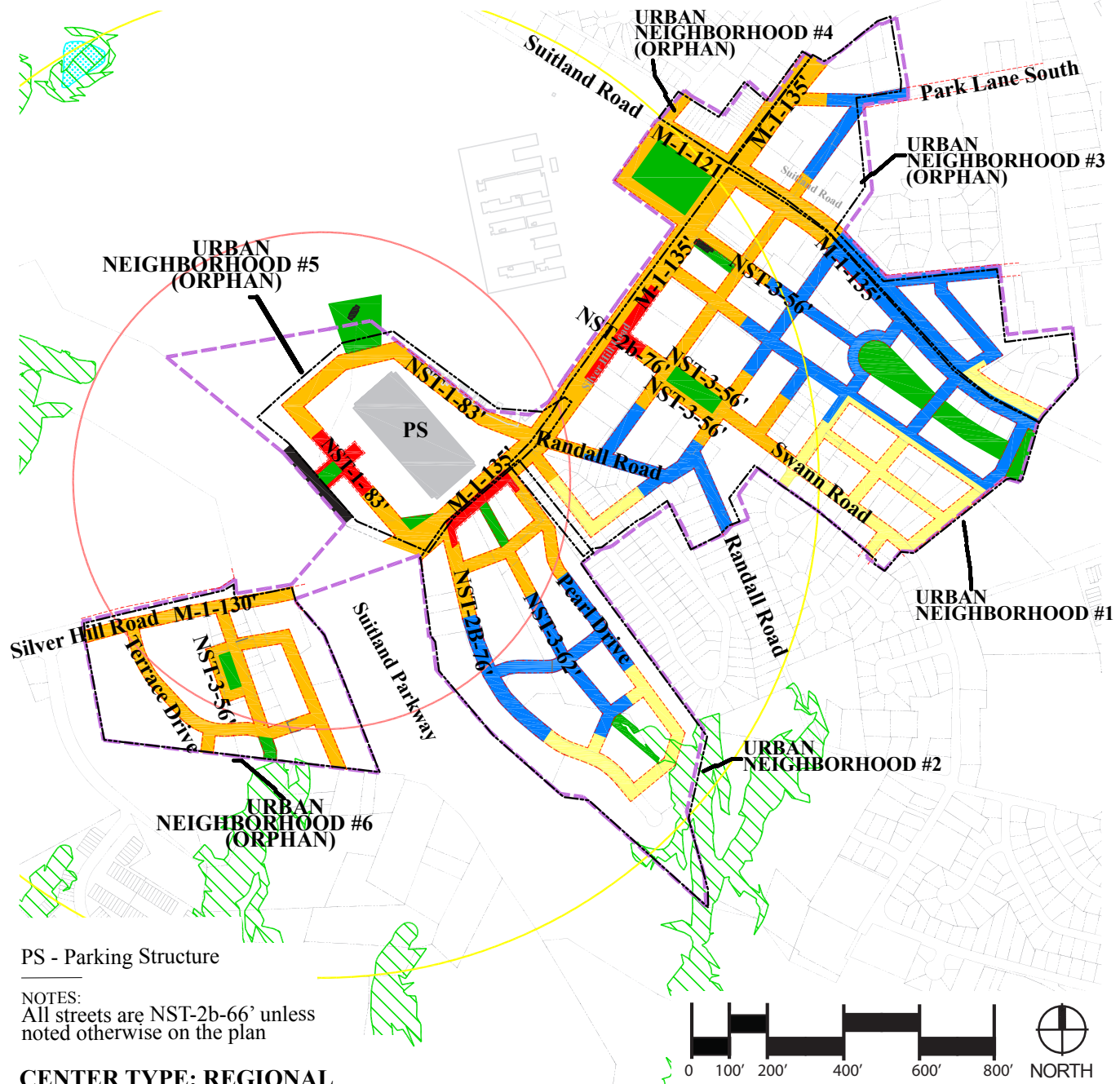
Urban Neighborhood 2 is located north of Suitland Parkway, south of Navy Day Drive, east of Silver Hill Road, and west of Parkway Terrace Drive. Existing road networks within the neighborhood will serve as the basic framework for developing new blocks, as some roads will have to be extended and modified to design proper blocks. Along Silver Hill Road, shopfront frontage acts as the gateway



## Suitland Center - Conceptual Regulating Plan

### Legend

 Storefront Frontage	 Existing Property Line	 Build-To Line (BTL)	 .50 Mile Radius
 General Frontage	 Civic Space	 Lot Building Limit (LBL)	 .25 Mile Radius
 Townhouse/Small Apartment Frontage	 Alley/Access Easement (Exact Location TBD)	 Urban Center Boundary Line	 Regulation Area
 Detached Frontage	 Civic Buildings and Monuments	 Urban Neighborhood Boundary Line	





into the clustered neighborhood. The western section of the neighborhood consists of general frontage along Parkway Terrace Drive, Clair Drive, and Pearl Drive. The central section of the neighborhood consists of townhouse/small apartment frontage along Parkway Terrace Drive, Clair Drive, and Pearl Drive. The eastern section of the neighborhood consists of detached single-family frontage along Parkway Terrace Drive, Clair Drive, and Pearl Drive. Civic open space within the neighborhood consists of a park between sections of shopfront frontage along Silver Hill Road.

#### **Urban Neighborhood 3 (Orphan)**

**Gross Acres—19.4**

**Net Developable Acres—13.3**

Urban Neighborhood 3 is located north of Suitland Road, south of Park Lane South, east of Silver Hill Road, and west of M-NCPPC park property. It is considered an “orphan” neighborhood because it does not contain the necessary townhouse/small apartment or storefront frontages. Additionally, the orphan neighborhood does not meet the 20-acre minimum gross acreage requirements to be considered a neighborhood.

#### **Urban Neighborhood 4 (Orphan)**

**Gross Acres—8.8**

**Net Developable Acres—1.9**

Urban Neighborhood 4 is located north of Suitland Road, south of Porter Avenue, east of Huron Avenue, and west of Silver Hill Road. The neighborhood is considered an “orphan” because it does not contain the necessary townhouse/small apartment or storefront frontage. Additionally, the orphan neighborhood does not meet the 20-acre minimum gross acreage requirements to be considered a neighborhood.

#### **Urban Neighborhood 5 (Orphan)**

**Gross Acres—21.3**

**Net Developable Acres—13.7**

Urban Neighborhood 5 is located north of Suitland Metro Station, south of Randall Road, east of Suitland Federal Center, and west of Silver Hill Road. The neighborhood is considered an “orphan” neighborhood because it does not contain the

necessary townhouse/small apartment frontage, nor does it meet the 20-acre minimum size requirement for a full urban neighborhood.

#### **Urban Neighborhood 6 (Orphan)**

**Gross Acres—23.1**

**Net Developable Acres—16.0**

Urban Neighborhood 6 is located north of Silver Park Drive, south of Suitland Parkway, east of Silver Hill Road, and west of West Summer Road. The neighborhood is considered an “orphan” because it does not contain townhouse/small apartment or storefront frontage.

### **Cheverly Metro Center**

The *Approved Sector Plan and Sectional Map Amendment for the Tuxedo Road/Arbor Street/Cheverly Metro Area* was approved in April 2005. This sector plan provides more detailed background information, in addition to a series of recommendations that correspond to the urban design character and development pattern reflected in the conceptual regulating plan for this center. The following is a summary of the vision, goals, policies, and strategies.

#### **Vision**

The vision for development of the Cheverly Metro center includes compact, mixed-use, TOD at the Cheverly Metro Station and along Arbor Street, which would become a neighborhood-serving commercial corridor. Additionally, new development would provide safe pedestrian connections to the Cheverly Metro and a quality public realm. An emerging mixed-use component would be included in the Old 4th Ward neighborhood.

#### **Background**

Located just east of Washington, D.C., the Town of Cheverly can be characterized as a large urban neighborhood comprising single-family, light industrial, and service-commercial development. The Cheverly Metro center is bound to the north by single-family residential development, to the east by Cheverly Park and Magruder Spring Park, to the south by Beaverdam Creek and North Englewood Drive, and to the west by 57th Avenue and a large undeveloped parcel (the “Jamal



property”). I-295 provides north to south access west of the growth center. John Hanson Highway (US 50) bisects the growth center, separating the Cheverly Metro Station, industrial development, and the Old 4th Ward to the south from the residential and commercial development to the north.

At the heart of the growth center are Tuxedo Road and Arbor Street, north of US 50 and the Cheverly Metro Station (located on US 50), which create the commercial spine or “main street” of the Cheverly community. Existing land uses along Arbor Street include marginal service commercial uses, such as car repair shops and a tour bus depot. The lots along Arbor Street are relatively small and should be consolidated as the area redevelops to accommodate viable commercial development. North and east of Arbor Street and Tuxedo Road are stable single-family communities positioned on a street grid that is diagonal to Arbor Street and Tuxedo Road. Land uses within the growth center boundary south of the Metro station include woodlands and the single-family residential community referred to as the Old 4th Ward. The *Approved Sector Plan and Sectional Map Amendment for the Tuxedo Road/Arbor Street/Cheverly Metro Area* did not include this residential community; however, due to citizen concern during the initial phases of the Subregion 4 planning process, it was decided that the community would be included in this plan.

The large wooded area south of the Cheverly Metro Station contains the Beaverdam Creek corridor, which is within the regulated area of the county’s green infrastructure network. This area is zoned for single-family residential development but it is not likely that development would be permitted due to the floodplain and wetland issues associated with the land. Public amenities in the growth center include Cheverly Park, Magruder Spring Park, Pinkie Park, Jesse J. Warr, Jr., Neighborhood Park, the Tuxedo/Cheverly Fire Department, and the Judith P. Hoyer Early Childhood Center. The historic Magruder Spring, located in Magruder Spring Park, was the sole source of water for the Mount Hope tobacco plantation, established during the 1830s by Fielder Magruder, Jr., and later, for the Town of Cheverly. Vacant, open land for new development in the

growth center is sparse due to the large amount of environmentally regulated land and the high percentage of WMATA-owned property in the area.

## Key Planning Issues

Key planning issues in the Cheverly Metro center include:

- Providing a mix of land uses of varying intensities for the Cheverly Metro Station.
- Providing development that is compatible with adjacent stable residential neighborhoods.
- Attracting high-capital, intense uses to the area.
- Retaining existing businesses while changing current land uses.
- Creating a sense of place.

## Land Use

Industrial uses dominate the land use mix in the Cheverly Metro center (particularly to the south of US 50). Compact single-family detached units are situated between industrial areas in the southern portion of this center.

**Table 6-12: Cheverly Land Use Mix**

	Existing	General Plan Vision (Regional Center)
Residential	15%	20-70%
Retail and Services	0%	10-60%
Employment (office)	0%	10-60%
Public Uses	5%	10-20%

*Source: M-NCPPC (2008).*

Compared to the vision for a regional center as called for in the General Plan, the Cheverly Metro center currently lacks a base of retail and service and office-based employment uses. Multifamily and single-family attached units are also not represented in the center.

## Potential Development Character

Cheverly’s proximity to Prince George’s Hospital should be capitalized upon in terms of attracting businesses within the medical sector. The positive



state of the healthcare industry has stimulated the development of medical office buildings near major hospitals, a phenomenon that has exhibited considerable resistance to the economic downturn. Medical office buildings (MOB) are typically developed either by hospitals or physician/investors. Hospitals develop MOB to provide additional, modernized space for clinics and new equipment without expensive and disruptive remodeling of the hospital. For physicians, an MOB offers combined services with office space in close proximity to major hospitals.

Expansion of the medical sector around Cheverly will create the need for medical professionals, technicians, nurses, administrative personnel, and other associated jobs that will, in turn, create the need for housing. A recent trend has been to locate health care offices in mixed-use projects, consistent with TOD principles.

The steadily aging baby boomer population will increasingly demand a continuum of care from senior housing to acute care nursing, which also presents opportunities for development near major hospitals. One method through which the Cheverly area could potentially distinguish itself from other medical hubs is by adopting a focus on a certain branch of medicine, such as the field of gerontology, which is the study of the social, psychological, and biological aspects of aging.

### Potential Mix of Uses

#### Residential

- Mid- to high-rise multifamily, mixed-use element.

#### Commercial

- Low- to mid-rise locally-serving employment, mixed-use element.

#### Retail and Services

- Street level mixed-use element.
- Transit serving and destination.

### TOD Implementation Actions

- Explore the feasibility and/or initiate a process of property assembly and land banking along Arbor Street. Significant properties along Arbor Street serve mainly as vehicle storage areas, with small building footprints and low employment. These properties should be inventoried and

tracked so that opportunities are identified as they become available.

- Initiate feasibility study for a pedestrian bridge between the Cheverly Metro Station and Arbor Street—costs should be included in a capital improvement plan. This will serve as a key catalyst for the revitalization and redevelopment of Arbor Street to TOD.
- Support efforts to improve connectivity between the proposed Addison Row mixed-use development and the Metro station in order to facilitate the site's redevelopment to TOD.
- Initiate joint development process with WMATA for Cheverly Metro land.
- Investigate the potential for physical expansion of healthcare services and keep existing providers informed of development opportunities in the Cheverly growth center.
- Make developers aware of the pool of potential partners and tenants of a Cheverly MOB including physicians affiliated with Prince George's Hospital.

### Goals

Revitalize and redevelop the existing commercial, industrial, and underutilized areas with quality mixed-use TOD that provides a vibrant sense of place for workers and residents.

- Encourage intense, mixed-use development at the Metro station.
- Capitalize on investments in transportation and other infrastructure.
- Provide focused and limited vertical, mixed-use development in order to preserve the existing strong community context.
- Balance compact and intensive development with environmental protection and restoration of the green corridor where it is currently degraded.

### Summary of Policies and Strategies

An outline of the recommendations explained in the Land Use and Development Pattern chapter of the Tuxedo Road/Arbor Street/Cheverly Metro Area Sector Plan is provided below; however, to view the



full description of these, and other, recommendations for the Cheverly Metro center, refer to the 2005 *Approved Sector Plan and Sectional Map Amendment for Tuxedo Road/Arbor Street/Cheverly Metro Area*.

- Assemble small lots into parcels that can facilitate development.
- Encourage redevelopment of the Arbor Street area as a mixed-use core that allows a flexible mixture of residential, retail, and office use for small properties along Arbor Street.
- Consider integrating pockets of neighborhood-serving commercial land uses in the Old 4th Ward neighborhood to encourage future mixed-use development.
- Promote intense, mixed-use, TOD at the Cheverly Metro Station.
- Provide for areas of active, recreational space in the growth center.
- Provide direct pedestrian linkages from the Cheverly Metro Station to other parts of the growth center.
- Provide well-lit, high-quality public spaces throughout the entire area to encourage gathering and pedestrian mobility.
- Preserve and restore natural features within designated green infrastructure corridors in the growth center.
- Maximize use of green building techniques for new construction and renovations of existing buildings.
- Coordinate with the Town of Cheverly and WMATA on joint development opportunities.

### Urban Design Concept

The urban design concept connects all subareas of the Cheverly Metro center with a system of well-designed boulevards, pedestrian routes, open spaces, and trails. This system improves both vehicular and pedestrian circulation and creates a human-scale core area intended to serve as an active transit-oriented community of homes, shops, jobs, and open spaces. Streetscape amenities are provided along with improved internal vehicular circulation patterns. A linear park will serve as a buffer, and the addition of sidewalks along the area's perimeter roadways will create a safe and

attractive pedestrian edge, as well as an aesthetically improved entrance to the area.

The urban design concept will transform Arbor Street into a main street with retail accompanied and supported by residential and small office uses. It will provide quality human-scaled architectural character and streetscapes that are welcoming, including roads that are designed to slow traffic to a safe and smooth flow, and civic uses, such as public parks and a public green. Beecher Street will become a medium-density residential street, well integrated with the adjacent single-family detached neighborhoods and the existing and proposed open spaces.

The Cheverly Metro Station parking lot will become the focal point for the growth center; it will be developed as mixed-use, while the proposed street pattern and streetscape design will revive the urban spirit of the original plan for subdividing Cheverly. The urban design concept also proposes constructing an attractive and human-scaled pedestrian bridge that links the Metro station development with the main street development along Arbor Street. The construction of sidewalks and trails will connect areas within the growth center to the Metro station, as well as to adjoining communities.

### Conceptual Regulating Plan

The Cheverly Metro is designated as a UC3 center (see Map 6-11 on page 183). The Cheverly Metro center consists of the Cheverly Metro Station and the major corridor, Columbia Park Road. Columbia Park Road is identified in the conceptual regulating plan as a major street (M-1) that is 121 feet wide and consists of two through lanes, a center lane or optional median, parallel parking on each side of the street, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards.

### Urban Neighborhood 1

**Gross Acres—55.4**

















**Net Developable Acres—30.2**

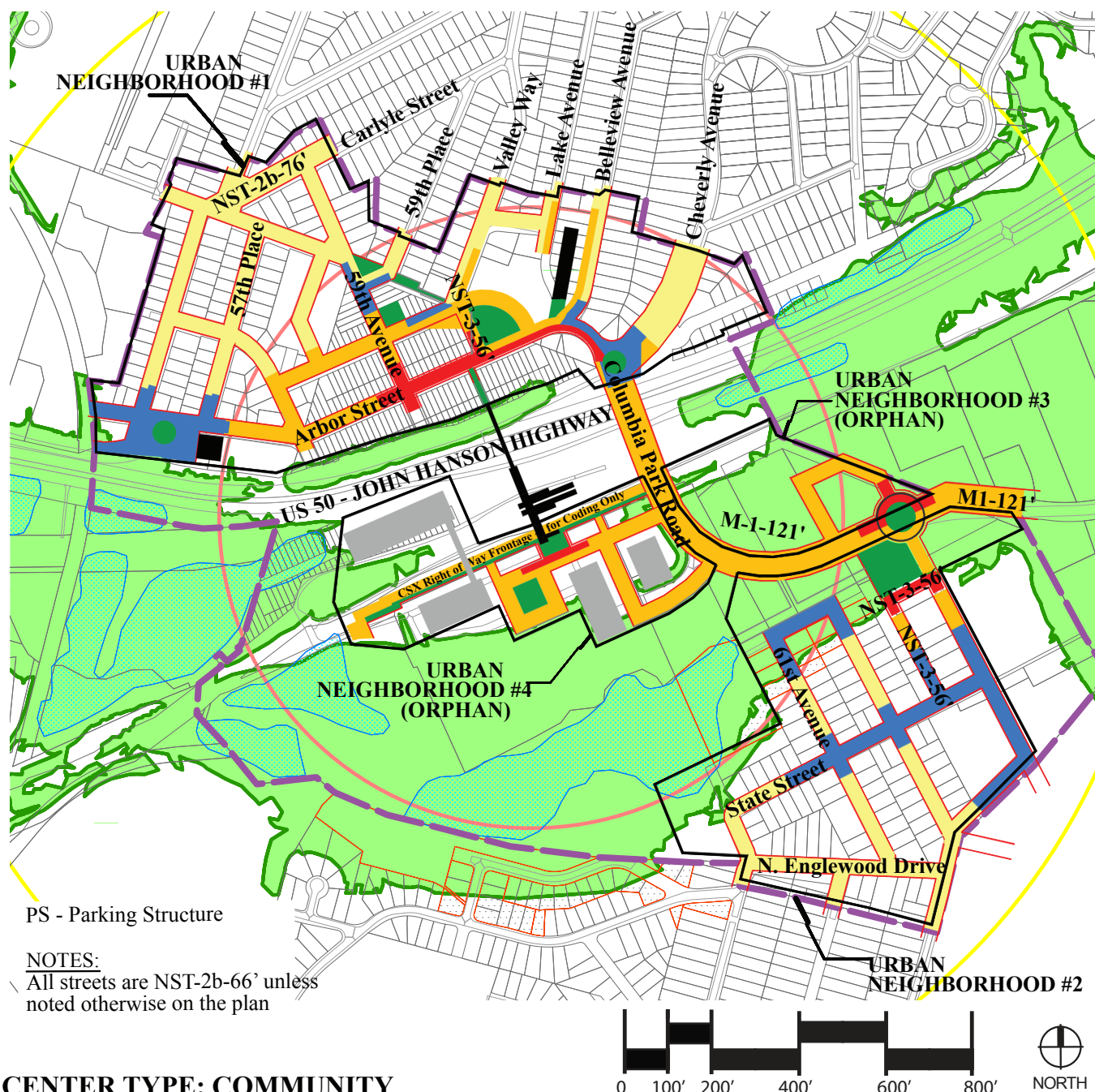
Urban Neighborhood 1 is bounded to the north by Carlyle Street, to the south by US 50/John Hanson Highway, to the east by 57th Avenue, and to the west by Cheverly Avenue. Within the



## Cheverly Center - Conceptual Regulating Plan

### Legend

 Storefront Frontage	 Workshop Frontage	 Existing Property Line	 Build-To Line (BTL)
 General Frontage	 Civic Space	 Lot Building Limit (LBL)	 .50 Mile Radius
 Townhouse/Small Apartment Frontage	 Alley/Access Easement (Exact Location TBD)	 Urban Center Boundary Line	 .25 Mile Radius
 Detached Frontage	 Civic Buildings and Monuments	 Urban Neighborhood Boundary Line	 Regulation Area





neighborhood, the existing road network will serve as the basic framework for developing the block grid system. Any additional roads will align with the current road network. Frontages within the northeastern section of the neighborhood will remain detached single-family residential in areas extending from 57th Avenue through 59th Avenue. Townhouse/small apartment frontages exist in the southeast section of the neighborhood along Tuxedo Road and also can be seen in small portions of other sections at the intersection of 59th Avenue and 59th Place and along Arbor Street between Bellevue Avenue and Cheverly Avenue. The central section of the neighborhood has shopfront frontages at the intersection of 59th Avenue and Arbor Street that extend along Arbor Street until the intersection of Cheverly Avenue and Columbia Park Road. Surrounding the shopfront, blocks of general frontage radiate from the intersection of 59th Avenue and Arbor Street and extend into portions of 59th Avenue, Beecher Street, Valley Way, and Bellevue Avenue. The remaining portions of these roads continue to represent existing detached single-family housing frontages.

### **Urban Neighborhood 2**

**Gross Acres—37.5**

**Net Developable Acres—25.6**

Urban Neighborhood 2 is bounded by Columbia Park Road to the north, North Englewood Drive to the south, Jutewood Avenue to the east, and 64th Avenue to the west. Within the neighborhood, the existing road network will serve as the basic framework for developing the block grid system while only adding a few additional roads to improve circulation. The northeastern section of the neighborhood consists of general frontage with a portion of the block between 64th and the new street being shopfront frontage. The northwestern section of the neighborhood consists of blocks along 61st and 62nd Street of townhouse/small apartment frontages, with portions of the interior of the block remaining detached single-family frontage. In the southern section of the neighborhood, portions of State Street and 64th Avenue consist of townhouse/small apartment frontages, but change over to detached single-family frontage closer to the boundary edge.

### **Urban Neighborhood 3 (Orphan)**

**Gross Acres—8.4**

**Net Developable Acres—6.6**

Urban Neighborhood 3 is bounded to the north by US 50, to the east and south by Columbia Park Road, and to the west by industrial property. Frontages in this area include general along Columbia Park Road, and a small section of shopfront around the vegetated circle, also located on Columbia Park Road. It is considered an “orphan” neighborhood because it does not contain the necessary townhouse/small apartment frontage nor does it meet the 20-acre minimum gross acreage requirements to be considered a complete urban neighborhood.

### **Urban Neighborhood 4 (Orphan)**

**Gross Acres—17.8**

**Net Developable Acres—6.4**

Urban Neighborhood 4 is bounded to the north by the Cheverly Metro Station, to the south by an M-NCPPC park property, to the east by a wetland and green infrastructure area, and to the west by Columbia Park Road. Urban Neighborhood 4 includes the Metro station and surrounding new development, which would be designated as general frontage in the conceptual regulating plan. A small portion of shopfront frontage is designated just outside the Metro station entrance, behind a large civic green that is extended into a linear green along the south side of the Metro right-of-way. An additional civic green, surrounded by general frontage on all four sides, is located southwest of the shopfront and civic green. Urban Neighborhood 4 is considered an “orphan” because it does not contain the necessary townhouse/small apartment frontage nor does it meet the 20-acre minimum gross acreage requirements to be considered a complete urban neighborhood.

## **Capitol Heights Metro Center**

The *Capitol Heights Approved Transit District Development Plan and Transit District Overlay Zoning Map Amendment* was approved in December 2007. The plan provides more detailed background information, in addition to development concepts that correspond to the urban design character and development pattern reflected in the conceptual



regulating plan for this growth center. The following is a summary of the vision, goals, and planning concepts.

### Vision

The vision for development of the Capitol Heights Metro center includes development that recognizes and builds upon the unique characteristics of the Town of Capitol Heights. The vision promotes a wide range of building types, including a diverse mix of housing; the preservation of existing neighborhoods and new infill development; and smaller-scale retail that is consistent with the scale and character of the existing businesses along Old Central Avenue. Development will also include an extensive system of civic, park, and other open spaces, as well as a finely-balanced street and circulation network that maximizes accessibility and promotes streets as places of shared use between pedestrians and vehicles.

### Background

Capitol Heights is a primarily residential community that closely resembles the development character of a small town, complete with a “main street” (Old Central Avenue), a street grid, public parks, and a town hall. The Capitol Heights Metro center includes the Capitol Heights Metro Station at East Capitol Street and Southern Avenue, and is bounded to the west by Southern Avenue; to the south by Central Avenue, Bend Street, Azores Lane, and Belgium Street; to the east by Xena Avenue and Maryland Park Drive; and to the north by the intersection of Southern Avenue NE, Maryland Park Drive, and Banks Place NE.

Commercial development constitutes only a small portion of the total growth center, and industrial development comprises even less. Most commercial development is concentrated along Old Central Avenue, Capitol Heights’ “main street;” however, most of this development is vacant, underutilized, unattractive, or noncompliant with current zoning. The commercial strip along Old Central Avenue includes the town hall, post office, fire station, and the Capitol Heights Police Headquarters.

Residential development in Capitol Heights includes primarily single-family homes with residents who have lived in the area for a number of years; however, housing has become increasingly

more attractive to younger residents who appreciate the lower home prices and the proximity to Washington, D.C. The growth center contains mostly older, single-family detached homes and does not offer a wide variety of residential development, such as condominiums, apartments, or townhouses.

Main thoroughfares in the growth center include East Capitol Street (MD 214) and Old Central Avenue (MD 332), both of which provide direct access to Washington, D.C., from the western side of Capitol Heights, and merge at Addison Road to become Central Avenue (MD 214). Central Avenue provides access to points east of Capitol Heights, especially the Capital Beltway (I-95/I-495). Capitol Heights Boulevard provides a link from the Capitol Heights Metro Station to the town’s civic area.

Watts Branch Stream Valley, the largest environmental feature in Capitol Heights, runs northwest through the growth center, from south of Old Central Avenue to Southern Avenue, and continues through Washington, D.C., to the Anacostia River. Watts Branch also runs through the middle of Bugler Street Park, a 3.6-acre park east of Tunic Avenue and north of Balsam Street. Environmental constraints to development in the growth center include steep slopes from Southern Avenue to Chamber Avenue and in Bugler Street Park. Additionally, potential new development along the Watts Branch Stream Valley should respect the ecological sensitivity of the land and stream.

### Key Planning Issues

Key planning issues in the Capitol Heights Metro center include:

- Addressing the lack of quality commercial services in the transit district, which forces people to travel outside the area to shop.
- Addressing the domination of single-family homes, which challenges efforts to encourage mixed-use development within the Transit District Overlay Zone.
- Redirecting the current residential development pattern, which does not offer the variety of housing types or living options typically associated with TOD.



## Land Use

The mix of land uses within the Capitol Heights Metro center (the one-half mile walking radius surrounding the Metro) is dominated by residential uses, which comprise over 70 percent of all land uses. Compact single-family detached homes located within a grid street network occupy much of the station area, although the growth center does currently contain a few multifamily residential buildings. Commercial retail and service uses are clustered along Central Avenue, as well as industrial uses.

**Table 6-13: Capitol Heights Land Use Mix**

	Existing	General Plan Vision (Community Center)
Residential	71%	20-80%
Retail and Services	9%	5-50%
Employment (office)	0%	5-50%
Public Uses	11%	10-20%

*Source: M-NCPPC (2008).*

Relative to the vision identified for a prototypical community center, as specified in the General Plan, the Capitol Heights Metro center currently lacks office-based employment, as well as a broad diversity of residential dwelling types (e.g., single-family attached units and multifamily units). The proportion of retail and service uses could also increase relative to residential uses.

## Potential Development Character

A key consideration in the decision to locate in a certain neighborhood is the presence of amenities such as convenient shopping with desirable retailers. Just across the D.C. line from Capitol Heights, the Capitol Gateway Marketplace, when delivered, will provide a grocery anchor of over 60,000 square feet, small shop space, restaurants, multifamily residential units, and office space.

The Capitol Gateway project is Capitol Heights' gain, in that it signifies that the area is open for business to new residents and investors alike. The momentum created by the Capitol Gateway project should be leveraged for the Town of Capitol

Heights. Efforts should continue to increase awareness that the town is also a Capital gateway within close proximity and easy access to major employment nodes in Maryland and the District of Columbia. The ability to redevelop Old Central Avenue to a true main street environment holds great potential for Capitol Heights, particularly in light of the number of underutilized properties.

## Potential Mix of Uses

### Residential

- High-density single family
- Low-rise multifamily

### Commercial

- Low- to mid-rise community-serving employment on Central Avenue
- Retail
- Neighborhood-serving on Central Avenue

## TOD Implementation Actions

- Abandoned residential properties should be inventoried to assess the feasibility of creating incentives to encourage property assembly and packaging to developers through a public/private partnership arrangement. One method of acquiring properties is through foreclosure on the right of redemption on property taxes by a nonprofit development entity, such as a community development corporation. In cases where property taxes are not redeemed, the county may wind up as the default property owner through outright tax foreclosure.
- Publicly owned properties near the Capitol Heights Metro Station should be inventoried, and their relationship/proximity to other commercial TOD-appropriate properties should be examined in the context of property assembly and development. Land use policies should encourage development of appropriate density at the Metro entrance.
- In terms of property assembly/acquisition, the stretch of Capitol Heights Boulevard should be a priority, as it is the key link between the Metro station and the Central Avenue commercial area. Transition of this corridor from predominantly residential to a mixed-use



edge is consistent with the adopted Transit District Development Plan.

- Small business development and business recruitment efforts will be key to revitalizing the Central Avenue commercial corridor. This area is several blocks south of the Metro station and must, therefore, stand on its own merits. The establishment of a strong link to the Metro station through Capitol Heights Boulevard will hasten its revitalization.
- Funds from the Prince George's County Commercial Building Loan Program should be targeted to Capitol Heights to augment business development efforts along Central Avenue and Capitol Heights Boulevard.
- Streetscape improvements such as traffic calming and pedestrian amenities in a capital improvement plan should be provided.
- Public safety concerns should be addressed.
- A marketing and branding campaign for Capitol Heights that emphasizes it as a "gateway" to the District of Columbia (and from the District to Maryland) should be initiated along with information on the Capitol Gateway project and its amenities and the development opportunities available in Capitol Heights.
- A "main street" approach and principles to the redevelopment of Old Central Avenue should be applied.

## Goals

- Provide for TOD.
- Locate homes, jobs, and shopping close to transit services.
- Locate the mix of critical land uses (live/work/shop) in closer proximity to one another.
- Establish land use and transit linkages that make it easier to use rail and bus transit.
- Create moderate- to medium-density development that is within an easy walk of the Capitol Heights Metro Station.
- Encourage development of a transportation network that is shared between pedestrians and vehicles.

- Establish character areas that have distinct land uses, densities, and design aesthetics.

## Summary of Planning Concepts

An outline of the concepts explained in Part Two of the Capitol Heights Transit District Development Plan is provided below; however, to view the detailed description of these and other objectives for the Capitol Heights Metro center, refer to the 2008 *Capitol Heights Approved Transit District Development Plan and Transit District Overlay Zoning Map Amendment*.

- Establish the Metro station core as the most active and intensively developed character area with a diverse mix of tall buildings, mid- to high-rise residential units, office space, public parking, retail, and a new central square.
- Create transitional residential, commercial, and retail development at the Metro station edge that buffers intense development at the Metro station from the lower-density residential and mixed-use areas to the south and east.
- Feature the Old Central Avenue corridor as Capitol Heights' revitalized main street and civic center, with neighborhood-serving commercial businesses.
- Provide a medium-density residential edge characterized by mid-rise condominiums with ground-floor commercial development at sites along Southern Avenue, Old Central Avenue, and East Capitol Street.
- Preserve the area's existing single-family residential development by establishing an urban neighborhood that helps the area retain its "small town" residential appeal.
- Allow for low-density, suburban development that consists of large, single-family detached homes on half-acre lots, complete with pedestrian-friendly streets and an enhanced network of public open space.

## Urban Design Concept

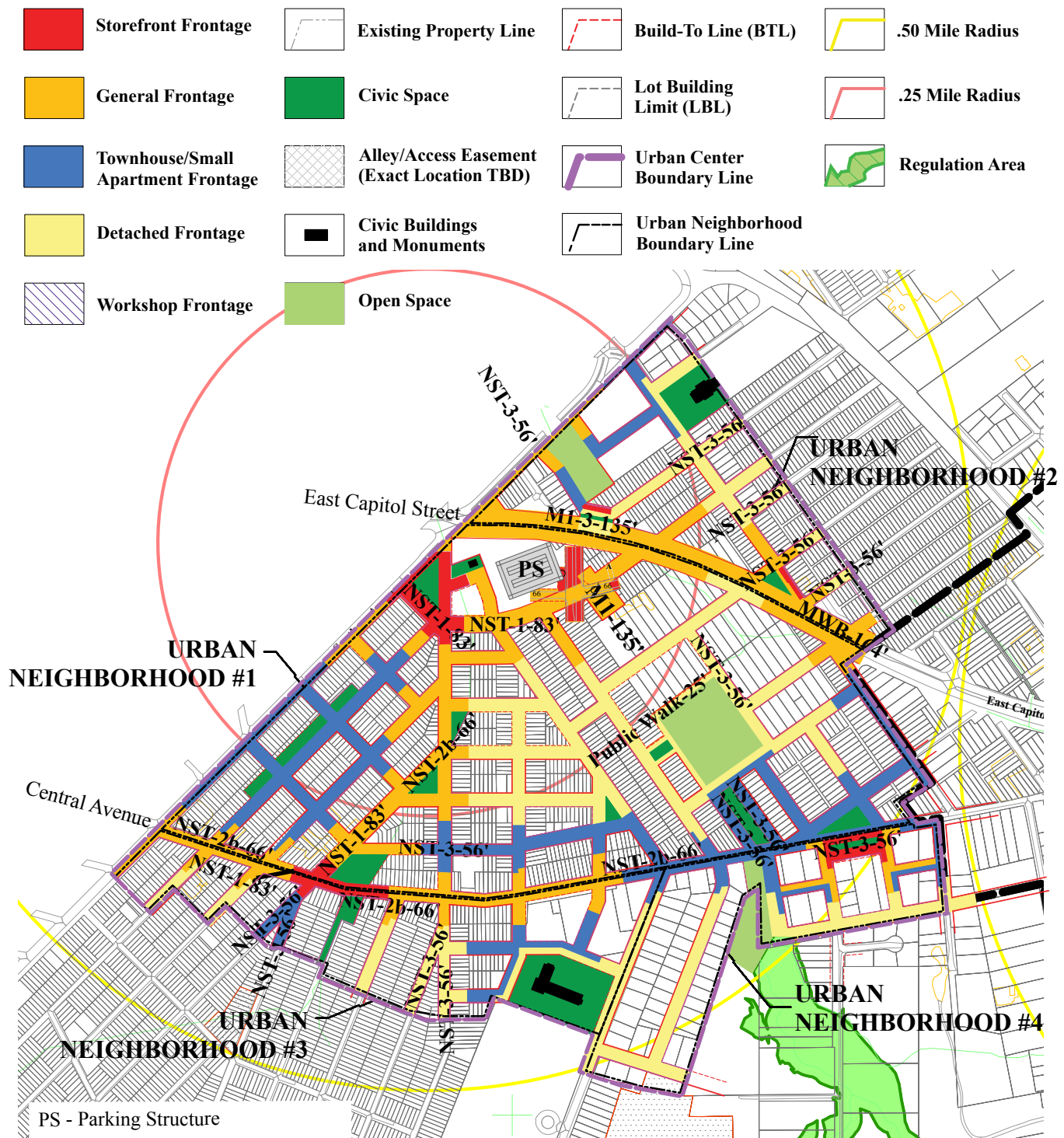
The urban design concept for this growth center is divided into six character areas that reflect the development, both proposed and existing, envisioned by the overall plan. The first of the character areas is the Metro station core, which includes the Capitol Heights Metro Station and



*Map 6-12: Capitol Heights Metro Center—Conceptual Regulating Plan*

## Capitol Heights Metro Center - Conceptual Regulating Plan

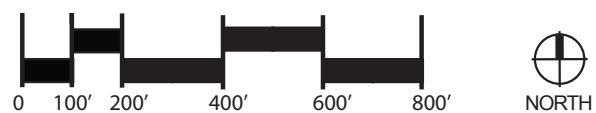
### Legend



NOTES:

All streets are NST-2b-66' unless  
noted otherwise on the plan

**CENTER TYPE: COMMUNITY**





the properties fronting Southern Avenue, between Cavalier Street and Maryland Park Drive. This area is to include the most diverse mix of uses and tallest buildings, including office, retail, and residential development, as well as public parking and a new central square. The plan envisions extending Capitol Heights Boulevard to East Capitol Street to create a focal point for a new pedestrian plaza that will surround the existing Metro station entrance and a new pedestrian plaza west of the extended Capitol Heights Boulevard. A new high-rise development at the station will incorporate the station entrance.

The Metro station edge will form a buffer between the intensively developed Metro station core and the lower-density residential and mixed-use areas to the south and east and will contain a mix of residential, commercial, and retail uses. Residential uses will comprise mostly townhouse and mid-rise multifamily units (some with ground-floor retail or office space), while nonresidential uses will comprise low-rise commercial office buildings with ground-floor retail space. A public park or plaza is envisioned at the intersection of Capitol Heights Boulevard and Chamber Avenue, featuring a green sitting area, street trees, and a public fountain. Additionally, the Watts Branch Stream Valley Parkway will be enhanced and a pedestrian/bike path will run along the cleaned-up and restored Watts Branch stream.

The main street area will include the Old Central Avenue corridor, redeveloped as the main commercial corridor with the inclusion of a civic center. The pedestrian-friendly main street will have a single travel lane in each direction, on-street parking on both sides of the street, and a bike lane on the south side of the street. Buildings along Old Central Avenue will contain ground floor, neighborhood-serving retail with commercial or retail uses above. A town square, located at the intersection of Old Central Avenue and Capitol Heights Boulevard, will be surrounded by mixed-use retail and various types of residential development. The town civic center will also be located in the main street area, at the intersection of Old Central and Suffolk Avenues, and will front on Old Central Avenue. The civic center will occupy the site of the existing U.S. Post Office north of the existing mid-rise

senior housing buildings and the Capitol Heights Elementary School. The civic center will consolidate the town's municipal offices and services at a single location.

The medium-density residential edge will comprise mid-rise condominium buildings with neighborhood-serving commercial uses on the ground floors in buildings along Southern Avenue, Old Central Avenue, and East Capitol Street.

The character area will preserve the existing single-family detached residences that occupy roughly half of the Capitol Heights TDOZ to retain the area's "small-town" feel. Development throughout the area will be required to conform to the existing residential development character. This area will encompass the Bugler Street Park, which will be upgraded with a new southern access point from Old Central Avenue.

### Conceptual Regulating Plan

Capitol Heights is designated as a UC3 center (see Map 6-12 on page 188). The Capitol Heights Metro center consists of the Capitol Heights Metro Station and two major corridors, Central Avenue and East Capitol Street. Central Avenue is identified in the conceptual regulating plan as a 66-foot-wide neighborhood street (NST-2b). This street type consists of two through lanes, the potential for parallel parking, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards. A small section of Central Avenue is designated as an 83-foot-wide neighborhood street (NST-1), including two through lanes, the potential for parallel parking, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards. East Capitol Street is identified in the conceptual regulating plan as a major street (M-1) that is 135 feet wide and consists of two inside through lanes and two outside through lanes, two bike lanes, the potential for parallel parking, a center turn lane or median, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards.



### **WUrban Neighborhood 1**

**Gross Acres—98.2**

**Net Developable Acres—54.7**

Urban Neighborhood 1 is located north of Central Avenue, south of East Capitol Street, east of the Washington, D.C., border at Southern Avenue, and west of Maryland Park Drive. Currently, established roadway systems define the block structure for this neighborhood. Shopfront and general frontages surround the Capitol Heights Metro Station, in the northern section of the neighborhood. Shopfront frontages are located at the intersection of Davey Street and Capitol Heights Boulevard. General frontages wrap around this intersection and the Metro station. The western section of the neighborhood comprises all of the blocks located west of Capitol Heights Boulevard. Frontages within this section include townhouses/small apartments along Akin Avenue, Bayou Avenue, and Southern Avenue with general frontages existing along the surrounding edges of Chambers Avenue to Capitol Heights Boulevard and along Central Avenue. A small swath of storefront frontage also exists at the intersection of Chambers and Central Avenues. The eastern section of the neighborhood comprises all of the blocks east of Capitol Heights Boulevard and south of Coolidge Street. Edges within this neighborhood are characterized by areas of townhouse/small apartment frontages along Central Avenue and general frontages along Capitol Heights Boulevard. The central core of this section comprises a large park and detached-single family homes along all of the major streets. Throughout the entire urban neighborhood, a number of small civic greens break up the blocks and provide an amenity for the surrounding community.

### **Urban Neighborhood 2**

**Gross Acres—26.7**

**Net Developable Acres—13.5**

Urban Neighborhood 2 is located north of East Capitol Street, south of Eastern Avenue, east of Southern Avenue, and west of Burgundy Street. The neighborhood utilizes the existing street network to define the development of blocks. Frontages within the neighborhood include shopfront, townhouse/small apartment, general, and detached single-family residential. The

townhouse/small apartment frontages are located on the northern edge of the community along Maryland Park Drive, Early Street and Southern Avenue. Detached frontages exist along interior portions of Maryland Park Drive, Eagle Street, Davey Street and Dade Street. General frontages are located along East Capitol Street, and shopfront frontages can be seen on portions of blocks along Maryland Park Drive and Eagle Street. Two parks serve as central civic green space within the neighborhood; one park fronts Southern Avenue and the other park is located at the intersection of East Capitol Street and Maryland Park Drive.

### **Urban Neighborhood 3**

**Gross Acres—26.8**

**Net Developable Acres—15.0**

Urban Neighborhood 3 is located north of Cumberland Street, south of Central Avenue, east of Southern Avenue, and west of Suffolk Avenue. The existing street network provides the framework for the development of blocks within the area. Along Central Avenue, general frontages occur in most of the buildable area with some portions of frontage converting to shopfront. Behind these edges, townhouse/small apartment and detached single-family housing make up the rest of the frontages within the neighborhood. Civic green space within the neighborhood consists of a park between Clovis Avenue and Nova Avenue and recreational space at Capitol Heights Elementary School.

### **Urban Neighborhood 4**

**Gross Acres—20.3**

**Net Developable Acres—12.5**

Urban Neighborhood 4 is located north of Canada Street, south of Central Avenue, east of Suffolk Avenue, and west of Xenia Road. The existing street network provides the basic framework for the development of blocks within the area; however, some additional roads will be needed to define new blocks. Along Central Avenue, townhouse/small apartment frontages occur in most of the buildable area, apart from a section of shopfront and general frontage on a new block between Vale Place and Xenia Road. Townhouse/small apartment and detached single-family frontages, located behind



these edges, compose the remaining portions of the neighborhood. Civic green space within the neighborhood consists of a park near Topeka Avenue and public green along Central Avenue between Vale Place and Xenia Road.

## Subregion 4 Corridors

### The Central Avenue Corridor

The existing land uses in the area are predominately low- to medium-density residential neighborhoods with large tracts of vegetated land throughout the corridor. There are some pockets of higher density residential scattered and mostly concentrated closer to the Washington, D.C. boundaries. The existing development pattern is characterized by small mixed-use structures, organized in a grid pattern, especially closer to Washington, D.C. Larger and widely spaced development patterns are evident closer to the Capital Beltway as most of the area is industrial. Clusters of suburban developments are scattered throughout the corridor between the two ends. Industrial development exists on the east end of the corridor along the south side of Central Avenue. The existing “rolling” topography and stream beds along the corridor are limitations in developing key properties along Central Avenue.

Existing zoning allows for commercial, industrial, and mixed-use developments with the majority of the area zoned for different types of residential. Although the area will continue to be primarily residential, the existing industrial uses will be preserved and commercial activity will be maintained and reinforced near the Capitol Heights Metro Station.

#### Land Use and Urban Design Challenges

- Impact from future developments to existing neighborhoods
- Impact of FedEx Field events
- Lack of mix and quality of land uses
- Lack of transition along the corridor for disparate uses on each side of Central Avenue
- Overcrowded and poor condition of school facilities

## Goals

- Provide travel mode choices
- Provide safe and comfortable environments
- Support the economic vitality of the corridor
- Provide unique identity for the corridor
- Maintain and enhance the natural environment

## Proposed Concept

Central Avenue is envisioned to continue being developed, per the 2002 General Plan, as a Developed Tier corridor for more intensive development and redevelopment. Residential and nonresidential density will increase, as will the mix of uses. The corridor will become a local and regional destination offering residents access to transportation options and a diversity of goods and services.

The two main land use and urban design strategies supporting and complementing the development goals for the corridor are: (1) preserve the integrity of existing neighborhoods and commercial/industrial areas, and (2) foster a stronger sense of community by enhancing the cultural and natural assets of the area. Key elements that support the development and land use strategies are to improve the commercial frontage, reinforce the development guidelines, reexamine land uses in order to strengthen the corridor’s commercial edge, and promote a higher quality and a unified corridor image. Implementation of a proposed residential preservation program (see the Housing and Neighborhood Preservation Chapter) is an important factor in achieving the vision for the corridor. While retaining existing residential neighborhoods, some redevelopment can be incorporated to serve as a transition area and buffer the residential areas from the future commercial uses.

Although the existing industrial area in the east gateway of the corridor lacks a well-established and properly maintained industrial park quality, it has the potential to be developed as a future regional employment center. A series of development strategies, such as the reinforcement of industrial uses, the adherence to development standards, an enhanced street network, and streetscape improvements, will contribute to promoting an aesthetically pleasing and vibrant industrial setting.



A series of supportive strategies have been outlined that will foster a sense of community and identity for the corridor and will contribute in redefining Central Avenue as a boulevard. Specifically, green infrastructure, landscape and streetscape treatments, and appropriate redesign of the corridor's gateways will be incorporated to enhance the visual experience and to create gateways on both the west and the east end of Central Avenue. At the east end, landscape treatments and pedestrian and bike opportunities will be employed to soften the interchange image, create stronger linkages, and help transition from a suburban setting to an urban avenue character. The west end of Central Avenue will be reinforced as an urban gateway through architectural elements, plaza, open space, and streetscape enhancements that extend the urban character of East Capitol Street to the corridor.

Besides the overall corridor enhancements, two specific areas will be redeveloped in order to strengthen the overall corridor. The Baber Village and Cindy Lane area is one of the two areas that present a possible development opportunity. The property along Central Avenue will be developed for multifamily residential and the Central Gardens could be remodeled or redeveloped for additional residential development opportunities. New open space opportunities are proposed to complete the park and open space network connection.

The Hill Road node serves as a transition area between the auto-dominated area to the east and the more pedestrian-oriented urban environment to the north and west of Central Avenue. This subarea is envisioned to have a pedestrian-friendly, medium-density residential development around the immediate station and additional auto-oriented retail fronting onto Central Avenue. In the long term, there is the possibility of additional future Metro stops at Hill Road Center, the new station and new pedestrian linkage will fill the gap between existing Addison Road-Seat Pleasant and Morgan Boulevard Stations and will allow Metro users the option to walk from one center to another. The area could become a node of primarily residential developments ranging from mid- to high-rise with limited commercial fronting onto Central Avenue and the immediate area of the

station. Given its location and existing terrain, the proposed subarea development will present an important visual indication of the corridor.

## **The Pennsylvania Avenue (MD 4) Corridor Designation**

The Pennsylvania Avenue (MD 4) corridor was designated as a General Plan Corridor in 2002 in an effort to encourage mixed-use development along the roadway's frontage and at key intersections. The roadway serves as a limited access highway corridor, sustaining higher vehicle speeds with little to no pedestrian facilities or crossings. The eastern gateway section of the corridor between the Capital Beltway and Forestville Road is dedicated to future "big box" commercial and industrial land use and development due to its relatively low occupancy restrictions within the air instillation compatible use zone designated flight safety zones for Joint Base Andrews. A large portion of the corridor frontage stretching from Forestville Road to Southern Avenue is dedicated to existing single-family residential development and higher density, gated apartment/condominium complexes, both of which currently side or back onto Pennsylvania Avenue. Given the current role, development pattern, and condition of the corridor, the potential for future mixed-use redevelopment is viewed as limited to key intersections at Donnell Drive and Silver Hill Road where higher density residential and commercial development could be redeveloped as higher, vertically integrated mixed-use areas.