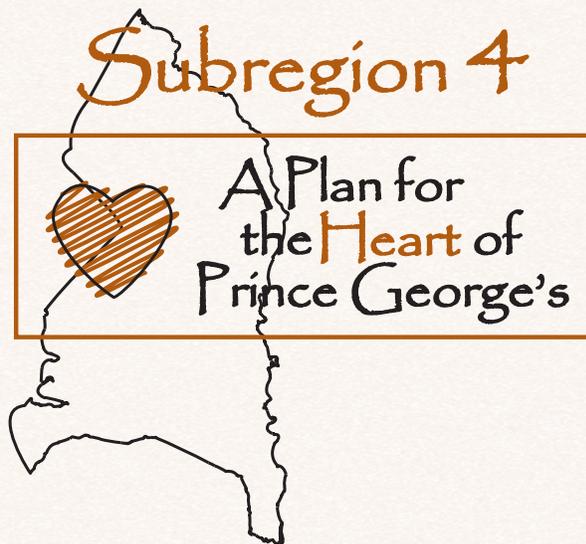


Part IV: Community Development and Character



Chapter 10

Housing and Neighborhood Conservation

SUBREGION 4

HOUSING AND NEIGH. CONS.

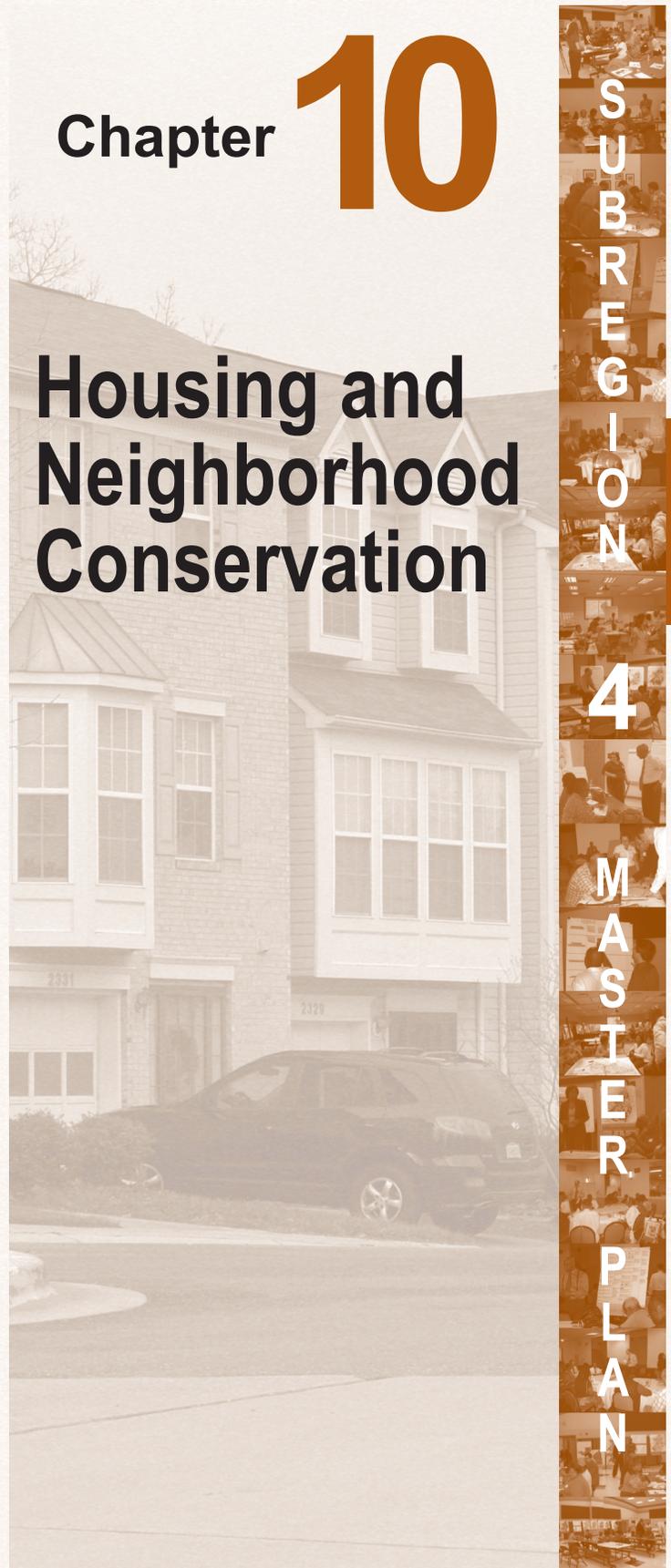
MASTER PLAN

Introduction

Subregion 4 is envisioned to be a vibrant community where quality of life is improved, neighborhoods are conserved, and a variety of high-quality housing types for a range of incomes exists. Specifically, there will be increased opportunities for workforce, single-family home ownership, new opportunities for mixed-use and mixed-income housing, as well as low-rise, medium-density multifamily rental housing. As revitalization occurs, the impact of new development and growth centers on existing neighborhoods will be limited.

Background

The close proximity of Subregion 4 to various employment, entertainment, historic, and recreational amenities found in Washington D.C., makes its location ideal for continued economic growth and desirable for home ownership and affordable rental housing. These are also important attributes to neighborhood stability.



However, a number of Subregion 4 communities are experiencing a range of factors that affect the quality of life within their neighborhoods. These factors include the transition of long-time residents, deferred maintenance of older housing stock, and increases in rental occupancy (especially among single-family detached homes). It is important to put in place a set of strategies to maintain, stabilize, and improve the neighborhoods of Subregion 4 before the impact of disinvestment is insurmountable.

Key Findings

- The 2000 census reported that 52 percent of households in Subregion 4 are owner-occupied compared to 62 percent in Prince George's County.
- Ten percent of the residents now living in Subregion 4 lived in the District of Columbia in 1995. In contrast, only five percent of the residents currently residing in other parts of Prince George's County, lived in Washington, D.C., in 1995. Subregion 4, because of its close proximity to the District of Columbia, becomes a key location for residents looking to relocate to Prince George's County from Washington, D.C.
- As of August 2008, the median sales price range for single-family detached homes was \$199,900 to \$251,700 in Subregion 4, compared to nearby communities in Prince George's County having a median price range of \$329,445 to \$337,000.
- As of December 2010, in Prince George's County there were 4,634 homes in foreclosure. The county has consistently had the highest number of foreclosures in the state of Maryland, and mature communities, such as those in Subregion 4, are disproportionately affected.

Two of the biggest concerns raised by residents and stakeholders were the perceived lack of code enforcement and the influx of lower income residents from the District of Columbia. These concerns, as well as the factors previously discussed, affect the quality of life and threaten the stability of older neighborhoods in Subregion 4. These neighborhoods are characterized as "tipping point" neighborhoods because they illustrate areas that are in danger of becoming blighting influences within the subregion if there is not planned intervention to reverse the trend. However, Subregion 4 has an opportunity to overcome its current challenges because of its strengths, housing

affordability, close proximity to employment opportunities in the District of Columbia, and easy access to transit stations.

The 2002 *Prince George's County Approved General Plan* provides the basis for general housing policies presented in this master plan, including creating an adequate supply of mixed-use and mixed-income housing. To realize this goal, the General Plan recommends two key policies that are applicable to the Subregion 4 plan:

General Plan Policy 1

Provide opportunities for high-density housing within centers, at selected locations along corridors, and in mixed-use areas.

Potential strategies, as they relate to Subregion 4, not otherwise included in the General Plan:

Strategies

- Encourage appropriate infill housing.
- Encourage more intense, high-quality housing and economic development opportunities.
- Promote transit-supporting, mixed-use, pedestrian-oriented neighborhoods.
- Ensure compatibility with surrounding neighborhoods.

General Plan Policy 2

Ensure high-quality housing for all price ranges while encouraging development of a variety of high-value housing.

General Plan Strategies

- Rehabilitate existing single-family and multifamily housing stock using a variety of federal, state, local, and private sector resources.
- Strengthen existing neighborhoods through programs encouraging and supporting home ownership along with maintenance of existing housing stock.

Efforts to strengthen existing neighborhoods may include providing new housing choices and the rehabilitation or redevelopment of existing housing stock.

The development of this master plan reflects a community-based vision. Once this vision is transferred to a revitalization plan, five key strategies are vital to beginning the process of neighborhood revitalization:

- Designation of “model project development areas” to serve as a catalyst for housing, and community development projects throughout the project area.
- Establishment of design guidelines for the renovation of existing and infill housing that is consistent with the neighborhood’s character.
- Introduction of programs and policies that provide a framework for the rehabilitation of existing houses occupied by lower-income renters and homeowners.
- Guidelines for the preparation of development packages to prospective partners (developers, builders, lenders, local government, etc.) and the negotiation of development partner agreements.
- Establishment of a framework for municipalities, county, and state governments to manage the pre-development process, including financing options and strategies, minority business participation, community involvement, project planning, and project management.

Housing Stabilization and Neighborhood Conservation

The intention of this plan is to improve quality of life throughout the subregion. As this relates to housing and neighborhood conservation, new home ownership must be facilitated, existing homeowners must be supported, existing housing stock must be stabilized, and the capacity of lower-income residents to be more self-sufficient must increase. Achieving these goals will require:

- Establishing and adhering to guidelines that ensure high-quality new housing, especially new multifamily housing.
- Increasing home ownership among moderate- to middle-income families.
- Reducing levels of unresolved code enforcement violation cases.
- Decreasing conversion of single-family, owner-occupied homes to rental housing.
- Establishing historic or neighborhood conservation designation for older neighborhoods.

Housing and neighborhood development initiatives are necessary to stabilize declining areas of

Subregion 4. Not all development opportunities are attractive to traditional for-profit developers; however, the county’s goal should be to help attract developers through the use of neighborhood-level implementation planning. The preparation of neighborhood level plans should create parcel-level identification of existing conditions, project specific site development planning, and package short-range development opportunities.

Goals

- Establish a nonprofit community development corporation (CDC) that will serve Subregion 4.
- Improve the existing housing stock that has outstanding code violations.
- Use neighborhood-level planning as a tool to design and implement catalyst projects.
- Identify best practices throughout Subregion 4 and expand into other communities.
- Reduce development risk as a way to encourage private sector investment into housing development and neighborhood stabilization.
- Reduce high concentrations of distressed, low-income rental housing through public/private partnerships for acquisition, rehabilitation, or demolition through county housing programs and private sector redevelopment efforts.
- Offer residents of distressed housing alternative housing in existing and newly rehabilitated properties.
- Create harmonious communities for people of all incomes.

Policy 1

Expand opportunities for and preserve home ownership at a range of price points without negatively impacting the suburban character of the existing neighborhoods.

Strategies

- Develop and implement funding strategies for single-family rehabilitation programs that retain and attract moderate-income homeowners.
- Provide financial incentives to support first-time homeowners.

- Establish housing development guidelines to ensure the architectural elements of the surrounding community are incorporated into new projects.
- Establish neighborhood development guidelines to promote site plans that incorporate urban and suburban characteristics through lower-density developments and the use of open space and infrastructure improvements that promote pedestrian linkages to retail and mass transit.
- Ensure that development proposals for the centers are compatible in scale and incorporate vehicular and pedestrian connections to adjacent residential areas.
- Work with area employers to design incentives (e.g., down payment and closing cost assistance, on-the-job home ownership counseling, etc.) to promote home ownership close to work.
- Seek opportunities with the Department of Housing and Community Development to invest in new housing by providing financial incentives for the development of mixed-income housing, inclusive of workforce and starter-home ownership and rental units.
- Prepare a Subregion 4 marketing campaign that “brands” the subregion and promotes it as a great place to live, work, and play.
- Explore programs to assist existing homeowners, especially senior citizens, in priority redevelopment and conservation areas.

Policy 2

Ensure that infill is compatible with surrounding neighborhoods.

Strategies

- Provide design assistance to business or property owners to complete façade renovations that meet established design criteria.
- Establish design guidelines to encourage architectural sensitivity within housing rehabilitation standards as part of the overall approach to both minor and major rehabilitation of existing housing.

Policy 3

Design and incorporate a capacity building component into all neighborhood revitalization strategies.

Strategies

- Encourage for-profit developers to collaborate with community-based organizations that provide counseling services to support both homebuyers and renters.
- Prioritize the use of financing and development subsidies that encourage joint ventures between nonprofit and for-profit developers. Highest priority should be given to projects that leverage the involvement of conventional lenders.
- Sponsor training for neighborhood-based organizations.
- Require developers to submit a public involvement strategy that identifies how stakeholders are impacted by their proposed development.
- Conduct a series of workshops designed to build the capacity of existing neighborhood organizations in support of the Subregion 4 Master Plan and its recommendations.

Policy 4

Reduce high concentrations of foreclosed and abandoned properties as part of overall housing and neighborhood stabilization strategies.

Strategies

- Provide home ownership and financial training and counseling, both before and after the purchase, for current area renters wishing to purchase homes.
- Provide foreclosure prevention counseling and assistance for existing homeowners.
- Assess the county’s Neighborhood Stabilization Program to determine areas of greatest need based on subprime lending and foreclosures within Subregion 4.
- Encourage the use of local and state housing and development funding within areas where the U.S. Department of Housing and Urban Development’s Neighborhood Stabilization Program funding will be spent.

- Develop relationships with lenders holding foreclosed properties as a basis for identifying vacant and abandoned properties that can be acquired, renovated, and marketed to low- to moderate-income homeowners and affordable housing renters.

Policy 5

Transit-oriented development (TOD) should include strategies for adjoining older neighborhoods within a one-mile radius of proposed growth center developments sites.

Strategies

- Prepare a solicitation to find qualified development partners to plan and develop a mixed-use neighborhood that includes retail, home ownership, and rental properties.
- Establish business improvement districts as a means of building the capacity of existing retail business owners located near proposed or existing TOD sites.
- Minimize the impact of higher density TOD on existing neighborhoods by creating appropriate buffers between new development projects and mature neighborhoods.
- Encourage the redevelopment of older neighborhoods within close proximity to new TOD; solicitations to development partners should be packaged in a manner that encourages developers to partner with community-based organizations to facilitate development of older adjoining neighborhoods within a one-mile radius of the development site.
- Develop a retention strategy to work with residents who might be displaced by future development to relocate to housing units in the plan area and vicinity.

Policy 6

Create a Subregion 4 CDC to structure partnership opportunities and to deliver technical assistance to neighborhood groups, local nonprofit development organizations, and for-profit developers.

Strategies

- Acquire land and partake in land assemblage for disposition and use by nonprofit or for-profit developers.

- Establish a land bank to hold property, clear title, and package land development proposals.
- Provide financial incentives that encourage investor-owners to reinvest in their property without passing the cost of reinvestment to lower-income tenants.
- Link identification of code violations with financial incentives and technical assistance to encourage property owners to reinvest and correct outstanding code violations.
- “Write down” the cost of land as a form of subsidy to support affordable housing development. This tactic is part of the Subregion 4 nonprofit development financing strategy.

Policy 7

Focus on strategic roles for property management and support services, specifically pertaining to the implementation of programs for resident engagement, community building, and inclusive governance.

Strategies

- Provide opportunities for residents to engage with one another.
- Establish cultural awareness programs.
- Provide jobs and training opportunities for local residents.
- Provide homeowners with training and education on the importance of maintaining their property.
- Provide a safe, healthy environment for people to live, work, and visit. This includes providing security, when necessary, and maintaining grounds.
- Establish a policy on dealing with problem residents and make sure it is consistently applied. Residents should be encouraged to first communicate with their neighbors if problems arise before bringing these problems to property managers. Mediation should occur if a solution cannot be reached. Finally, if problems are severe, eviction can and should be applied.
- Ensure that rules and regulations are equally applied to residents and that all individuals can

access decision-making entities, such as condo associations.

- Establish and enforce equal expectations as to appropriate behavior, how to maintain units, and basic rules of respect and community living for all renters or homeowners to ensure successful integration of residents.

Policy 8

Create a CDC to assist with community building and work with housing management companies, homeowners associations, and developers to ensure harmonious living for people of all incomes.

Strategies

- Coordinate partnerships working to achieve community building and engagement objectives in the most effective way possible.
- Identify problems when they arise and communicate them early to partners before problems become unmanageable.
- Share information with stakeholders and partners to improve working arrangements.
- Ensure that property management companies are well-managed and deliver high-quality, cost-effective services for residents. Property managers of rental buildings and condos should function as community builders, not simply as rent collectors, grounds maintenance, or problem solvers.

Policy 9

Commit to providing for the housing needs of the population of Subregion 4 and creating harmonious communities for people of all income levels through community building.

Strategies

- Improve the physical appearance of the area and the quality of life for its residents in order to make Subregion 4 a place where residents and business owners are proud to work and live.
- Ensure that new development and redevelopment of mixed-income communities are equitable and that the physical appearance of market rate and subsidized housing is virtually indistinguishable from the outside. A mix of units should be developed throughout the neighborhood and on each block as opposed to variation by block.

- Ensure that there are not any architectural barriers to enabling and enhancing a sense of community.
- Ensure that there is a one-for-one replacement of affordable housing units in mixed-income redevelopments.

Creation of a Community Development Corporation

The most promising alternative model to direct governmental administration of community development programs has been that of CDCs. Unlike government, CDCs can respond quickly to the development opportunities offered by a changing marketplace. They also can mix and match programs to respond to the multiple needs within a neighborhood more easily than local government.

In recent years, CDCs have received major attention from government and private funders as a promising way to improve urban neighborhoods and the lives of those who live in them. These groups are nonprofit, community-controlled real estate development organizations dedicated to the revitalization of low- to moderate-income, middle-income, and in some cases higher-income neighborhoods. They often undertake physical revitalization, economic development, provision of social services, and organization and advocacy activities. Because public services for lower income communities are fragmented across multiple agencies and levels of government, CDCs often are the only institutions with a comprehensive and coordinated program agenda.

CDCs, as an industry, made strong gains in their number, size, outputs, and contributions to neighborhood revitalization over the 1990s. In the 2000s, they increased their ability to influence neighborhood markets and to respond to neighborhood problems. They expanded their physical revitalization activities and began to pursue more comprehensive approaches to community improvement. These advances were largely the result of an institutional revolution within most major U.S. cities. Support for CDC initiatives had been largely ad hoc and poorly coordinated before 1990. By the decade's end, support for CDCs had become more rational, entrenched, and effective.

CDC Objectives

The housing and neighborhood development priority objectives of the Subregion 4 plan that a CDC would serve are:

- Acquisition and renovation of bank-foreclosed, tax-foreclosed, and government-owned property. Although initial progress can be slow, CDCs could be a key source to redeveloping these properties.
- Preservation of affordable housing, principally tax-credit projects and expiring-use Section 8 projects. Successful CDC involvement in acquisition of these projects from for-profit owners is critical to their continuing ability to serve the low-income housing market.
- Development of community facilities with a diversified approach to neighborhood change, including social services, education, workforce, and youth development programs.
- Commercial revitalization, supported by new federal tax credits for economic development projects, and building on recent moves by some CDCs to support retail strip improvements as a missing component of overall neighborhood revitalization strategies.
- Development of new housing for both home ownership and rental.
- Planning and organizing activities to meet community needs (e.g., neighborhood planning, community organizing and advocacy, neighborhood cleanup, community safety or any program requiring active participation of community stakeholders).
- Establishment of programs to assist homeowners (e.g., down payment assistance, pre-purchase counseling, post-purchase counseling, individual development accounts, emergency repair, housing rehabilitation, or any program to help support or increase home ownership and neighborhood stabilization).
- Assistance in commercial development (e.g., business technical assistance, commercial building renovation).
- Establishment of programs for workforce and youth development (e.g., job readiness training, skills development, youth employment and training, leadership training).
- Facilitation of open space development (e.g., community gardens, park improvements, greenway development).

Chapter 11

Historic Preservation

SUBREGION

4

HISTORIC
PRESERVATION

MASTER
PLAN

Introduction

Historic resources within communities provide a “sense of place,” and preserving a community’s heritage involves a shared commitment from private property owners and the public sector. Places where a shared heritage is embodied in collections of buildings and landscape features deserve recognition and appreciation.

Background

Prince George’s County has three categories of historic status:

- Historic resource—an area of land or a structure significant for national, state, or local history, architecture, archeology, or culture. Historic resources include those that have been documented but have not been elevated to historic site status.
- Historic site—an individual historic resource that has been evaluated and found to be significant based on the county’s historic

preservation ordinance. Approval from the Prince George's County Historic Preservation Commission (HPC) is required before any changes can be made to the exterior features of a building or environmental setting of a historic site.

- Historic district—a group of historic resources comprising two or more properties found to be significant. A county historic district is protected by the historic preservation ordinance due to its significance as a cohesive unit and contribution in terms of architectural, archeological, or cultural value.

In addition to the three categories regulated by Subtitle 29 of the Prince George's County Code, the Historic Preservation Section of M-NCPPC's Planning Department maintains a list of documented properties. Those properties have been surveyed and documented but are not included in the county's inventory of historic resources and are not subject to the historic preservation ordinance.

Stewardship of designated historic sites is valued by the county. Historic preservation issues that should be addressed include the preservation and enhancement of community character through adoption of historic or architectural conservation districts. Façade improvement and interpretive signage programs should also be considered.

A historic district is a geographic area that comprises a contiguous group of buildings, structures, or sites of architectural, historical, or cultural importance, united by past events or aesthetically by physical development. There are two categories of historic districts: county designated and National Register designated.

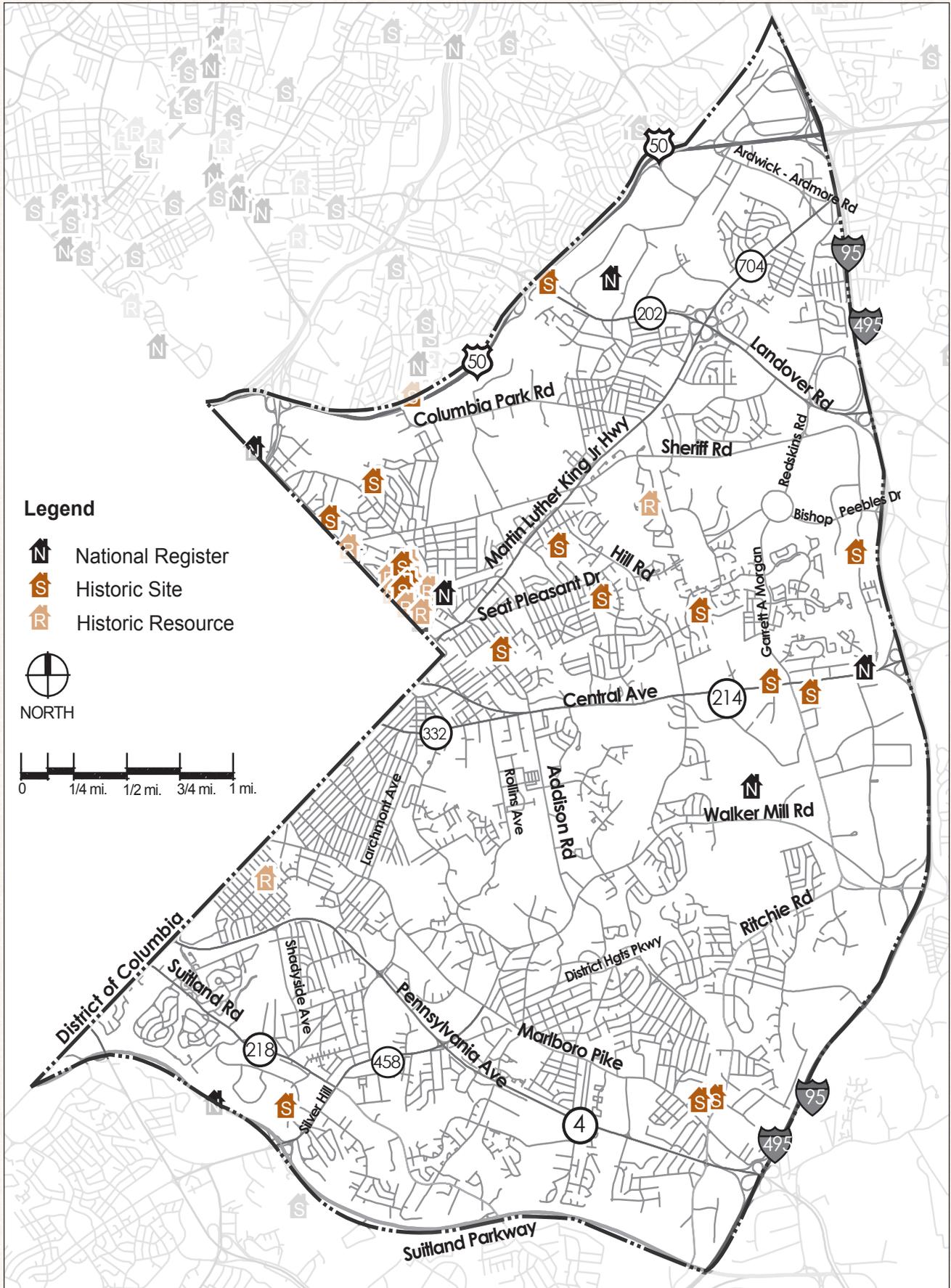
County historic districts are established through the provisions of Subtitle 29 of the County Code. Designation of a county historic district establishes the authority of the Prince George's County HPC to review alterations and new construction in the

historic district in order to preserve, protect, and enhance its historic character. Historic districts may encompass a neighborhood, parts of a neighborhood, a town, a city, or a rural community.

A National Register historic district provides recognition and prestige because the area has been determined to meet federal standards of eligibility but does not provide for a design review process. The National Register of Historic Places¹ is a list of significant places in American history, architecture, archeology, engineering, and culture on a national, state, or local level; places may be a district, site, building, structure, or object acknowledged by the federal government as worthy of recognition and preservation. Established in 1935 by an act of Congress and expanded under the National Historic Preservation Act of 1966, the National Register program is administered by the National Park Service.

If a group of properties with similar characteristics does not qualify as a county historic district or National Register district, it may be considered for designation as a county architectural conservation district under Sections 27-213.18 through 27-213.22 of the Prince George's County Zoning Ordinance. An architectural conservation district must include at least ten contiguous acres and possess design characteristics that distinguish it from other areas of the county. At least 20 percent of residents and business owners must petition the District Council for designation, or a municipality may request designation. If the proposed district is found to qualify, the District Council will instruct the Planning Board to prepare an architectural conservation plan, which will contain a land use inventory, an architectural survey, and proposed design regulations for the area. Once the District Council adopts the architectural conservation plan and authorizes the historic district, any work on a district property that will affect a building's exterior appearance must be evaluated by staff against the

¹ The National Register of Historic Places is the U.S. Government's list of the cultural resources that are significant at the national, state or local level. Listing in the National Register is achieved through a federally legislated nomination process. Listing provides recognition and establishes a review process if federal or state funding or licensing would affect the property. It is expected that specific proposals regarding the evaluation and designation of individual properties will be made through the update to the county's Historic Sites and Districts Plan, a planning process that began in November 2008.



HISTORIC
PRESERVATION

Table 11-1: Historic Resources, Historic Sites, Documented Properties, and Survey Areas			
Historic Properties by Location	Status	Property Name	Property Address or Area
<i>Cheverly Vicinity</i>			
72-001	HR	Wilson Station Radio Tower	8900 block of Old Landover Road
<i>Seat Pleasant Vicinity</i>			
72-007-00	HS	Seat Pleasant Survey Area	multiple addresses
72-007-01	HS	Old St. Margaret's Catholic Church	6020 Addison Road
<i>Capitol Heights Vicinity</i>			
72-008	HS	Addison Chapel	5610 Addison Road
72-006	HS	Carmody House	6808 Drylog Street
72-010	HS	Van Horn-Mitchell House	4706 Mann Street
72-011	HS	Mallery House at Beaver Heights	1407 Beaver Heights Lane
75A-001	HS	Concord	8000 Walker Mill Road
75A-028	HS	Ridgeley School	8507 Central Avenue
<i>Fairmount Heights Vicinity</i>			
72-009-00	D	Fairmount Heights Survey Area	multiple addresses
72-009-09	HS	Fairmount Heights School	737 61st Avenue
72-009-17	HR	Samuel Hargrove House	5907 K Street
72-009-19	HR	W. Sidney Pittman House	505 Eastern Avenue
72-009-24	HS	James F. Armstrong House	908 59th Avenue
72-009-27	D	Towles-Brooks House	708 59th Avenue
72-009-30	D	Isaac Brown House	715 59th Place
72-009-33	D	Henry Pinckney House	608 60th Place
72-009-48	D	Dorsey-Bush House	5603 Addison Road
<i>Landover Vicinity</i>			
72-002	HS	Beall's Pleasure	2900 Beall's Pleasure Lane
72-004	HS	Waring's Grove	900 Brightseat Road
72-005	HS	Ridgely Methodist Church	8900 Central Avenue
72-016	HS	Webb-Brown House	7600 Willow Hill Drive
72-021	HS	Highland Park School	6501 Lowland Drive
<i>Glenarden Vicinity</i>			
72-026	D	Glenarden Survey Area	multiple addresses
72-052	D	8622 Johnson Avenue	8622 Johnson Avenue
72-055	D	7941 Piedmont Avenue	7941 Piedmont Avenue
72-056	D	Summer Acres	334-416 Brightseat Road
72-057	D	Smith's Barber Shop	7907 MLK, Jr. Highway

(Cont'd)

Historic Properties by Location	Status	Property Name	Property Address or Area
<i>Forestville Vicinity</i>			
75A-006	HR	Epiphany Church & Cemetery	3111 Ritchie Road
75A-007	HR	Forestville School	3101 Ritchie Road
75A-008	HR	Forestville M. E. Church Site & Cemetery	3111 Forestville Road
<i>District Heights Vicinity</i>			
75A-057	D	District Heights Survey Area	multiple addresses
<i>Boulevard Heights and Bradbury Heights</i>			
75A-058	D	Boulevard Heights and Bradbury Heights	multiple addresses
<i>Suitland vicinity</i>			
75A-021	HS	Suitland House	4510 Suitland Road
<i>Source: M-NCPPC.</i>			

design regulations contained within the architectural conservation plan before a building or grading permit can be issued. Establishing architectural conservation districts may be an effective means of enhancing the architectural and character-defining features of an area without the level of review associated with county historic district designation.

Historic Sites and Resources

Individual historic sites and resources that have been included in the *Prince George's County Historic Sites and Districts Plan* are within Fairmount Heights and Seat Pleasant. Other communities have concentrations of historic resources and documented historic properties that may meet historic district criteria either for county historic district designation under the Prince George's County Historic Preservation Ordinance (Subtitle 29) or for listing in the National Register of Historic Places. Documented historic survey areas in Subregion 4 include Fairmount Heights, Seat Pleasant, Glenarden, Bradbury Heights, Boulevard Heights, and District Heights. Chapter 5 (Living Areas and Industrial Centers) includes maps of each historic survey area and a brief description of the historically significant character and development of each area.

Historic sites in the Subregion 4 area are Beall's Pleasure and Addison's Chapel.

Beall's Pleasure is located off MD 202, directly opposite the Kent Village Shopping Center. "Beall's Pleasure" was the name of an original land grant of 500 acres, issued in 1706 to Colonel Ninian Beall, often referred to as the founder of the Presbyterian Church in this country.

The house of brick Georgian architecture was built in approximately 1795 by Benjamin Stoddert, the country's first Secretary of the Navy, who purchased the land in 1794 and added 2,000 acres of rolling country to his original purchase.

Addison's Chapel (also known as St. Matthew's Church) is located on Addison Road, north of Martin Luther King, Jr. Highway. It was built in 1667 on a tract of land donated by John Boacher, a Tory, who was rector before leaving the province at the outbreak of the American Revolution. None of the markers in the church cemetery dates back to the beginning of the church, but Benjamin Stoddert died in 1813 and was buried there.

Three historic sites in Subregion 4 are owned by the federal government or M-NCPPC: Suitland House (75A-021), a Colonial Revival-style house used by the General Services Administration as offices; Concord (75A-001), owned by M-NCPPC and currently vacant; and the Ridgeley School (75A-028), which is being transferred from the Board of Education to M-NCPPC and will become a museum and community center.

There are no designated historic sites or historic resources in Capitol Heights, Boulevard Heights, or Bradbury Heights.

There are currently no designated historic resources in Seat Pleasant; there is one historic site:

- 72-007-01, St. Margaret's Catholic Church (Old), 6020 Addison Road

Fairmount Heights contains two historic sites and two historic resources:

- 72-009-09, Fairmount Heights School, 737 61st Avenue
- 72-009-24, James F. Armstrong House, 908 59th Avenue
- 72-009-17, Samuel Hargrove House, 5907 K Street
- 72-009-18, William Sidney and Portia Washington Pittman House, 505 Eastern Avenue

There are no designated historic sites or districts in Glenarden. Several properties are in the process of being documented. They include:

- 72-052, 8622 Johnson Avenue
- 72-055, 7941 Piedmont Avenue
- 72-056, Summer Acres, 334-416 Brightseat Road
- 72-060, Smith's Barbershop, 7907 Martin Luther King, Jr., Highway

There are currently no designated historic sites or historic resources in District Heights.



72-009-24 James F. Armstrong House

The Ridgley* Family

For over 100 years, members of the Ridgley family have been prominent African-American citizens and landowners influencing history, education, community, and land development on both sides of Central Avenue where it joins Ritchie Road.

The allied themes of family, faith, community, and education are represented by the Ridgley farm, church, and school. Together they tell a compelling story about African-Americans establishing their place in the American landscape through hard work, perseverance, and acumen.

Lewis Ridgley was born c. 1831. After being drafted in the Civil War, in 1871 he entered into an agreement, together with his wife Mary, to purchase 52 acres of land for cultivating tobacco at the northwest corner of what is now Morgan Boulevard and Central Avenue (MD 214). The land was owned and the mortgage was held by Thomas and Bettie Berry of Concord, a plantation that once comprised 1,426 acres. In the same month of that year, the Berrys conveyed to Ridgley, Joseph Beall, and Richard Cook as trustees one-half acre of land more than three-quarters of a mile east of the Ridgley farm "provided the said premises shall be kept and used as a place of divine worship for the use of the ministry and members of the Methodist Episcopal Church." Shortly thereafter the community built what became known as Ridgley Methodist Church (now known as 8900 Central Avenue) and burials were placed nearby. The Hopkins map of 1878 clearly shows the church and a property owned or occupied by "L. Ridgely." In 1892 Bettie Berry, now widowed, sold to Ridgley and four other black trustees an additional acre of land joining the church lot to the west. An expanded graveyard was begun at the western edge of this property. In 1921 the original church was destroyed by fire and the present church was built. It stands on the one acre parcel, a short distance west of the original church. The church and cemetery were designated a Prince George's County historic site in 1981. When Central Avenue was widened in 1986, the church was moved to a new foundation slightly northeast of its original location. In 2005 the Ridgley Methodist Church and Cemetery was listed in the National Register of Historic Places.

**Alternate spellings of Ridgley include Ridgeley and Ridgely.*

According to some accounts, Lewis Ridgley was a former enslaved person who had worked for the Berrys; Ridgley may have been working and living on their land before entering into the agreement with them.

Arthur Ridgley, Sr., the son of Lewis and Mary Ridgley, eventually acquired in 1929 a clear title to the 52-acre tract containing the Ridgley farm. Arthur Ridgley and his wife, Mary Eliza Dyson Ridgley, raised 13 children on the Ridgley farm. The main crop was tobacco, but there were also five acres of lilacs that were taken to market and sold on Central Avenue. Mary Eliza Ridgley used the money from selling string beans, vegetables, and poultry to buy more land, purchasing five and one-third acres on the south side of Central Avenue to the east of Ritchie Road.

In 1927 the Prince George’s County Board of Education (BOE) received a request from the then-called “Ridgeley colored school” asking that a new building be erected. The building was also known as the “Benevolent Hall” or the “Colored Hall.” Arthur Ridgley, Sr., offered to exchange two acres of land approximately 400 feet off Central Avenue (with a deeded right-of-way) with the BOE for a one-acre tract fronting directly on Central Avenue. The board constructed the new Ridgeley School on the two-acre tract, in part funded by the Rosenwald School program. That building served as an elementary school for more than 20 years; then it was used for the education of special-needs children in the 1950s.

Ridgeley Rosenwald School Project History

The historic Ridgeley Rosenwald School, located at 8507 Central Avenue, is one of Prince George’s County’s hidden treasures and an important landmark in the movement to educate African-American children. Ridgeley School was built in 1927 on two acres of land deeded to the BOE by Mary Eliza Ridgley. The school was partially funded by the Rosenwald Fund, a program initiated in 1917 by Julius Rosenwald, president of Sears, Roebuck and Company in association with Booker T. Washington, the founder of the Tuskegee Institute. The Rosenwald Fund contributed to the construction of 4,977 schools for the education of African-

American children in 15 southern states throughout the country.

Twenty-seven Rosenwald Schools were built in Prince George’s County; however, only nine are still standing. Of the nine surviving schools, Ridgeley School is considered to be the closest to its original configuration.

Currently, BOE utilizes the site as a bus lot and the school building for office space; however, soon BOE will vacate the site and transfer the property to M-NCPPC for the purpose of rehabilitating the school building.

A multi-agency project team has been planning for the rehabilitation of Ridgeley School since 2004. The team is made up of historic preservation groups and planners; representatives of the County Executive, PGCPD and BOE; Prince George’s County Council members; M-NCPPC; the Mildred Ridgley Gray Charitable Trust, Inc.; members of the Prince George’s County Alumnae Chapter of Delta Sigma Theta Sorority, Inc.; community activists; and Mrs. Mildred Ridgley Gray, a Ridgley descendant, alumna, and educator. The rehabilitation of Ridgeley School is scheduled to be complete by spring 2011.

The Project Summary

- Stabilize the original school building
- Implement site improvements, landscaping, historic markers, and parking.
- Renovate 1940s addition as community meeting area.
- Recreate original 1927 classroom as a permanent classroom exhibit
- Renovate current office areas as community exhibit areas.

Project Vision

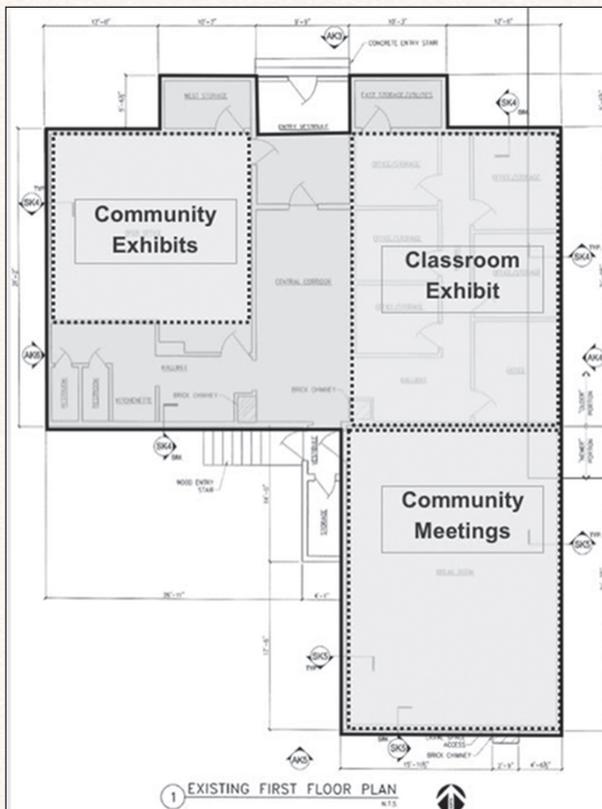
To rehabilitate the Ridgeley Rosenwald School from a state of disrepair and, through adaptive reuse, transform it into a vibrant educational facility that will serve as a new heritage museum and meeting place for the community.

Recommendations

- Utilize urban design strategies, in addition to signage, paving, decorative lighting, and streetscape amenities, to communicate, link, and highlight



Ridgeley Bus Lot, Prince George's County Public Schools.



Proposed floor plan for the Ridgeley Rosenwald School.

the historic significance of the Ridgeley properties along Central Avenue between Jonquil Avenue and the Capital Beltway.

- Develop a historic preservation overlay when creating the Morgan Boulevard regulating plan that identifies significant properties and structures for preservation, protection, or emphasis.
- Consider branding the section of Central Avenue as the Ridgeley Heritage Corridor.

Ridgeley Farm

- Consider investigating and evaluating the house at 7900 Central Avenue for its historic/architectural significance or for purposes of documentation.
- Recommend the following when private development or redevelopment occurs:
 - ◇ Reinforce the Ridgeley heritage by re-identifying and re-branding the Jonquil Avenue neighborhood by its original name of Ridgeley Manor.
 - ◇ Use the Ridgeley name for streets, plazas, parks, etc.
 - ◇ Install displays in public areas located on the redeveloped site that interpret the history of the property and link it to the Ridgeley Rosenwald School and the Ridgeley Church.
 - ◇ Reconstruct a replica of the tobacco barn in its original location when the area is redeveloped. The structure could be used as a farmers' market and community space for other events, such as concerts, and would provide a tangible reminder of the property's history.

Ridgeley Rosenwald School

- Consider evaluating the school for nomination to the National Register of Historic Places for the purposes of recognition and prestige.
- Consider securing parcel 59, 8505 Central Avenue, as open space so the school can better retain its historic environmental setting.
- Continue with plans to restore the school as a museum and community center.

Ridgeley Church

- Encourage the church to secure the adjacent wooded parcels as open space so the church can better retain its historic environmental setting.

Potential Historic Designations in District Heights

The District Heights Apartments (now known as the Woodland Springs Apartments) is eligible for listing in the National Register of Historic Places. The Colonial Revival-style garden-apartment complex is eligible for listing in the National Register under the “Multiple Property Document Apartment Buildings and Garden-Apartment Complexes in Prince George’s County, Maryland, 1934-1955.”

The apartment complex was constructed from 1949 through 1951 by Washington Estates, Inc. The property consists of 46 apartment buildings, a clubhouse, pool, basketball court, and several playgrounds.

The District Heights Apartments is one of the best examples of garden-apartment complexes constructed after World War II and is a representative example of mid-twentieth century housing built in Prince George’s County. These apartments were constructed in phases in response to the large number of returning veterans and increasing number of federal employees relocating to the Washington metropolitan area.

Located within the Town of District Heights, the apartment complex provided a modest alternative to the single-family housing that dominated the residential neighborhood. Its location off of Marlboro Pike and an established bus route made the apartments a convenient, affordable housing alternative. The design and location of the District Heights Apartments exemplifies the formula established by the Federal Housing Administration (FHA) for successful, mortgage-insured, garden-apartment complexes.

The District Heights Apartments meets Criterion A of the National Register of Historic Places as an example of the garden-apartment movement that greatly affected community planning and development in the United States from the 1930s until the 1950s and, more specifically, in Prince George’s County,

from 1934 to 1955. The size, scale, and form of the apartments reflect the influence of the FHA’s guidelines for garden-apartment complexes.

Typical of FHA-funded complexes, the District Heights Apartments were designed to take advantage of the rolling topography of the land and were nestled within the small hills to create a village-like setting.

The District Heights Apartments meets Criterion C as a garden-apartment complex that reflects the design influence of the FHA. The Colonial Revival-style design of the buildings reflects the FHA’s unstated preference for the Colonial Revival style.

Goals

- Protect and preserve the historic properties in Subregion 4.
- Recognize and promote historic sites and their environmental settings for the historical, archeological, and architectural significance to their communities.
- Encourage the stewardship and adaptive reuse of historically significant properties.
- Increase public knowledge of the region’s cultural and historic assets and historic preservation procedures.

Policy 1

Evaluate resources and survey areas for consideration as historic sites, historic districts, or as architectural conservation districts.

Strategies

- Support historic resource and historic community documentation and designation as part of the update to the Prince George’s County Historic Sites and Districts Plan.
- Identify and evaluate all historic resources, documented properties, and community survey areas that meet the criteria of the historic preservation ordinance.
- Evaluate architectural conservation district techniques for potential use in communities that are not eligible for historic district designation.
- Protect existing and potential historic resources and historic sites from incompatible development.

- Consider whether portions of these communities merit designation as local historic districts or as architectural conservation districts, or merit listing in the National Register of Historic Places, based on recently completed surveys of Fairmount Heights, Seat Pleasant, Glenarden, Bradbury Heights, Boulevard Heights, and District Heights.
- Consider listing District Heights Apartments (6804 District Heights Parkway) on the National Register of Historic Places.

Policy 2

Explore partnerships and leveraging resources to maximize the potential of underutilized historic properties.

Strategies

- Promote county, state, and federal preservation tax incentives for historic sites and National Register properties by distributing information about these programs to owners of historic properties.
- Encourage historic property owners to pursue financial support through such mechanisms as the Prince George's County Historic Property Grant Program.
- Develop a policy to acknowledge shared heritage themes, perhaps through signage and web sites, in those communities where recognition is desired but historic designations are either unwarranted or not desired by residents.

Policy 3

Educate property owners about the history of their community and about appropriate maintenance, conservation, and rehabilitation of their properties to promote the protection of historic sites and resources and the importance of these resources to the community.

Strategies

- Educate property owners, realtors, and others about available county, state, and federal tax credits and grant programs for rehabilitation and maintenance of historic properties.
- Participate and tie into regional, state, and national programs related to cultural heritage and historic preservation.

- Educate the community on the historic designation process to ensure design review and community input before proposals for alterations or new construction are approved.

Policy 4

Implement planning recommendations that improve the visibility and access to historic sites and resources.

Strategies

- Develop pedestrian and other physical linkages among historic sites to enhance their accessibility and visitation and to promote public awareness about them.
- Incorporate the region's historic, cultural, and recreational assets into land use planning and the local resource-based economy to support a sustainable way of life.
- Promote economic development through incorporating historic resources as a heritage tourism opportunity.

Policy 5

Assure that the regulatory framework is adequate to protect historic sites and resources.

Strategies

- Amend the zoning ordinance to require an archeological survey as an early stage of the development process.
- Amend the zoning ordinance to protect viewsheds surrounding historic sites.
- Establish density credits or tax credits for retention of open space and viewsheds around historic sites.
- Freeze increases in tax assessments following restoration projects.

Chapter 12

Urban Design

SUBREGION
4

MASTER
PLAN

URBAN
DESIGN

Introduction

A goal of the Subregion 4 Master Plan is to identify key areas of opportunity in each of the three geographic zones (i.e., six living areas) and provide concept plans that demonstrate and apply sustainable infill development principles. Upon further analysis of the documented conditions, a number of opportunity sites were identified in each living area zone that could serve as pilot areas for redevelopment or revitalization initiatives. Pilot areas were identified based on particular physical opportunities that were recognized or based on key needs, such as the existing condition of housing, commercial, or employment properties, as well as from the community's input during a series of meetings. Opportunity/pilot areas build upon the strengths of on-going or completed catalyst projects. Focusing on small, highly visible areas can also help improve the overall visual and aesthetic quality, which in turn can raise neighborhood pride.



Example of a walkable neighborhood commercial area



Example of a lively evening streetscape

The concept plans developed for each of the opportunity sites are described in more detail in the following pages. Although each site and design is unique, the applied principles remain the same and reinforce the smart growth principles regarding new development, infill development, and redevelopment established by the Maryland Department of Planning:

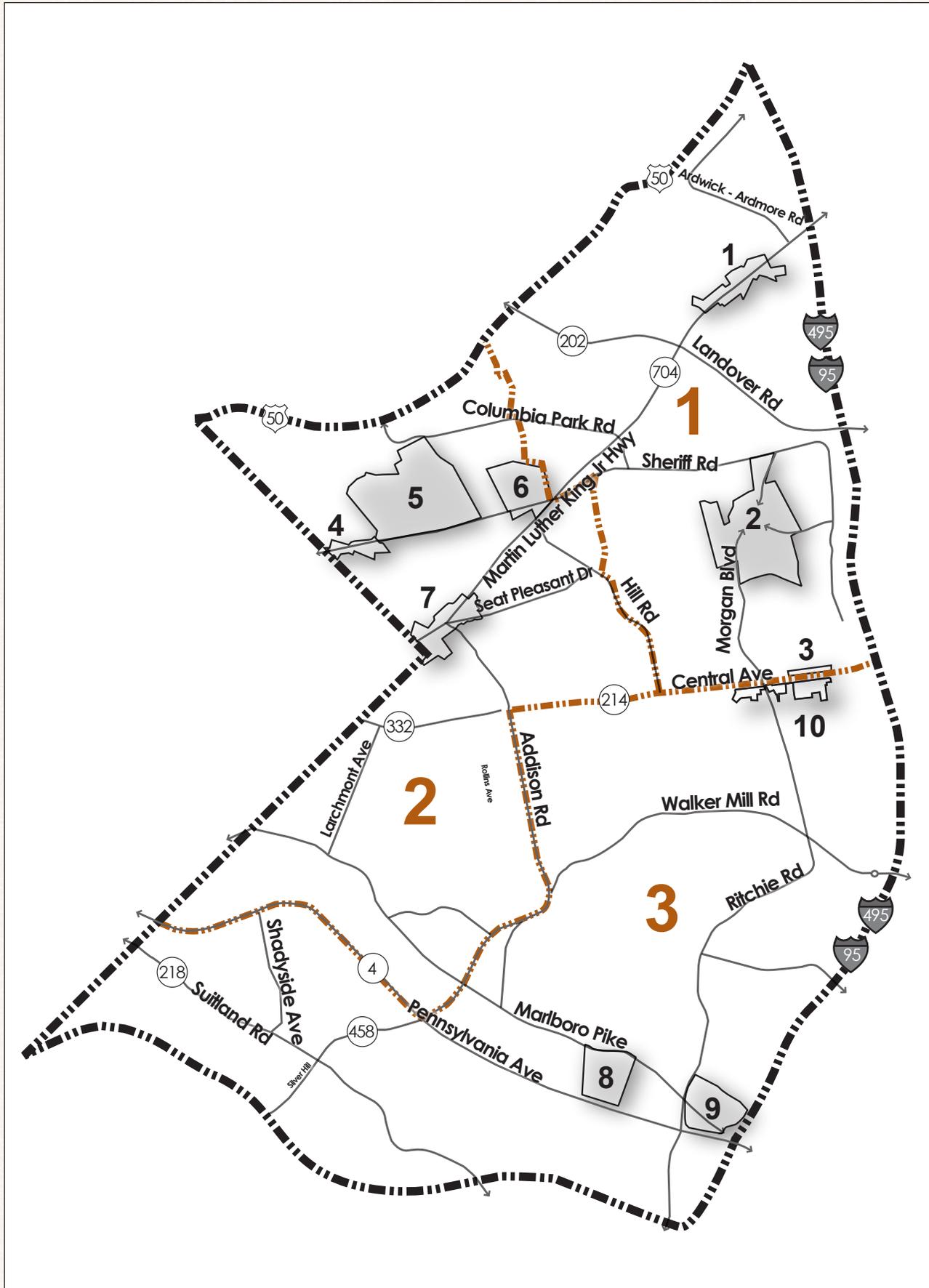
- Provide a mix of land uses.
- Take advantage of compact building design.
- Create housing opportunities and choices.
- Create walkable communities.
- Foster distinctive, attractive communities with a strong sense of plan.
- Preserve open space, farmland, natural beauty, and critical environmental areas.
- Provide a variety of transportation options.
- Strengthen and direct development to existing communities.
- Make development decisions predictable, fair, and cost effective.
- Encourage community and stakeholder collaboration in development decisions.

Outlined below are the nine opportunity sites identified for further study and action:

1. Martin Luther King Jr Highway/Glenarden City revitalization.
2. FedEx Field parking area redevelopment initiative.
3. Central Avenue between Norair Avenue and Brightseat Road redevelopment.
4. Sheriff Road and Eastern Avenue redevelopment.
5. Marlewood Avenue industrial area redevelopment.
6. Sheriff Road and Martin Luther King Jr Highway redevelopment.
7. Martin Luther King Jr Highway/Seat Pleasant/Fairmount Heights revitalization.
8. Donnell Drive mixed-use village center.
9. Forestville/Ritchie Road industrial/business park development.

The road connections in each plan are shown for illustrative purposes. Any new road connections need to be studied further for feasibility and impact, including the impact on residential streets.

Map 12-1: Subregion 4 Living Area Zones and Opportunity Concept Areas



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Opportunity Site 1 (Zone 1)

Martin Luther King Jr Highway/ Glenarden City Revitalization

Vision

The eastern portion of the Martin Luther King Jr Highway corridor is envisioned as the gateway to Glenarden and the other Subregion 4 neighborhoods to the west. The redeveloped corridor is proposed to be a primarily residential area with numerous housing options that complement existing amenities and landmarks of the established neighborhood. The southeastern edge of the corridor will be anchored by an expanded civic/institutional campus. Improved commercial uses will anchor the western edge of the corridor.

Redevelopment/Urban Design Approach

Martin Luther King Jr Highway, within the town limits of Glenarden, is a six-lane highway with a concrete median. The corridor contains a mixture of civic, religious, commercial, and multifamily uses interspersed between surface parking lots and vacant parcels. Buildings are sited a great distance from the street right-of-way.

The concept plan for the new image of Martin Luther King Jr Highway emerged as a result of a series of goals that were discussed during the community input process. The illustrated site plan, based on these discussions, proposes a denser, pedestrian-friendly area. Martin Luther King Jr Highway is rebranded as a tree-lined boulevard that serves as a gateway to the City of Glenarden. The civic character of the area is preserved and reinforced with the proposal of additional civic facilities that anchor the existing Glenarden Municipal Center. Existing public amenities, such as the Martin Luther King Jr, and Glenarden Community Parks, are enhanced by the introduction of new residential uses fronting these green spaces. New commercial uses are introduced along the eastern edge of the boulevard to bolster the existing successful commercial, employment, and research and development center near the intersection with Hubbard Road (see Map 12-2 on page 305).

Goals

- Determine the best mix of land uses, densities, and design features needed to create a unique sense of place for the established community.
- Develop a hierarchy of commercial-serving areas that balance the needs of residents, transit riders, and regional traffic.
- Reinforce the sustainability of the municipalities by promoting commercial mixed-use development and public realm improvements that enhance the quality of life for residents and people in the immediate surrounding area.
- Establish a higher design standard for commercial development and a wider variety and higher quality of businesses throughout the area.
- Attract higher quality, desirable uses to the area that meet current community needs or provide a new opportunities for the area.

Policy 1

Develop a new image for Martin Luther King Jr Highway that is inviting to pedestrians and promotes the City of Glenarden.

- Provide infill and redevelopment opportunities on Martin Luther King Jr Highway that create a coherent street image.
- Create development standards that promote new urbanist principles and encourage new infill to occur closer to and consistently along the build-to line.
- Provide for the expansion and concentration of civic facilities in the area.
- Provide streetscape improvements that promote a pedestrian-friendly environment.
- Provide appropriately designed and furnished bus stops.
- Create a well-maintained, planted, tree-lined median, with clearly marked pedestrian crossings.

Policy 2

Provide a variety of housing options compatible in character and scale with the adjacent neighborhoods.

- Provide a variety of infill housing types.



Martin Luther King Jr Boulevard at Glenarden looking west



Martin Luther King Jr Boulevard at Glenarden looking east



Multifamily apartments

- Develop infill vacant or underutilized lots (i.e., along Hayes and Church Streets) with single-family detached homes.
- Provide townhome developments on the vacant sites at the edge of the Glenarden Community Park and adjacent to the First Baptist Church of Glenarden Ministry Center.
- Provide for the redevelopment and expansion of aging multifamily apartments that adhere to higher design standards.

Policy 3

Provide a neighborhood commercial hub that satisfies the area's needs.

- Preserve the commercial, employment, and research and development center at Hubbard Road.
- Create a commercial/retail and employment node at the corner of Hubbard Road and Martin Luther King Jr Highway.
- Introduce higher signage and maintenance standards that emphasize coherent design for the new commercial areas.

Policy 4

Promote a development pattern that takes advantage of existing area parks and amenities.

- Encourage infill housing projects that frame the existing Martin Luther King Jr and Glenarden Community Parks.
- Restore and provide for improved maintenance of Martin Luther King Jr Park.

- Create better connectivity between the existing parks and neighborhood areas.

Summary of Illustrated Strategies/Elements

1. Rebrand the area as the "Glenarden City Gateway."
2. Rename Martin Luther King Jr Highway to Martin Luther King Jr Boulevard and implement streetscape improvements, including such elements as sidewalks, street trees, pedestrian lighting, and crosswalks.
3. Rezone remnant commercial properties to allow medium-density, multifamily residential uses along the Martin Luther King Jr Boulevard.
4. Redevelop the commercial properties facing the Glenarden Community Park into single-family attached residential uses.
5. Relocate the existing storefront church currently located along the corridor to a new prominent location off of the Martin Luther King Jr Boulevard.
6. Redevelop the car wash site and surrounding properties at Hubbard Road into a new commercial center.
7. Retain the commercial, employment, and research and development center at Hubbard Road.
8. Enhance Martin Luther King Community Center and Park according to Crime Prevention Through Environmental Design principles.
9. Rezone and redevelop the commercial sites backing onto Martin Luther King Jr Park into new single-family, detached residential.
10. Redevelop existing multifamily apartment sites along Hayes Street and Glenarden Parkway into a mix of multifamily residential and single-family homes.
11. Develop new infill multifamily homes east of Johnson Avenue.
12. Rezone and develop the current low-density residential site between Reed Street and Brightseat Road into new infill single-family, attached housing.

Opportunity Site 2 (Zone 1) FedEx Field Parking Area Redevelopment Initiative

Vision

The FedEx Field area redevelopment scenario explores the potential of developing the stadium surface parking sites into a new urban, mixed-use neighborhood, anchored around sporting and entertainment events held at the stadium. It is envisioned that the introduction of new streets, interspersed within the existing infrastructure, will create a finely grained street network. Greater street connectivity, small block sizes, a mix of uses, and a variety of housing types will produce a walkable, pedestrian-friendly environment. The vision plan suggests that the north end of the Summerfield Military Housing community may also be integrated into the new district, creating a contemporary, high-density neighborhood within close proximity of the Morgan Boulevard Metro Station.

Redevelopment/Urban Design Approach

The proposed new mixed-use village center at FedEx Field is not intended to compete with the activity and development potential of the Morgan Boulevard or the Landover Gateway centers, but rather aims to complement them by providing additional housing options and differences in style and density than what is envisioned for those centers.

FedEx Field will remain the central focal point of redevelopment. The street that rings the stadium, FedEx Way, is proposed to become a main street fronted by mixed-use development. A finely grained network of new streets will allow for multiple housing options. The site's streams, floodplain zones, and regulated areas based on the Green Infrastructure Plan would be preserved and linked. Additionally, neighborhood pocket parks will be interspersed throughout the area in order to provide for active and passive recreational spaces in close proximity to the residences in the new community. A proposed trail system will connect the new mixed-use village development with the adjacent Prince George's Sports and Learning Complex, neighboring schools, and local natural amenities.

In the event that the Redskins move and there is no longer a purpose for the existing stadium, the stadium site, under the proposed plan, may become a central community park. Additionally, the northeast portion of the Summerfield Military Housing area could be developed as a skilled trades center or a community college.

The concept plan illustrated does not intend to determine every detail related to the redevelopment of the area but portrays a series of goals, policies, and strategies that need to be followed for the area's (re)development in the future (see Map 12-3 on page 306).

Goals

- Determine the best mix of land uses, densities, and design features needed to create a unique sense of place for the established community.
- Establish a dense land use development pattern for underutilized sites within close proximity (one mile) of a growth center.
- Establish a higher design standard for commercial development and a wider variety and higher quality of businesses throughout the area.
- Attract higher quality, desirable uses to the area that meet current community needs or provide new opportunities for the area.
- Encourage an environmentally-sensitive approach to future development.
- Reinforce the unique and diverse character/theme districts of the area and reestablish a noteworthy sense of place in each of the Zone 1 neighborhoods.
- Reinforce and strengthen visual and pedestrian connectivity between living areas and centers.
- Provide the infrastructure needed to enhance walkability, neighborhood linkages, and pedestrian access throughout Zone 1 and Subregion 4.
- Design and implement public and private realm spaces that deter crime through the use of defensible space principles.
- Establish a continuous network of both natural and manmade open space land uses that create a unique environmental framework/setting for



Mixed-use development character



Parking deck incorporated in a mixed-use development



Neighborhood pocket park

future development and redevelopment activities.

Policy 1

Develop a mixed-use village center that supports the activity of the FedEx Field stadium and possesses a character that complements the adjacent established areas.

- Convert FedEx Way to a main street with a mixture of uses that anchor the stadium.
- Develop lower-density residential opportunities closer to the existing residential neighborhoods and higher-density, mixed-use development closer to the stadium.
- Provide for an office development along Bishop Peebles Drive.
- Provide a variety of housing types that will complement the proposed and existing residential development in the two adjacent centers.
- Construct structured and free-standing deck parking that will accommodate parking needs of the new development and the stadium.

Policy 2

Establish new open spaces and a central focal place to help create a sense of place and a stronger sense of community.

- Create new neighborhood pocket parks for active recreational spaces that are framed by mixed-use and residential development.
- Introduce new streets in order to enhance the existing street network and emphasize the central location of the stadium.
- Create a street network framework that could exist even if the stadium site were converted to a central park.

Policy 3

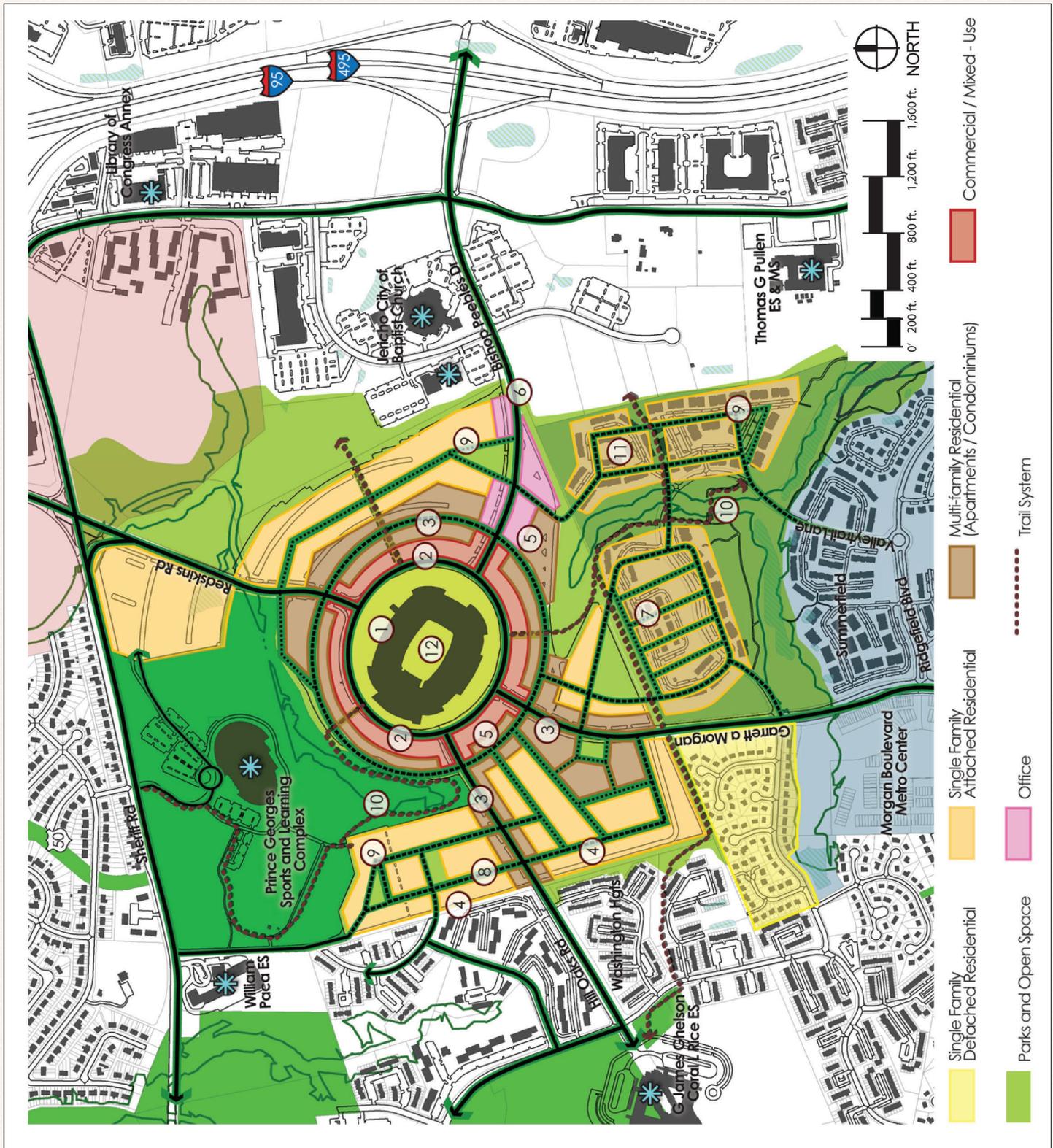
Improve vehicular and pedestrian circulation opportunities and streetscape character.

- Preserve and enhance the existing street network by introducing new streets in order to create pedestrian-friendly block sizes.
- Provide multiple modes of transportation between destinations.

Map 12-2: Opportunity Site 1—Martin Luther King Jr Highway/Glenarden City Illustrative Concept Plan



Map 12-3: Opportunity Site 2—FedEx Field Area Illustrative Concept Plan





Surface parking surrounding FedEx Field

- Create a trail system that connects adjacent community amenities with the new mixed-use village development and the adjacent existing residential areas.
- Provide public sidewalks along existing and proposed streets, especially those sidewalks that will link the site to the Morgan Boulevard Metro Station.
- Develop and implement “green streets” programs and initiatives.*

Policy 4

Incorporate the redevelopment of the northern portion of the Summerfield housing in the (re)development plans of the FedEx Field site.

- Enhance the existing street network by constructing roads and a bridge that connects the Summerfield housing site with the south portion of the FedEx Field area.
- Propose additional streets in order to create smaller-sized blocks and allow for the development of single-family, attached housing compatible in style and scale with the adjacent residential areas.

*Green streets are safer, quieter, healthier streets for commuters and residents. Green streets initiatives promote alternative transportation and environmental sustainability and educate communities on the necessity of transportation alternatives.

Summary of Illustrated Strategies/Elements

1. Retain the stadium as the centerpiece of a sports and events district with infill development on surrounding surface parking sites.
2. Develop mixed-use, with ground-floor commercial and residential above, surrounding the stadium loop road (FedEx Way).
3. Develop multifamily housing surrounding the secondary loop road and lining the Hill Oaks Road and Garrett Morgan Boulevard street approaches.
4. Develop new single-family attached housing as a transition between higher-density, multifamily development and surrounding residential neighborhoods.
5. Replace existing surface parking with new structured parking as redevelopment occurs.
6. Develop infill office space along Bishop Peebles Drive linking with Jericho Campus development potentially incorporating the northern portion of the Summerfield site.
7. Add a local street network and a north/south linkage between Garrett Morgan Boulevard and Paca Elementary School.
8. Create new passive urban neighborhood parks with surrounding residential development.
9. Add greenway improvements and trail network extensions where necessary.
10. Develop an alternative option for public use on the Summerfield site (e.g., community college, or other similar use).
11. Develop an option for public open space on the stadium site.

Opportunity Site 3 (Zone 1) Central Avenue between Norair Avenue and Brightseat Road Redevelopment

Vision

The opportunity site, along Central Avenue between Norair Avenue and Brightseat Road, is situated between the Morgan Boulevard and Central Avenue/Capital Beltway nodes. The south side of Central Avenue along this stretch of corridor contains industrial uses, and the north side contains primarily single-family residential structures that have been converted to commercial use. It is envisioned that the north side of Central Avenue will be redeveloped with mixed commercial uses.

Redevelopment/Urban Design Approach

Eslin Street will be extended to meet Central Avenue in order to divide the block into two more pedestrian-friendly lengths. Buildings will be placed closer to the street and parking will be located on the side or rear of the properties. Streetscape enhancements, such as high-quality sidewalks, crosswalks, and lighting, will be evident along the commercial corridor. The one existing building that has a commercial character on the north side of the block will be retained.

Goals

- Determine the best mix of land uses, densities, and development/design features needed to create a unique sense of place for the established communities of Zone 1 and Subregion 4.
- Develop a hierarchy of commercial-serving areas that balance the needs of residents, transit riders, and regional traffic.
- Reinforce the sustainability of existing communities by promoting commercial mixed-use development and public realm improvements that enhance the quality of life for residents and people in the immediate surrounding area.
- Establish a higher design standard for commercial development and a wider variety and higher-quality businesses throughout the area.

- Attract higher quality, desirable uses to the area that meet current community needs or provide new opportunities for the area.
- Reinforce and strengthen connectivity between living and commercial areas and centers.
- Provide the necessary infrastructure to enhance the pedestrian environment.

Policy 1

Develop a new character and image for Central Avenue that is inviting to pedestrians.

- Provide infill and redevelopment opportunities on Central Avenue that create a coherent street image.
- Create development standards that promote new urbanist principles and encourage new infill to occur closer to and consistently along the build-to line.
- Provide for streetscape improvements that promote a pedestrian-friendly environment.

Policy 2

Improve pedestrian circulation and create an appealing streetscape character.

- Design and install cohesive and visually interesting sidewalk paving patterns and include site furnishings, lighting, and plantings that invite pedestrians.
- Develop and promote “green street” design standards.
- Establish and enforce higher maintenance standards.
- Create and enforce unified sign design standards for existing and new businesses.

Summary of Illustrated Strategies/Elements

1. Redevelop the existing commercial properties to commercial mixed-use facing Central Avenue with associated parking in the rear.
2. Redevelop the Central Avenue and Brightseat Road gateway parcel for multilevel, commercial mixed-use development.
3. Redevelop the existing residential properties to commercial mixed-use facing Central Avenue with associated parking in the rear.
4. Extend Eslin Street to Central Avenue.
5. Place commercial mixed-use development on the corner of Central and Norair Avenues.
6. Improve the existing community park.

Map 12-4: Opportunity Site 3—Central Avenue between Norair Avenue and Brightseat Road Illustrative Concept Plan



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Map 12-5: Opportunity Site 4—Sheriff Road and Eastern Avenue Illustrative Concept Plan



7. Design and implement streetscape, crosswalk, and lighting improvements along Central Avenue.
8. Retain the existing employment use along Central Avenue.

Opportunity Site 4 (Zone 2) Sheriff Road and Eastern Avenue Redevelopment

Vision

The Sheriff Road area is one of the primary gateways into Prince George’s County from Washington, D.C. The portion of the corridor between Eastern Avenue and Addison Road contains some residential, commercial, and institutional uses and pockets of open space. The blocks along this stretch of the corridor are rather long. It is envisioned that the institutional uses will remain and that commercial mixed uses will be introduced in the open areas between uses to create main street entry to the county.

Redevelopment/Urban Design Approach

Three existing streets will be extended to intersect with Sheriff Road in order to break down the length of the blocks between Eastern Avenue and Addison Road. Mixed-use development, containing some ground floor retail, will be sited all along the length of the corridor in open or underutilized areas. Parking will be located to the side and rear of buildings.

Goals

- Determine the best mix of land uses, densities, and design features needed to create a unique sense of place for the established community.
- Develop a hierarchy of commercial-serving areas that balances the needs of residents, transit riders, and regional traffic.
- Attract higher quality, desirable uses to the area that meet current community needs or provide new opportunities for the area.
- Establish a higher design standard for commercial development and a wider variety and higher quality of businesses throughout the area.

- Reinforce the sustainability of the municipalities by promoting commercial mixed-use development and public realm improvements that enhance the quality of life for residents of the surrounding area.

Policy 1

Develop a new image for Sheriff Road between Eastern Avenue and Addison Road that is inviting to pedestrians and promotes the corridor as a gateway to the county.

- Provide infill and redevelopment opportunities on Sheriff Road that create a coherent street image.
- Create development standards that promote new urbanist principles and encourage new infill to occur closer to and consistently along the build-to line.
- Provide for streetscape improvements that promote a pedestrian-friendly environment.
- Create a well-maintained, planted, tree-lined street, with clearly marked pedestrian crossings.

Policy 2

Improve pedestrian circulation and create an appealing streetscape character.

- Design and install cohesive and visually interesting sidewalk paving patterns and include site furnishings, lighting, and plantings that invite pedestrians.
- Develop and promote “green street” design standards.
- Establish and enforce higher maintenance standards.
- Design and install banners reinforcing the “main street” initiative.
- Create and enforce unified sign design standards for existing and new businesses.

Policy 3

Provide for improved vehicular and pedestrian circulation patterns and better connectivity opportunities.

- Introduce new street intersections along Sheriff Road to break down the length of the blocks.

- Extend L and K Streets to connect with Sheriff Road.
- Extend 56th Street to connect with Sheriff Road.

Summary of Illustrated Strategies/Elements

(See *Map 12-5: Opportunity Site 4—Sheriff Road and Eastern Avenue Illustrative Concept Plan* on page 310)

1. Redevelop existing commercial properties along Sheriff Road.
2. Extend L Street to Sheriff Road.
3. Develop infill commercial mixed-use facing Sheriff Road with associated parking in the rear.
4. Retain the existing religious institution.
5. Redevelop the Sheriff Road and Eastern Avenue parcels for multilevel commercial mixed-use development.
6. Redevelop the Sheriff and Addison Road parcels for multilevel, commercial mixed-use development.
7. Extend K Street to Sheriff Road.
8. Design and implement streetscape, crosswalk, and lighting improvements along Sheriff Road.
9. Place new infill single-family attached residential on the vacant site.
10. Extend 56th Avenue to Sheriff Road.
11. Retain existing religious institution along Sheriff Road.

Opportunity Site 5 (Zone 2) Marblewood Avenue Industrial Area Redevelopment

Vision

The Marblewood Avenue industrial area is envisioned to complement and support the development plans for the Cheverly Metro center and to address, in part, environmental justice issues raised by the community during the planning analysis process. New land uses will complement the adjacent residential neighborhoods and create a stronger sense of community. Proposed streets will link new development at the Cheverly Metro center with the adjacent communities. Substantial buffers, between the new mixed-use village and adjacent industries, will be incorporated from the natural environmental constraints found within the area.

Redevelopment/Urban Design Approach

The illustrative plan provides for expansion of existing industrial uses; however, these industrial uses will be lighter in intensity than current uses along Sheriff Road and Marblewood Avenue and will strengthen the area's employment base by providing additional light industrial, business park office space opportunities. Round-about circles along Marblewood Avenue and the extended 64th Avenue prevent trucks from entering the residential areas and the Town of Cheverly. Extensive buffers are used to separate the industrial uses from the adjacent residential areas and to minimize air and noise quality issues (see *Map 12-6* on page 315).

Goal

- Promote clean industrial uses in expanded business park areas.
- Develop future land use patterns that establish appropriate development density transitions between single-family residential areas and either industrial and commercial areas or centers.

Policy 1

Develop a mixed-use village that complements the character of adjacent established areas and supports the development of the Cheverly Metro center.

- Develop lower density residential opportunities opposite existing residential neighborhoods north of the industrial site, as well as along the extended Ivywood Avenue.
- Create a well-linked street grid with small development blocks that promote a pedestrian-friendly environment.
- Introduce a neighborhood park at Farmingdale Place that demonstrates defensible public space principles and is framed by residential uses.
- Reconnect Cheverly Ward 4 streets with the new urban neighborhood street grid.
- Remove the bollards currently located along Marblewood Avenue and design a round-about to prevent trucks from intruding into the residential area.

Policy 2

Demonstrate best management practices and create an environmentally sensitive plan.

- Respect and restore the site's wetlands, floodplains, and regulated areas as identified in the Green Infrastructure Plan.
- Take advantage of the area's natural features to create buffers between industrial uses and existing and proposed residential communities.
- Implement "green streets" initiatives.

Policy 3

Provide improved vehicular and pedestrian circulation patterns and better connectivity opportunities.

- Design an internal, phased roadway system that loops around the industrial uses and increases accessibility to the business/industrial park while it discourages through traffic to nearby neighborhoods.
- Extend Ivywood Avenue in order to link with Fairmount Heights Drive.
- Provide alternative traffic-calming initiatives (e.g., traffic circles, chicanes, etc.) to limit industrial truck access while encouraging residential access.
- Extend Oates Street to link with Huskwood and Marblewood Avenues and create three

distinct and recognizable gateways to the site from Sheriff Road.

- Incorporate streetscape and walkway improvements.
- Study and implement the cleaning and remediation of existing industrial sites prior to their redevelopment.
- Create a continuous greenway network by linking and blending the existing greenway systems with proposed urban parks.
- Link the new urban parks with the area's existing parks and recreational facilities through a trail system.

Summary of Illustrated Strategies/Elements

The intent of road connections are to improve access to the industrial areas from Sheriff and Columbia Park Roads and to prevent industrial traffic on residential streets.

1. Rebrand the area as the Cedar Heights Business Park.
2. Change the future land use pattern to better transition from single-family detached residential to the nearby light to heavy industrial environment.
3. Establish light industrial or business park zoning around the perimeter of the heavy industrial uses of the Cedar Heights site.
4. Establish the Marblewood Avenue corridor as a business improvement district.
5. Implement Marblewood Avenue streetscape improvements to facilitate better north/south pedestrian linkage.
6. Establish Cedar Heights light industrial and heavy industrial development standards and public realm guidelines to guide future development in the area.
7. Increase landscape buffer requirements for industrial and commercial/service areas abutting open spaces, residences, and stream corridors.
8. Expand and refurbish the existing stormwater pond using best management practices.

9. Establish an internal, phased roadway system that increases accessibility to the business/industrial park, while discouraging through traffic to nearby neighborhoods.
10. Extend Ivywood Avenue to link with Fairmount Heights Drive.
11. Encourage additional single-family, attached residential infill development along Ivywood Avenue.
12. Connect Farmingdale Place to Marblewood Avenue.
13. Create a Farmingdale Place Park surrounded by infill single-family attached residential.
14. Extend Oates Street to link with Huskwood and Marblewood Avenues.
15. Extend 64th Avenue to link with the eastern entry to the Cedar Heights Industrial Park and create a limited access north-south roadway connection with an intermediate traffic circle that limits truck access but not residential access.
16. Extend the Cedar Heights Industrial Park west entry road in order to link with 64th Avenue extension.
17. Extend Reed Street to the 64th Avenue extension to facilitate additional single-family attached residential uses.
18. Remove the Cheverly Ward 4 street barricades and replace them with alternative traffic-calming features (e.g., traffic circles, chicanes).
19. Restore the Cabin Branch greenway and create new trail linkages from Cedar Heights Park to 64th Avenue Park and onto the Jesse Warr, Jr. Neighborhood Park.
20. Create new industrial park gateway entry treatments at three points along Sheriff Road.

Opportunity Site 6 (Zone 2) Sheriff Road and Martin Luther King Jr Highway Redevelopment

Vision

The area surrounding the intersection of Sheriff Road and Martin Luther King Jr Highway is an important gateway into Prince George's County that links US 50 and I-95/495 to FedEx Field and the Sports and Learning Complex. The northeast corner of the intersection contains a number of industrial uses, including the site of the former Giant Food Store Distribution Center. The Cabin Branch tributary is located between the two sections of this industrial area. Pockets of residential uses are located to the south and west of the site. It is envisioned that this gateway will become a mixed-use property that revitalizes the intersection and creates a new image for the area.

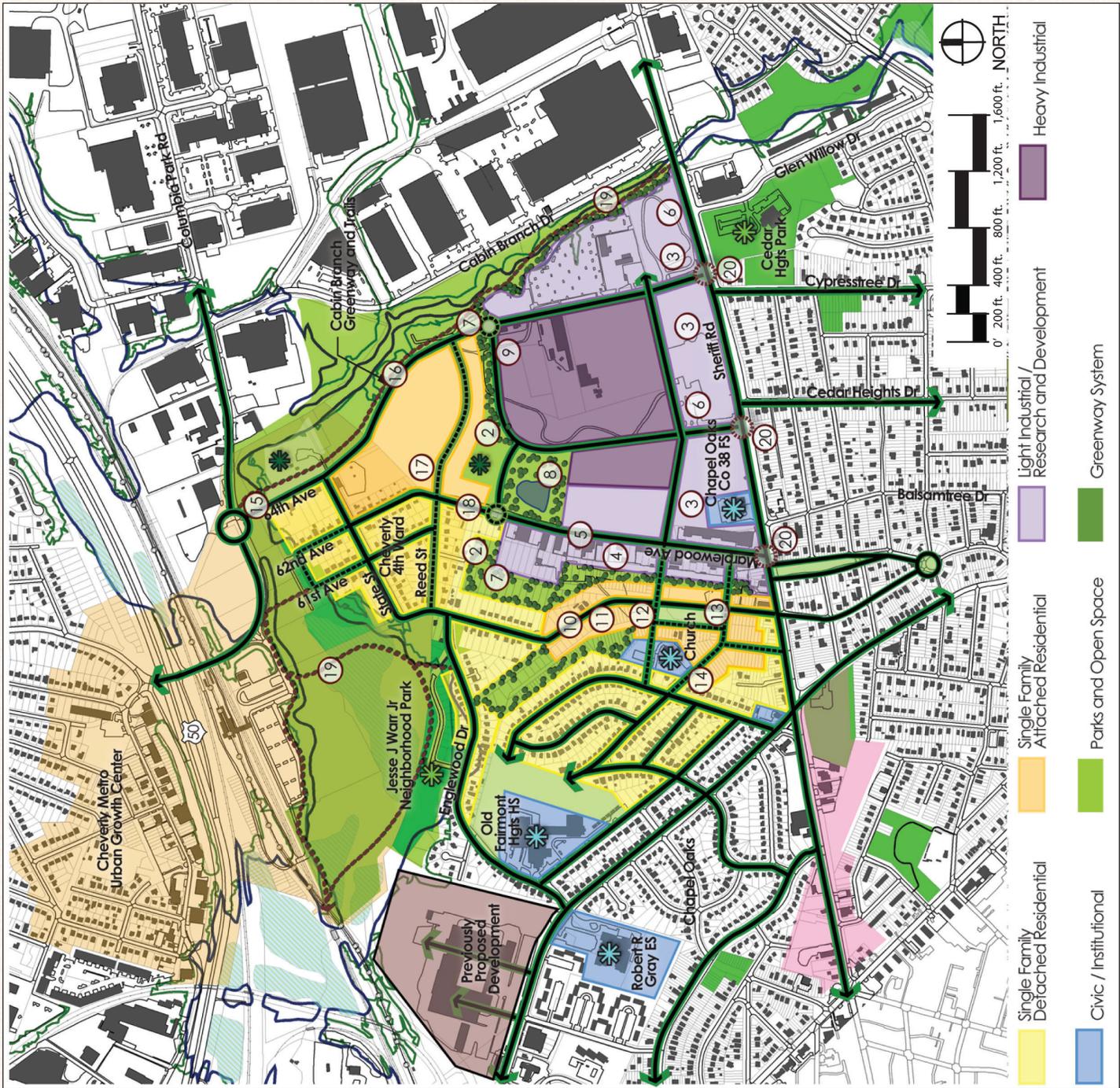
Redevelopment/Urban Design Approach

The difficult Sheriff Road/Martin Luther King Jr Highway intersection will be reconfigured to a traffic circle. A proposed memorial monument to Dr. Martin Luther King, Jr. will be placed in the middle of the space and will serve as a focal point of where the two corridors meet. A new street network, which will run throughout the site, will link to the existing surrounding neighborhoods. The Cabin Branch Tributary runs through the center of the site and will become a feature seamlessly integrated into the new development with buildings facing both edges of the open space.

Goals

- Determine the best mix of land uses, densities, and development/design features needed to create a unique sense of place for the established communities of Zone 2 and Subregion 4.
- Promote the development of clean industries within an expanded business park.
- Reinforce the sustainability of the municipalities by promoting commercial mixed-use development and public realm improvements that enhance the quality of life for residents.
- Establish a higher design standard for commercial development including a wider

Map 12-6: Opportunity Site 5—Marblewood Avenue Industrial Area Redevelopment Illustrative Concept Plan



Map 12-7: Opportunity Site 6—Sheriff Road and Martin Luther King Jr Highway Illustrative Concept Plan



variety and higher quality of businesses throughout the area.

- Attract higher quality, desirable uses to the area that meet current community needs or provide new opportunities for the area.
- Provide the infrastructure needed to enhance walkability, neighborhood linkages, and pedestrian access throughout Zone 2 and Subregion 4.

Policy 1

Develop a mixed-use village that complements the character of adjacent established areas.

- Develop medium-density residential opportunities along the eastern portion of the site.
- Create a well-linked street grid with small blocks that promotes a pedestrian-friendly environment.
- Introduce neighborhood parks that serve as community gathering spaces and recreational amenities.

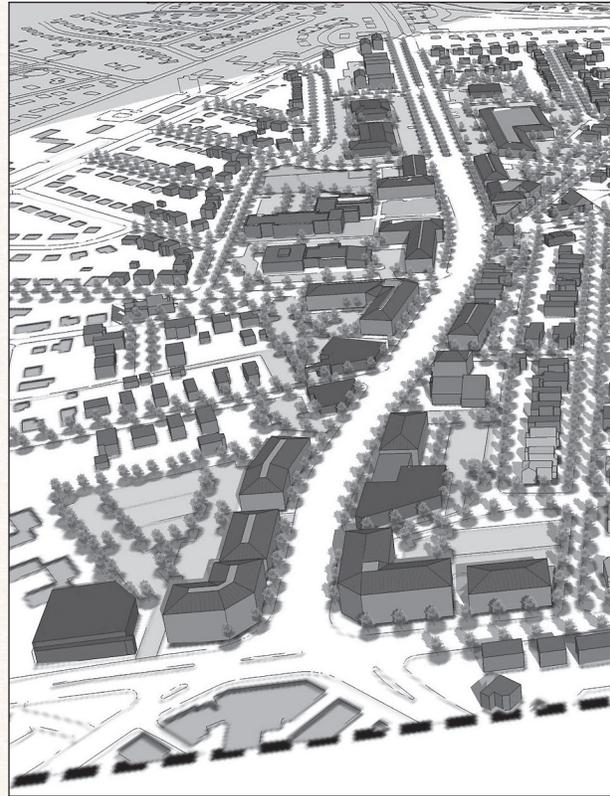
Policy 2

Demonstrate best management practices and create an environmentally sensitive plan.

- Respect and restore the site's wetlands, floodplains, and regulated areas as identified in the Green Infrastructure Plan.
- Take advantage of the area's natural features to create buffers between industrial uses and existing and proposed residential communities.
- Create a continuous greenway network by linking and blending the existing greenway systems with proposed urban parks.
- Link the new urban parks with the area's existing parks and recreational facilities through a trail system.

Summary of Illustrated Strategies/Elements

1. Create a Martin Luther King, Jr. Memorial gateway, via a traffic circle, at the intersection of Martin Luther King Jr Highway and Sheriff Road.
2. Restore the stream and develop a greenway trail along the existing Cabin Branch stream tributaries and stormwater drainage corridor.
3. Redevelop the Martin Luther King Jr Highway and Sheriff Road gateway parcels for multilevel mixed-use development.
4. Redevelop the frontage parcels along Sheriff Road for neighborhood and employment-serving commercial development.
5. Redevelop the eastern, interior portions of the former Giant Food site for mixed-use multifamily, offices and business parks.
6. Create new street linkages to encourage multiple modes of transportation and greater connectivity.
7. Create a new, large centralized neighborhood park for active and passive recreational activities.
8. Create a second community park at the confluence of the Cabin Branch tributaries.



Looking east on Martin Luther King Jr Highway at Seat Pleasant Drive

9. Place infill single-family residential development along Hunt Avenue and Fatima Place.
10. Retain and adaptively reuse the existing Giant Food office building and parking deck.
11. Extend Roosevelt Drive to South Club Drive.
12. Redevelop the western portion of the former Giant Food site with a mix of medium-scaled employment and research and development uses.

Opportunity Site 7 (Zone 2) Martin Luther King Jr Highway/ Seat Pleasant/Fairmount Heights Revitalization

Vision

It is envisioned that the Martin Luther King Jr Highway/Seat Pleasant/Fairmount Heights area will become a “main street” that builds upon the existing businesses and provides for new diverse commercial and retail uses within the neighborhood. As stated by the National Trust for Historic Preservation, “The Main Street Approach advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets: distinctive architecture, a pedestrian-friendly environment, personal service, local ownership, and a sense of community.”

The presence of the Seat Pleasant Community Center and Elementary School and the potential expansion of these two uses will serve as a cornerstone of the “main street” revitalization effort.

Redevelopment/Urban Design Approach

The area of the corridor between the Washington, D.C., border and the Seat Pleasant Community Center serves as a gateway to Prince George’s County. The Martin Luther King Jr Highway corridor shows early signs of decline with vacant or underutilized buildings and parcels, deferred maintenance of both public and private properties, and the emergence of third tier business uses. Although some of the businesses and services located in the area contribute to a positive image, the appearance of the corridor suffers.

The conceptual site plan illustrates a cohesive design approach that improves the image of the area by placing buildings closer to the street, proposing the adaptive reuse of existing vacant or underutilized commercial structures, and including streetscape improvements that will promote a pedestrian-friendly environment. Transportation improvements will include the designation of on-street parking from 65th Avenue to the Washington, D.C., border in order to encourage slower vehicular speeds. The extension of 69th Place to Martin Luther King Jr Highway will improve circulation patterns in the area (see Map 12-8 on page 321).

Goals

- Determine the best mix of land uses, densities, and design features needed to create a unique sense of place for the established community.
- Develop a hierarchy of commercial-serving areas that balance the needs of residents, transit riders, and regional traffic.
- Reinforce the sustainability of the municipalities by promoting commercial, mixed-use development and public realm improvements that enhance the quality of life for residents and people in the immediate surrounding area.
- Establish a higher design standard for commercial development and a wider variety and higher quality of businesses throughout the area.
- Attract higher quality, desirable uses to the area that meet current community needs or provide a new opportunities for the area.
- Reinforce and strengthen connectivity between living and commercial areas and centers.
- Provide the necessary infrastructure to enhance the pedestrian environment.

Policy 1

Retain, expand, and complement commercial, retail and business development along Martin Luther King Jr Highway at Seat Pleasant.

- Design and construct new commercial or retail buildings that front on the street and include exciting and diverse storefront displays.

- Identify vacant and abandoned buildings possessing an architecturally significant character.
- Implement programs for the renovation and beautification of existing viable businesses and strip mall shopping centers that could successfully contribute to the main street approach.
- Create a stronger gateway to Prince George’s County anchored by new, signature, mixed-use development at the intersection of Martin Luther King Jr Highway and Eastern Avenue.
- Conduct an aggressive marketing and business recruitment program.

Policy 2

Improve pedestrian circulation and create an appealing streetscape.

- Design and install cohesive and visually interesting sidewalk paving patterns and include site furnishings, lighting, and plantings that invite pedestrians.
- Develop and promote “green street” design standards.
- Establish and enforce higher maintenance standards.
- Establish and enforce higher parking design and buffer standards for existing businesses set farther back from the street with surface parking in the front.
- Design and install banners that reinforce the main street initiative.
- Create and enforce unified sign design standards for existing and new businesses.

Policy 3:

Provide for the retention and expansion of existing institutional and community facilities.

- Redevelop the frontages around Seat Pleasant Elementary School to expand the educational facilities and accommodate a new civic or institutional use.
- Incorporate a town square at the Seat Pleasant Community Center and Elementary School site that will anchor the existing and proposed civic, institutional uses.

- Incorporate active recreational opportunities at the Seat Pleasant Elementary School grounds.

Policy 4

Improve vehicular circulation and provide easy accessibility to existing and proposed businesses.

- Eliminate the concrete median and provide on-street parking on both sides of Martin Luther King Jr Highway from the Washington, D.C., line to Addison Road that will serve existing and proposed businesses and encourage slower vehicular speeds.
- Extend 69th Place north to Martin Luther King Jr Highway.
- Extend 69th Place to intersect with 65th Avenue.
- Create shared parking strategies for existing and proposed businesses.
- Locate surface parking at the rear of the properties rather than fronting on the street.

Policy 5

Provide for a stronger residential base and greater quality of life standards.

- Redevelop the existing salvage/storage yard site along Eastern Avenue to a mix of commercial and residential uses compatible in character and scale to the adjacent single-family residences.
- Relocate industrial uses situated next to residential to more appropriate locations in Subregion 4.
- Complete and extend dead-end streets to create additional street frontage, promote neighborhood linkage, and to allow for the expansion of the existing single-family residential base.
- Development new bike/trail and street linkages along the old railway right-of way.

Summary of Illustrated Strategies/Elements

1. Rebrand the area as the Fairmount Heights/Seat Pleasant Neighborhood Main Street by removing “highway” from the street name.
2. Create a town square at the location of the Seat Pleasant Community Center and Elementary School.

3. Improve the streetscapes along Eastern Avenue, Seat Pleasant Drive, and the rebranded Martin Luther King Jr “Boulevard.”
4. Adaptively reuse the commercial structures abutting the Martin Luther King Jr Highway and Eastern Avenue rights-of-way.
5. Renovate or redevelop the existing commercial strip shopping centers along Martin Luther King Jr Highway.
6. Redevelop the Martin Luther King Jr Highway and Eastern Avenue gateway parcels for multilevel, mixed-use development.
7. Redevelop the frontage sites around the Seat Pleasant Elementary School for a new civic/institutional use.
8. Extend 69th Place to intersect with 65th Avenue.
9. Reconfigure Martin Luther King Jr Highway to a nondivided two-way street west of 65th Street.
10. Create a landscaped boulevard east of 65th Street.
11. Promote on-street parking along Martin Luther King Jr Highway between Eastern Avenue and 65th Street during off-peak travel hours.
12. Reconfigure the recreation fields of the Seat Pleasant Elementary School for potential future expansion.
13. Share parking between sites.
14. Develop infill commercial and residential uses on salvage/storage yard site along Eastern Avenue.
15. Develop infill area with single-family residential uses.
16. Relocate industrial uses from the Seat Pleasant neighborhood to nearby industrial sites north of Addison Road.

17. Create potential new bike/trail and street linkages along old railroad right-of-way.

Opportunity Site 8 (Zone 3)

Donnell Drive Mixed-Use Village Center

Vision

The redeveloped site is envisioned as a vibrant, pedestrian-friendly, mixed-use village center that will support the neighborhoods of the southeastern portion of the subregion. Donnell Drive will become the new main street of the development. The commercial outparcels (i.e., a store that is not connected to a plaza or shopping mall but is located on the same premises) and parking lot sites associated with the strip shopping center and mall will be reconfigured. A new east/west street network will cut across the area previously dominated by parking and will create additional linear frontage for retail. Shared parking will be hidden behind the new retail buildings. On-street parking will also be provided on all of the internal streets of the site.

Redevelopment/Urban Design Approach

The illustrated concept plan proposes an enhanced street network with new infill development in order to create a village center with a main street. The plan expands upon the current recommendations for commercial revitalization along the Marlboro Pike corridor with mixed-use infill development. The new center will offer a greater mix of uses, including retail, office, hospitality, and multifamily residential components.

The Boones Lane extension north of Marlboro Pike will connect the northern neighborhoods with the new center. Donnell Drive will be reconfigured as a four-lane street that includes on-street parking. Smaller development blocks and the new street hierarchy will enhance the walkability of commercial areas. Two- to four-story infill redevelopment will be placed uniformly along Donnell Drive and other internal streets to create a sense of containment along streetscapes. New infill development will also be oriented along Marlboro Pike and Pennsylvania Avenue to create an inviting front along both perimeter streets.

Map 12-8: Opportunity Site 7—Martin Luther King Jr Highway/Seat Pleasant/Fairmount Heights Revitalization
Illustrative Concept Plan



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DESIGN

Map 12-9: Opportunity Site 8—Donnell Drive Mixed-Use Village Redevelopment Illustrative Concept Plan



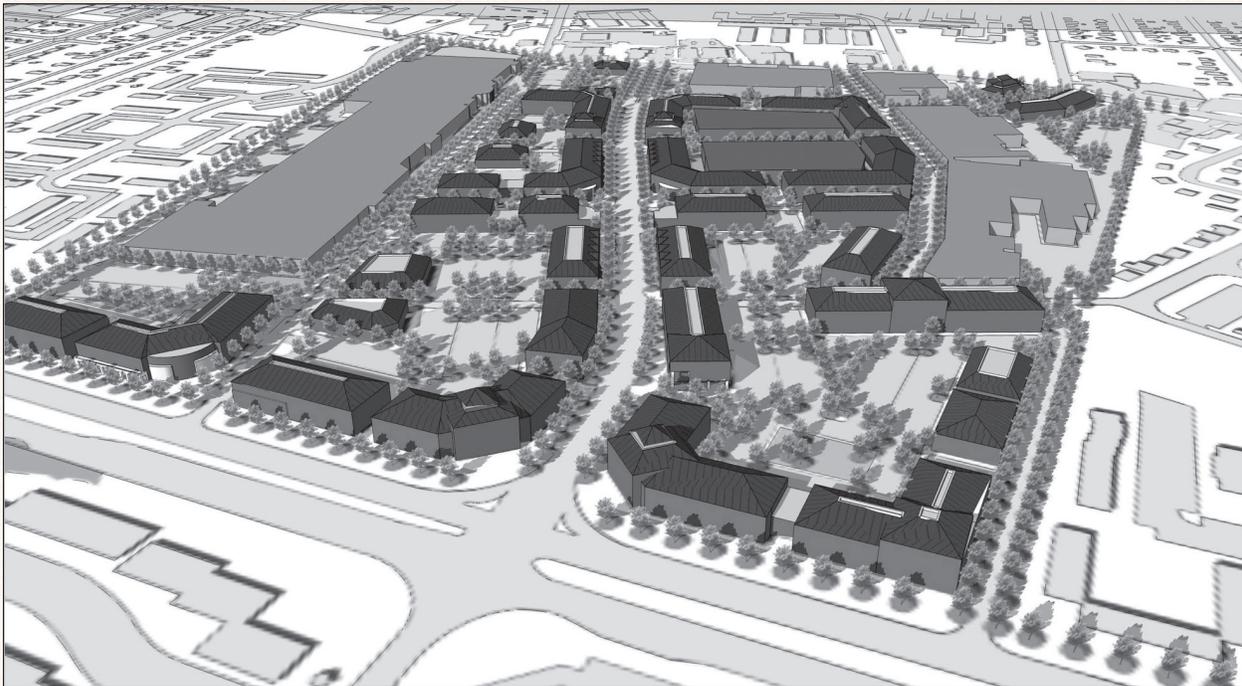
Goals

- Determine the best mix of land uses, densities, and development/design features needed to create a unique sense of place for the established communities of Zone 3 and Subregion 4.
- Develop a hierarchy of commercial-serving areas that balance the needs of residents, transit riders, and regional traffic.
- Reinforce the sustainability of the municipalities by promoting commercial mixed-use development and public realm improvements that enhance the quality of life for residents.
- Establish design standards for commercial development and a wider variety and higher quality of businesses throughout the area.
- Attract higher quality, desirable uses to the area that meet current community needs or provide new opportunities for the area.
- Reinforce and strengthen visual and pedestrian connectivity between the living areas and growth centers.
- Provide the infrastructure needed to enhance walkability, neighborhood linkages, and pedestrian access throughout Zone 3 and Subregion 4.

Policy 1

Redevelop a mixed-use village center built upon the existing established retail center that supports local and regional users.

- Establish an internal street network that better connects the existing main corridors, forms urban-scale development blocks, and provides for more infill development opportunity along the new street system.
- Retain a significant portion of the retail mall and shopping center and allow for retail expansion along Marlboro Pike in order to complete the Marlboro Pike corridor image.
- Provide infill development opportunities that allow a greater mix of uses.
- Provide infill and redevelopment opportunities along Marlboro Pike and Pennsylvania Avenue to create a coherent street image along the existing corridors.
- Permit higher-density redevelopment of the parcels facing Donnell Drive, the Boones Lane extension, and other streets internal to the project.
- Encourage vertically integrated two- to four-story infill development throughout the site.



Donnell Drive redevelopment massing model looking northwest

Policy 2

Provide a neighborhood higher-quality commercial hub with more choices and flexibility.

- Design and install cohesive and visually interesting sidewalk paving patterns and include site furnishings, lighting, and plantings that invite pedestrians.
- Provide additional infill opportunities for retail and office uses fronting on the internal street network.
- Create development standards that promote higher-quality design with new urbanist principles.

Policy 3

Improve vehicular and pedestrian circulation opportunities and streetscape character.

- Implement streetscape improvements along Donnell Drive that create a pedestrian-friendly main street atmosphere.
- Extend Boones Lane from north of Marlboro Pike to better connect the northern neighborhoods along Marlboro Pike to the new center.

Summary of Illustrated Strategies/Elements

1. Follow the detailed site plan initiatives for Marlboro Pike listed within the Marlboro Pike Sector Plan.
2. Permit higher density redevelopment of the frontage parcels along Donnell Drive and the new perpendicular streets.
3. Retain and downscale Donnell Drive to a four-lane urban street with off-peak, on-street parking.
4. Establish a modified street grid to disperse vehicular traffic through the site.
5. Retain primary portions of the two strip shopping centers for reuse.
6. Redevelop mall and shopping center access roads as true urban village frontage streets.
7. Establish a hierarchy of streetscape improvements along primary, secondary, and tertiary streets.
8. Encourage vertically integrated two- to four-story infill development.

9. Create a shared parking strategy to support the proposed mix of uses.
10. Provide hospitality uses along Pennsylvania Avenue.
11. Develop potential free-standing, two-story restaurant uses.
12. Establish a gateway identity at key entry intersections to the village.
13. Rebrand the area in a way similar to Landover Gateway.

Opportunity Site 9 (Zone 3) Forestville/Ritchie Road Industrial/Business Park Development

Vision

The Forestville Shopping Center and Ritchie Road industrial area have experienced commercial decline for years as they have lost their competitiveness to the newer commercial development along Marlboro Pike. Although its exposure at the entry point of the corridor and its proximity to the Capital Beltway provide the site high visibility and good access to the region's major transportation arteries, land use restrictions and safety concerns—due to nearby aviation activities—limit the potential future uses of the property. Given the proximity to the Capital Beltway and the existence of a small, light-industrial and business component, the site has strong potential to be redeveloped for additional light industrial, research and development, and employment facilities in accordance with recommendations from the Air Installation Compatible Use Zone (AICUZ) guidelines.

Redevelopment/Urban Design Approach

The new business park at the Capital Beltway/Pennsylvania Avenue and Marlboro Pike East Gateway will not only provide an opportunity to establish a new attractive gateway to Marlboro Pike and bring back viable activities to the area, but will also provide much-needed employment for the area's population. The vision plan recommends establishing an internal north/south road network from Fernham Lane to Marlboro Pike and possibly beyond to the Ritchie Road/Walker Mill Road

interchange. The new roadway connection will provide additional street frontage for infill development as well as provide an alternate route for the new business-park-related traffic off of Forestville Road. The redevelopment component will include light industrial and auxiliary office space for industrial businesses and professional service companies that form the supply chain for the major industrial tenants. This redevelopment will take advantage of its favorable location for distribution and warehousing businesses serving the greater Washington metropolitan area.

Development guidelines will be required to reinforce higher design standards in the new business park that contribute to the creation of an iconic corridor gateway development. The key design guideline elements include, but are not limited to: development setback reinforcement; a number of visitor parking bays fronting along the main street restriction; site landscape enhancement; service and loading area screening; or placement restrictions to the back of the development or through an internal courtyard layout that allows the redevelopment of front façades to frame the main street. Additionally, existing business building improvement and site enhancement for the existing Ritchie Road is recommended to establish a cohesive development image throughout the new business park.

The alternative plan envisions a long-term redevelopment approach of the Marlo site and existing industrial use at the northeast corner of Pennsylvania Avenue as an expansion of the industrial/business park. The site will house a gateway industrial park development with a series of signature buildings that address the park entrance at Pennsylvania Avenue and at the same time anchor the Capital Beltway interchange. The site redevelopment recommendation also includes direct site access and possibly a limited right-in/right-out site entrance from the Capital Beltway and Pennsylvania Avenue improvement; development setback with streetscape enhancement standards along Pennsylvania Avenue, Forestville Road, and Marlboro Pike; and landscape buffer requirements for the surrounding existing residential neighborhoods.

Goals

Determine the best mix of land uses, densities, and development/design features needed to create a unique sense of place for the established communities of Zone 3 and Subregion 4.

- Reinforce the development and success of industrial areas by promoting the development of clean industries and expanded business park areas.
- Attract higher quality, desirable uses to the area that meet a current community need or provide a new opportunity for the area.
- Provide the infrastructure needed to enhance walkability, neighborhood linkages, and pedestrian access throughout Zone 3 and Subregion 4.

Policy 1

Redevelop a low-density, business park built upon the existing industrial zone and underutilized retail sites that are under AICUZ safety restrictions.

- Balance future land use and transportation network improvements to optimize development potential and minimize congestion issues.
- Permit commercial and residential zoning changes to support light industrial and allow higher-quality light industrial development along Forestville Road, Marlboro Pike, and Pennsylvania Avenue.
- Establish an internal street network that better connects the existing main corridors and forms urban-scale development blocks, as well as providing more infill development opportunity along the new street system.
- Provide infill and (re)development opportunities along Forestville Road, Marlboro Pike, and Pennsylvania Avenue, and create a coherent street image along the existing main corridors.

Policy 2

Maintain industrial land use areas where job training programs are needed to provide the community with trade skills and long-term employment opportunities.

- Preserve as much industrial land use as possible to strengthen the local and regional job base for future generations within Subregion 4.
- Establish a business recruitment and marketing strategy focused on attracting and securing cleaner, environmentally friendly, green businesses and industries in the areas close to residential uses.

Policy 3

Promote development patterns that demonstrate best management practices and create an environmentally-sensitive plan and standards.

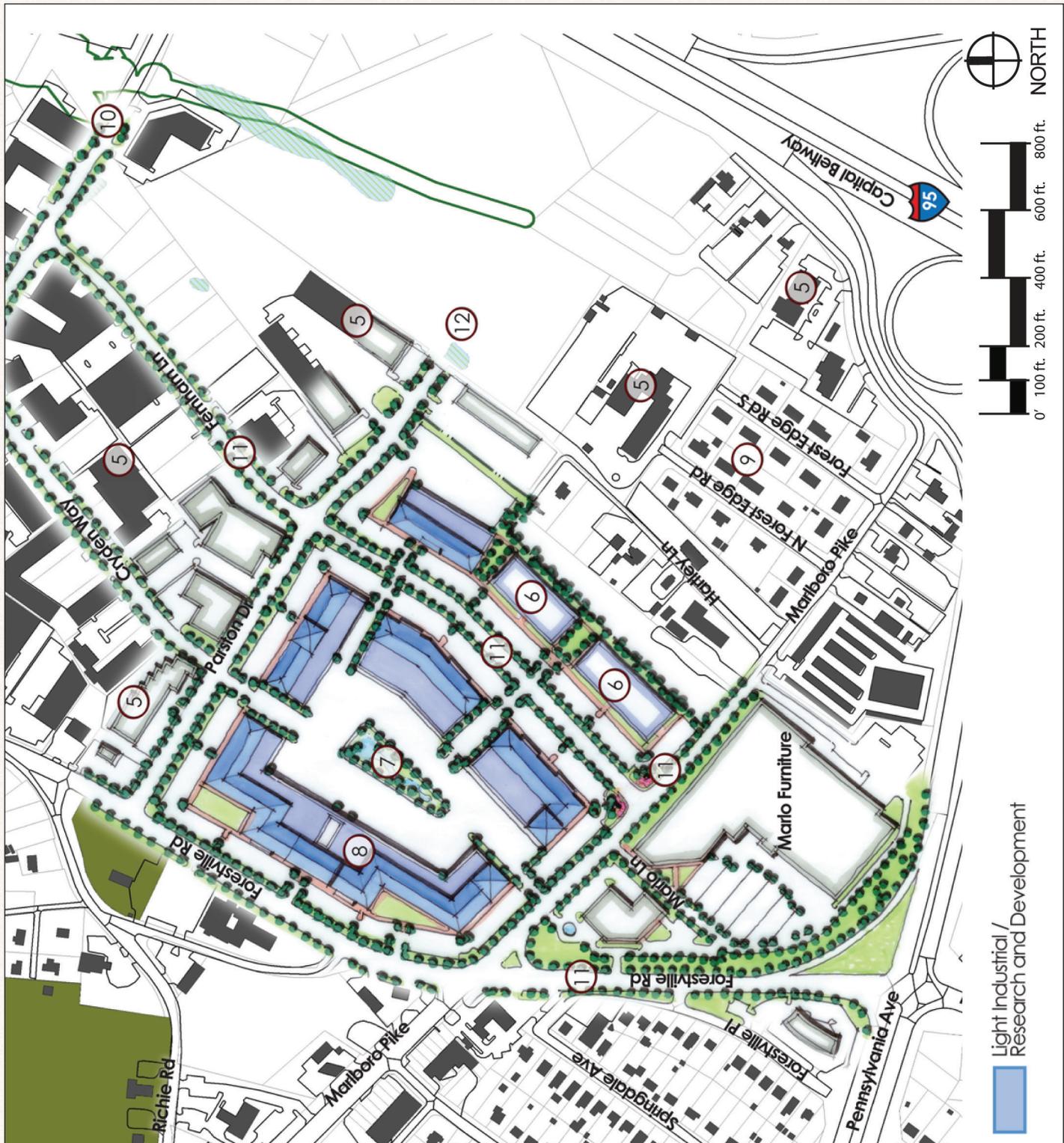
- Establish clearly designated, separate industrial-use zones with designated industrial standard (24-hour truck traffic) roadways to avoid future conflicts with incompatible uses, functions, noise, and air pollution.
- Establish design standards and public realm design guidelines for industrial park or business park development, and recruit more environmentally friendly businesses.

Summary of Illustrated Strategies/Elements

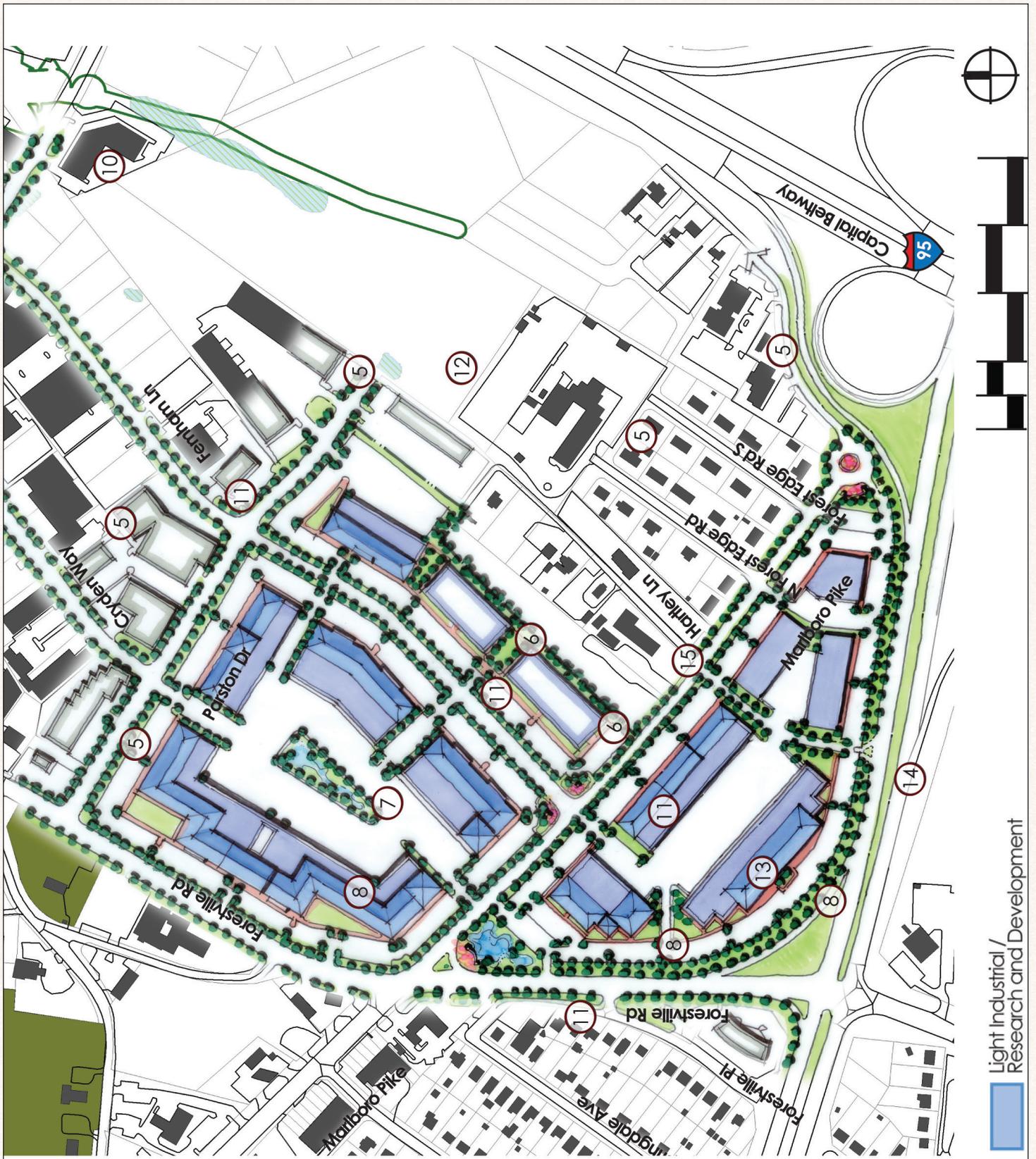
See *Maps 12-10 and 12-11: Opportunity Site 9—Forestville/Ritchie Road Industrial/Business Park Development Illustrative Concept Plan Options A and B* on pages 333 and 334.)

1. Rebrand the area as the Forestville Business Park.
2. Rezone all commercial areas for light industrial, employment, or business park uses within the northeast quadrant of the Pennsylvania Avenue and Ritchie Road intersection.
3. Formally adopt, reference, and enforce the AICUZ-compatible land use and development criteria for Joint Base Andrews flight zones.
4. Establish new Forestville Business Park light industrial development standards and guidelines for the area.
5. Retain existing employment uses through a grant program for business park building improvements and site enhancements.
6. Incorporate new industrial development currently planned or underway (two buildings).
7. Redevelop the Forestville Shopping Center for low-density, light industrial, employment, and research and development.
8. Promote opportunities for signature, corporate facilities with an address on Pennsylvania Avenue and Ritchie Road.
9. Retain the existing single-family neighborhood north of Marlboro Pike.
10. Link Marlboro Pike, Cryden Way, Kaverton Road, and Hampton Park Boulevard to D’Arcy Road and possibly beyond to the Ritchie Road/Walker Mill Road interchange.
11. Improve and expand the internal road network to meet new business park street and streetscape standards.
12. Create a future communal stormwater management facility at the end of Parston Drive within the current open space area.
13. Redevelop the sites bounded by Marlboro Pike, Ritchie Road, and Pennsylvania Avenue for low-density, light industrial, employment, and research and development.
14. Improve direct site access to and from the Capital Beltway and Pennsylvania Avenue with a limited right-in/right-out site entrance.

Map 12-10: Opportunity Site 9—Forestville/Ritchie Road Industrial/Business Park Development
 Illustrative Concept Plan Option A



Map 12-11: Opportunity Site 9—Forestville/Ritchie Road Industrial/Business Park Development
 Illustrative Concept Plan Option B



Opportunity Site 10 (Zone 3)

Central Avenue Eastern Business Park

Vision

A vision and set of strategies for Central Avenue was presented in the Central Avenue Transit-Oriented Development Corridor Development Strategy which was released in June of 2006. The purpose of the strategy was to create a development approach for the corridor that takes advantage of its location and transportation resources; provides opportunities to unify and strengthen the corridor's identity; creates attractive pedestrian- and transit-oriented places; and facilitates public facilities financing and timely construction. This strategy includes a number of recommendations focusing on the section of the corridor from the Morgan Boulevard Metro Center and to the Capital Gateway. The Subregion 4 Master Plan utilizes and builds upon recommendations in Corridor Development Strategy when developing proposals for Central Avenue, including the eastern gateway.

The key elements identified in the study include establishing a gateway at the Capital Beltway. Recommendations for the eastern gateway include a bold massing of landscaping planting to soften and frame the Capital Beltway. New pedestrian passages are recommended to allow people to walk and bike safely. The area south of the eastern gateway is a key employment zone, with unique commercial vehicle access requirements. It is envisioned that the aesthetics and access of the commercial frontage along this section of Central Avenue be improved. The area is to continue to serve a regional employment center, with complementary retail and commercial functions, and act as a buffer between the industrial and residential areas.

The Subregion 4 Master Plan recognizes the importance of Central Avenue to the vitality of the subregion and the county as a whole. Staff recommend the designation of a corridor node along Central Avenue from the Capital Beltway to the Morgan Boulevard Metro Station Area. The designation of a corridor node would allow the

application of the new mixed-use zoning tool in the area, as well as emphasizing the importance of this key gateway.

The plan envisions that the area along the south side of Central Avenue (between Hampton Park Drive and Richie-Marlboro Road) will be transformed into an urban business park that includes employment uses complementary to Morgan Boulevard Center and the mixed-use development proposed for the Kingdom Square (former Hampton Park Mall) site. The business park will be designed to create a street wall along Central Avenue with an internal street system that allows connections to service areas in the rear. The buildings should be setback to allow a landscaped edge between the street and sidewalk, all parking will be at the rear or sides of buildings, and driveways will be limited to support a pedestrian-friendly environment. I-1 zoning with a DDOZ to regulate uses, building siting, and bulk will be utilized to moderate the near-term development in the area.

Map 12-12: Opportunity Site 1—Central Avenue Eastern Business Park

