



---

SEPTEMBER 2024

---

 THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION  
Prince George's County Planning Department

---

# Route 1 Corridor Redevelopment Study

## Final Recommendations Report

**Date** September 2024  
**Title** Route 1 Land Redevelopment Study: Final Recommendations Report  
**Author** The Maryland-National Capital Park and Planning Commission  
**Subject** Land Redevelopment Study  
**Source of copies** The Maryland-National Capital Park and Planning Commission  
1616 McCormick Drive  
Largo, MD 20774  
**Series number** 111242306  
**Number of pages** 124

**Abstract**

This report is the culmination of more than a year-long study of the Route 1 Land Redevelopment area that spans the Route 1 corridor from Quimby Avenue to Sunnyside Avenue, adjacent to the Beltsville Agricultural Research Center and surrounding neighborhoods in Prince George's County, Maryland. The final recommendations in this report are based on a review of current and past plans for the area specifically the 2010 *Approved Master Plan and Sectional Map Amendment for Subregion 1*, a look at existing conditions along the corridor, community input from multiple workshops, and ongoing involvement of residents, property owners and coordination with stakeholders and government officials. The strategies and recommendations are intended to guide development and strategic planning along the corridor that aligns with the community's vision, with the overall objective that investment along Route 1 and nearby neighborhoods will create a safe transit-way with its own identity that serves the area's diverse needs.

**Consultants:**

Smart Growth America

The Neighborhood Design Center





SEPTEMBER 2024

 THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION  
Prince George's County Planning Department

## Route 1 Corridor Redevelopment Study

Final Recommendations Report

September 2024

**The Maryland-National Capital Park and Planning Commission**

Prince George's County Planning Department

1616 McCormick Drive

Largo, MD 20774

[www.pgplanning.org](http://www.pgplanning.org)

# The Maryland-National Capital Park and Planning Commission

Peter A. Shapiro, Chair  
Artie L. Harris, Jr., Vice Chair

## Officers

Asuntha Chiang-Smith, Executive Director  
Gavin Cohen, Secretary-Treasurer  
Debra Borden, General Counsel

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

The Commission has three major functions:

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

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

The Prince George's County Planning Department:

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

## PRINCE GEORGE'S COUNTY PLANNING BOARD



Peter A. Shapiro,  
Chair



Dorothy F. Bailey,  
Vice Chair



Manuel R. Geraldo, Esq.



William M. Doerner



A. Shuanise Washington

## MONTGOMERY COUNTY PLANNING BOARD



Artie L. Harris, Jr.,  
Chair



Mitra Pedoeem,  
Vice Chair



Shawn Bartley



James Hedrick



Josh Linden

# Prince George's County



Angela Alsobrooks,  
County Executive

## **County Council**

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

## **COUNCIL MEMBERS**

Jolene Ivey, Chair, 5th District

Sydney J. Harrison, Vice Chair, 9th District

Thomas E. Dernoga, 1st District

Wanika B. Fisher, 2nd District

Eric C. Olson, 3rd District

Ingrid S. Watson, 4th District

Wala Blegay, 6th District

Krystal Oriadha, 7th District

Edward P. Burroughs III, 8th District

Vacant, At-large

Calvin S. Hawkins, II, At-large

**Clerk of the Council:** Donna J. Brown



# Table of Contents

<b>Executive Summary</b>	<b>2</b>
<b>Background</b>	<b>3</b>
<b>Recommendations</b>	<b>4</b>
<b>Introduction &amp; Methodology</b>	<b>5</b>
Study Purpose	7
Study Timeline	7
Study Area Zones	10
<b>Overview of the Corridor Today</b>	<b>17</b>
Existing Conditions	19
Strengths	21
Challenges	25
Vision & Priorities	29
<b>Recommendations</b>	<b>31</b>
Introduction	34
Recommendation 1   Experience	37
Recommendation 2   Vibrancy	45
Recommendation 3   Connectivity	59
Recommendation 4   Thriving Places	67
Recommendation 5   Thriving Places	75
Recommendations Matrix & Locations	81
<b>Appendix</b>	<b>99</b>
A. Implementation Toolkit	101
B. Summary of Community Engagement	107
C. Summary of Exemplary Case Studies	116
D. Resources	121
<b>Acknowledgments</b>	<b>122</b>







St. Mary's Square, Beltsville, MD  
CREDIT: M-NCPPC



# Executive Summary

The Prince George's County Planning Department awarded the *Route 1 Land Redevelopment Study* consultant contract to Smart Growth America and the Neighborhood Design Center (NDC). The project brought together experts across disciplines to focus on neighborhood revitalization, real estate development, complete streets, and design, support the development of healthy, equitable neighborhoods; and provide community-engaged design and planning services. Based on this work, the study recommends strategies that will catalyze effective change in the study area and Prince George's County.

This study focuses on a specific area of the 2010 *Approved Master Plan and Sectional Map Amendment for Subregion 1*. The focus area for this study spans the Route 1 Corridor from Quimby Avenue to Sunnyside Avenue, adjacent to the Beltsville Agricultural Research Center and surrounding neighborhoods. The study develops a strategy in collaboration with partners to realize the vision outlined in the plan. The plan vision involves coordinating commercial and industrial use zones with the surrounding neighborhoods and creating sustaining relationships to steward this vision. The goals of the study are to:

- Present nationwide case studies that illustrate how to work with landowners and developers and identify partners to realize the Subregion 1 Master Plan goals;
- Discuss how the case studies can apply to development in Prince George's County with residents who are either active in the smart growth movement or have worked to transform strip malls to complete/main streets; and
- Create a toolkit that maps out specific recommendations for the County to implement.

The project team inventoried the existing conditions of the corridor, engaged stakeholders to gather input, and evaluated case studies from communities across the country that faced similar challenges. This effort culminated in suggestions for improving the economic viability and visual appearance of the area and ensuring a pedestrian-friendly environment that is a safe and enjoyable place for people who live, work, and visit the corridor.

This report outlines the work conducted to study the area, summarizes the feedback gathered from stakeholders and residents, and highlights relevant elements of community case studies that describe the commercial corridor redevelopment process. The result is a set of recommendations for the Route 1 Land Redevelopment Study area actions, partnerships, and leadership needed to facilitate the revitalization of the corridor.

# Background

The 2010 *Approved Master Plan and Sectional Map Amendment for Subregion 1* contains several policies and strategies aimed at providing a more walkable and urban street form along the US Route 1 Corridor. The plan sets a vision for Subregion 1 as an “*integral community consisting of many healthy and historical residential neighborhoods, a regenerated and reinvented ‘main street’ US 1 Corridor, upgraded commercial and industrial areas, and a vibrant ‘downtown’ at the Konterra Town Center. The Subregion 1 community offers open spaces, trails, quality schools, and other public facilities, as well as multiple transportation modes and public safety.*”

Central to the change in the local urban form is the notion of providing adequate buffers between commercial uses and US Route 1, which requires redevelopment of many properties the corridor. These properties vary in size and ownership patterns. The acquisition of properties for redevelopment and siting buildings closer to the street and adding sidewalks throughout the corridor along with adequate lighting will move the corridor closer to a main street as desired by residents. Throughout the study process, stakeholders and residents weighed in on their priorities for transforming the corridor to meet their needs: a diverse, vibrant community, a safe place to travel and access daily necessities, and spaces to gather, shop, and socialize.

The project began with a site tour in late summer 2022 to document existing conditions, followed by stakeholder and community meetings in the fall and winter. An online survey collected additional input from the community. In spring 2023, case studies were developed, and the consultant team, along with the Prince George’s County Planning Department, held additional community meetings. The project culminated in a June 2023 community workshop. Information from the community engagement sessions and survey, as well as the expertise of the consultant team, set the stage for the recommendations in this report.



Route 1 at Sellman Road  
CREDIT: M-NCPPC

# Recommendations

The recommendations of this study fall into four broad categories focused on the built environment and legacy business support, while a fifth category outlines the necessary steps to implement the vision:

## **1. Experience: Make Route 1 a safe street for people who walk, bike, drive, take the bus, and use other means of transportation**

- 1.1** Create a network of walkable routes through the corridor.
- 1.2** Redesign Route 1 traffic flow to reduce conflict with pedestrian crossings.
- 1.3** Enhance bus stops along the corridor.
- 1.4** Prioritize pedestrian crossing infrastructure.
- 1.5** Implement traffic calming measures to enhance pedestrian and local driver safety.
- 1.6** Implement pedestrian-scale lighting enhancements to promote safe walking.

## **2. Vibrancy: Make Route 1 a visually appealing destination**

- 2.1** Establish a corridor identity.
- 2.2** Implement beautification projects with existing businesses.
- 2.3** Create a working group to plan and implement facade improvement programs.
- 2.4** Install street trees and landscaped medians.
- 2.5** Convene a public art and placemaking working group.
- 2.6** Study the feasibility of burying power lines.
- 2.7** Establish green spaces for people along the corridor.

## **3. Connectivity: Make connections to adjacent neighborhoods and nearby assets**

- 3.1** Create new walking connections to adjacent neighborhoods.
- 3.2** Install wayfinding signage to direct residents and visitors.
- 3.3** Implement a complete street design on Rhode Island Avenue.
- 3.4** Construct bike infrastructure at key connection points.

## **4. Thriving Places: Support existing businesses while facilitating diverse growth**

- 4.1** Develop a business association.
- 4.2** Investigate establishing a business district.
- 4.3** Develop a business and economic development strategy for the corridor.
- 4.4** Establish a Beltsville-Route 1 Corridor Development Board.
- 4.5** Utilize existing programs to support reuse of building stock.
- 4.6** Encourage and incentivize infill and mixed-use redevelopment.

## **5. Organizing for Change: Advance the vision through robust community involvement**

- 5.1** Convene a community working group.
- 5.2** Enhance working group skills and build capacity.
- 5.3** Formalize Working Group into an organization for impact.



# Introduction & Methodology

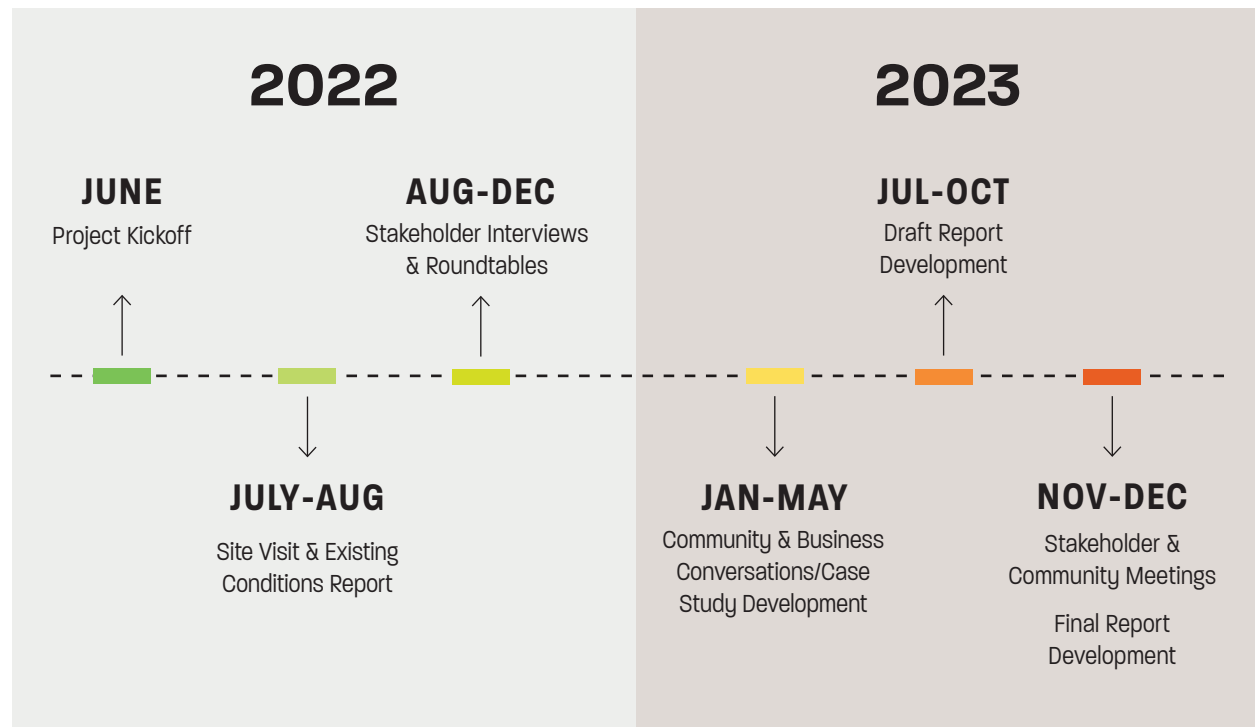


# Study Purpose

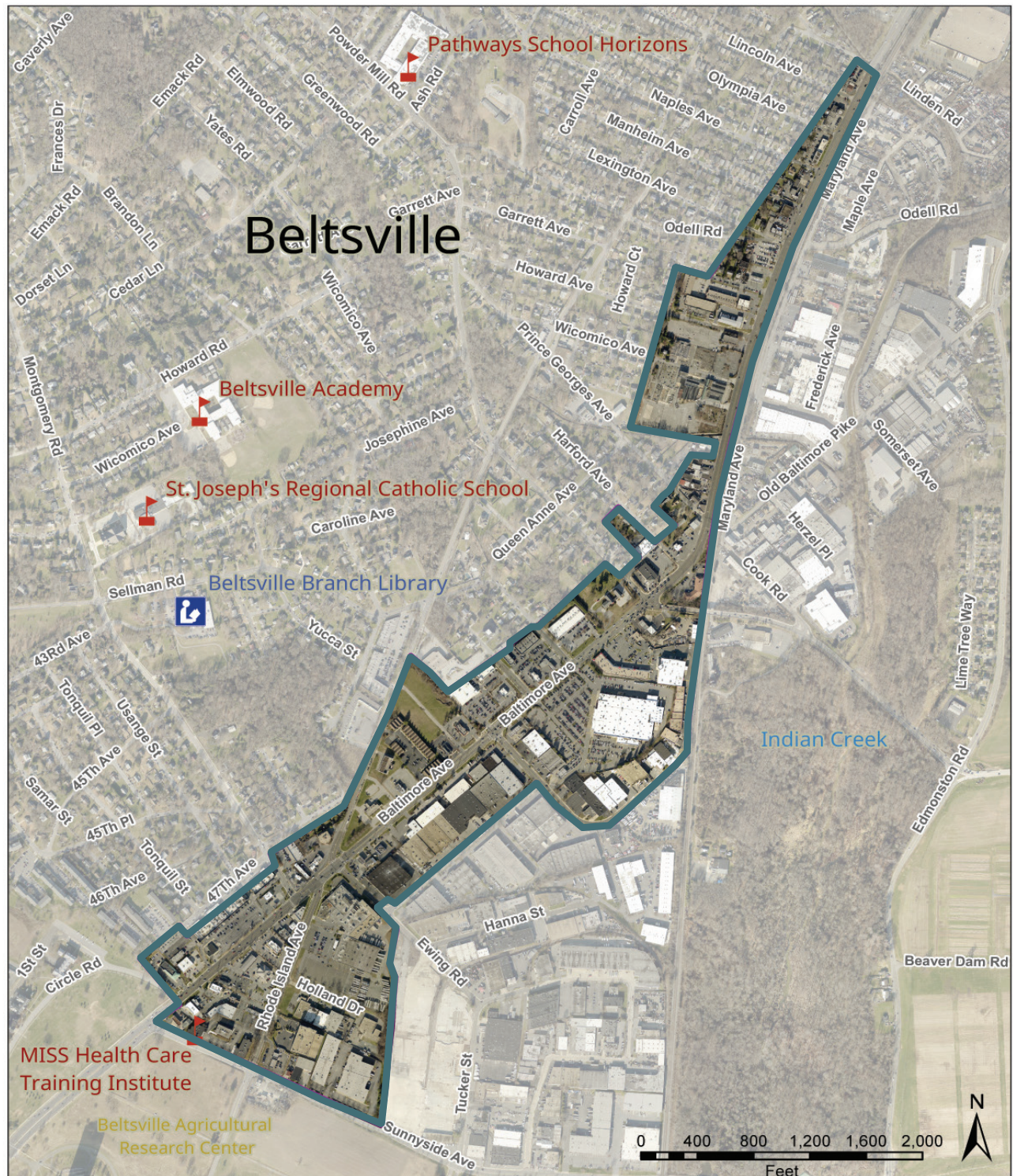
The [Approved Master Plan and Sectional Map Amendment for Subregion 1](#) contains several policies and strategies aimed at providing a more walkable and urban street form to the US Route 1 Corridor. Much of this requires investment and development that has yet to happen. This study includes an inventory of the existing conditions of the corridor, a stakeholder engagement process to gather input, and an evaluation of case studies from communities across

the country that successfully redeveloped corridors in their jurisdictions while facing similar challenges. The study examines how similar processes and strategies can be applied in the Route 1 Corridor and elsewhere in Prince George's County. The recommendations detail actions to pursue successful strategies and the necessary roles, responsibilities, and funding needed to implement the specific changes identified in the study.

## STUDY TIMELINE







— STUDY AREA

## U.S. Route 1 Land Redevelopment Study 2021 Imagery

© 2022 M-NCPPC. All Rights Reserved.

Job #4064

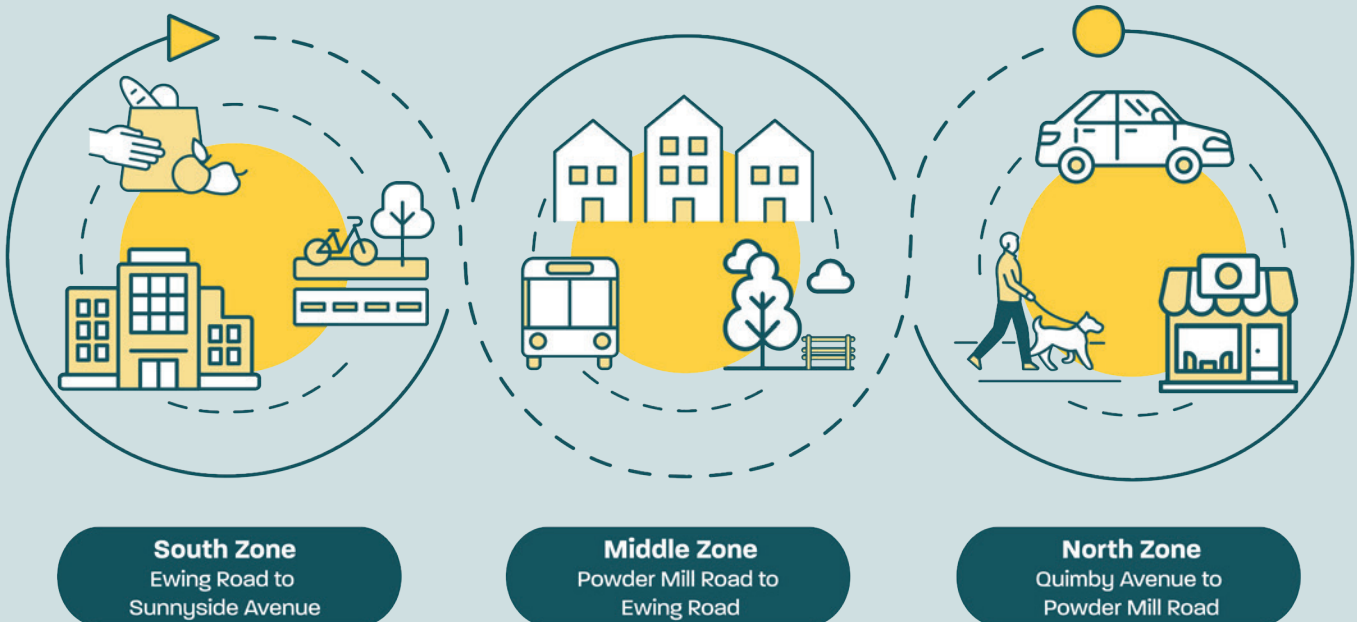


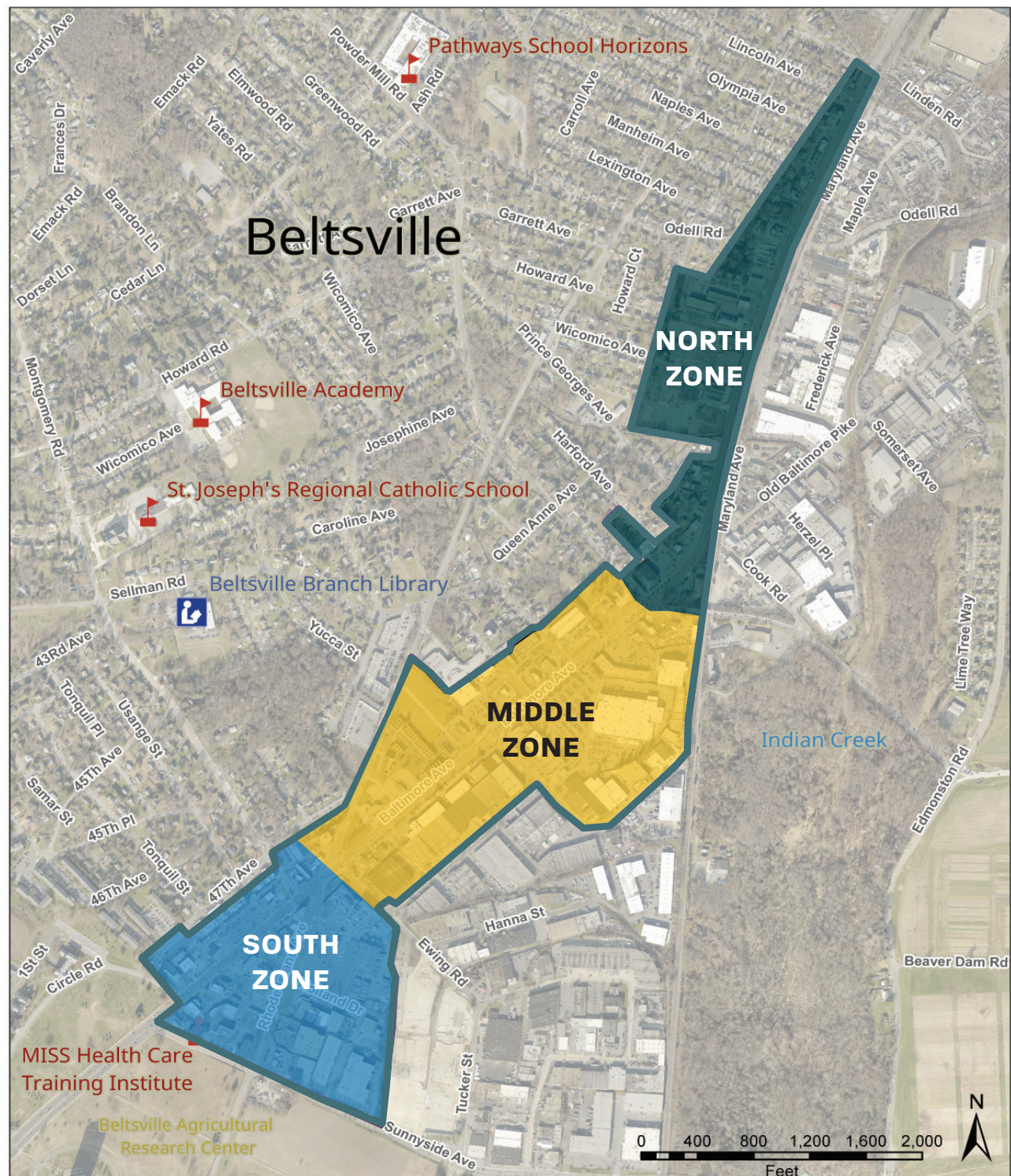
# Study Area Zones

This study examines the *Subregion 1 Plan* area along the Route 1 Corridor. The study boundaries are Quimby Avenue to the north and Sunnyside Avenue, adjacent to the U.S. Department of Agriculture's Beltsville Agricultural Research Center (BARC) to the south. To the West, the boundary includes portions of Rhode Island Avenue and Queen Anne Avenue, though in some sections the study area ends just beyond the parcels

on Baltimore Avenue. To the east, the boundaries are generally Tucker and Bacon Streets, as well as through the Beltsville Costco parking lot. The study area does not extend east of Baltimore Avenue, north of Cook Road. Based on the assessment of existing conditions, the study area was divided into three zones based on the unique needs of each zone.

**Based on the assessment of existing conditions, the study area was divided into three zones with the following boundaries:**





— STUDY AREA

## U.S. Route 1 Land Redevelopment Study 2021 Imagery

© 2022 M-NCPPC. All Rights Reserved.

Job #4064



# North Zone

The North Zone, which extends from *Quimby Avenue to Powder Mill Road*, is characterized by car shops and automotive businesses. In addition, the North Zone lacks green space and has few places to gather, such as plazas, parks, or other community or public spaces. Community members noted the area lacks a destination after the closing of Behnke's Nurseries, a beloved local plant and garden business.

Traveling through this area can be hazardous for pedestrians. Along Route 1, a narrow right-of-way from *Quimby to Prince Georges Avenue* does not allow for sidewalks on the west side of the roadway. On the east side, sidewalks are discontinuous, curb cuts and

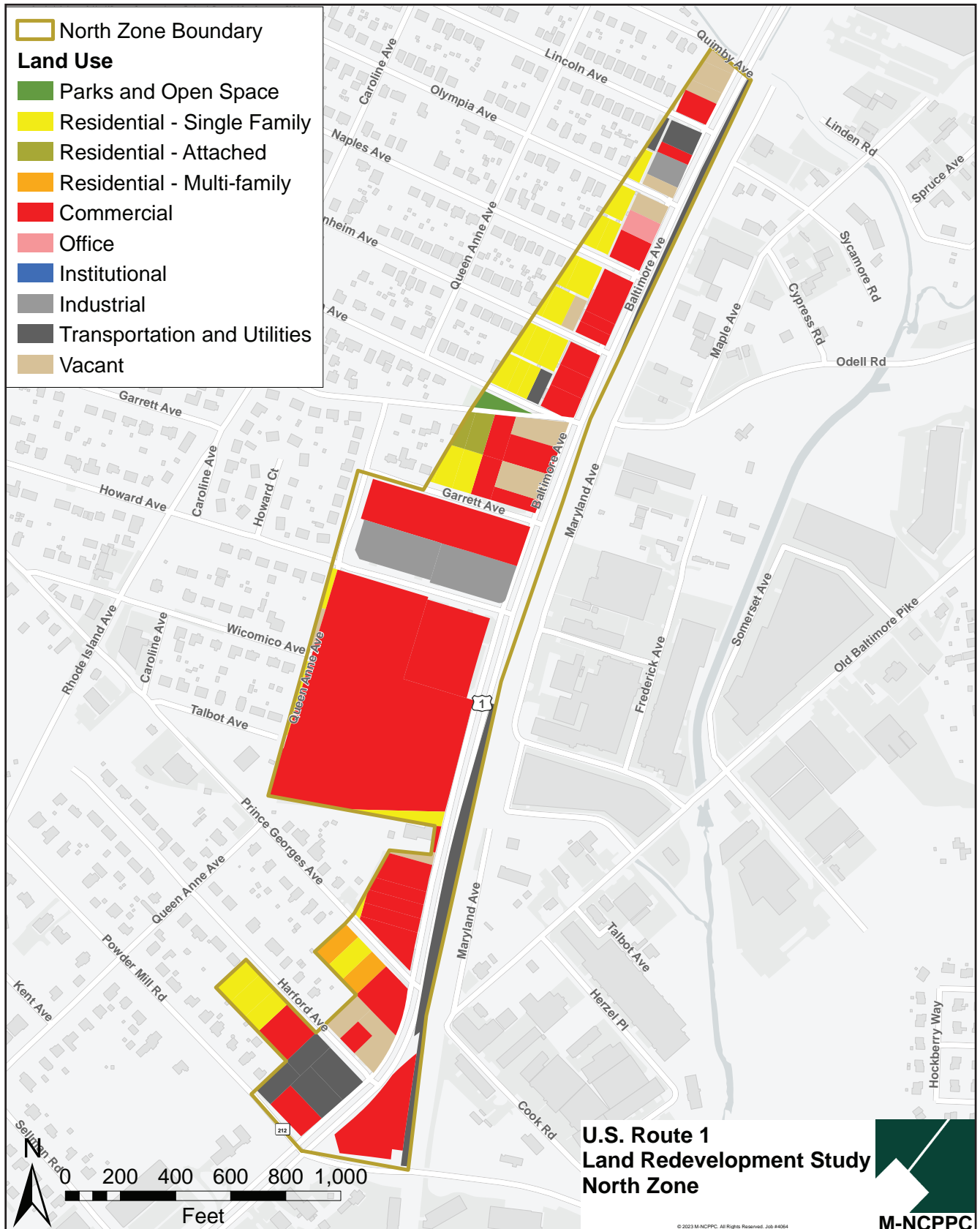
driveways are frequent, and it is unclear where business parking lots end and public sidewalks begin. This lack of pedestrian infrastructure is a significant barrier to walkability and accessibility for people with physical disabilities along Route 1 in this part of the corridor.

Throughout the North Zone, some pedestrian connections to adjacent neighborhoods do exist, but a reliable network of sidewalks from Route 1 into residential communities would increase walkability to businesses in the zone. Redesigned traffic patterns and improved roads are the priorities the community identified during the engagement process.



In September 2023, 7-11 opened on the former Behnke Nurseries site at 11350 Baltimore Avenue. Redevelopment of the site included planting shade trees and making sidewalk improvements.

CREDIT: M-NCPPC



**Figure 1. Map of the boundaries of the North Zone with zoning inset**



# Middle Zone

A mix of national chain stores and small local businesses are located from *Powder Mill Road to Ewing Road*. There are many individual parking lots, with most buildings set back from the street and behind parking. The distance between existing buildings and the sidewalk is a challenge in creating a corridor with visual interest and easy walkability.

Community input identified an extreme need for green space in the area. The majority of sidewalks in this zone are assessed as fair (see the *Route 1 – Pedestrian and Infrastructure Conditions* map in the *Overview of the Corridor Today* section for more information), and the pedestrian experience is not safe or inviting. Sidewalks exist on the west side of Route 1 but are discontinuous on the east side.

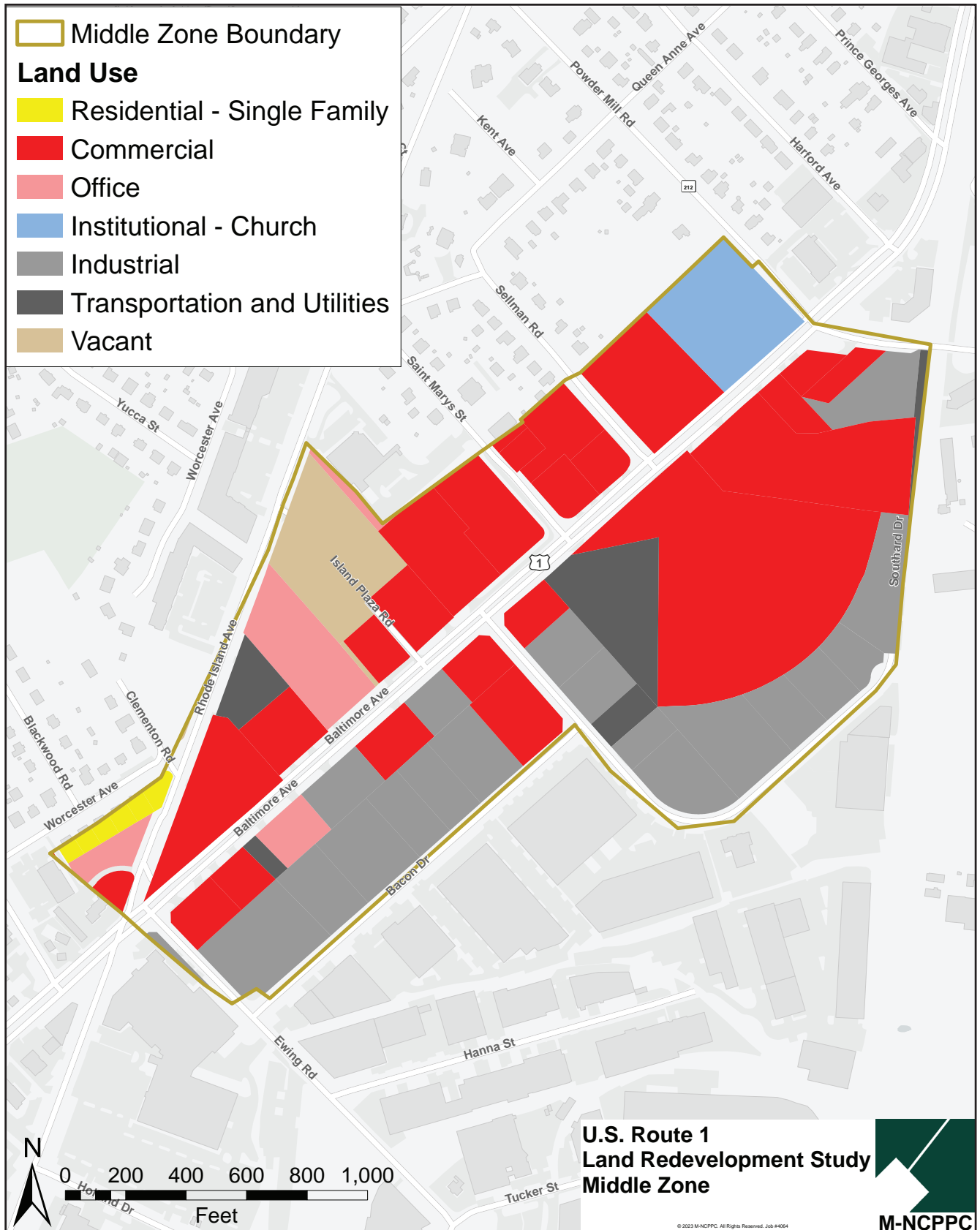
New development in this area has increased walkability with the inclusion of landscape-buffered sidewalks and, at St. Mary's Square, a strong delineation between parking lot and public sidewalk with the inclusion of a low wall and landscape screening at the parking lot. Pedestrian connections with residential communities abutting the corridor are not robust and could be improved for safer pedestrian access to businesses in the area.

The community identified the Middle Zone as having the potential to establish a gathering place and a town center atmosphere. Existing vacant properties and underused green spaces in this zone could be repurposed for community gathering or permanently converted to parking space.



Existing businesses in the Middle Zone at Southland Avenue  
June 2022  
CREDIT: M-NCPPC





**Figure 2.** Map of the boundaries of the Middle Zone with zoning inset

# South Zone

The South Zone, which runs from *Ewing Road* to *Sunnyside Avenue*, is primarily commercial space along Baltimore Avenue, with industrial businesses concentrated along the west side of Rhode Island Avenue. This area has many desired amenities, including valued food businesses. Many restaurants are either fast-casual or fast food establishments. There are many drive-throughs in this zone.

Baltimore Avenue's west side is not intersected by any cross streets, so all businesses must be accessed via the main road. Curb cuts are frequent, and walkability would be greatly improved if these were minimized to create a continuous sidewalk. Sidewalk conditions in this area are good (they are generally continuous along Baltimore Avenue and Rhode Island Avenue), although sidewalks should be wider and installed in compliance with ADA standards.

Grass landscape buffers exist between the curb and the sidewalk, and some businesses have grass buffers between the sidewalk and their individual parking lots. An opportunity exists to plant more of both

types of buffers to provide visual screening of parking lots, shade for pedestrians, and visual appeal. There are effectively planted parking lot buffers at the southern end of the zone, which should be replicated throughout the zone.

Secondary streets in the area generally have lower-quality pedestrian infrastructure. Sidewalks are discontinuous at Ewing Road, missing at Holland Drive, and are narrow and nonexistent on the north side of Sunnyside Avenue, which limits pedestrian access.

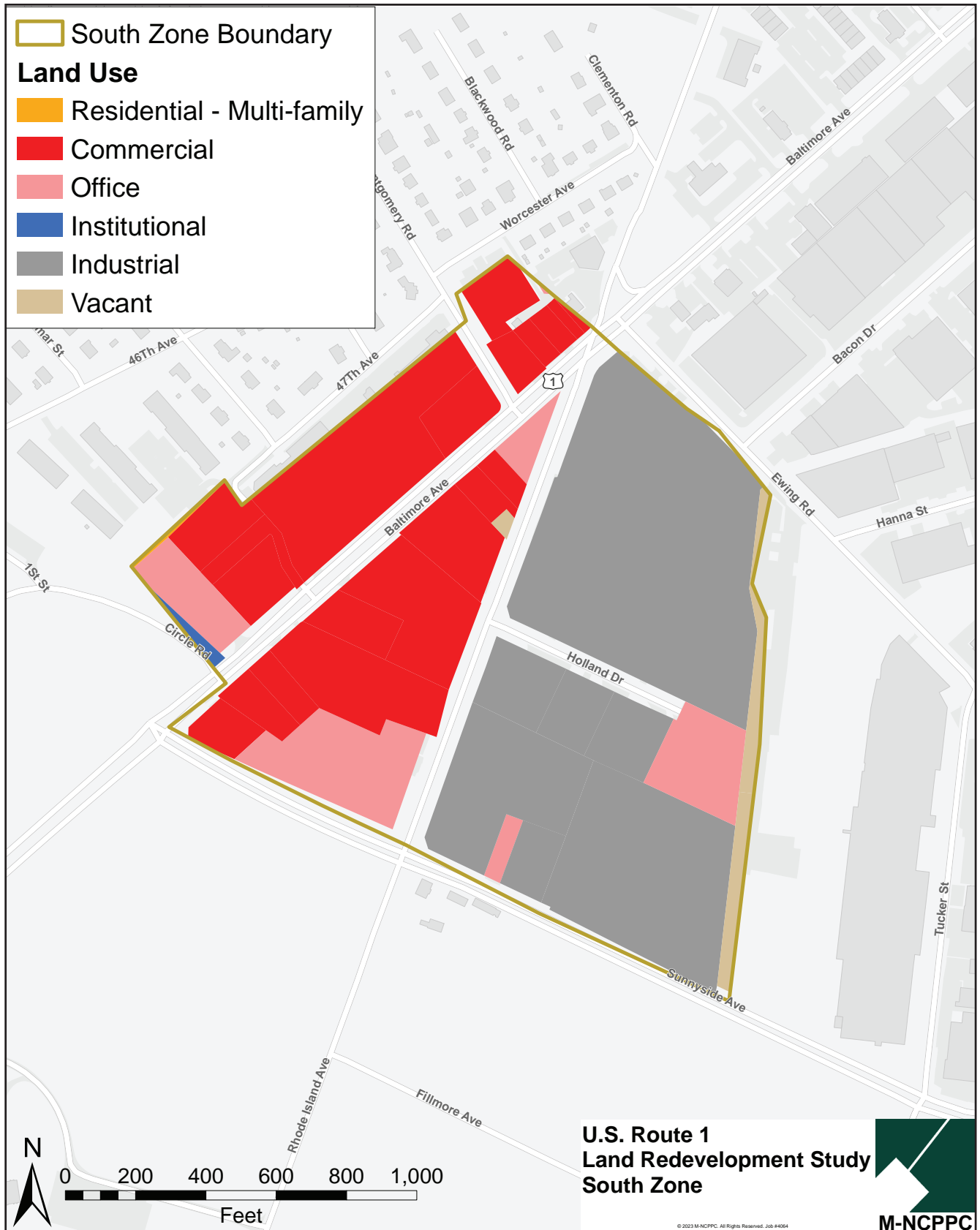
This zone is closest to a prized community resource, the Beltsville Agricultural Research Center (BARC). A prime opportunity for this area is expanded connectivity. From this segment of Baltimore Avenue, cycling connections can easily be made from Sunnyside Avenue to other cycling and pedestrian infrastructure.

Residents expressed a desire for public transit in this area but cited current traffic flow as a barrier. Sunnyside Avenue has bus stops, which could be enhanced by adding shelters, pedestrian-scale lighting, and shade trees.



The Beltsville Agricultural Research Center is located in the South Zone at Sunnyside Avenue, the southern boundary of the study area.

September 2022  
CREDIT: M-NCPPC



**Figure 3. Map of the boundaries of the South Zone with zoning inset**



# Overview of the Corridor Today





# Existing Conditions

The consultant team conducted a site tour along the corridor to better understand the corridor's existing conditions. The team documented walkability, density, and the visual appearance of the area. The results from that tour were a pedestrian and infrastructure conditions assessment, a map

of key points of interest within the study area, and an analysis of the alignment of the corridor's condition with the 2010 *Approved Master Plan and Sectional Map Amendment for Subregion 1's* stated goals (see Appendix D for link to plan).



East side of Route 1 looking north near Rhode Island Avenue intersection.  
CREDIT: M-NCPPC



## ROUTE 1 EXISTING CONDITIONS ALIGNMENT WITH GOALS

CATEGORY	GOAL	STATUS
Development	High-quality mixed-use development along U.S. Route 1	Incomplete
Development	Higher densities in specified locations	Incomplete
Development	Encourage greater coordinated relationships among commercial and industrial land uses with surrounding neighborhoods	Ongoing
Mobility	Improved access to transit	Ongoing
Mobility	Pedestrian-friendly environment that is safe and enjoyable place to walk	Incomplete
Mobility	Connections and transitions to existing residential neighborhoods	Ongoing
Mobility	Connections to open space	Incomplete
Design	Improved visual appearance of streetscape	Incomplete
Design	Design standards and guidelines and achieving high-quality development and improving the form and character along the corridor	Incomplete

**Figure 4.** Table assessing the existing conditions of the corridor as they align with goals outlined in the 2010 *Approved Master Plan and Sectional Map Amendment for Subregion 1*.

In addition to direct observation, input from community members and key stakeholders was vital to the consultant team's understanding of the current conditions along the Route 1 corridor within the overall study area and the redevelopment priorities. The engagement process for this study consisted of several levels of outreach, response gathering, and conversations

with different constituencies. Key elements of the engagement process included in-person and virtual stakeholder meetings, a community survey, virtual meetings with local businesses and community members, an in-person information session, and an in-person community workshop. (For more details, see *Community Engagement Summary* in Appendix B).

# Strengths

The consultant team asked community members and stakeholders to describe the key strengths of the corridor. Those who responded did so through surveys both online and in-person surveys, along with facilitated conversations. The study recommendations are built upon enhancing and amplifying these strengths.

## LOCATION

Beltsville's location was identified as one of its greatest assets. From the study area, it is easy to reach major highways (The Capital Beltway I-495 and I-95) that connect to regional destinations. Large amounts of traffic pass through the Route 1 Corridor daily and provide an enormous opportunity for the area to attract and retain visitors as well as daily commuters. Local destinations like the BARC, the University of Maryland, College Park's Innovation District, and Hyattsville's downtown are easily accessed from the study area via state and county roads.

Within five miles of the study area, there are links to local and regional rail systems. Two MARC train stations, Muirkirk and Greenbelt, connect to the District of Columbia's Union Station and Baltimore's Camden Station (on the Camden Line). The College Park – University of Maryland and Greenbelt Metrorail Stations (Green Line) have ample commuter parking available.

## BUSINESS ASSETS

Along the corridor are key points of interest and a variety of economic drivers that include industrial warehouses, light manufacturing businesses, automotive and construction businesses, and retail centers. Retail establishments such as grocery stores and pharmacies are anchors in the area and serve residents and commuters. Participants in community conversations identified food-related businesses, specifically small, independently owned restaurants, as a point of pride. The community expressed a desire to preserve these businesses and to encourage more of them to open along the corridor.



Credit: M-NCPPC

**Existing small businesses are the heart of Beltsville's commercial corridor**



Credit: Neighborhood Design Center



Credit: Neighborhood Design Center



# ROUTE 1 KEY POINTS OF INTEREST



- |                                      |                                     |
|--------------------------------------|-------------------------------------|
| 1 Chestnut Hills Shopping Center     | 6 Commercial Uses                   |
| 2 Chestnut Hills Shopping Center (2) | 7 Beltsville Plaza                  |
| 3 Bank of America                    | 8 St. John's Episcopal Church       |
| 4 Twin Chimney Office Park           | 9 Behnke Nurseries (Closed)         |
| 5 St. Mary's Square/Aldi             | 10 Residential Uses (Single-Family) |

Figure 5. Key points of interest within the study area



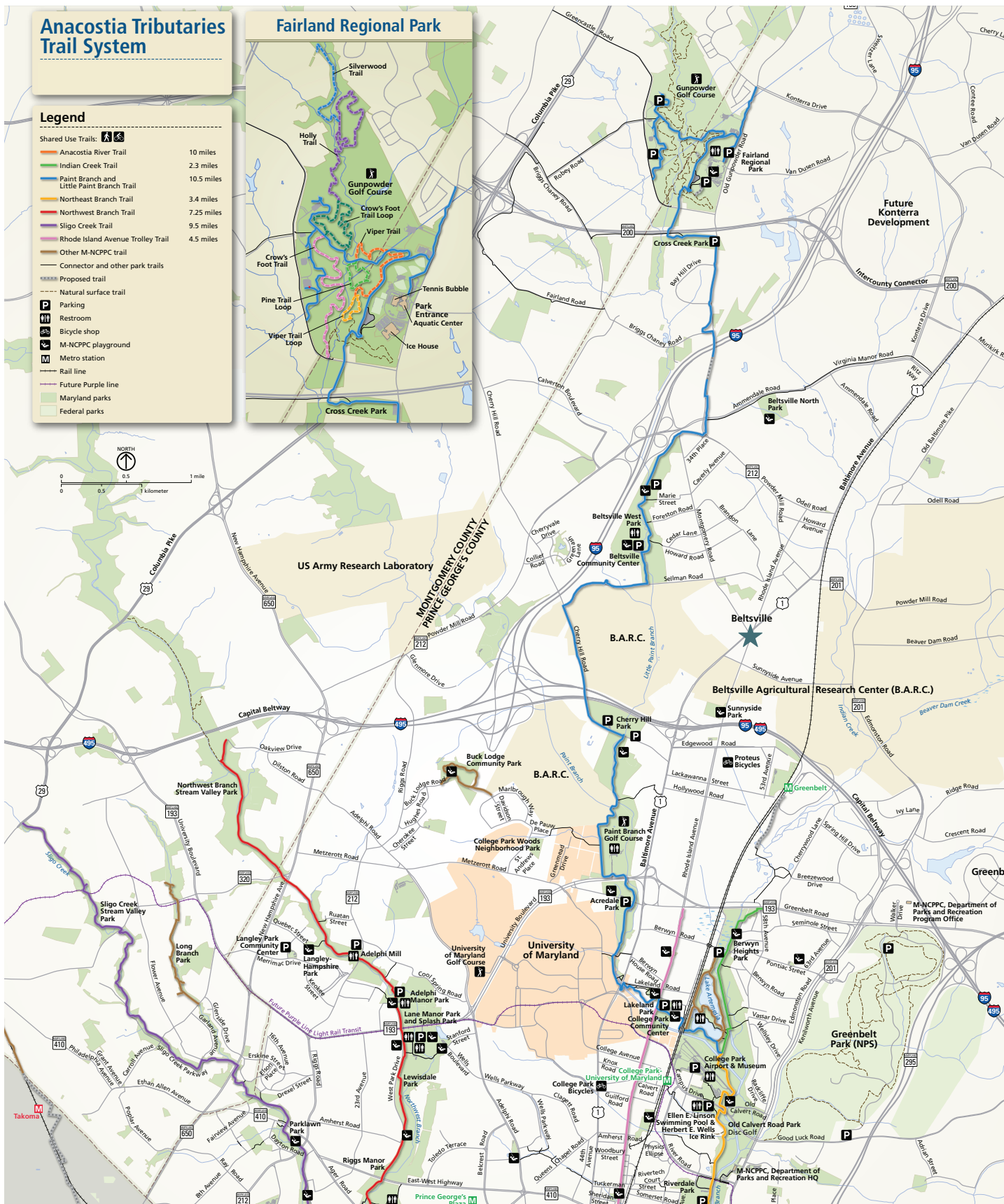


- 11 Light Industrial Uses
- 12 CSX/MARC Train Tracks
- 13 Beltsville Garage
- 14 CVS Pharmacy
- 15 Costco Wholesale

- 16 Industrial Employment
- 17 Spectrum Lounge
- 18 District Photo
- 19 Exxon



## Study Area Parks and Trails



★ – Beltsville

The Maryland-National Capital Park and Planning Commission



## ADJAGENCY TO PARK SPACE

Another community-identified asset is the proximity to green space and parks adjacent to the corridor. While there are no publicly-owned green spaces or parks within the study area, there are many parks. These parks include Little Paint Branch Park, Lake Artemesia, Greenbelt Park, several smaller neighborhood parks, and the Patuxent Research Refuge, which provide access to nature and open space for residents along the corridor. The BARC was repeatedly identified as a local open space asset to be preserved. A robust multi-use trail network connecting residents to local parks and regional assets abuts the study area. The Paint Branch Trail connects College Park and Lake Artemesia to the Anacostia Tributary Trail system, and the Trolley Trail connects Rhode Island Avenue and Farragut Street in Hyattsville (the trail is currently being extended south to Charles Armentrout Drive) to College Park, where it becomes on-road bike infrastructure at Paducah Street and Edgewood Road. The trails do not reach the study area but can be considered locally accessible assets.

## DEVELOPMENT POTENTIAL

The current structure of the corridor does not present opportunities for large-scale redevelopment due to the small parcel size and the number of property owners. Instead, infill development offers a smaller-scale approach to the creation of a denser and pedestrian-friendly corridor. Throughout the corridor, existing buildings are set back from the street, with individual parking lots abutting the street. Consideration should be given to development that is closer to the street on the parcels, which would create a stronger building line along Route 1.

One model of recent development along the Route 1 Corridor is St. Mary's Square. This development has enabled various retailers (both local and national) to provide goods and services to the surrounding community while offering a comfortable walking environment that is created by landscaped buffers with trees, a strong delineation of public sidewalk space, and the centralization of entrances to and from businesses on neighboring streets.



Pedestrian-friendly development at St. Mary's Square  
Credit: M-NCPPC

# Challenges



Community members and stakeholders described the challenges they face in the corridor and asked related questions through online and in-person surveys. The study recommendations seek to address the challenges raised by the community.

## REGULATORY HURDLES

During the various workshops, residents continued to voice their concern regarding Commercial uses that they have identified as undesirable but are allowed by-right under the County's current zoning regulations. As these developments are proposed, residents would like to have discussions to understand the regulatory requirements better and give input in the process with the Planning Department and other involved agencies.



Business owners expressed their desire to upgrade existing facades and buildings, but obtaining the appropriate permits is challenging. It is their desire to have an ongoing dialogue with the permitting agencies to address their concerns.



Finally, the community strongly suggests a significant uptick in addressing issues related to code and regulatory enforcement in property maintenance, truck and excessive vehicle parking at residences, on residential streets, and in-home businesses that are not licensed or zoned for such uses.



## INFRASTRUCTURE CHALLENGES

The area's auto-centric roads prioritize cars over all other modes of transportation, but even drivers who use the roads find conditions challenging. Due to Route 1's main function as a regional highway between Maryland and the District of Columbia, the area was developed mainly to move cars from one place to another. Prioritizing the movement of cars over all other modes of transportation has created a host of challenges for street design and secondary



These photos show the lack of consistency and, sometimes, the availability of pedestrian infrastructure throughout the study area. Top four photos: *M-NCPPC*; Bottom photo: *Neighborhood Design Center*



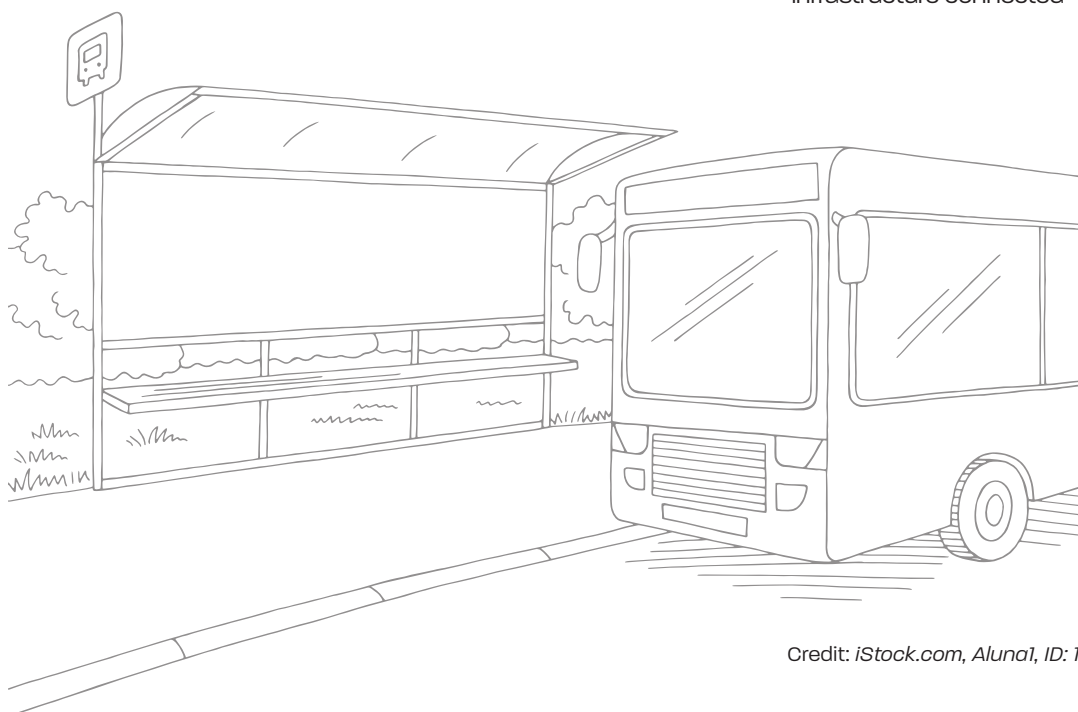
uses on land adjacent to the corridor. This has resulted in a corridor with confusing and dangerous road design, including center turn lanes, busy intersections, limited pedestrian street crossings, and numerous entrances and exits to serve drive through businesses along the corridor.

Pedestrian infrastructure is incomplete, and sidewalk conditions are inconsistent across the corridor. Areas exist with no sidewalk at all, while in other areas, the sidewalk is against the curb with no landscaped buffer to provide comfort or shade to pedestrians. Community members reported that accessing public transportation for people with disabilities is difficult enough

to prevent them from using the bus. Sidewalks do not consistently connect to neighboring residential communities, and this lack of infrastructure encourages driving, even for short distances, to access the corridor. Lighting in the area is created for drivers, but pedestrian-level lighting does not exist. Bus stops are not always accessible by sidewalk or located near crosswalks. The challenges described by the community and stakeholders show that an opportunity was missed to robustly connect local neighborhoods to the corridor via pedestrian-friendly infrastructure.

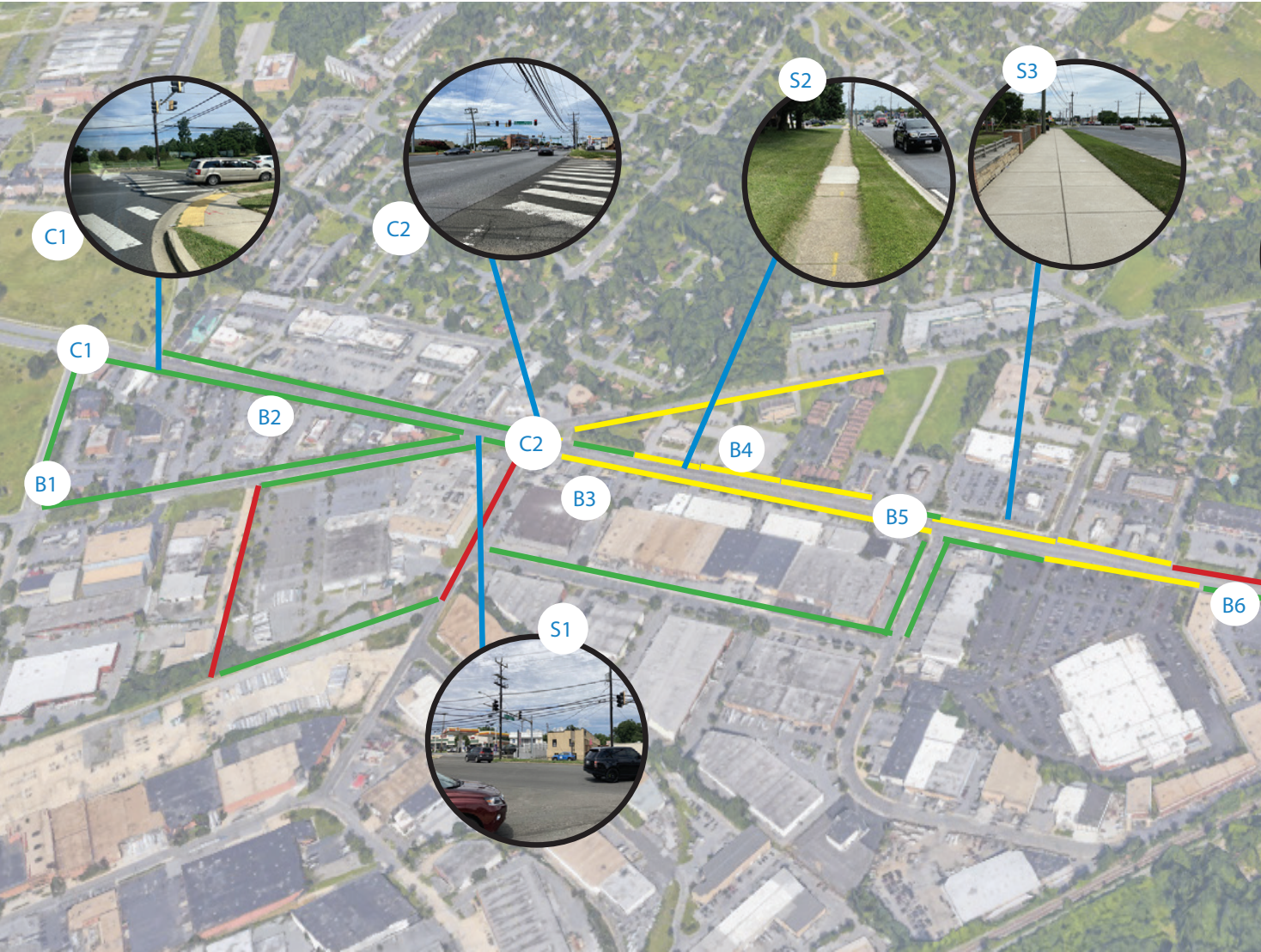
## SIDEWALK CONDITIONS CRITERIA

GOOD	FAIR	POOR
<ul style="list-style-type: none"> <li>• Wide sidewalks (&gt;5 feet)</li> <li>• ADA accessible</li> <li>• Connected to bus stops</li> <li>• Includes a 2 foot or wider buffer between the street and the sidewalk</li> </ul>	<ul style="list-style-type: none"> <li>• Narrow sidewalks (3–5 feet)</li> <li>• Less connected to bus stops</li> <li>• Narrow buffer (less than 2 feet) between the street and sidewalk</li> <li>• Not fully ADA compliant</li> </ul>	<ul style="list-style-type: none"> <li>• Missing sidewalk or severely diminished sidewalk with no ADA compliance</li> <li>• No buffer between street and sidewalk</li> <li>• No bus stops and/ or “floating” bus stops with no pedestrian infrastructure connected</li> </ul>



Credit: iStock.com, Aluna1, ID: 10779504

Route 1 Pedestrian and Infrastructure Conditions






Bus Stops







CONDITIONS	SIDEWALKS ON MAP	CONDITION DESCRIPTION	INTERSECTION & CROSSWALK INVENTORY
Good		<ul style="list-style-type: none"> <li>• Wide</li> <li>• ADA</li> <li>• Access to bus stops</li> <li>• Street buffer</li> </ul>	
Fair		<ul style="list-style-type: none"> <li>• Narrow</li> <li>• Less accessible</li> <li>• Poor access to bus stops</li> <li>• Small street buffer</li> </ul>	<ul style="list-style-type: none"> <li>• C3 - Circle Drive</li> </ul>
Poor		<ul style="list-style-type: none"> <li>• Missing sidewalk</li> <li>• Not accessible</li> <li>• Limited or no buffer</li> <li>• No bus stop</li> </ul>	<ul style="list-style-type: none"> <li>• C2 - Rhode Island Avenue</li> <li>• C3 - Powder Mill Road</li> </ul>





### **CAPACITY CHALLENGES**

A business association or similar group for the corridor currently does not exist. Beltsville is unincorporated and lacks the organizational structure to focus on the corridor's priorities and goals. Strong community associations exist in the neighborhoods adjacent to the corridor, but they are organized separately from business and property owners. In addition, there is currently no group that brings together business owners, community members, and advocates to create a shared vision for the corridor. This results in a lack of funding, agency attention, and cohesive programming in support of corridor improvement.

### **LACK OF COHESIVE VISION**

Stakeholder conversations made clear that there are mixed visions for the Route 1 Corridor; not all community stakeholders agree on what the direction of change, if any, for the corridor should be. There is also a disconnect between tenant businesses and property owners. Conflicting opinions make it more challenging to coordinate efforts for improvements or to advocate for needed changes if broad community support cannot be demonstrated.





Credit: M-NCPPC

## NO DESIGN STANDARDS

As it currently stands, there is no existing design character that makes Beltsville unique or contributes to an inviting corridor. Design decisions are made by individual business owners and meet County code, but there is not a cohesive vision for how to create a place with local character. An opportunity exists to invest in existing businesses through facade improvement programs and to encourage infill development to increase density and promote walkability, but enacting a cohesive design vision without a stewarding organization will present a challenge.

## LACK OF INVESTMENT

Funding and investment are needed to support existing businesses and fund additional enhancements to bring the community's vision to life. Beltsville is an unincorporated community and, therefore, does not have municipal tax revenue to invest in the corridor. Existing business and property owners must advocate for themselves independently and may lose opportunities provided by County and state programs and incentives, such as facade improvement program funding and larger-scale beautification efforts supported through programs like Prince George's County's Growing Green with Pride.

# Vision & Priorities

A collaborative effort that included input from residents and business owners shaped the vision for the study area:

“A vibrant and beautiful community that feels inviting and comfortable for a diverse group of residents. A place where you can safely walk, bike, or drive from nearby homes to a mix of businesses and local restaurants, and where Beltsville has a town center.”

The project team asked community stakeholders what kinds of changes should come first to the corridor, considering the diversity of needs that exist. It is vital to prioritize the actions to be completed to pursue consistent, meaningful change.

Residents asked for improved road design along and connected to Route 1 to support safe driving, walking, and biking. Stakeholders repeatedly mentioned that current infrastructure conditions are unsafe for everyone and present significant challenges for daily users. The Vision Zero Prince George's Fatal Crashes by Mode Type Map shows three fatal crashes in the study area since 2016 . Of the two fatal crashes involving only vehicles, one occurred in the North Zone, at Lincoln and Baltimore Avenues. The second fatal crash occurred off the main arterial road, at Ewing Road and Hanna Street. One fatal pedestrian crash occurred on Baltimore and Naples Avenues. Additional crashes involving pedestrians occurred at the intersections of Rhode Island and Baltimore Avenues and Sunnyside and Baltimore Avenues, all resulting in serious injury.<sup>1</sup> It is imperative that road conditions and pedestrian infrastructure improvements are prioritized (recommendations 1.2, 1.4, and 1.5 in the Experience category) to promote a safe and walkable Route 1 Corridor.

In the short term, implementing landscaping and beautification improvements will align with community priorities. Strategic and intentional projects that improve the look of the corridor, like planting programs, will make immediate change and attract additional visitors. *Recommendations 2.1, 2.2, and 2.3* in the *Vibrancy* category would provide an immediate positive impact creating a visually appealing corridor community members can be proud of.

Community stakeholders also told the project team that any improvements made along the corridor must connect to surrounding residential areas to be truly impactful. Currently, there are limited pedestrian connections between the corridor and the adjacent neighborhoods. Residents communicated the need for more pedestrian-friendly access points that are not car-oriented and connect the corridor to neighborhoods. Recommendations in the Connectivity category, and especially recommendations 3.1, 3.3, and 3.4, address connection to local communities and other assets.

1 VisionZero Prince George's, "Fatal Crashes by Mode Type Data from 2015-2021." Accessed November 2023. <https://storymaps.arcgis.com/stories/80b949a1b7f94194af19aad1a2702d0a>





Example of an incomplete neighborhood connection to US Route 1  
Credit: M-NCPPC

Community members expressed that confusion about navigating the zoning and development process is an obstacle to implementing the community's vision. The opportunity exists for a community-led group to dialogue with the government agencies most involved with reviewing development plans, issuing permits, and

managing zoning (M-NCPPC and Prince George's County Permitting, Department of Permitting, Inspections, and Enforcement.). The community can discuss building capacity and understanding of regulatory processes, as well as the appropriateness of specific projects and zoning designations in the study area and whether they align with the community's vision. Recommendations 4.1 and 4.4 in the *Thriving Places* category address building local capacity and formalizing structures to participate in the development process.

A clear priority for community members is to create a process for implementing the changes they seek for the study area. *Recommendation 5, Organizing for Change* describes establishing a community-led structure to steward the vision for the corridor.

## BY-RIGHT ZONING – WHAT IT MEANS FOR DEVELOPMENT CONDITIONS ALONG ROUTE 1

The zoning code encourages industrial and commercial development along the Route 1 corridor. Some uses are allowed by-right and may not require additional approval based on the intensity and use proposed on that property.

Other kinds of development depend on the zone and the intensity of the use. The zoning would need to be changed to allow

a mix of uses other than industrial and commercial allowed by the base zone.

Although the Planning Board cannot choose what type of businesses move into the area, it is far more likely that industrial and commercial development will occur as a result of the zoning code".





# Recommendations





Attendees at the Route 1 Community Stakeholder Open House Meeting, March 2023  
Credit: M-NCPPC



# Introduction

Based on an evaluation of the existing conditions and input from stakeholders and community members, there are four categories of actions needed to bring this vision to life. In addition to recommendations that focus on changes to the built environment, a fifth recommendation speaks to how to enact the community vision.

Each category of recommendations includes a set of recommended actions. Actions each has zone/location guidance, lead agency and/or implementing partners, implementation mechanism(s), community role, and funding opportunities identified. The information included is meant to provide the tools and information necessary for a working group and other decision-makers to make these recommendations a reality. See the zone maps at the end of the recommendations section for details on the suggested locations for recommended actions.



# Categories

## ● EXPERIENCE

Make Route 1 a safe street for people who walk, bike, drive, take the bus, and use other means of transportation.

- Create a network of walkable routes through the corridor
- Redesign Route 1 traffic flow to reduce conflict with pedestrian crossings
- Enhance bus stops along the corridor
- Prioritize pedestrian crossing infrastructure
- Implement traffic calming measures to enhance pedestrian and local driver safety
- Implement pedestrian-scale lighting enhancements to promote safe walking



## ● VIBRANCY

Make Route 1 a visually appealing destination.

- Establish a corridor identity
- Implement beautification projects with existing businesses
- Create a working group to plan and implement facade improvement programs
- Install street trees and landscaped medians
- Convene a public art and placemaking working group.
- Study the feasibility of burying power lines
- Establish green spaces for people along the corridor



## ● **THRIVING PLACES**

Support existing businesses while facilitating diverse growth.

- Develop a business association
- Investigate establishing a business district
- Develop a business and economic development strategy for the corridor
- Establish a Beltsville Business Corridor Development Review Board
- Utilize existing programs to support reuse of building stock
- Encourage and incentivize infill and mixed-use redevelopment

## ● **ORGANIZING FOR CHANGE**

Advance the vision through robust community involvement.

- Convene a Community Working Group
- Enhance working group skills and build capacity.
- Formalize working groups into an organization for impact.

## ● **CONNECTIVITY**

Make Route 1 a safe street for people who walk, bike, drive, take the bus, and use other means of transportation.

- Create new walking connections to adjacent neighborhoods
- Install wayfinding signage to direct residents and visitors
- Implement a complete street design on Rhode Island Avenue
- Construct bike infrastructure at key connection points.



# RECOMMENDATION





# EXPERIENCE

## Make Route 1 a Safe Street for All

**F**or the Beltsville Business Corridor to truly thrive, Route 1 must be a safe and functional street for all road users. Route 1 and the adjacent streets should be redesigned in a way that meets the needs of people using all modes of transportation (pedestrians, bikers, scooters, cars, public transit users, and drivers) and supports this area as a local destination, not simply a thoroughfare. Consideration must be given to the experience of corridor residents and elements that support the comfort and safety of all road users.





## **1.1 CREATE A NETWORK OF WALKABLE ROUTES THROUGH THE CORRIDOR**

Connect and widen existing sidewalks, construct sidewalks where gaps exist, and protect sidewalks with landscape buffers and/or street trees when space allows.

### **ZONE/LOCATION GUIDANCE**

North, Middle, and South Zones

### **LEAD AGENCY & IMPLEMENTING PARTNERS**

- Maryland Department of Transportation-State Highway Administration
- Prince George's County Department of Public Works & Transportation

### **IMPLEMENTATION MECHANISMS**

Inventory existing sidewalks and develop a phased approach to implementation that considers current and future bus stop locations, coordinates with lighting and street tree design, and prioritizes areas with the most need.

### **COMMUNITY ROLE**

Community forms a transportation working group to advise agencies, review plans, and provide on-the-ground insights to ensure responsive and place-appropriate design.

### **FUNDING OPPORTUNITIES**

- Prince George's County Department of Housing & Community Development Community Development Block Grants
- Maryland Department of Transportation-State Highway Administration Transportation Alternatives Program
- U.S. Department of Transportation Safe Streets and Roads for All Grant Program



## 1.2 REDESIGN ROUTE 1 TO REDUCE CONFLICTS WITH PEDESTRIAN CROSSINGS

Encourage the redirection of traffic to minimize left-hand turns into shopping centers and at key intersections to reduce conflict with pedestrian crossings. Consider a road diet and/or complete streets approach to road redesign to reduce pressure on Route 1 as a main thoroughfare.

### ZONE/LOCATION GUIDANCE

North, Middle, and South Zones

### LEAD AGENCY & IMPLEMENTING PARTNERS

- Maryland Department of Transportation-State Highway Administration

### IMPLEMENTATION MECHANISMS

A feasibility study to explore approaches to traffic redirection and flow focused on increasing pedestrian and cyclist safety and transforming the Beltsville corridor into a destination.

### COMMUNITY ROLE

Community forms a transportation working group to advise agencies, review plans, and provide on-the-ground insights to ensure responsive and place-appropriate design.

### FUNDING OPPORTUNITIES

- Maryland Department of Transportation-State Highway Administration Transportation Alternatives Program
- U.S. Department of Transportation Safe Streets and Roads for All Grant Program

## IN PRACTICE: AURORA CORRIDOR, SHORELINE, WA

The Aurora corridor redevelopment project was implemented on three miles of state-owned roadway through a suburban community (four lanes with heavy through-traffic). The goals included making the suburban arterials more attractive, functional, and safe for cars and pedestrians. The effort promoted mixed-use development with a strong emphasis on transit and pedestrian-oriented design. See Appendix C | Summary of Exemplary Case Studies for more details about the Aurora Corridor.



Aurora Avenue; North Corridor, Shoreline, WA  
CREDIT: City of Shoreline, WA





### 1.3 ENHANCE BUS STOPS ALONG THE CORRIDOR

Enhance bus stops along the corridor by supplying shelters, seating, and lighting. Relocate existing bus stops to intersections that have (or are close to) pedestrian walk signals and are easily accessed from neighborhoods. Connect bus stops to neighborhoods and Route 1 businesses by sidewalk.

#### ZONE/LOCATION GUIDANCE

North, Middle, and South Zones

#### LEAD AGENCY & IMPLEMENTING PARTNERS

- Washington Metropolitan Area Transit Authority
- Prince George's County Department of Public Works & Transportation
- Maryland Department of Transportation-State Highway Administration

#### IMPLEMENTATION MECHANISMS

Identify appropriate locations for bus stops in coordination with plans for a network of walkable routes. Consider partnering with the Prince George's Arts and Humanities Council and businesses to implement artistic/statement bus shelters, as modeled in Brentwood, MD (located south on Route 1).

#### COMMUNITY ROLE

Community transportation working group to advise agency review plans, provide on-the-ground insights to ensure responsive and place-appropriate design, collaborate with PGAHC (Prince George's Arts and Humanities Council) and businesses interested in hosting a statement shelter, apply for project grant funding (with nonprofit status).

#### FUNDING OPPORTUNITIES

- U.S. Department of Transportation Safe Streets and Roads for All Grant Program



Existing Bus stop along Route 1  
Credit: *Neighborhood Design Center*



Newer, artist-designed bus stop in the Gateway Arts District  
Credit: *M-NCPPC*



## 1.4 PRIORITIZE PEDESTRIAN CROSSING INFRASTRUCTURE

Prioritize pedestrian crossing infrastructure (automatic pedestrian phases on traffic signals, crossing island, elimination of slip lanes, raised crossing, asphalt art) at intersections that connect neighborhoods to US Route 1. Enhance additional pedestrian crossings at all intersections in the corridor with high-visibility crosswalks, curb extensions, etc.

### ZONE/LOCATION GUIDANCE

Middle and North Zones (most connectivity to neighborhoods and location of key pedestrian-oriented services)

### LEAD AGENCY & IMPLEMENTING PARTNERS

- Maryland Department of Transportation-State Highway Administration

### IMPLEMENTATION MECHANISMS

Detailed site plan (Prince George's County Planning Department) if adjacent land is being redeveloped; pedestrian-focused corridor design for intersections along the corridor.

### COMMUNITY ROLE

Community to form a transportation working group to advise agencies, review plans, provide on-the-ground insights to ensure responsive and place-appropriate design.

### FUNDING OPPORTUNITIES

- If adjacent to property that can be redeveloped, developer can pay for intersection improvements
- Bloomberg Asphalt Art Grant
- Prince George's County Planning Department
- U.S. Department of Transportation Safe Streets and Roads for All Grant Program



Pedestrian crossing improvements in the North Zone  
Credit: M-NCPPC



## **1.5 IMPLEMENT TRAFFIC CALMING MEASURES TO ENHANCE PEDESTRIAN AND LOCAL DRIVER SAFETY**

Conduct a speed study along the corridor between Sunnyside and Quimby. Implement traffic calming measures to enhance pedestrian and local driver safety. Consider reduction of automobile speeds and road redesign to reflect speed reduction.

### **ZONE/LOCATION GUIDANCE**

North, Middle, and South Zones

### **LEAD AGENCY AND IMPLEMENTING PARTNERS**

- Maryland Department of Transportation-State Highway Administration

### **IMPLEMENTATION MECHANISMS**

Traffic speed study and design for traffic calming measures, coordinating with plans for network of walkable routes, bus stop location assessment, and pedestrian intersection enhancements.

### **COMMUNITY ROLE**

Community transportation working group to advise agency review plans, provide on-the-ground insights to ensure responsive and place-appropriate design, collaborate with PGAHC (Prince George's Arts and Humanities Council) and businesses interested in hosting a statement shelter, apply for project grant funding (with nonprofit status).

### **FUNDING OPPORTUNITIES**

- Prince George's County Planning Department
- Maryland Department of Transportation-State Highway Administration Transportation Alternatives Program
- U.S. Department of Transportation Safe Streets and Roads for All Grant Program





## 1.6 IMPLEMENT PEDESTRIAN-SCALE LIGHTING ENHANCEMENTS TO PROMOTE SAFE WALKING

Identify areas with high pedestrian traffic and low visibility for lighting projects. Implement pedestrian-scale lighting enhancements to promote safe walking in low light, prioritizing areas adjacent to bus stops.



Streetscape with enhanced pedestrian lighting along  
US Route 1 in Riverdale, MD  
Credit: M-NCPPC

### ZONE/LOCATION GUIDANCE

North, Middle, and South Zones

### LEAD AGENCY AND IMPLEMENTING PARTNERS

- Maryland Department of Transportation-State Highway Administration
- Washington Metropolitan Area Transit Authority

### IMPLEMENTATION MECHANISMS

Design study with recommendations for pedestrian-scale lighting along with plans to create a network of walkable routes, assess bus stop locations, and enhance pedestrian intersections.

### COMMUNITY ROLE

Community transportation working group to advise agency review plans, provide on-the-ground insights to ensure responsive and place-appropriate design.

### FUNDING OPPORTUNITIES

- Maryland Department of Transportation-State Highway Administration Transportation Alternatives Program
- U.S. Department of Transportation Safe Streets and Roads for All Grant Program

# RECOMMENDATION





# VIBRANCY

## Make Route 1 a Visually Appealing Destination

**C**reate a vibrant and attractive district by using elements that give the corridor its unique character and reflect the community around it. Route 1 and the surrounding Beltsville community already host a vibrant, unique atmosphere that is supported by existing residents. Bringing this character to the corridor in a visible way will better connect the community to Route 1 and encourage community members to linger and gather. Public art installations, open green spaces, and interesting street-facing facades that market local businesses will contribute to the identity of the area.







*Lamp Posts of Mt. Ranier project. A public art project displaying local artist designs on lamp posts along Route 1 and throughout the Mt. Ranier community.*  
CREDIT: M-NCPPC



## 2.1 ESTABLISH A CORRIDOR IDENTITY

Establish a clear corridor identity with a shared vision, visual language, and color palette. Install light pole banners and public furnishings (benches, trashcans, etc.) aligned with the identity. The identity elements should be included in design guidelines for commercial facades along the corridor.

### ZONE/LOCATION GUIDANCE

North, Middle, and South Zones

### LEAD AGENCY & IMPLEMENTING PARTNERS

- Community working group
- District 1 Council Member's Office
- Prince George's County Planning Department's Planning Assistance to Municipalities and Communities

### IMPLEMENTATION MECHANISMS

Create corridor branding and identity.

### COMMUNITY ROLE

Community working group to coordinate efforts and provide input on a corridor

identity, which includes a corridor vision, a streetscape plan with defined visual character, and commercial design guidelines. Opportunities exist for community-led efforts to implement the vision throughout the corridor in collaboration with the Beltsville Business Association (see recommendation 4.1).

### FUNDING OPPORTUNITIES

- Prince George's County Planning Department's Planning Assistance to Municipalities and Communities program
- Anacostia Trails Heritage Area Rocket Grants
- Maryland Heritage Areas Authority Grants

## IN PRACTICE: THE LOOP

The Loop in Columbia, MO, has a clearly articulated vision for its corridor that is clear and understandable. Consistent application of the vision by the Community-Based Organization (CBO) makes the corridor's identity stronger. The first projects were highly visible to make the street more welcoming and attractive. These included a community pop-up park, bike repair station, and colorful banners along the length of the street. The Community Improvement District (CID) is working to create an attractive and

authentic multi-modal corridor, attract and retain diverse and innovative businesses, employees, makers, and investors, and redesign a street that is safe, vibrant, healthy, and welcoming to all. For more details, see Appendix C | Summary of Exemplary Case Studies.



CREDIT: The Loop CID





## 2.2 IMPLEMENT BEAUTIFICATION PROJECTS WITH EXISTING BUSINESSES

Collaborate with the Beltsville Business Association (see recommendation 4.1) and existing businesses to implement projects to beautify the corridor, such as landscaping and cleanup efforts.

### ZONE/LOCATION GUIDANCE

North, Middle, and South Zones

### LEAD AGENCY & IMPLEMENTING PARTNERS

- Community working group
- Prince George's County Economic Development agencies

### IMPLEMENTATION MECHANISMS

Working group to convene a committee of community members and business owners for corridor cleanups and beautification efforts. Create a plan with repeating events and programs.

### COMMUNITY ROLE

Community working group to work with Beltsville Business Association (see recommendation 4.1) and/or business and property owners to liaise with

agencies and coordinate projects aligned with corridor identity (see recommendation 2.1), community priorities, and economic development strategy (see recommendation 4.3).

### FUNDING OPPORTUNITIES

- Maryland Department of Housing and Community Development National Capital Strategic Economic Development Program and Community Legacy program
- Prince George's County Growing Green with Pride program

Planters and painted asphalt add visual interest to a pop-up event space on The Loop in Columbia, MO.  
CREDIT: *The Loop CID*









## 2.3 CREATE A WORKING GROUP TO PLAN AND IMPLEMENT FACADE IMPROVEMENT PROGRAMS

Establish a community working group that includes the Beltsville Business Association (see recommendation 4.1) to research funding and implementation of facade improvement programs.

### ZONE/LOCATION GUIDANCE

Start in the South or Middle Zone. Progress along the corridor in targeted areas for maximum impact.

### LEAD AGENCY & IMPLEMENTING PARTNERS

- Community working group
- District 1 Council Member's Office

### IMPLEMENTATION MECHANISMS

Focus program phases on 6-8 small businesses at a time. Consider places where outdoor seating areas can be added for a town center atmosphere.

### COMMUNITY ROLE

Community working group to work with business association (see recommendation 4.1) and/or business and property owners.

Lead facade programs, which includes submitting funding applications; a fiscal sponsor may be required if the group is not a 501(c)3 organization. Align efforts with corridor identity (recommendation 2.1), community priorities, economic development strategy (recommendation 4.3), and public art and placemaking plan (recommendation 2.5).

### FUNDING OPPORTUNITIES

- Prince George's County Redevelopment Authority
- Maryland Department of Housing and Community Development (National Capital Strategic Economic Development Fund and Community Legacy program)

## IN PRACTICE: HYATTSVILLE, MD

The City of Hyattsville supports local businesses and enhances the character of its commercial corridors through an annual facade improvement grant program. The program offers up to \$50,000 per building and

covers architectural design and permitting costs as well as implementation. A design guidebook details elements, approximate costs, and provides inspirational examples of local storefronts.





Franklin's Restaurant (before on the top) in Hyattsville has been a regular recipient of facade improvement grant funding from the city  
 Credit: Neighborhood Design Center





## 2.4 INSTALL STREET TREES AND LANDSCAPED MEDIANS

Install street trees and landscaped medians in areas of the corridor where there are gaps in the tree canopy to increase shade and calm traffic.

### ZONE/LOCATION GUIDANCE

North, Middle, South Zones

### LEAD AGENCY & IMPLEMENTING PARTNERS

- Department of the Environment
- Local Businesses
- Maryland Department of Transportation-State Highway Administration, Prince George's County Department of Public Works & Transportation

### IMPLEMENTATION MECHANISMS

Develop a landscape plan for the corridor. Identify areas to place trees, landscape medians, and planters. Improve parking lot buffers and establish a native and low-maintenance plant palette aligned with corridor identity.

### COMMUNITY ROLE

Community working group to coordinate efforts with the Prince George's County DPW&T (Department of Public Works & Transportation) to bring the *Right Tree Right Place Program* to the corridor and develop a landscape plan for the area. Working group to coordinate community installation efforts if programs like Growing Green with Pride are used for implementation.

### FUNDING OPPORTUNITIES

- Prince George's County Growing Green with Pride program
- Prince George's County Department of Public Works & Transportation Right Tree Right Place Program
- Maryland Department of Transportation-State Highway Administration Transportation Alternatives Program



Vanderbilt Avenue, in Brooklyn, was transformed into a complete street in 2008 with landscaped median and bicycle lanes, helping to revitalize this retail stretch in Prospect Heights. Credit: NYCDOT



## 2.5 CONVENE A PUBLIC ART AND PLACEMAKING WORKING GROUP

Work with Prince George's County Planning Department's Community Planning-Placemaking Section and Special Projects to form a working group to identify areas for murals, sculpture, and performance events and create a public art and placemaking plan for the corridor.

### ZONE/LOCATION GUIDANCE

North, Middle, South Zones

### LEAD AGENCY & IMPLEMENTING PARTNERS

- Prince George's County Arts & Humanities Council
- Prince George's County Planning Department's Community Planning-Placemaking Section and Special Projects
- M-NCPPC; Department of Parks and Recreation

### IMPLEMENTATION MECHANISMS

Create an art and placemaking plan.  
Identify art installation themes aligned with corridor identity (recommendation 2.1).  
Consider integrating public art into facade

improvement programs when implementing the plan.

### COMMUNITY ROLE

Community working group creates an arts working group to work with agency partners, businesses, and community members on an arts and placemaking plan.

### FUNDING OPPORTUNITIES

- Prince George's Arts and Humanities Council
- Maryland State Arts Council Public Art Grants



Hyatt Park in Hyattsville has brightly colored furnishings, string lights, and a stage to bring community members together  
Credit: Side A Photography for Neighborhood Design Center





## 2.6 STUDY THE FEASIBILITY OF BURYING POWER LINES

Collaborate with various entities to study the feasibility of burying power lines from Sunnyside to Quimby Avenues along US Route 1.

### ZONE/LOCATION GUIDANCE

North, Middle, South Zones

### LEAD AGENCY & IMPLEMENTING PARTNERS

- Maryland Department of Transportation
- State Highway Administration
- PEPCO
- Prince George's County Department of Public Works & Transportation

### IMPLEMENTATION MECHANISMS

Coordinate with PEPCO to understand the considerations for burying electrical lines.

### COMMUNITY ROLE

Community working group to liaise with agencies and District 1 Council Member's Office to advocate for the feasibility study.

### FUNDING OPPORTUNITIES

- Federal Emergency Management Agency Hazard Mitigation Grant Program

Power lines along US Route 1 at Rhode Island Avenue and Montgomery Road  
Credit: M-NCPPC







## 2.7 ESTABLISH GREEN SPACES FOR PEOPLE ALONG THE CORRIDOR

Enhance existing vacant land and green spaces with pop-up placemaking, parklet design, and landscaping to create areas of respite and places to gather.

Establish permanent green spaces for people along the corridor by acquiring property dedicated to community use. Design and program the space(s) to contribute to a town center atmosphere (for example, benches around a lawn for movies in summer and a place for an ice-skating rink in winter).

### ZONE/LOCATION GUIDANCE

Along corridor with focus on vacant parcels

### LEAD AGENCY & IMPLEMENTING PARTNERS

- M-NOPPC Department of Parks and Recreation
- Prince George's County Planning Department Community Planning Placemaking Section

### IMPLEMENTATION MECHANISMS

Implement a public open space plan including temporary and permanent plans for vacant land and green space. Identify parcels to be acquired and consult with the community about desired amenities and programming for the spaces.

### COMMUNITY ROLE

Community working group creates a committee to coordinate with agency partners, businesses, and community members about a public open space plan for the area. Aligns efforts with the art and placemaking plan as well as the community identity. Considers partnerships for programming and maintaining open spaces that bring together community members, businesses, and local nonprofits.

### FUNDING OPPORTUNITIES

- Prince George's County Stormwater Stewardship Grant Program
- Chesapeake Bay Trust grants
- Maryland Department of Natural Resources Land Acquisition and Planning grants (Program Open Space and Community Parks and Playgrounds Program)

## IN PRACTICE: ALAMEDA AVENUE, EL PASO, TX

In El Paso, Texas, the *Alameda Avenue Corridor Plan* has focused on alternative transit modes and sustainability. The plan also includes a variety of public investments, including intersection improvements, a community market, and a new park with

the dual purposes of flood management and increasing public open space. (For more details about Alameda Avenue, visit Appendix C | Summary of Exemplary Case Studies.)







Paint, picnic tables, planters, and umbrellas transformed this former parking lot into a community gathering space on The Loop in Colombia, MO  
CREDIT: *The Loop CID*



# RECOMMENDATION



# CONNECTIVITY

## Connect to Adjacent Neighborhoods and Nearby Assets

**L**ink adjacent neighborhoods, landmarks, and resources to the corridor. Beltsville residents often mentioned local assets that are sources of pride, such as the robust trail network, the Beltsville Agricultural Research Center, College Park, and the University of Maryland. These amenities serve existing residents and help facilitate the movement of people from all over the region through Beltsville, attracting business, foot traffic, and investment. Route 1 is located at a key centralized hub between major economic centers and acts as a gateway into the District of Columbia. By connecting the corridor to existing resources, Beltsville can save money and time on infrastructure investments. Increased connectivity would support residents by providing additional outlets to move around the region, whether it be by car, bike, or on foot.



### 3.1 CREATE NEW WALKING CONNECTIONS TO ADJACENT NEIGHBORHOODS

Create new walking paths/sidewalks that connect adjacent neighborhoods to the US Route 1 Corridor.

#### ZONE/LOCATION GUIDANCE

North, Middle, and South Zones

#### LEAD AGENCY & IMPLEMENTING PARTNERS

- Maryland Department of Transportation- State Highway Administration
- PEPCO
- Prince George's County Department of Public Works & Transportation

#### IMPLEMENTATION MECHANISMS

Inventory existing sidewalks and develop a phased approach to implementation. Coordinate network of walkable routes with neighborhood destinations, planned pedestrian improvements at intersections, bus stop locations, and proposed pedestrian lighting plan.

#### COMMUNITY ROLE

Community to convene a transportation working group to advise agency, review plans, provide on-the-ground insights to ensure responsive and place-appropriate design.

#### FUNDING OPPORTUNITIES

- Prince George's County Department of Housing & Community Development Community Development Block Grants
- U.S. Department of Transportation Safe Streets and Roads for All Grant Program



Streetscape with public transit, pedestrians, and a bicyclist along US Route 1 in College Park, MD  
CREDIT: M-NCPPC





### 3.2 INSTALL WAYFINDING SIGNAGE TO DIRECT RESIDENTS AND VISITORS

Use signage and other wayfinding resources to direct residents/visitors along the corridor. Wayfinding should direct visitors to Beltsville businesses and landmarks, such as the University of Maryland, the Beltsville Agricultural Research Center, local trails, and places of worship.



Wayfinding signs along US Route 1 in Hyattsville, MD  
CREDIT: M-NCPPC

#### ZONE/LOCATION GUIDANCE

North, Middle, and South Zones

#### LEAD AGENCY & IMPLEMENTING PARTNERS

- Community working group
- M-NCPPC Department of Parks and Recreation and Planning Assistance for Municipalities and Communities
- Maryland Department of Transportation-State Highway Administration

#### IMPLEMENTATION MECHANISMS

Create a wayfinding and signage plan aligned with visual identity for the corridor and supportive of the economic development plan (recommendation 4.3).

#### COMMUNITY ROLE

Community working group to apply for funding to design and implement a wayfinding package for the corridor in collaboration with the Beltsville Business Association (see recommendation 4.1) and District 1 Council Member's office. Fiscal sponsorship may be required for some funding applications if the community working group is not a 501(c)3 nonprofit organization.

#### FUNDING OPPORTUNITIES

- Prince George's County Planning Department's Planning Assistance to Municipalities and Communities program
- Anacostia Trails Heritage Area Rocket Grants program
- Maryland Heritage Areas Authority Grant Program



### 3.3 IMPLEMENT A COMPLETE STREET DESIGN ON RHODE ISLAND AVENUE

Implement a complete street design on Rhode Island Avenue, from Baltimore Avenue to Powder Mill Road, directing cyclists to Sellman Road to access Route 1 businesses.

#### ZONE/LOCATION GUIDANCE

Middle and South Zones

#### LEAD AGENCY & IMPLEMENTING PARTNERS

- Prince George's County Department of Public Works & Transportation
- Maryland Department of Transportation-State Highway Administration
- M-NCPPC- Department of Parks and Recreation

#### IMPLEMENTATION MECHANISMS

Create a plan for a comprehensive multi-modal road network through and connected to the Beltsville Business District and nearby amenities.

#### COMMUNITY ROLE

Community Transportation Working Group to advise agencies, review plans, provide on the ground insights to ensure responsive and place-appropriate design.

#### FUNDING OPPORTUNITIES

- Prince George's County Planning Department's Planning Assistance to Municipalities and Communities program
- U.S. Department of Transportation Safe Streets and Roads for All Grant Program





Aurora Avenue; North Corridor, Shoreline, WA  
CREDIT: City of Shoreline, WA

Complete Streets are an approach to planning, designing, building, operating, and maintaining streets that enable safe access for all users, including pedestrians, bicyclists, motorists, and transit riders of all ages and abilities.<sup>1</sup> There is no single design for Complete Streets; each is unique and responds to its community context.

A Complete Street may include sidewalks, bike lanes (or wide paved shoulders), specialbus lanes, comfortable and accessiblepublic transportation stops, frequent andsafe crosswalks, median islands, accessiblepedestrian signals, curb extensions, narrower travel lanes, roundabouts, and more.

<sup>1</sup> VisionZero Prince George's, "Fatal Crashes by Mode Type Data from 2015-2021." Accessed November 2023. <https://smartgrowthamerica.org/what-are-complete-streets/>





Bike lane and bike rack along US Route 1 in College Park, MD  
Credit: M-NCPPC





### 3.4 CONSTRUCT BIKE INFRASTRUCTURE AT KEY CONNECTION POINTS

Construct protected bike lanes along Sunnyside Avenue from Route 1 to Edmonston Road that will connect existing trail networks. Reconfigure Sellman Road-Rhode Island Avenue intersection for clarity and safety, continue cyclist infrastructure onto Sellman Road from Route 1 to multi-use path at the Beltsville Community Center.

#### ZONE/LOCATION GUIDANCE

Middle and South Zones

#### LEAD AGENCY & IMPLEMENTING PARTNERS

- Prince George's County Department of Public Works & Transportation
- Maryland Department of Transportation-State Highway Administration
- M-NCPPC- Department of Parks and Recreation

#### IMPLEMENTATION MECHANISMS

Create a plan for a comprehensive multi-modal road network through and connected to the corridor and nearby amenities.

#### COMMUNITY ROLE

Community transportation working group to advise agency, review plans, provide on-the-ground insights to ensure responsive and place-appropriate design.

#### FUNDING OPPORTUNITIES

- Maryland Department of Transportation-State Highway Administration Transportation Alternatives Program
- U.S. Department of Transportation (Tiger Grant program and Safe Streets and Roads for All Grant Program)



Capital Bikeshare rack at a bus stop along US Route 1 in Mt. Rainier, MD  
Credit: M-NCPPC

# RECOMMENDATION





# THRIVING PLACES

## Support Existing Businesses While Facilitating Diverse Growth

**S**upport existing businesses while facilitating diverse growth. Business along the Route 1 Corridor has remained stagnant for some time, with development favoring strip mall designs, warehouse buildings, and large parking lots. To support an adaptive, resilient community, a diverse array of businesses and development along the corridor is vital. When attracting new investment, it is important to emphasize existing strengths like large lot sizes, functional infrastructure, and access to green space. Redevelopment efforts should be led by the community to ensure needs are met throughout the process.





#### 4.1 DEVELOP A BUSINESS ASSOCIATION

Work with existing businesses to create a Beltsville Business Association that will assist in enhancing business infrastructure and programming.

##### ZONE/LOCATION GUIDANCE

North, Middle, and South Zones

##### LEAD AGENCY & IMPLEMENTING PARTNERS

- Prince George's Economic Development Corporation
- District 1 Council Member's Office

##### IMPLEMENTATION MECHANISMS

Create a plan for a comprehensive multi-modal road network through and connected to the corridor and nearby amenities.

##### COMMUNITY ROLE

Community working group will convene a group to reignite the Beltsville Business Association.

##### FUNDING OPPORTUNITIES

- Maryland Department of Housing and Community Development Operating Assistance Grant program





## 4.2 INVESTIGATE ESTABLISHING A BUSINESS DISTRICT

Investigate creating a Beltsville Business District in collaboration with the revamped Beltsville Business Association. Consideration to be given to whether a Business Incentive District is practicable for the area.

### ZONE/LOCATION GUIDANCE

North, Middle, and South Zones

### LEAD AGENCY & IMPLEMENTING PARTNERS

- Prince George's County Government, District 1 Council Office

### IMPLEMENTATION MECHANISMS

Consult Prince George's County Planning Department's Special Projects *Business Improvement District Toolkit Study* for guidance.

### COMMUNITY ROLE

Establish an economic development working group, in collaboration with the Beltsville Business Association (see recommendation 4.1), to participate in meetings with M-NCPPC and District 1 Council Member's Office to establish a Beltsville Business District.

### FUNDING OPPORTUNITIES

- Maryland Department of Housing and Community Development Operating Assistance Grant program



CREDIT: iStock.com, Sensvector, ID: 1314504285





#### 4.3 DEVELOP A BUSINESS AND ECONOMIC DEVELOPMENT STRATEGY FOR THE CORRIDOR

Develop an economic development strategy that will set goals for the study area. Include a business development strategy that encourages allowed service-oriented businesses to relocate to the corridor

##### ZONE/LOCATION GUIDANCE

North, Middle, and South Zones

##### LEAD AGENCY & IMPLEMENTING PARTNERS

- District 1 Council Member's office
- Prince George's County Planning Department's Planning Assistance to Municipalities and Communities

##### IMPLEMENTATION MECHANISMS

Economic development strategy will guide community economic development working group as it seeks resources to support local businesses and bring new investment to the area.

##### COMMUNITY ROLE

Community economic development working group, in collaboration with BBA (see recommendation 4.1), to provide input on the strategy and to be stewards of the economic development strategy.

##### FUNDING OPPORTUNITIES

- Prince George's County Planning Department's Planning Assistance to Municipalities and Communities program



#### 4.4 ESTABLISH A BELTSVILLE-ROUTE 1 CORRIDOR DEVELOPMENT BOARD

Establish a Beltsville-Route 1 Corridor Development Board to enact community vision and land use recommendations outlined in the 2010 *Approved Master Plan and Sectional Map Amendment for Subregion 1*, communicate to the broader community about development projects, and interface with the District 1 Council Member's office. A development board is an appointed body of community members, property owners, business owners, local government agency representatives, elected officials, and other key stakeholders.

##### ZONE/LOCATION GUIDANCE

North, Middle, and South Zones

##### LEAD AGENCY & IMPLEMENTING PARTNERS

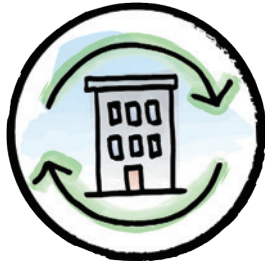
- District 1 Council Member's Office

##### IMPLEMENTATION MECHANISMS

To establish the group, the Council must appoint the board and its members, as outlined in [Prince George's County Charter Section 506](#). The duties and responsibilities of the board and its members are established pursuant to legislation.

##### COMMUNITY ROLE

The community working group can encourage the Council Member to establish a development board. This is likely the group from which representatives will be appointed. The working group and the development board will benefit from regular communication and coordinated efforts.



## 4.5 UTILIZE EXISTING PROGRAMS TO SUPPORT REUSE OF BUILDING STOCK

Utilize existing programs to facilitate the purchase, rehabilitation, and/or adaptive reuse of properties within the corridor, aligned with community vision and economic development strategy developed for the district (see recommendation 4.3).

### ZONE/LOCATION GUIDANCE

Middle and South Zones  
(zones with more building stock)

### LEAD AGENCY & IMPLEMENTING PARTNERS

- Prince George's County Redevelopment Authority
- Community-based organization (CBO)/ community development corporation (CDC) (if formed; see recommendation 5.3)

### IMPLEMENTATION MECHANISMS

Develop a plan based on the economic development strategy (see recommendation 4.3) to either rehabilitate or purchase existing properties. Align plan with resources offered by Prince George's County and the State of Maryland (see Appendix D). Consider providing technical assistance to increase the pool of potential building owners/developers.

### COMMUNITY ROLE

Community economic development working group to connect Prince George's County's Economic Development Corporation and Redevelopment Authority resources and expertise to the area, educate property owners/developers on funding sources, and consider providing technical assistance in the future.

### FUNDING OPPORTUNITIES

- Maryland Department of Housing and Community Development (National Capital Strategic Economic Development Fund and Community Legacy program)
- Prince George's County Department of Housing & Community Development Community Development Block Grants program

## BEFORE



Before and after photos of building reuse in Hyattsville, MD  
Credit: Neighborhood Design Center

## CURRENT







Walkways within St. Mary's Square  
Credit: *Smart Growth America*





## 4.6 ENCOURAGE AND INCENTIVIZE INFILL AND MIXED-USE REDEVELOPMENT

Incentivize infill and mixed-use redevelopment along the corridor as properties become available (see more information about St. Mary's Square below). Consider increasing walkable businesses and prioritizing new development that fronts the street. Proposed development should align with recommendations in this study, the corridor identity (see recommendation 2.1), and the 2010 *Approved Master Plan and Sectional Map Amendment for Subregion 1*.

### ZONE/LOCATION GUIDANCE

Middle and South Zones (zones with larger parcels)

### LEAD AGENCY & IMPLEMENTING PARTNERS

- District 1 Council Member's Office
- Redevelopment Authority
- M-NCPPC
- When established, the Beltsville-Route 1 Corridor Development Board (see recommendation 4.4).

### IMPLEMENTATION MECHANISMS

Steward the community vision for the corridor and communicate it to potential developers.

### COMMUNITY ROLE

Members of the community working group/ Beltsville-Route 1 Corridor Development Board (Recommendation 4.4) will be informed of all upcoming developments in the corridor and can advocate for a denser, more walkable district. The community working group may also host information sessions to inform interested property owners and developers about the corridor vision and to share resources available.

### FUNDING OPPORTUNITIES

- Maryland Department of Housing and Community Development (National Capital Strategic Economic Development Fund and Community Legacy program) Legacy funds.

## ST. MARY'S SQUARE AS A SPRINGBOARD

**S**t. Mary's Square Shopping Center is denser and more pedestrian-friendly than other developments on the Route 1 corridor. Its retail area, set back from the street, has a strong landscape buffer and attractive low wall that effectively separate car zones from pedestrian areas. In addition, furnishings and pedestrian-scale lighting enhance sidewalk comfort along Route 1.

**C**ars access the development via side streets, eliminating curb cuts along Route 1 and creating a safer pedestrian experience. The development features ample sidewalks throughout as well as along side

streets. Crosswalks are clearly striped where automobile access intersects pedestrian access, and the parking lots are robustly landscaped with shade trees and evergreen shrubs.

**T**he elements present at St. Mary's Square contribute to a corridor that serves both drivers and pedestrians well, setting the standard for future corridor development. Emulating the success of St. Mary's Square – a mixed-use development that incorporates housing built closer to the street with improved pedestrian-oriented design—will further the goals of the Beltsville community.



# RECOMMENDATION





# ORGANIZING FOR CHANGE

## Make connections to adjacent neighborhoods and nearby assets

**L**arge-scale, long-term change requires persistent effort by a unified constituency. A strong community organization, with broad representation from the Beltsville community, is essential to creating a functional corridor. A community-based organization (CBO) offers a formal framework for local involvement in the community's vision for the corridor, the standing to steward the shared vision, the ability to obtain the legal status to seek funding, and the ability to advocate for the corridor vision to policymakers. Securing sustained funding and staffing is key to creating a lasting structure that serves community needs. Establishing a community organization is a long-term investment in Beltsville's future.

**A** strong CBO starts with a working group made up of many sectors of the Beltsville community. The working group must be supported by and coordinate with local elected officials and government agencies to reach the area's revitalization goals. As the working group builds capacity, it must consider future impact and how best to meet the diverse needs of corridor stakeholders. The group may later establish itself as a CBO.





## 5.1 CONVENE A COMMUNITY WORKING GROUP

A working group, convened by the District 1 County Council Member's office with support from The M-NCPPC, is the first step in uniting Beltsville residents to address the concerns identified in the study. Both the District 1 Council Member's office and the M-NCPPC can play a vital role in facilitating early group conversations.

As the working group forms, County and state agency representatives will offer insights at insights at regular meetings. Agency collaborators could include (but are not limited to):

- Prince George's County Department of Public Works & Transportation;
- Department of the Environment;
- Department of Permitting, Inspection, and Enforcement;
- Department of Housing and Community Development;
- M-NCPPC Department of Parks and Recreation

- Prince George's County Economic Development Corporation
- Revenue Authority
- Redevelopment Authority
- Maryland Department of Transportation-State Highway Administration
- Washington Area Metropolitan Transit Authority.

Meetings that are regularly scheduled, well-advertised, and accessible to as many people as possible will raise the profile of the organization. Bilingual (English/Spanish) meetings should be held to engage a representative population. Outreach is necessary to involve representatives of diverse groups, including corridor business and property owners, neighbors, local schoolteachers, representatives from nonprofits serving the area, local faith community members, and elected officials. Creating partnerships with local community associations and other established groups should be considered.



Attendees at the *Route 1 Community Stakeholder Open House Meeting*, March 2023  
Credit: M-NCPPC

## 5.2 ENHANCE WORKING GROUP SKILLS AND BUILD CAPACITY

Once regular meetings are in place, the working group can start to tackle the study recommendations. One approach would be to form subgroups that focus on transportation, economic development, beautification, open spaces, organizational development, and arts and placemaking. Alternatively, each monthly meeting could focus on two topics, eventually rotating through all topics. Subgroups can build expertise and support long-term capacity building. Recommendations in the *Experience* category (1.1-1.6) relies on a group of community members to coordinate with implementing agencies to provide guidance and feedback. *Vibrancy* Recommendations 2.1, 2.2, 2.3, 2.5, 4.1, and *Thriving Places* Recommendation 4.2 could begin in the working group or a subgroup.

The working group will benefit from training in regulations and development processes to better inform working group decisions when advancing study recommendations. Local training options include M-NCPPC's Neighborhood Planning Academy, a free six-week course that explains the county's planning process, and NeighborWorks America, which offers courses in economic development, community engagement, revitalization, and lending for families and small businesses. A third option is Maryland Nonprofits, a Baltimore-based organization that assists groups in building nonprofits that are sustainable for their community. Resources will be needed to cover the cost of NeighborWorks and Maryland Nonprofits training.



Stakeholders participating in a community workshop envisioning the future of the corridor, June 3, 2023  
Credit: M-NCPPC





Tony Felts, AICP, Community Planning Division Chief, speaking at the *Route 1 Community Briefing and Recommendations* meeting December 7, 2023  
Credit: M-NCPPC



## FORMALIZE WORKING GROUP INTO AN ORGANIZATION FOR IMPACT

The community working group could form the basis of a new community-based organization (CBO) or community development corporation (CDC) for the corridor. The CBO/CDC has the potential to play a vital role in the future of the Route 1 Corridor. As an organization, it can:

- Engage directly with community members about their experiences in, challenges with, and hopes for the corridor.
- Advocate for necessary policies and communicate on-the-ground needs to policymakers.
- Appeal directly to government agencies for desired changes.
- Apply for funding to support projects.
- Manage programs and initiatives.
- Direct resources to priority areas and topics.
- Disseminate necessary information to community members in accessible and understandable ways.
- Communicate community vision to developers and businesses interested in investing in the corridor.

To transition from a working group to a formal organization, members would benefit from training on creating mission and vision statements and establishing the organization's role in the community. A clearly defined organizational identity with outlined services and focus areas will benefit the existing community as well as newcomers. Maryland Nonprofits offers capacity-building training and can assist with meeting facilitation, communication strategies, visioning, and organizational structure and governance.

Conversations about the future of the group will affect the chosen organizational structure and the direction for participants. A specific type of nonprofit organization—Community Development Corporations (CDCs)—“are created to support and revitalize communities, especially those that are impoverished or struggling ... They can also be involved in a wide range of community services that meet local needs such as education, job training, healthcare, commercial development, and other social programs,”<sup>2</sup> according to the National Alliance of Community Economic Development Associations.

Regardless of the structure chosen by the group, having status as a 501(c)(3) nonprofit allows the organization to obtain grants and fund raise from other sources. Possible funding for the establishment of the CBO/CDC includes Maryland Department of Housing and Community Development Operating Assistance Grant funds and County Council non-departmental grants. This study recommends that the group explore obtaining support directly from the U.S. Department of Housing and Urban Development's Office of Community Planning and Development. The group could also partner with Local Initiatives Support Corporation to seek future funding and capacity-building support.

---

2 Erekaeni, Rachid. “What is a Community Development Corporation?” National Alliance of Community Economic Development Associations, September 17, 2014. Accessed November 2023. [https://www.naceda.org/index.php?option=com\\_dailyplanetblog&view=entry&category=bright-ideas&id=25%3Awhat-is-a-community-development-corporation-&Itemid=171](https://www.naceda.org/index.php?option=com_dailyplanetblog&view=entry&category=bright-ideas&id=25%3Awhat-is-a-community-development-corporation-&Itemid=171).



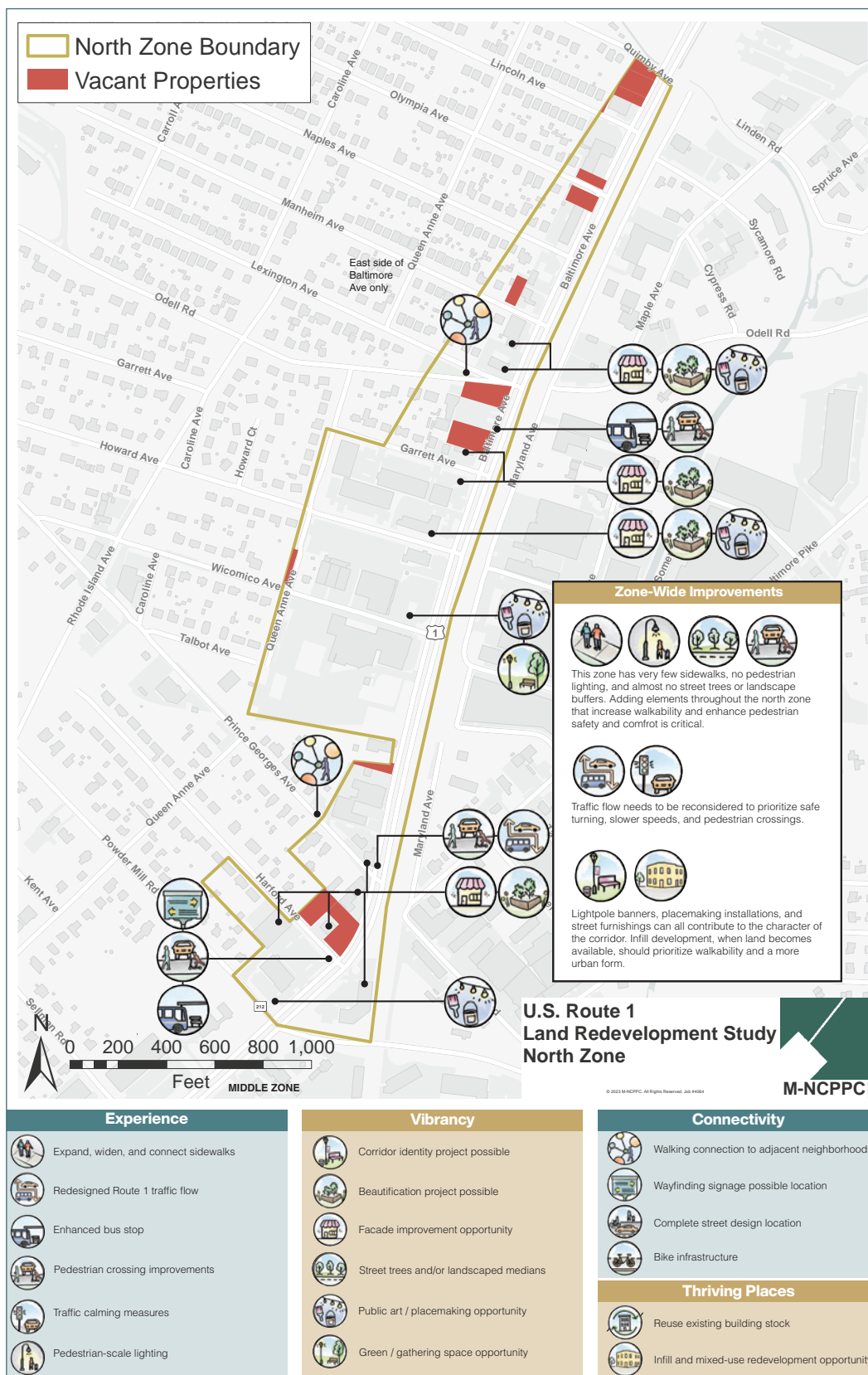
# Recommendations Matrix & Locations





# Zone Maps with Recommendation Locations

The recommendations detailed in the previous section can be applied to the corridor, but many opportunities exist at specific places in each of the zones. In addition, each zone has different needs based on existing conditions and character. The following maps suggest locations for projects or initiatives that would support the community's vision for the corridor.



**Figure 7. Map of the boundaries of the North Zone with zoning inset**

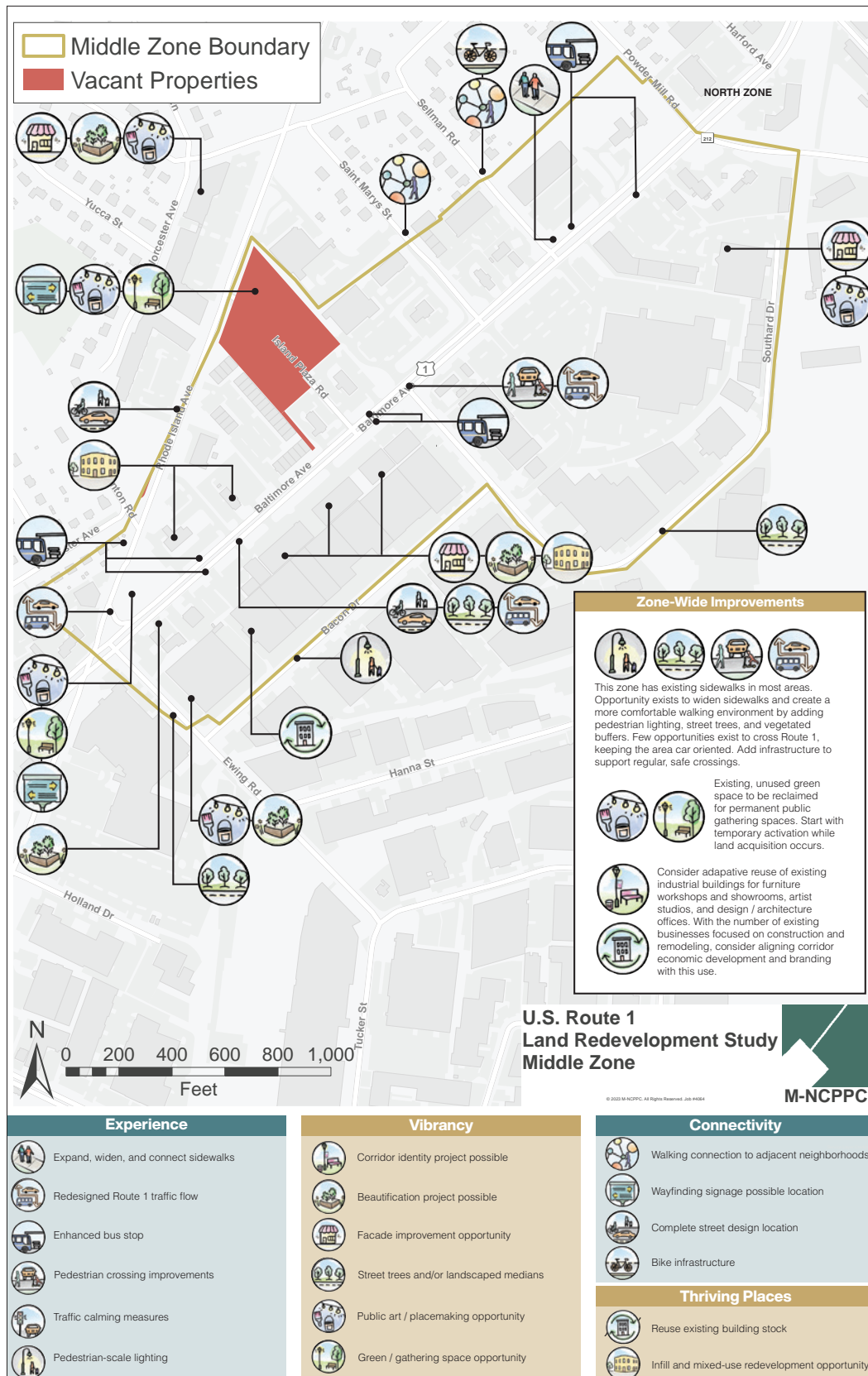
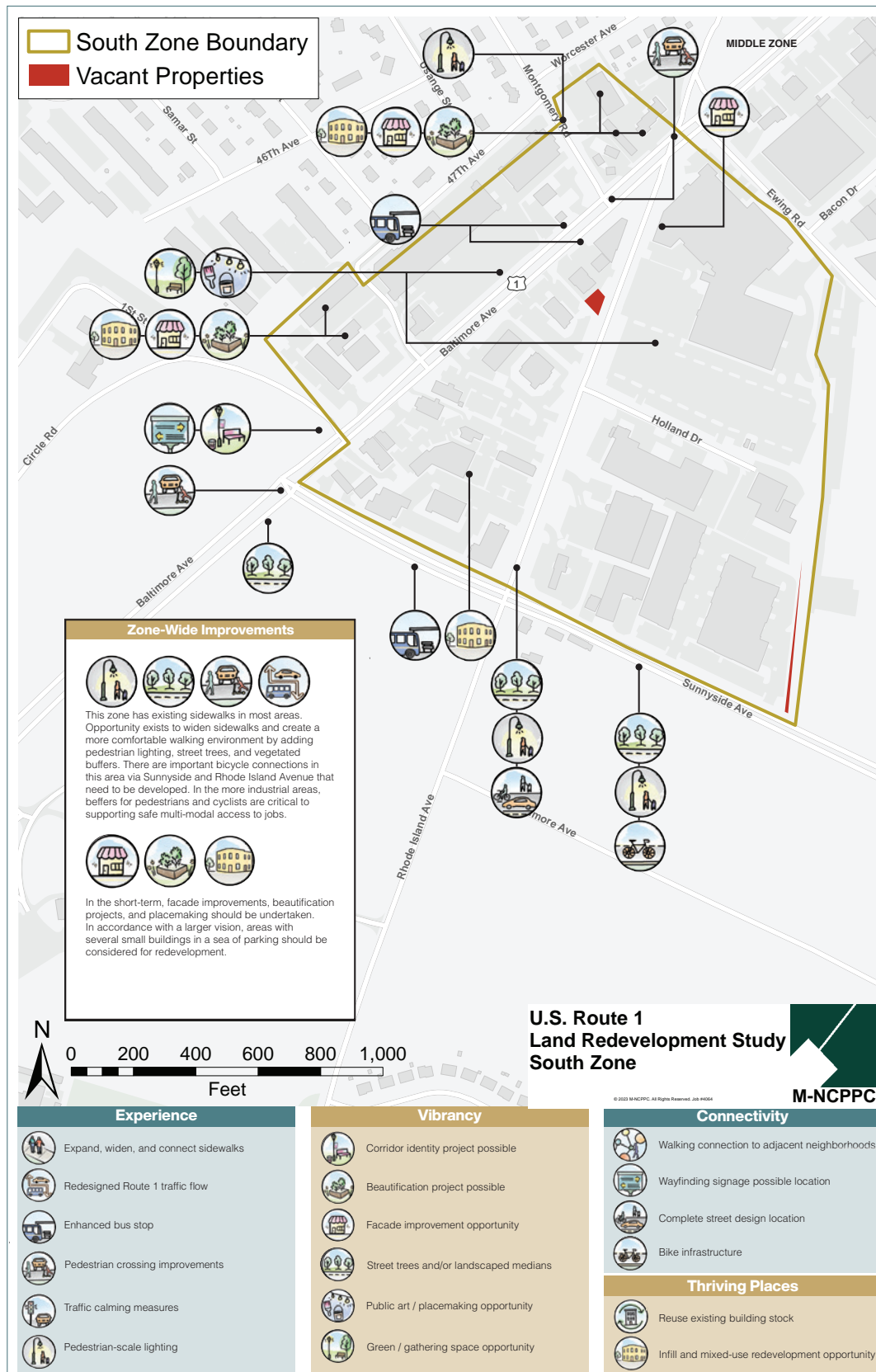


Figure 8. Map of the boundaries of the Middle Zone with zoning inset









**Figure 9. Map of the boundaries of the South Zone with zoning inset**

# Recommendations Matrix

## 1. EXPERIENCE

Make the street a safe place for all people and activities

ACTION ITEM	ACTION DETAILS	ZONE	LEAD AGENCY / IMPLEMENTATION PARTNERS
<b>1.1 Create a network of walkable routes through the corridor</b> 	<p>Create a network of walkable routes through the corridor. Connect and widen existing sidewalks, construct sidewalks where gaps exist, and protect sidewalks with landscaped buffers and/or street trees when space allows. Create a network of walkable routes through the corridor.</p>	<ul style="list-style-type: none"> <li>North</li> <li>Middle</li> <li>South</li> </ul>	<ul style="list-style-type: none"> <li>MDOT SHA</li> <li>PGC DPW&amp;T</li> </ul>
<b>1.2 Redesign U.S. Route 1 traffic flow to reduce conflict with pedestrian crossings</b> 	<p>Encourage the redirection of traffic to minimize left-hand turns into shopping centers and at key intersections to reduce conflict with pedestrian crossings. Consider a road diet and/or complete streets approach to road redesign to reduce pressure on Rt.1 as a main thoroughfare.</p>	<ul style="list-style-type: none"> <li>Intersections along entire corridor</li> </ul>	<ul style="list-style-type: none"> <li>MDOT SHA</li> </ul>
<b>1.3 Enhance bus stops along the corridor</b> 	<p>Enhance bus stops along the corridor by supplying shelters, seating, and lighting. Relocate existing bus stops to intersections that have or are close to pedestrian walk signals and are easily accessed from neighborhoods.</p> <p>Connect bus stops to neighborhoods and Rt. 1 businesses by sidewalk.</p>	<ul style="list-style-type: none"> <li>North</li> <li>Middle</li> <li>South</li> </ul>	<ul style="list-style-type: none"> <li>WMATA</li> <li>PGC DPW&amp;T</li> <li>MDOT SHA</li> <li>PGAHC</li> </ul>
<b>1.4 Prioritize pedestrian crossing infrastructure</b> 	<p>Prioritize pedestrian crossing infrastructure (automatic pedestrian phases on traffic signals, crossing island, elimination of slip lanes, raised crossing, asphalt art) at intersections that connect neighborhoods to US Route 1.</p> <p>Prioritize additional pedestrian crossing enhancements at all intersections in the corridor (high-visibility crosswalk, curb extension)</p>	<ul style="list-style-type: none"> <li>Middle</li> <li>North</li> </ul> <p>(Most connectivity to neighborhoods and location of key pedestrian-oriented services)</p>	<ul style="list-style-type: none"> <li>MDOT SHA</li> <li>PGC DPW&amp;T</li> </ul>

- Maryland Department Of Transportation-State Highway Administration (MDOT SHA)
- Prince George's Arts and Humanities Council (PGAHC)
- Prince George's County Department of Public Works & Transportation (PGC DPW&T)
- Washington Metropolitan Area Transit Authority (WMATA)



PHASING	COMMUNITY ROLE	IMPLEMENTATION MECHANISM	FUNDING OPTIONS
Mid-term	Community to form a Transportation Working Group to advise agencies, review plans, provide on the ground insights to ensure responsive and place-appropriate design.	Inventory existing sidewalks and develop phased approach to implementation that considers current and future bus stop locations, coordinates with lighting and street tree design, and prioritizes areas with most need.	<ul style="list-style-type: none"> <li>PGC-DHCD CDBG</li> <li>TAP</li> <li>US DOT SSS4A</li> </ul>
Long-term	Community to form a Transportation Working Group to advise agencies, review plans, provide on the ground insights to ensure responsive and place-appropriate design.	Conduct feasibility study to explore approaches to traffic redirection and flow focused on increasing pedestrian and cyclist safety and transforming the Beltsville corridor into a destination.	<ul style="list-style-type: none"> <li>TAP</li> <li>US DOT SSS4A</li> </ul>
Short-term	Community Transportation Working Group to advise agency review plans, provide on the ground insights to ensure responsive and place-appropriate design, collaborate with PGAHC and businesses interested in hosting a statement shelter, apply for project grant funding (with nonprofit status).	Identify appropriate locations for bus stops in coordination with plans for network of walkable routes. Consider partnering with Prince George's Arts and Humanities Council and businesses to implement artistic / statement bus shelters, as modeled in Brentwood, MD (located south on Route 1).	<ul style="list-style-type: none"> <li>US DOT SSS4A</li> </ul>
Mid-term	Community to form a Transportation Working Group to advise agencies, review plans, provide on the ground insights to ensure responsive and place-appropriate design.	Detailed site plan (PGCPD) if adjacent land is being redeveloped; pedestrian-focused corridor design for intersections along the corridor.	<ul style="list-style-type: none"> <li>If adjacent to property that can be redeveloped, developer can pay for intersection improvements</li> <li>US DOT SSS4A</li> <li>Bloomberg Asphalt Art Grant</li> </ul>

- Maryland National Capital Park and Planning Commission (M-NCPPC)
- Prince George's County Department of Housing & Community Development Community Development Block Grants (PGC-DHCD CDBG)
- Prince George's County Planning Department (PGCPD)
- Transportation Alternatives Program (TAP)
- United States Department of Transportation Safe Streets and Roads for All Grant Program (US DOT SSS4A)





# 1. EXPERIENCE

Make the street a safe place for all people and activities

ACTION ITEM	ACTION DETAILS	ZONE	LEAD AGENCY/ IMPLEMENTATION PARTNERS
<b>1.5 Implement traffic calming measures to enhance pedestrian and local driver safety</b> 	<p>Conduct a speed study along the corridor, between Sunnyside and Quimby. Implement traffic calming measures to enhance pedestrian and local driver safety. Consider reduction of automobile speeds and road redesign to reflect speed reduction.</p>	<ul style="list-style-type: none"> <li>• North</li> <li>• Middle</li> <li>• South</li> </ul>	<ul style="list-style-type: none"> <li>• MDOT SHA</li> </ul>
<b>1.6 Implement pedestrian-scale lighting enhancements to promote safe walking</b> 	<p>Identify areas with high pedestrian traffic and low visibility for lighting projects. Implement pedestrian-scale lighting enhancements to promote safe walking in low light, prioritizing areas adjacent to bus stops.</p>	<ul style="list-style-type: none"> <li>• North</li> <li>• Middle</li> <li>• South</li> </ul>	<ul style="list-style-type: none"> <li>• MDOT SHA</li> <li>• WMATA</li> </ul>

# 2. VIBRANCY

Make Route 1 a visually appealing destination





<b>2.1 Establish a corridor identity</b> 	<p>Establish a clear corridor identity with strong shared vision, visual language, and color palette. Install light pole banners and public furnishings (benches, trashcans, etc) aligned with the identity. Included in the identity should be design guidelines for commercial facades along the corridor.</p>	<ul style="list-style-type: none"> <li>• North</li> <li>• Middle</li> <li>• South</li> </ul>	<ul style="list-style-type: none"> <li>• Community Working Group</li> <li>• District 1 Council Member's Office</li> <li>• PGCPD; PAMC</li> </ul>
<b>2.2 Implement beautification projects with existing businesses</b> 	<p>Work with the Beltsville Business Association and existing businesses on beautification efforts and installations along the corridor.</p>	<ul style="list-style-type: none"> <li>• North</li> <li>• Middle</li> <li>• South</li> </ul>	<ul style="list-style-type: none"> <li>• Community Working Group</li> <li>• Prince George's County Economic Development agencies</li> </ul>

- Maryland Department Of Transportation-State Highway Administration (MDOT SHA)
- Planning Assistance to Municipalities and Communities (PAMC)
- Prince George's County Planning Department
- Washington Metropolitan Area Transit Authority (WMATA)

PHASING	COMMUNITY ROLE	IMPLEMENTATION MECHANISM	FUNDING OPTIONS
Mid-term	Community to form a Transportation Working Group to advise agencies, review plans, provide on the ground insights to ensure responsive and place-appropriate design.	Traffic speed study and design for traffic calming measures, coordinating with plans for network of walkable routes, bus stop location assessment, and pedestrian intersection enhancements.	<ul style="list-style-type: none"> <li>• If adjacent to property that can be redeveloped, developer can pay for intersection improvements</li> <li>• Bloomberg Asphalt Art Grant</li> <li>• PAMC</li> <li>• US DOT SSS4A</li> </ul>
Mid-term	Community Transportation Working Group to advise agency review plans, provide on the ground insights to ensure responsive and place-appropriate design	Design study with recommendations for pedestrian-scale lighting in coordination with plans for network of walkable routes, bus stop location assessment, and pedestrian intersection enhancements.	<ul style="list-style-type: none"> <li>• PAMC</li> <li>• TAP</li> <li>• US DOT SSS4A</li> </ul>
Short-term	Community Working Group to coordinate efforts and provide input on a corridor identity which includes a corridor vision, a streetscape plan with defined visual character, and commercial design guidelines. Opportunities exist for the community to lead efforts to implement the vision throughout the corridor, in collaboration with the Beltsville Business Association (see recommendation 4.1).	Create a corridor branding and identity that is identifiable and implementable.	<ul style="list-style-type: none"> <li>• PAMC</li> <li>• Anacostia Trails Heritage Area Rocket Grants</li> <li>• Maryland Heritage Areas Authority Grants</li> </ul>
Short-term	Community-Based Organization (CBO) to coordinate efforts with Beltsville Business Association. CBO to liaise with agencies and coordinate projects in alignment with corridor identity, community priorities, and economic development strategy.	CBO & BBA to convene a committee of community members and business owners for corridor cleanups and beautification efforts. Create a plan with repeating events and programs.	<ul style="list-style-type: none"> <li>• DHCD NED</li> <li>• Community Legacy funds</li> <li>• Growing Green with Pride</li> </ul>

- Maryland Department of Housing & Community Development (DHCD)
- National Capital Strategic Economic Development Program (NED)
- Planning Assistance to Municipalities and Communities (PAMC)
- Transportation Alternatives Program (TAP)
- United States Department of Transportation Safe Streets and Roads for All Grant Program (US DOT SSS4A)

## 2. VIBRANCY Make Route 1 a visually appealing destination

ACTION ITEM	ACTION DETAILS	ZONE	LEAD AGENCY/ IMPLEMENTATION PARTNERS
<b>2.3 Convene a working group to implement facade improvement programs</b> 	Establish a CBO Working Group with representation from the Beltsville Business Association to research funding and implementation of facade improvement programs.	Start in south or middle zone. Progress along corridor in targeted areas for maximum impact.	<ul style="list-style-type: none"> <li>Community Working Group</li> <li>District 1 Council Member's Office</li> </ul>
<b>2.4 Install street trees and landscaped medians</b> 	Install street trees and landscaped medians in areas of the corridor where there are gaps in the tree canopy to increase shade and calm traffic.	<ul style="list-style-type: none"> <li>North</li> <li>Middle</li> <li>South</li> </ul>	<ul style="list-style-type: none"> <li>Department of the Environment</li> <li>Local Businesses</li> <li>MDOT-SHA</li> <li>PGC DPW&amp;T</li> </ul>
<b>2.5 Convene a public art and placemaking working group</b> 	Work with Prince George's Arts and Humanities Council and M-NCPPC Placemaking Division to convene a working group to identify areas for murals, sculpture, performance events, and create a public art and placemaking plan for the corridor.	<ul style="list-style-type: none"> <li>North</li> <li>Middle</li> <li>South</li> </ul>	<ul style="list-style-type: none"> <li>PGAHC</li> <li>PGCPD; Placemaking Section</li> <li>M-NCPPC; Department of Parks and Recreation</li> </ul>
<b>2.6 Study the feasibility of burying power lines</b> 	Collaborate with various entities to study the feasibility of burying power lines from Sunnyside to Quimby along US Route 1.	<ul style="list-style-type: none"> <li>North</li> <li>Middle</li> <li>South</li> </ul>	<ul style="list-style-type: none"> <li>MDOT-SHA</li> <li>PEPCO</li> <li>PGC DPW&amp;T</li> </ul>

- Community Based Organization (CBO)
- Maryland Department Of Transportation-State Highway Administration (MDOT SHA)
- Maryland National Capital Park and Planning Commission (M-NCPPC)
- Potomac Electric Power Company (PEPCO)
- Prince George's Arts and Humanities Council (PGAHC)
- Prince George's County Department of Public Works & Transportation (PGC DPW&T)
- Prince George's County Planning Department (PGCPD)



PHASING	COMMUNITY ROLE	IMPLEMENTATION MECHANISM	FUNDING OPTIONS
Short-term	Community working group to coordinate collaboration with business associations (see recommendation 4.1) and/or business and property owners, and lead facade programs, including applications for funding. For some funding, a fiscal sponsor may be required if a 501(c)3 has not been established. Align efforts with corridor identity (recommendation 2.1), community priorities, economic development strategy (recommendation 4.3), and public art and placemaking plan (recommendation 2.5).	Focus program phases on 6-8 small businesses at a time. Consider places where outdoor seating areas can be added for a more town center feel.	<ul style="list-style-type: none"> <li>• Redevelopment Authority</li> <li>• DHCD NED</li> <li>• Community Legacy Funds</li> </ul>
Mid-term	Community Working Group to coordinate efforts with PGC DPW&T (Department of Public Works & Transportation) to bring the Right Tree Right Place Program to the corridor and to develop a landscape plan for the area. Working Group to coordinate community installation efforts if programs like Growing Green with Pride are utilized for implementation.	Develop a landscape plan for the corridor identifying areas for trees, landscaped medians, planters, improved parking lot buffers, and establish a native and low maintenance plant palette aligned with corridor identity (recommendation 2.1).	<ul style="list-style-type: none"> <li>• Prince George's County's Growing Green with Pride</li> <li>• Department of Public Works' <i>Right Tree Right Place</i> Program</li> <li>• TAP</li> </ul>
Short-term	Community Working Group to convene an Arts Working Group to coordinate with agency partners, businesses, and community members about the creation of an arts and placemaking plan.	Create an arts and placemaking plan. Identify art installations themes aligned with corridor identity (recommendation 2.1). Consider integrating public art into facade improvement programs when implementing the plan recommendations.	<ul style="list-style-type: none"> <li>• PGAHC</li> <li>• Maryland State Arts Council Public Art Grants</li> </ul>
Long-term	Community Working Group to liaise with agencies and District 1 Council Member's Office to advocate for the feasibility study.	Coordinate with utility to understand the considerations for burying electrical lines.	<ul style="list-style-type: none"> <li>• FEMA HMGP</li> </ul>

- Federal Emergency Management Agency (FEMA)
- Hazard Mitigation Grant Program (HMGP)
- Maryland Department of Housing & Community Development (DHCD)
- National Capital Strategic Economic Development Program (NED)
- Prince George's Arts and Humanities Council (PGAHC)
- Transportation Alternatives Program (TAP)



## 2. VIBRANCY

### Vibrancy: Make Route 1 Visually Appealing

ACTION ITEM	ACTION DETAILS	ZONE	LEAD AGENCY / IMPLEMENTATION PARTNERS
<b>2.7 Establish green spaces for people along the corridor</b> 	<p>Enhance existing vacant land and green spaces with pop-up placemaking, parklet design, and landscaping to create areas of respite and places to gather.</p> <p>Establish permanent green spaces for people along the corridor through the acquisition of property dedicated to community use.</p> <p>Design and program the space(s) to contribute to a “town center” feel (ex-benches around a green lawn for movies in summer and a place for an ice skating rink in winter).</p>	<p>Along the corridor with a focus on vacant parcels at Rhode Island Avenue-Baltimore Avenue intersection and vacant land behind Taco Bell and bank</p> <p>Identify site for future community town center.</p>	<ul style="list-style-type: none"> <li>• M-NCPPC; Department of Parks and Recreation</li> <li>• Acquire land</li> <li>• Placemaking Division</li> <li>• Detailed site plan</li> <li>• PCGPD; Placemaking Section</li> <li>• Detailed site plan</li> </ul>

## 3. CONNECTIVITY

### Make connections to adjacent neighborhoods and nearby resources

<b>3.1 Create new walking connections to adjacent neighborhoods</b> 	<p>Create new walking paths/sidewalks that would connect adjacent neighborhoods to the US Route 1 corridor</p>	<ul style="list-style-type: none"> <li>• North</li> <li>• Middle</li> <li>• South</li> </ul> <p>(Add specific locations on map)</p>	<ul style="list-style-type: none"> <li>• MDOT-SHA</li> <li>• PEPCO</li> <li>• PGC DPW&amp;T</li> </ul>
<b>3.2 Install wayfinding signage to direct residents and visitors</b> 	<p>Utilize signage and wayfinding resources to direct residents/visitors along the corridor. Wayfinding should direct visitors to Beltsville businesses and landmarks including amenities such as the University of Maryland, BARC, local trails, and places of worship.</p>	<ul style="list-style-type: none"> <li>• North</li> <li>• Middle</li> <li>• South</li> </ul>	<ul style="list-style-type: none"> <li>• CBO</li> <li>• M-NCPPC; Trails and PAMC</li> <li>• MDOT SHA</li> </ul>

- Community-Based Organization (CBO)
- Maryland Department Of Transportation-State Highway Administration (MDOT SHA)
- Maryland National Capital Park and Planning Commission (M-NCPPC)
- Potomac Electric Power Company (PEPCO)
- Planning Assistance to Municipalities and Communities (PAMC)
- Prince George's County Department of Public Works & Transportation (PGC DPW&T)



PHASING	COMMUNITY ROLE	IMPLEMENTATION MECHANISM	FUNDING OPTIONS
<ul style="list-style-type: none"> <li>• Short-term</li> <li>• Mid-term</li> <li>• Long-term</li> </ul>	Implement a public open space plan including temporary and permanent plans for vacant land and green space. Identify parcels to be acquired and consult with community about desired amenities and programming for the spaces.	Implement a public open space plan including temporary and permanent plans for vacant land and green space. Identify parcels to be acquired and consult with community about desired amenities and programming for the spaces.	<ul style="list-style-type: none"> <li>• Prince George's County Stormwater Stewardship grants</li> <li>• Chesapeake Bay Trust grants</li> <li>• Maryland Department of Natural Resources-Land Acquisition and Planning grants (Program Open Space and Community Parks &amp; Playgrounds Program)</li> </ul>
<ul style="list-style-type: none"> <li>• Mid-term</li> </ul>	Community to convene a Transportation Working Group to advise agency, review plans, provide on the ground insights to ensure responsive and place-appropriate design.	Inventory existing sidewalks and develop a phased approach to implementation. Coordinate network of walkable routes with neighborhood destinations, planned pedestrian improvements at intersections, bus stop locations, and proposed pedestrian lighting plan.	<ul style="list-style-type: none"> <li>• PGC-DHCD CDBG</li> <li>• US DOT SSS4A</li> </ul>
<ul style="list-style-type: none"> <li>• Mid-term</li> </ul>	Community Working Group to apply for project funding to support design and implementation of a wayfinding package for the corridor, in collaboration with the Beltsville Business Association (see recommendation 4.1) and District 1 Council Member's office. Fiscal sponsorship may be required for some funding applications if the Community Working Group is not a 501(c)3.	Create a wayfinding and signage plan aligned with visual identity for the corridor and in support of the economic development plan (recommendation 4.3).	<ul style="list-style-type: none"> <li>• PGCPD; PAMC</li> <li>• ATHA Rocket Grants</li> <li>• MHAA Grants</li> </ul>

- Anacostia Trails Heritage Area (ATHA)
- Maryland Heritage Areas Authority (MHAA)
- Maryland National Capital Park and Planning Commission (M-NCPPC)
- Planning Assistance to Municipalities and Communities (PAMC)
- Prince George's County Department of Housing & Community Development Community Development Block Grants (PGC-DHCD CDBG)
- Prince George's County Planning Department (PGCPD)
- Transportation Alternatives Program (TAP)
- United States Department of Transportation Safe Streets and Roads for All Grant Program (US DOT SSS4A)





### 3. CONNECTIVITY

Connect to Adjacent Neighborhoods  
and Nearby Resources

ACTION ITEM	ACTION DETAILS	ZONE	LEAD AGENCY / IMPLEMENTATION PARTNERS
<b>3.3 Implement a complete street design on Rhode Island Avenue</b> 	Implement a complete street design on Rhode Island Avenue, from Baltimore Avenue to Powder Mill Road, directing cyclists to Sellman Road to access Route 1 businesses.	<ul style="list-style-type: none"> <li>• Middle</li> <li>• South</li> </ul>	<ul style="list-style-type: none"> <li>• PGC DPW&amp;T</li> <li>• MDOT SHA</li> <li>• M-NCPPC; Department of Parks and Recreation</li> </ul>
<b>3.4 Construct bike infrastructure at key connection points</b> 	Construct protected bike lanes along Sunnyside Avenue from Route 1 to Edmonston Road that will connect existing trail networks. Reconfigure Sellman Road-Rhode Island Avenue intersection for clarity and safety, continue cyclist infrastructure onto Sellman Road from Route 1 to multi-use path at the Beltsville Community Center.	<ul style="list-style-type: none"> <li>• Middle</li> <li>• South</li> </ul>	<ul style="list-style-type: none"> <li>• PGC DPW&amp;T</li> <li>• MDOT SHA</li> <li>• M-NCPPC; Department of Parks and Recreation</li> </ul>

### 4. THRIVING PLACES

Support existing businesses  
while facilitating new, diverse growth

<b>4.1 Develop a business association</b> 	Work with existing businesses to develop a Beltsville Business Association that will assist in enhancing business infrastructure and programming.	<ul style="list-style-type: none"> <li>• North</li> <li>• Middle</li> <li>• South</li> </ul>	<ul style="list-style-type: none"> <li>• Economic Development Corporation</li> <li>• District 1 Council Member's Office</li> </ul>
<b>4.2 Investigate establishing a business district</b> 	Provide support for investigating the development of a Beltsville Business District, in collaboration with the revamped Beltsville Business Association—consideration to be given to whether a Business Incentive District makes sense for the area.	<ul style="list-style-type: none"> <li>• North</li> <li>• Middle</li> <li>• South</li> </ul>	<ul style="list-style-type: none"> <li>• PGCPD; PAMC</li> </ul>





- Maryland Department Of Transportation-State Highway Administration (MDOT SHA)
- Maryland National Capital Park and Planning Commission (M-NCPPC)
- Planning Assistance to Municipalities and Communities (PAMC)
- Prince George's County Department of Public Works & Transportation (PGC DPW&T)
- Prince George's County Planning Department (PGCPD)

PHASING	COMMUNITY ROLE	IMPLEMENTATION MECHANISM	FUNDING OPTIONS
<ul style="list-style-type: none"> <li>Long-term</li> </ul>	Community-Based Organization (CBO) Transportation Working Group to advise agency, review plans, provide on the ground insights to ensure responsive and place-appropriate design.	Community Transportation Working Group to advise agencies, review plans, and provide on-the-ground insights to ensure responsive and place-appropriate design.	<ul style="list-style-type: none"> <li>M-NCPPC; PAMC</li> <li>US DOT SSS4A</li> </ul>
<ul style="list-style-type: none"> <li>Mid-term</li> </ul>	Community Transportation Working Group to advise agency, review plans, provide on the ground insights to ensure responsive and place-appropriate design.	Create a plan for a comprehensive multi-modal road network through and connected to the Beltsville Business District and nearby amenities.	<ul style="list-style-type: none"> <li>TAP</li> <li>US DOT Tiger Grant</li> <li>US DOT SSS4A</li> </ul>
<ul style="list-style-type: none"> <li>Short-term</li> </ul>	Community Working Group will convene a group to reignite the Beltsville Business Association	N/A	<ul style="list-style-type: none"> <li>MD Department of Housing &amp; Community Development- Operating Assistance grant</li> </ul>
<ul style="list-style-type: none"> <li>Mid-term</li> </ul>	Community Economic Development Working Group, in collaboration with BBA (see recommendation 4.1), to provide input on the strategy and to be stewards of the economic development strategy.	Economic development strategy will guide Community Economic Development Working Group as it seeks resources to support local businesses and bring new investment to the area.	<ul style="list-style-type: none"> <li>PGCPD; PAMC</li> </ul>

- Maryland National Capital Park and Planning Commission (M-NCPPC)
- Planning Assistance to Municipalities and Communities (PAMC)
- Prince George's County Planning Department (PGCPD)
- Transportation Alternatives Program (TAP)
- United States Department of Transportation Safe Streets and Roads for All Grant Program (US DOT SSS4A)

## 4. THRIVING PLACES

Support existing businesses  
while facilitating new, diverse growth

ACTION ITEM	ACTION DETAILS	ZONE	LEAD AGENCY / IMPLEMENTATION PARTNERS
<b>4.3 Develop a business and economic development strategy for the corridor</b> 	<p>Develop an overall economic development strategy that will set future goals for the study area. Include a business development strategy that encourages allowed service-oriented businesses to relocate to the corridor</p>	<ul style="list-style-type: none"> <li>• North</li> <li>• Middle</li> <li>• South</li> </ul>	<ul style="list-style-type: none"> <li>• M-NCPPC; PAMC</li> </ul>
<b>4.4 Establish a Beltsville-Route 1 Corridor Development Board</b> 	<p>Establish a Beltsville-Route 1 Corridor Development Board to enact community vision and land use recommendations outlined in the 2010 <i>Approved Master Plan and Sectional Amendment for Subregion 1</i>, communicate to the broader community about development projects, and interface with the District 1 Council Member's office. A development board is an appointed body made up of members of the community, property owners, business owners and other key stakeholders, representatives from local government agencies and elected officials.</p>	<ul style="list-style-type: none"> <li>• North</li> <li>• Middle</li> <li>• South</li> </ul>	<ul style="list-style-type: none"> <li>• Redevelopment Authority</li> <li>• Community-based Organization / Community Development Corporation (if formed; see recommendation 5.3)</li> </ul>
<b>4.5 Utilize existing programs to support reuse of building stock</b> 	<p>Encourage and incentivize infill and mixed-use redevelopment along the corridor as properties become available. Consider increasing walkable businesses and prioritizing new development that fronts the street.</p>	<ul style="list-style-type: none"> <li>• Middle</li> <li>• South (Zones with larger parcels)</li> </ul>	<ul style="list-style-type: none"> <li>• Council Member's Office; Redevelopment Authority</li> <li>• M-NCPPC</li> <li>• CBO Development Review Board</li> </ul>
<b>4.6 Encourage and incentivize infill and mixed-use redevelopment</b> 	<p>Encourage and incentivize infill and mixed-use redevelopment along the corridor as properties become available. Consider increasing walkable businesses and prioritizing new development that fronts the street.</p>	<ul style="list-style-type: none"> <li>• Middle</li> <li>• South (Zones with larger parcels)</li> </ul>	<ul style="list-style-type: none"> <li>• District 1 Council Member's Office, Redevelopment Authority</li> <li>• M-NCPPC</li> <li>• When established, the Beltsville-Route 1 Corridor Development Board (see recommendation 4.4)</li> </ul>

- Maryland National Capital Park and Planning Commission (M-NCPPC)
- Planning Assistance to Municipalities and Communities (PAMC)



PHASING	COMMUNITY ROLE	IMPLEMENTATION MECHANISM	FUNDING OPTIONS
<ul style="list-style-type: none"> <li>Mid-term</li> </ul>	Community Economic Development Working Group, in collaboration with BBA (see recommendation 4.1), to provide input on the strategy and to be stewards of the economic development strategy.	Economic development strategy will guide Community Economic Development Working Group as it seeks resources to support local businesses and bring new investment to the area.	<ul style="list-style-type: none"> <li>M-NCPPC; PAMC</li> </ul>
<ul style="list-style-type: none"> <li>Mid-term</li> </ul>	Community Economic Development Working Group to act as a conduit to bring Prince George's County's Economic Development Corporation and Redevelopment Authority resources and expertise to the area, connect property owners/developers to resources for funding, and may consider providing technical assistance in the future.	Develop a plan based on the economic development strategy, to either rehab or purchase existing properties. Align plan with resources offered by the County and State.	<ul style="list-style-type: none"> <li>DHCD NED and Community Legacy funds</li> <li>PGC-DHCD CDBG</li> </ul>
<ul style="list-style-type: none"> <li>Mid-term</li> </ul>	CBO Development Review Board will be informed of all upcoming developments in the corridor and can advocate for a more dense and walkable Beltsville Business District.	Steward the community vision for the corridor and communicate it to potential developers.	<ul style="list-style-type: none"> <li>DHCD NED and Community Legacy funds</li> </ul>
<ul style="list-style-type: none"> <li>Long-term</li> </ul>	Members of the Community Working Group / (future) Beltsville-Route 1 Corridor Development Board (recommendation 4.4) will be informed of all upcoming developments in the corridor and can advocate for a denser and more walkable district. The Community Working Group may also host information sessions to inform interested property owners and developers about the corridor vision and to share resources available.	Steward the community vision for the corridor and communicate it to potential developers.	<ul style="list-style-type: none"> <li>DHCD National Capital Strategic Economic Development Program</li> <li>Community Legacy funds</li> </ul>

- Maryland National Capital Park and Planning Commission (M-NCPPC) Planning Assistance to Municipalities and Communities (PAMC)
- Maryland Department of Housing & Community Development (DHCD)
- National Capital Strategic Economic Development Program (NED)
- Prince George's County Department of Housing & Community Development Community Development Block Grants (PGC-DHCD CDBG)



# Appendix





# Appendix A

## Implementation Toolkit

Recommendations for the Route 1 Corridor are grouped by focus areas and outline the work needed to realize each topic's vision. However, a timeline and implementation plan are just as important for bringing this vision to reality. The consultant team has also recommended

sequencing of the actions outlined to guide the critical next steps. The phasing suggestions below are based on the amount of collaboration needed, project complexity, availability of funding, and ease of implementation.

### **The phasing time-frames are defined as:**

- Short-Term: Immediate next steps
- Mid-Term: Actions that rely on short-term progress or require other funding/decision-makers
- Long-Term: Actions that require multi-agency coordination or regulatory special approvals.









US Route 1 at Sellman Road  
Credit: M-NCPPC

## RECOMMENDATION 1 | EXPERIENCE

### Make the Street a Safe Place for All

The Route 1 Corridor is vital to the surrounding area as well as the region. Route 1 transports residents, workers, and visitors to and from the District of Columbia and will continue to do so for many years to come. Given Route 1's importance, it is crucial that Route 1 be designed for multiple modes of safe, convenient transportation.








This includes motor vehicles, public transit, bicycles, assistive mobility devices, and pedestrians. Ensuring that all modes are safe, convenient, and efficient will bring more business to the corridor area as well as a more diverse group of users that will make the corridor more resilient in the long run.

ICON	ACTION ITEM	LEAD AGENCY / IMPLEMENTATION PARTNERS	PHASING
	Create a network of walkable routes through the corridor	<ul style="list-style-type: none"> <li>• MDOT SHA</li> <li>• PGC DPW&amp;T</li> </ul>	Mid-term
	Redesign Route 1 traffic flow to reduce conflict with pedestrian crossings	<ul style="list-style-type: none"> <li>• MDOT SHA</li> </ul>	Long-term
	Enhance bus stops along the corridor	<ul style="list-style-type: none"> <li>• WMATA</li> <li>• PGC DPW&amp;T</li> <li>• MDOT SHA</li> <li>• PGAHC</li> </ul>	Short-term
	Prioritize pedestrian crossing infrastructure	<ul style="list-style-type: none"> <li>• MDOT SHA</li> <li>• PGC DPW&amp;T</li> </ul>	Mid-term
	Implement traffic calming measures to enhance pedestrian and local driver safety	<ul style="list-style-type: none"> <li>• MDOT SHA</li> </ul>	Mid-term
	Implement pedestrian-scale lighting enhancements to promote safe walking	<ul style="list-style-type: none"> <li>• MDOT SHA</li> <li>• WMATA</li> </ul>	Mid-term

## RECOMMENDATION 2 | VIBRANCY

### Make Route 1 Visually Appealing

It is understood that unique, attractive places attract more investment and preserve their vitality for the long term. Route 1 has the potential to be a beautiful and vibrant place using strategic place-making initiatives such as public art installations, landscaping improvements, and signage and wayfinding that identify Route 1 as a unique place.

ICON	ACTION ITEM	LEAD AGENCY / IMPLEMENTATION PARTNERS	PHASING
	Establish a corridor identity	<ul style="list-style-type: none"> <li>Community Working Group</li> <li>District 1 Council Member's Office</li> <li>M-NCPPC; PAMC</li> </ul>	Short-term
	Implement beautification projects with existing businesses	<ul style="list-style-type: none"> <li>Community Working Group</li> <li>Prince George's County Economic Development agencies</li> </ul>	Short-term
	Create a working group to plan and implement facade improvement programs	<ul style="list-style-type: none"> <li>WMATA</li> <li>PGC DPW&amp;T</li> <li>MDOT SHA</li> <li>PGAHC</li> </ul>	Short-term
	Convene a public art and placemaking working group	<ul style="list-style-type: none"> <li>Department of the Environment</li> <li>Local Businesses</li> <li>MDOT-SHA</li> <li>PGC DPW&amp;T</li> </ul>	Mid-term
	Implement traffic calming measures to enhance pedestrian and local driver safety	<ul style="list-style-type: none"> <li>PGAHC</li> <li>PGCPD; Placemaking Section</li> <li>M-NCPPC; Department of Parks and Recreation</li> </ul>	Short-term
	Study the feasibility of burying power lines	<ul style="list-style-type: none"> <li>MDOT-SHA</li> <li>PEPCO</li> <li>PGC DPW&amp;T</li> </ul>	Long-term
	Establish green spaces for people along the corridor	<ul style="list-style-type: none"> <li>PGCPD; Placemaking Section</li> <li>Acquire land</li> <li>Placemaking Division</li> <li>Detailed site plan</li> </ul>	Short-term, mid-term, and long-term







### RECOMMENDATION 3 | CONNECTIVITY

#### Connect to Adjacent Neighborhoods and Nearby Resources

Route 1 is unique in that the land immediately behind the east side of the corridor consists of primarily single-family residential homes. These neighborhoods have direct automobile access to Route 1 but are not well-connected for non-drivers, as there are few walking or biking routes linking Route 1 to residential streets. Ensuring residents have easy access to the corridor will allow better non-automotive

circulation and encourage a sense of ownership of the corridor. Similarly, Route 1 is surrounded by other key corridors and town centers that are already thriving. Providing clear, convenient access to arterials that connect the area to nearby communities like Hyattsville and University of Maryland UMD will make the area better equipped to handle traffic as well as share resources with neighboring communities.







ICON	ACTION ITEM	LEAD AGENCY / IMPLEMENTATION PARTNERS	PHASING
	Create a network of walkable routes through the corridor	<ul style="list-style-type: none"> <li>• MDOT-SHA</li> <li>• PEPCO</li> <li>• PGC DPW&amp;T</li> </ul>	Mid-term
	Install wayfinding signage to direct residents and visitors	<ul style="list-style-type: none"> <li>• CBO</li> <li>• M-NCPPC; Trails and PAMC</li> <li>• MDOT SHA</li> </ul>	Mid-term
	Enhance bus stops along the corridor	<ul style="list-style-type: none"> <li>• PGC DPW&amp;T</li> <li>• MDOT SHA</li> <li>• M-NCPPC; Department of Parks and Recreation</li> </ul>	Mid-term
	Implement a complete street design on Rhode Island Avenue	<ul style="list-style-type: none"> <li>• PGC DPW&amp;T</li> <li>• MDOT SHA</li> <li>• M-NCPPC; Department of Parks and Recreation</li> </ul>	Long-term

## RECOMMENDATION 4 | THRIVING PLACES

### Support Existing Businesses While Facilitating Diverse Growth

One of the persistent challenges along the Route 1 Corridor has been a lack of diverse business development, with most uses falling in the industrial or commercial categories. Although these businesses are needed, especially along a busy corridor, investing in a wider range of businesses would provide more services for residents

and better equip the area to handle future growth and change. A large part of supporting diverse economic development along Route 1 is reviving the Beltsville Business Association, which will bring business owners, residents, and County officials together to discuss goals, vision, and priorities.




ICON	ACTION ITEM	LEAD AGENCY / IMPLEMENTATION PARTNERS	PHASING
	Develop a business association	<ul style="list-style-type: none"> <li>MD Department of Housing &amp; Community Development- Operating Assistance grant</li> </ul>	Short-term
	Investigate establishing a business district	<ul style="list-style-type: none"> <li>PGCPD; PAMC</li> </ul>	Mid-term
	Develop a business and economic development strategy for the corridor	<ul style="list-style-type: none"> <li>PGCPD; PAMC</li> </ul>	Mid-term
	Establish a Beltsville-Route 1 Corridor Development Board	<ul style="list-style-type: none"> <li>DHCD NED and Community Legacy funds</li> <li>PGC-DHCD CDBG</li> </ul>	Mid-term
	Utilize existing programs to support reuse and redevelopment of existing infrastructure of building stock	<ul style="list-style-type: none"> <li>DHCD NED and Community Legacy funds</li> </ul>	Mid-term
	Encourage and incentivize infill and mixed-use redevelopment	<ul style="list-style-type: none"> <li>DHCD National Capital Strategic Economic Development Program</li> <li>Community Legacy funds</li> </ul>	Long-term

## RECOMMENDATION 5 | ORGANIZING FOR CHANGE

### Advance the Vision Through Robust Community Involvement

Long-lasting, meaningful change requires continuous effort by unified stakeholders. A strong community organization that represents the diversity of the Beltsville community is crucial for a functional corridor. The organization would offer a structure for realizing the local community's vision for the corridor, enable stewardship of the vision,

secure legal status to receive funding and advocate for policy changes in support of the vision. Key to creating a lasting structure that serves community needs is identifying mechanisms for sustained funding and staffing. Establishing a community organization is a lasting investment in the future of Beltsville.

ICON	ACTION ITEM	LEAD AGENCY / IMPLEMENTATION PARTNERS	PHASING
	Convene a Community Working Group	<ul style="list-style-type: none"><li>• District 1 Council Member's Office</li></ul>	Short-term
	Enhance working group skills and build capacity	<ul style="list-style-type: none"><li>• Community Working Group</li><li>• Neighborhood Planning Academy</li></ul>	Mid-term
	Formalize Working Group into an organization for impact	<ul style="list-style-type: none"><li>• Community Working Group</li></ul>	Mid- to Long-term

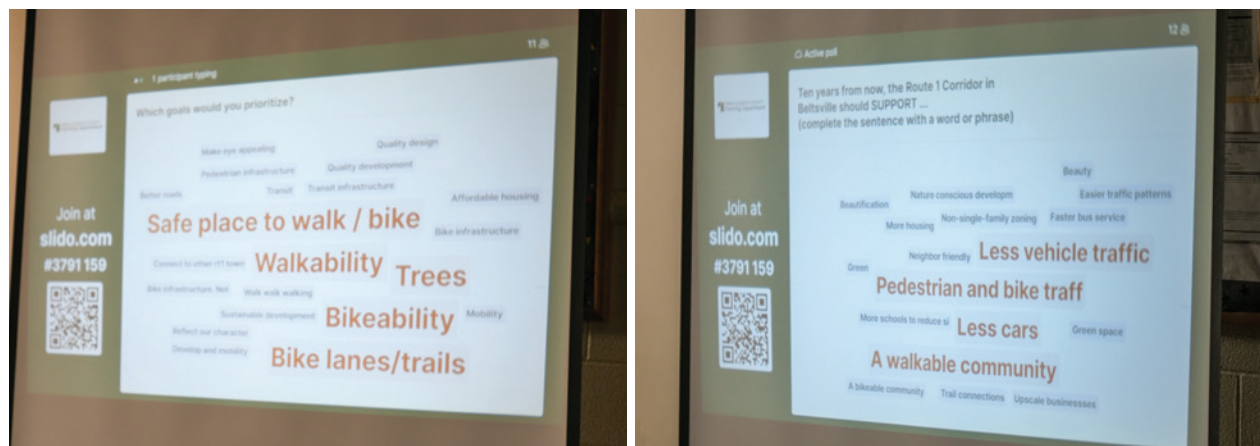


# Appendix B

## Summary of Community Engagement

### TIMELINE OF COMMUNITY ENGAGEMENT

DATE	EVENT
July 28, 2022	Site Tour with M-NCPPC Planning Department and consultant team
August 22, 2022	Stakeholder Interviews
September 13, 2023	Stakeholder Interviews
September 15, 2022	Stakeholder Interviews
December 1, 2022	Community and Business Conversations
December 7, 2022	Community and Business Conversations
March 15, 2023	Community and Business Conversations
June 3, 2023	Community and Stakeholder Workshop



Responses to questions asked during the *Community Stakeholder Open House Meeting*  
March 2023  
Credit: M-NCPPC

## WHAT WE HEARD: LOCAL STRENGTHS

- Beltsville's location is one of its greatest assets. It offers convenient access to highways and necessary services (including medical and Spanish-language support).
- Participants reported that food-related businesses constitute a great deal of retail activity along the Route 1 Corridor. The participants stated it is imperative to preserve and enhance the operation of these businesses.
- The grocery store and pharmacy are considered anchor retail establishments.
- Parks and nature are highly regarded local assets.

## WHAT WE HEARD: TOP PRIORITIES

Road and infrastructure improvements are needed to support safe driving, walking, and cycling.

- Corridor improvements must connect to adjacent communities to have a genuine impact.
- The corridor would benefit from beautification and greening efforts, including the addition of trees and more engaging architecture.
- Constituents must understand and share the mechanisms for effecting change.

## WHAT WE HEARD: TOP PRIORITIES

- A vibrant and beautiful community that feels inviting and comfortable for a diverse group of residents.
- A place where one can safely walk, bike, or drive from nearby homes to a mix of small businesses and local restaurants. Beltsville has places to bump into neighbors, shop, and gather.

## WHAT WE HEARD: TOP PRIORITIES

- **Regulatory hurdles** - Existing zoning allows undesired uses; permitting is challenging for businesses; the code and regulatory enforcement leave much to be desired; roads in the area are maintained and managed by MDOT and Prince George's County Department of Public Works & Transportation, while buses are managed by WMATA.
- **Infrastructure** - Auto-centric roads prioritize cars over other modes of transportation, but even drivers find road conditions challenging.
- **Capacity** - No focused group or business association for the corridor currently exists.
- **Lack of Cohesive Vision** - Not all community stakeholders agree on the direction of change, if any, and there is a disconnect between tenant businesses and property owners.
- **No Design Standards** - There is no existing design character that differentiates Beltsville from adjacent areas or contributes to an inviting local corridor.
- **Lack of Investment** - Funding is needed for existing businesses and to make other improvements. A business improvement district could be a viable solution to this issue.

## CHALLENGES

- No cohesive group or business association exists for the area
- Congestion and conditions dangerous to pedestrians
- Lack of green space
- Lack of walkability
- Lack of identity

## OPPORTUNITIES

- The area is of high economic importance; it is a hub for manufacturing jobs and has a lot of light industrial uses
- Opportunities for infill, but not large-scale redevelopment
- Great location with local and regional links

## STAKEHOLDER INTERVIEWS AND ROUNDTABLE

The Neighborhood Design Center, Smart Growth America, and M-NCPPC held a series of high-level stakeholder meetings from August to September of 2022. The goal of the meetings was to gather perspectives from key agency partners, inform case studies, and ensure an accurate understanding of the Route 1 Corridor.

Participating agencies: Economic Development Corporation, City of College Park Planning and Community Development, District 1 Council Member Council Chair Tom Dernoga's office, MDOT SHA (State Highway Administration), WMATA, Prince George's County Department of Public Works & Transportation, The M-NCPPC Prince George's County Planning Department, and the Prince George's County Redevelopment Authority.

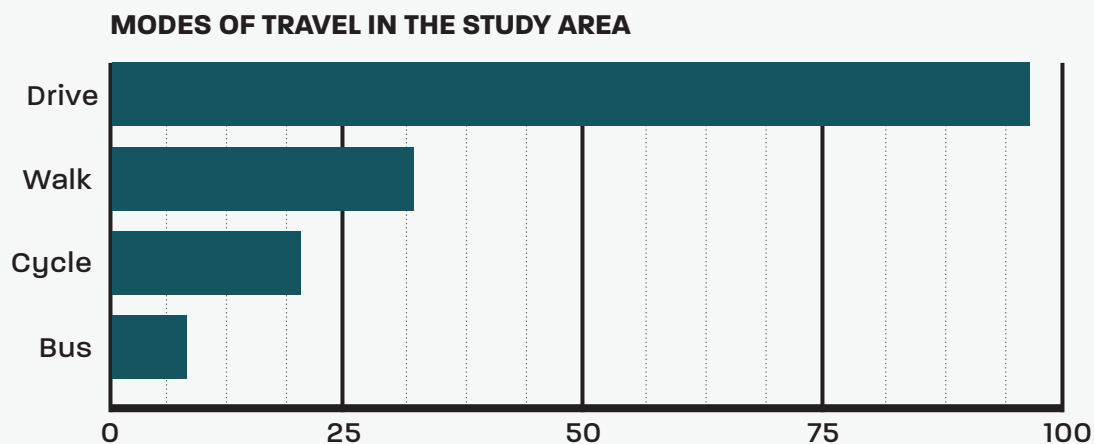
## COMMUNITY SURVEY

The Community Survey link was shared online and distributed at the in-person community meeting in March 2023. It was available in English and in Spanish and left open for 12 weeks. Communications were shared via e-blast, local news sites, social media, and direct emails to key community leaders who shared them with their constituencies. We received 80 responses, with 67 percent of respondents self-identifying as Beltsville residents or community members. Another 25 percent of respondents identified as property owners, 13 percent worship in the study area, and 9 percent work in the study area.

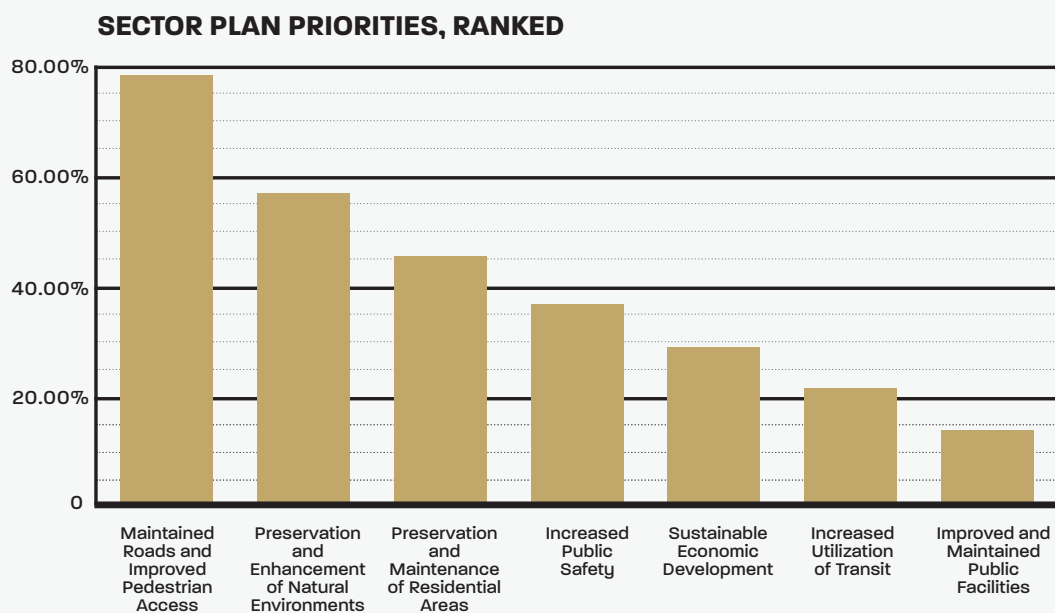
### Key takeaways include:

- Food-related businesses constitute a great deal of survey participant retail activity. The respondents identified the grocery store and pharmacy as anchor retail establishments.
- In the study area, the predominant mode of transportation is driving (see Figure 1). When asked why, respondents said, "It's simply difficult to walk [across] Route 1 to catch the bus going north. Because I have a disability, there is no accessibility for someone with a cane or wheelchair," or "People [are] not walking because of road conditions and lack of destinations."
- Cyclists described the experience of traveling in the area as "harrowing," "terrifying," and "disconnected from Metro and bike infrastructure."
- Few people take the bus due to the lack of pedestrian accessibility and safety at the bus stops. Some described the bus experience as too time-consuming due to infrequent bus schedules.
- Improving road conditions and preserving natural conditions are top priorities identified within the Sub Region 1 Sector Plan (See Figure 2).
- Improving the pedestrian experience and connections to the adjacent communities is a priority, in addition to improving roads.
- Improving the cyclist experience and connecting to existing trails is a priority.
- A destination is needed in this area of Beltsville. Residents expressed a desire for a central meeting place with a town center atmosphere.
- It is important to preserve and promote existing businesses as well as other area assets. Change should be made through incentives.





**Figure 10.** Modes of Travel in the Study Area



**Figure 11.** Sector Plan Priorities, Ranked

## COMMUNITY AND BUSINESS CONVERSATIONS

The team hosted three Community Conversations in late 2022 and early 2023. Two virtual sessions occurred in December 2022, with one session focused on businesses and the other focused on community. Both virtual meetings were held in English and Spanish. An in-person community meeting was hosted at the Beltsville Community Center in March 2023 to engage seniors and ensure input was gathered from all segments of the community. Interpreters and translation headsets were available at the meeting to engage Spanish-speaking residents. All meeting invitations were emailed to key stakeholders, posters were dropped off at the Beltsville Community Center and the Laurel-Beltsville Senior Center, and paper fliers were distributed by the consultant team and neighborhood volunteers. Information regarding the meeting was shared with the wider community by the Council Member's office, *The Beltsville News*, and through social media.

Ninety-one people attended the in-person and virtual meetings. Each meeting included a series of questions with the option of responding using a virtual Q&A and polling platform, SLIDO, or a printed handout. The goal of the meetings was to encourage participants to share the strengths and weaknesses of the study area, as well as begin to create a collective vision for the Route 1 Corridor. The feedback received provided important insights about how best to identify meaningful and applicable case studies that aligned with the community's vision.

### Key takeaways include:

- There is a strong sense of community in Beltsville that has been established by youth programs, music events, community organizations such as PTAs (Parent Teacher Associations) and HOAs (homeowners associations), and multilingual outreach.
- Community identified desired goals:
  - Address road issues to increase walkability and bikeability.
  - Establish beautification and identity standards.
  - Change must be inclusive of all residents, not just those with more economic means.
  - Add more green spaces along the corridor.
  - Achieve Secure county and government investment.
- In 10 years, the Route 1 Corridor should...
  - Look beautiful, vibrant, and attractive.
  - Support the care and safety of those who travel, work, and patronize the businesses and community facilities in the area.
  - Feel like home when visiting.
- Challenges and support needed:
  - Lack of capacity (unincorporated, need for legislative support and representation).
  - Funding needed for businesses and other improvements.
  - Need for community cohesion around vision.
  - Need for a corridor zoning assessment to determine whether it reflects the community's vision for the corridor.
  - Existing development lacks character and is perceived to be low quality.
  - Lack of business buy-in
- Qualities of place:
  - Intergenerational
  - Existence of kid-friendly venues
  - Public art - murals and lights/vibrancy to enhance existing art
  - Less traffic, more green
  - Non-traditional "main streets"
  - "Town Center" feel

## COMMUNITY WORKSHOP

On June 3, 2023, a community workshop was held at the Beltsville Community Center to share the strengths, priorities, and challenges of the Route 1 Corridor collected to date and present elements from case studies from across the country for discussion about how they could be applied to the Route 1 Corridor. The presentation delivered information and details on several of the case studies, all of which can be found in Appendix C.

### **Corridors from a variety of communities were featured:**

- “The Loop” in Columbia, MO
- State Rt 7 in Lauderhill, FL
- Aurora Corridor in Shoreline, WA
- Peachtree Blvd in Chamblee, GA
- Alameda Ave. in El Paso, TX
- Richmond Highway in Fairfax, VA
- Broadway Street in San Antonio, TX
- Baltimore Avenue in Hyattsville, MD

The agenda included information presentations, small-group interactive mapping activities, and Q&A sessions to gather feedback on case studies and community input on the corridor’s future. During the mapping activities conducted at tables, participants discussed three zones, North (Quimby Avenue to Powder Mill Road), Middle (Powder Mill Road to Ewing Road), and South (Ewing Road to Sunnyside Avenue), and identified needs and desired improvements for each. The participants used worksheets to describe the existing

conditions in the zone, identify strengths and weaknesses in that zone, reflect on the case studies, and choose the elements that were most relevant. Each table of participants was provided a map of one zone and icons representing elements from the case studies, and participants placed icons at the locations they felt were most needed to improve the Route 1 Corridor.

An afternoon presentation shared specific “change mechanisms” from Columbia, MO, El Paso, TX, and Hyattsville, MD, and asked participants to identify the mechanisms they felt were most relevant for Beltsville and the Route 1 Corridor. Participants asked questions about the mechanisms to better understand the lessons learned as well as how to assess the salience of the examples for Beltsville.

The community workshop attendees participated with Prince George’s County Planning Department and Neighborhood Design Center (NDC) representatives, who served as facilitators. Representatives from Prince George’s County Department of Public Works & Transportation and WMATA attended the meeting to answer questions and participate in discussions. Council Chair Tom Dernoga of District 1 offered remarks and staff from his office participated in the workshop and were available throughout the meeting to answer questions. Interpretation services were available, and one small group activity was led in Spanish with facilitation by a bilingual NDC staff member.



## WHAT WE HEARD FROM THE CASE STUDIES

Salient themes (and the percentage of participants who found them applicable):

### 1. Make the street a pleasant, useful place to be (92 percent)

- Landscaped medians and sidewalk buffers
- Roads re-paved
- Public art
- Stormwater management
- Street trees
- Reconfigured traffic patterns
- Slower traffic
- Wider sidewalks
- Underground utility lines

### 2. Make connections to existing corridor amenities (81 percent):

- Improve connections to the existing trail network
- Improve pedestrian connections to residential areas
- Identify areas for focus and connection (including the Beltsville Agricultural Research Center (BARC) and other valued resources)

### 3. Support existing character, businesses, and residents while welcoming newcomers (80 percent)

- Reuse industrial/warehouse buildings to add new commercial space
- Focus infill development at key intersections (similar to St. Mary's Square)
- Support access to and operation of businesses during construction

### 4. Bring people to the street and the street to people (77 percent)

- Community gathering spaces at key intersections and in excess parking lots (pop-ups and plazas)
- Investment in street design and infrastructure upgrades
- Consistent design standards that are reflective of community character
- Buried power and expanded sewer access to support development

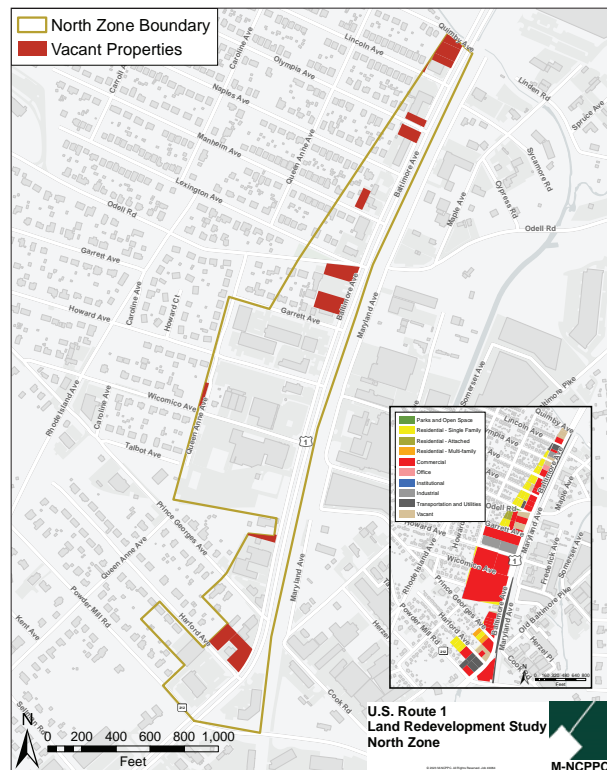
## Additional takeaways:

- Connections to existing communities, businesses, trails, and natural amenities (BARC) are important.
- Concerns exist about Route 1 in Beltsville – speeding is an issue, traffic congestion and turn lanes make for dangerous driving and walking conditions, and bus stops lack shelters and are not connected via sidewalks.
- Questions and concerns remain about the character of this area of Beltsville. While most participants are seeking a more walkable, mixed-use area, not everyone agrees that this is a commercial corridor or that creating a walkable destination is desired.
- Large-scale redevelopment is not desired. A mix of reused and updated existing buildings, with quality infill development and thoughtful integration of green spaces is desired.
- The look of the corridor—from a lack of street trees to businesses that could benefit from façade improvements—needs to be addressed. However, there is not a desire for a cookie-cutter look. The diversity of the neighborhood should be reflected in the look and makeup of the commercial businesses.

## WORKSHEET AND MAPPING RESULTS

- The workshop attendees identified no elements were identified as inappropriate or “hard no’s.”
- Attendees consistently identified some elements as corridor-wide needs:
  - Design standards
  - Facade improvements
  - Buried utilities
  - Street trees
  - Multi-modal transportation
  - Commercial spaces via infill development
  - Pop-up supporting local organizations and businesses

## NORTH ZONE Quimby Avenue to Powder Mill Road

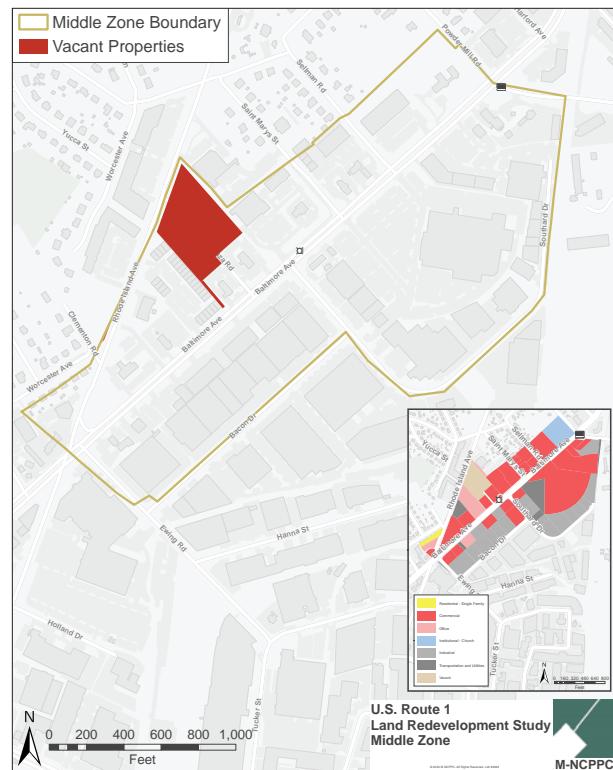


The North Zone, which currently prioritizes vehicular travel, lacks green space and has few places to gather. The area also lacks a destination and traveling to/through this area can be treacherous. Redesigned traffic patterns and improved roads are a priority. Workshop attendees identified spaces for scooters/bikeshare at the northern end of the zone.

Wider sidewalks along and off Route 1 and sidewalk connections to the neighborhoods west of Baltimore Avenue, near Manheim and Naples Avenues, are also a priority.

An opportunity exists for the adaptive reuse of the buildings and the inclusion of public art toward the south of the zone, near Powder Mill Road. To draw people to the area, workshop attendees suggested placing pop-ups in existing commercial parking lots (such as the former Behnke Nurseries lot). The attendees also suggested that outdoor seating would support and attract the diverse businesses near Prince George's Avenue.

## MIDDLE ZONE Powder Mill Road to Ewing Road



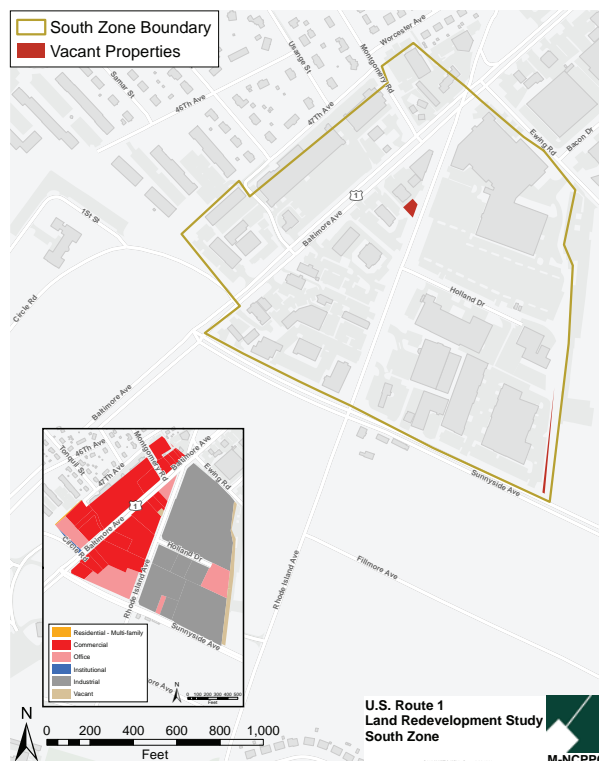
In the Middle Zone, a mix of national chain stores and small local businesses exist. There are many parking lots, with buildings set back in a sea of parking. Workshop attendees identified a severe need for green spaces in the area. Commercial spaces can be added through infill development to increase density and, with pop-ups, plazas, and multi-modal access (attendees suggested the vacant parcel near Aldi's Beltsville location), create the desired town center atmosphere. Workshop attendees also suggested wider sidewalks with landscaped buffers and medians to make the street more inviting and safer for pedestrians.





Pedestrians on Route 1 at Sunnyside Avenue  
Credit: M-NCPPC

## SOUTH ZONE Ewing Road to Sunnyside Avenue



The South Zone is primarily commercial, with industrial buildings, parking lots, and limited sidewalks, yet it has many desired amenities and valued food businesses. It is adjacent to the Beltsville Agricultural Research Center, and connections can easily be made along Sunnyside Avenue to other cycling and pedestrian infrastructure. Workshop attendees suggested pop-ups and green spaces to the south and west of Sunnyside Avenue, adjacent to the study area boundaries. The attendees also suggested changes to the streetscape and traffic flow to support bus routes that serve the area and enhancements to the bus shelters. Buildings at Holland Avenue were identified as viable for adaptive reuse.



# Appendix C

## Summary of Exemplary Case Studies

Case studies were selected for similarity to challenges faced by the Route 1 Corridor and the unique solutions implemented in the studies. The parallels between the themes that emerged from the case studies and the workshop attendees' recommendations for the Route 1 Corridor are intentional. One way to successfully revitalize any area, including Route 1, is to incorporate best practices and lessons learned from similar areas that have undergone the process. The themes identified from the collection of case studies are as follows:

### **BRING THE PEOPLE TO THE STREET, AND THE STREET TO PEOPLE**

This includes creating community gathering space at key intersections and in excess parking lots, such as pop-ups or plazas. Also needed to support this theme is investment in street design and infrastructure upgrades, consistent design standards that are reflective of the community character, and buried power lines and expanded sewer access to support development.

### **MAKE THE STREET A PLEASANT AND COMFORTABLE PLACE**

This may mean cultivating landscaped medians, repaving, public art installations, improved stormwater management, or street trees. This likely also means fewer left-hand turn lanes, slower traffic, wider sidewalks, and the movement of utility lines underground. The goal of these improvements is to make all users of the roadway feel safe and comfortable.

### **CONNECT TO WHAT YOU ALREADY HAVE**

This includes improving connections to existing trail networks, easing pedestrian access to regional thoroughfares, and identifying areas to produce key links between busy roadways, existing businesses, and residential areas. Not all investment must be brand-new; sometimes, it is more reasonable to invest in existing assets rather than build new ones.

### **SUPPORT THE AREA'S EXISTING CHARACTER, BUSINESSES, AND RESIDENTS WHILE WELCOMING NEWCOMERS**

This could mean reusing industrial buildings and warehouses to add new commercial space, focusing infill development on key intersections of economic activity, or supporting access to and operation of businesses affected by construction. This is mainly a marketing and community-building practice that uses infrastructural and strategic investment support.

The design and construction elements covered in the case studies were design-focused, infrastructure-based, community-use-centered, and oriented toward business support strategies. From the case study research, another valuable element emerged: using change mechanisms to implement the elements that drive the themes mentioned above. These mechanisms included innovative policy tools like smart zoning codes, community empowerment tools like Community Improvement Districts (CID), and catalytic projects. A more in-depth description of the case studies and how they were used in this study is included in the appended slide deck and the following matrix.

CASE STUDY	PROJECT TYPE	GOALS	IMPLEMENTATION POLICIES
<b>Aurora Corridor, Seattle, WA</b>	Redevelopment of 3 miles of State Route 99 (4 travel lanes with heavy through traffic); Roadway traverses suburban community of Shoreline (population of about 53,000)	Make suburban arterials more attractive, functional, and safe for cars and pedestrians; Slow traffic	Extensive planning and community involvement process called for improving safety, increasing transit, balancing local and regional governments, catalyzing economic growth, enhancing aesthetics, and preserving existing neighborhoods
<b>Dublin, OH</b>	Redevelopment of 1,000-acre urban core located along Bridge Street and bounded to the north by I-270	Transform low-density, automobile-dependent area into a dense, mixed-used, and pedestrian-friendly corridor composed of seven new districts with a preserved historic downtown	Dublin's public leaders proactively launched a comprehensive planning effort rather than waiting for specific development proposals after examining demographic and market trends that shaped Dublin over the past 40 years; Needed housing options for young professionals; Shifted Bridge Street to a form-based zoning code
<b>State Route 7, FL</b>	Decade-long effort to reshape State Route 7 (a north-south arterial highway in southeast Florida) into a multi-modal corridor with dense development at specific nodes	Create mixed-use, TOD (Transit Oriented Development) corridor with high-density activity centers at primary intersections	Major infrastructure changes to be implemented (developed in part by the Urban Land Institute): widening of State Route 7 to accommodate future transportation needs; Street width reductions for other roadways
<b>State Route 0286 Urban Corridor Reconstruction (Oakland Avenue Project)</b>	Portion of State Route 0286 between Rustic Lodge Road and US 422 in White Township, Indiana County, PA; Links Indiana Borough and the Indiana University of Pennsylvania campus with a commercial district extending out of the US 422 interchange	New traffic signals; Added bike lanes and five-foot sidewalks on both sides of the street; New stormwater management infrastructure; Added plantings alongside the road; Project aim is to ease congestion and improve pedestrian/cyclist safety through the corridor	Cooperation with existing utilities to minimize impact of existing features; 32 right-of-way claims on a project with 40 parcels and no total takes or significant loss of business

OUTCOMES/LESSONS	ROUTE 1 SIMILARITIES	ROUTE 1 DIFFERENCES
<p>Bus Rapid Transit (BRT) can help develop mixed-use, walkable corridors; Construction from 2005-2014, at a cost of about \$120 million; Funding from city capital improvement program and county, state, and federal dollars</p> <p>Aurora Avenue now features landscaped medians, 7.4-foot sidewalks set 4 feet back from the road, underground utility lines, new lighting, a north-south, multi-modal trail parallel to road, and a public plaza</p>	<p>Land uses along the corridor were a major problem; Corridor is Shoreline's main street; Community wanted to address the strip pattern and unwanted businesses</p>	<p>City had funding to create new bus lines and capitalized on existing BRT routes/stops; Created bus-only lanes</p>
<p>Demographic shifts and renewed interest created new opportunities for more compact and sustainable growth in the area; Companies making relocation decisions are focused on where talented young workers want to live</p>	<p>East-West corridor of Bridge Street is a busy state highway made up of four lanes and a median; Longer-term focus is to widen sidewalks and make green spaces along with other improvements; Infrastructure and traffic impact studies, along with fiscal impact and infrastructure modeling are complete</p>	<p>Dublin is one of the fastest-growing cities in the state and is home to several corporate headquarters; Initial goal was to provide more housing options along with developing the corridor to support growth of the area</p>
<p>Consensus-driven vision and a master plan can organize infrastructure and development efforts of multiple municipalities along commercial corridors; Funding for collaborative efforts and infrastructure improvements can be drawn from federal, state, and local sources</p>	<p>Route is lined with strip development and aging businesses that are having trouble attracting new customers but are unwilling to give up land; Lack of vacant land for new businesses</p>	<p>Challenges include land assembly and the need to extend sewer infrastructure</p>
<p>Anticipated to be completed December 2023; through collaboration with state and local stakeholders</p>	<p>Close connection and proximity to a university; anchor institution</p>	<p>Mainly a traffic control/street improvement project (did not focus on surrounding businesses/strip malls), but this is the first step in the process</p>



CASE STUDY	PROJECT TYPE	GOALS	IMPLEMENTATION POLICIES
<b>Wyandanch, Long Island, NY</b>	TOD, district revitalization project in a small hamlet outside of NYC; mainly a brownfield development project, but site is along a main corridor and has goals similar to those for Route 1	Transform a historically underserved, low-income town into a vibrant, walkable, and mixed-use area as envisioned by the community	Extensive community-led buy-in; creation of two different committees (one for residents, one for local government) to oversee plan implementation; form-based code for downtown to allow higher densities
<b>Alameda Avenue, El Paso, TX</b>	Redevelopment of 1,000-acre urban core located along Bridge Street and bounded to the north by I-270	Transform low-density, automobile-dependent area into a dense, mixed-used, and pedestrian-friendly corridor composed of seven new districts with a preserved historic downtown	Dublin's public leaders proactively launched a comprehensive planning effort rather than waiting for specific development proposals after examining demographic and market trends that shaped Dublin over the past 40 years. Needed housing options for young professionals; Shifted Bridge Street to a form-based zoning code
<b>Long Branch, MD</b>	Strategies to preserve independent and ethnically diverse retailers in a neighborhood anticipating change with the construction of the Purple Line light rail project; Report commissioned by Montgomery County Planning Department and led by University of Maryland graduate students.	Preserve and grow existing corridor businesses with zoning, financing, technical support, and real estate development tools; Protect them from displacement and provide access to better opportunities.	Recommend a Neighborhood Commercial Overlay Zone to incentivize density and limit square footage; Commercial Inclusionary Zone to incentivize extensive Community Benefits Agreements with expedited permitting, density bonuses, equity staff, targeted business assistance, a Community Improvement District (CID), commercial tenant's bill of rights and lease support, targeted financial tools, community land trust, legacy business designations, and placemaking.
<b>The Loop; Columbia, MO</b>	Downtown commercial corridor with an established CID working to create an attractive and authentic multi-modal corridor; Attract and retain diverse and innovative businesses, employees, makers, and investors; Redesign a street that is safe, vibrant, healthy, and welcoming to all.	10-year corridor vision to create a welcoming, attractive, and economically vital streetscape that can compete in the market for economic investment and long-term viability; manage traffic, green the street, define street's identity, and manage stormwater.	First projects were highly visible and designed to make the street more welcoming and attractive, included a community pop-up, bike repair station, and colorful banners along the street.

OUTCOMES/LESSONS	ROUTE 1 SIMILARITIES	ROUTE 1 DIFFERENCES
Jump-start a planning effort with community buy-in; lay the groundwork first, then move forward in a comprehensive fashion; need a champion in local government who understands the development process for a project.	Historically underserved, low-income community. Auto-centric community; has no official local government representation.	Primarily a TOD and brownfield development project
Establish an implementation matrix with the action, responsible party, plan reference, investment sector, time frame, type of project, and estimated cost prior to project start to keep project on track	Planning is/was detailed and comprehensive with extensive public input; Similar focus areas with multi-use commercial/retail spaces and community placemaking	Budget/capability to create a detailed plan that laid out goals and actions in the short-, medium-, and long-term; Private developer interest
The project received widespread acclaim from county representatives and has informed ongoing work by the county to retain retail in Takoma Park, Langley Park, Wheaton, and Silver Spring	In the same county – historically-underserved, low-income community is car-centered	Massive change in Long Branch is a foregone conclusion due to Purple Line—the goal is to make sure it happens equitably
Strong focus on placemaking: create places along the road where people can gather as a community; more people on the street will activate the roadway and enhance the identity of the corridor	Similar goals and ideas for the corridor (improve traffic flow, beautification, make visible investments in public spaces)	Mainly a business development plan (for places along the corridor) rather than a plan to redevelop the corridor itself

# Appendix D

## Resources

### **County and State Studies and Resources**

[Prince George's County Route 1 Land Redevelopment Study](#)

[Prince George's County Countywide Zoning](#)

[Approved Subregion 1 Master Plan and Sectional Map Amendment \(2010\)](#)

[Plan Prince George's 2035 Approved General Plan](#)

[2011 Economic Development Toolbox Update](#)

[Prince George's County Retail Marketability and Competitiveness Study](#)

[Prince George's County Economic Development Strategic Plan: The Economic Drivers and Catalysts](#)

[Hyattsville Community Development Corporation](#)

[City of Hyattsville Commercial Façade Design Guidebook](#)

[M-NCPPC Business Improvement District Toolkit Study](#)

[Maryland Department of Housing and Community Development State Revitalization Programs](#)

### **Best Practices**

[Best Complete Streets Policies 2023, Smart Growth America](#)

[National Complete Streets Coalition](#)

[Urban Land Institute Resource List: Commercial Corridor and Neighborhood Revitalization](#)

[American Planning Association \(APA\): Commercial Corridor Redevelopment Strategies](#)

[Community-Based Business Models](#)

[What is a Community Development Corporation? National Alliance of Community Economic Development Associations](#)

[Building Healthy Corridor, Urban Land Institute](#)

[Commercial Corridor Resource Hub](#)

[Transformative Placemaking: A framework to create connected, vibrant, and inclusive communities](#)

[Aligning Plans and Resources in Multijurisdictional Areas, Economic Development Administration](#)

[The Blueprint, The Neighborhood Design Center](#)

[Made You Look – Art in the Right of Way Toolkit, The Neighborhood Design Center](#)

[Aligned for Affordability, A Roadmap for Local Government Policy and Practice](#)

[Zoned-In: Economic Benefits & Shared Prosperity with Form-Based Codes](#)



# Acknowledgments

## **PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT**

Lakisha Hull, AICP, LEED AP BD+C	Planning Director
Suzanne M. King	Deputy Director of Administration
James Hunt, MPA	Deputy Director of Operations
*Derick Berlage, AICP	Deputy Director of Operations
Tony Felts, AICP	Division Chief, Community Planning Division

## **PGCP PROJECT TEAM CORE MEMBERS**

Vanessa C. Akins	Special Project Manager, Special Projects Coordinator
Garrett Dickerson	Planner II, Community Planning
Leah Daniels	Planner II, Transportation Planning
*Heather Asamoah	Intern II, Graduate Assistant, Community Planning

## **PGCP TECHNICAL AND ADMINISTRATIVE ASSISTANCE**

Zachary Banham	GIS (Geographic Information System) Specialist, Community Planning
Calista Black	Principal Public Affairs Specialist
Kui Zhao, AICP	Supervisor, Planning Research, Information Management Division
Daniel Hartman	Administrative Manager, Management Services
Corianne Setzer	Publications Specialist, Management Services
Carly Brockinton	Senior Public Affairs and Marketing Specialist, Management Services
Shannon Sonnet	Senior Public Affairs and Marketing Specialist, Management Services
M'balu Abdullah	Senior IT Support Specialist/Web Manager, Management Services
Ryan Craun	Senior Visual Media, and Imaging Specialist, Management Services
Tamika Henderson	Administrative Assistant III, Community Planning
Arnaldo J. Ruiz Rivera	Planner II, Long-Range Planning Section, Community Planning
Crystal Hancock	Acting Planning Supervisor, Transportation, Countywide Planning
*Christina Hartsfield, AICP	Planner III, Placemaking, Community Planning
Lynda S. Ramirez-Blust, AICP Candidate	Planner II, Master Plans and Studies, Community Planning
Anusree Nair	Planner II, Neighborhood Revitalization, Community Planning

*\*Former Employee*

## **PGCP TECHNICAL AND ADMINISTRATIVE ASSISTANCE CONT.**

Layla Jackson	Facilities Manager, Management Services
DeWayne Williams	Services Clerical/Inventory Operations Supervisor, Management Services
Abinet Birratu	<i>Senior Clerical/Inventory Operations Assistant</i>

## **DEPARTMENT OF PUBLIC WORKS & TRANSPORTATION**

Victor Weisburg	Special Assistant to the Director, Prince George's County Department of Public Works & Transportation
-----------------	--

## **MARYLAND DEPARTMENT OF TRANSPORTATION-STATE HIGHWAY ADMINISTRATION**

Peter Campanides	P.E. Assistant District Engineer-Traffic, Prince George's County Maryland Department of Transportation State Highway Administration
------------------	--

## **KEY STAKEHOLDER INTERVIEWS**

David S. Iannucci	President and CEO, Prince George's County Economic Development Corporation
Stephen J. Paul	Former Executive Director, Redevelopment Authority Prince George's County, Maryland
Terry Schum, AICP	Former Planning Director, City of College Park, Maryland

## **CONSULTANTS**

Jeri Mintzer	Assistant Vice President for Economic Development Smart Growth America
Allie O'Neill	Architecture and Community Planning Programs Director Neighborhood Design Center
Megan Wright	Senior Associate, Smart Growth America
Angelica Arias	Program Coordinator, Neighborhood Design Center
Jordan Howard	Economic Development Specialist, Smart Growth America
Sophie Morley	Program Manager, Neighborhood Design Center

## **SPECIAL APPRECIATION:**

Office of the Honorable Thomas E. Dernoga	Prince George's County Council Member, District 1
Mary Cook	Constituent Services Specialist, District 1
Jason Nuñez	Constituent Services Specialist, District 1
Gabriel Fernandes	Staff Assistant, District 1
Prince George's County Department of Parks and Recreation - Beltsville Community Center Staff	

**We also acknowledge the citizens, property owners, community associations, and business owners within Beltsville and surrounding communities that participated in the community meetings and workshops. You are much appreciated.**







The Maryland-National Capital Park and Planning Commission  
Prince George's County Planning Department  
1616 McCormick Drive  
Largo, MD 20774

[www.pgplanning.org](http://www.pgplanning.org)

The mission of the Prince George's County Planning Department is to promote economic vitality, environmental sustainability, design excellence, and quality development that promotes healthy lifestyles in Prince George's County neighborhoods.