



# **CENTRAL US 1 NEIGHBORHOOD COMPATIBILITY STUDY**

**COLLEGE PARK, MARYLAND**

**CHARRETTE - CLOSING PRESENTATION**  
**OCTOBER 26, 2024**

*Images shown for illustrative purposes only.*





# WELCOME / OVERVIEW

VANESSA AKINS

*Images shown for illustrative purposes only.*



# PROJECT BACKGROUND

## *Overview*



# GOALS & OBJECTIVES

## ECONOMICS & DEVELOPMENT

- » Identify Economic Drivers
- » Identify Use and Investment Strategies for the Hollywood Commercial District
- » Identify Strategies to Enhance Retail and Placemaking at the Hollywood Commercial District
- » Investigate the Benefits of the Proposed Community Center for the Hollywood Commercial District

## PLANNING & POLICY

- » Address Development Compatibility Concerns
- » Recommend Policy Updates to Support Plan Goals

## TRANSPORTATION & CONNECTIVITY

- » Address Strategies for Specific Intersection Improvements to Address Conflicts and Safety
- » Develop a Network of Connected Sidewalks and Bike Lanes
- » Develop a Strategy for Streetscape and Complete Streets Infrastructure

## FLOODING & THE ENVIRONMENT

- » Identify Stormwater Management Techniques to Address Flooding



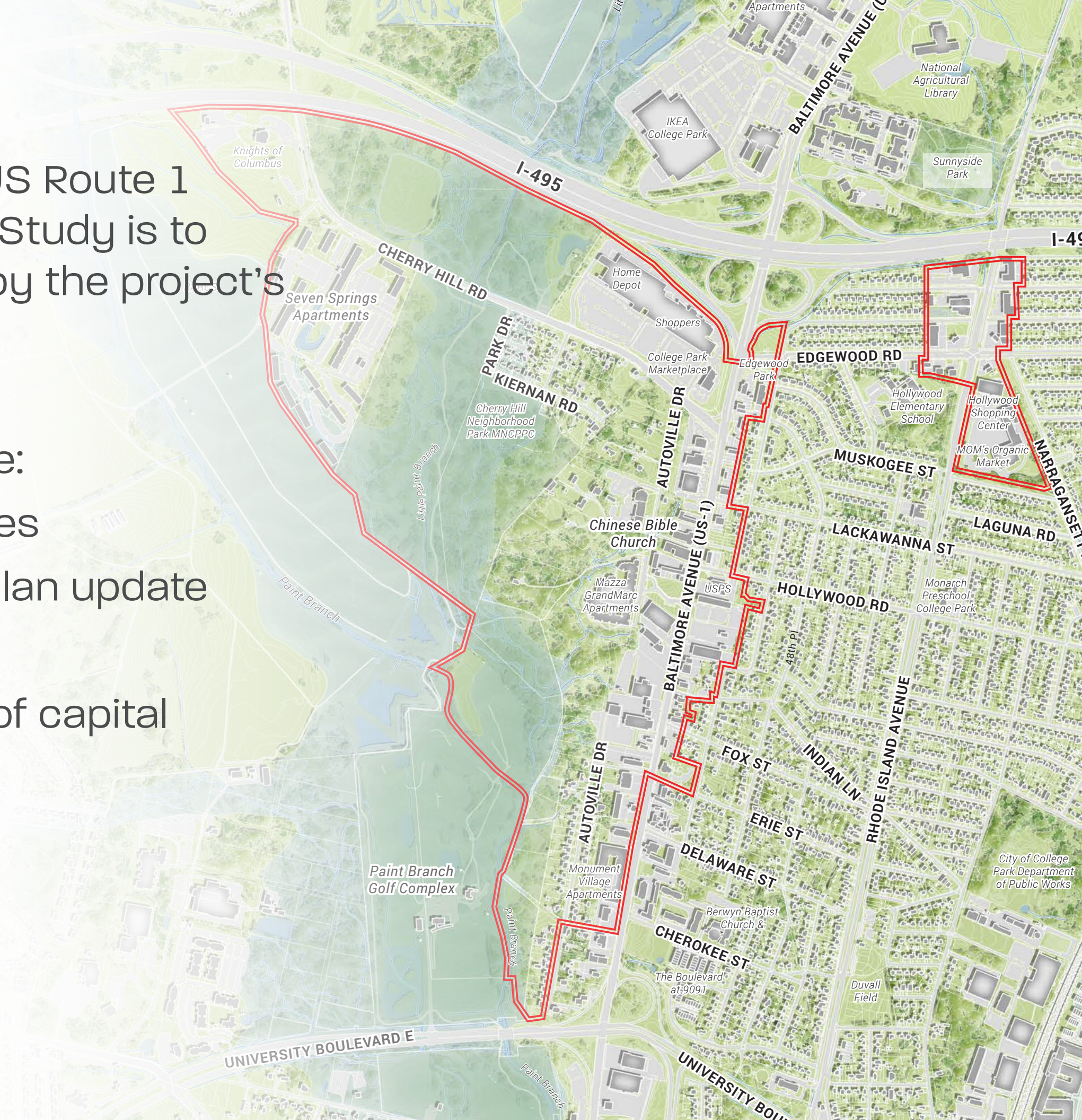


# PURPOSE

The purpose of the Central US Route 1 Neighborhood Compatibility Study is to inform next steps, informed by the project's goals and objectives

This may include, for example:

- » Policy and/or zoning changes
- » Consideration of a Sector Plan update
- » Map amendments
- » Priorization and/or funding of capital projects





# **CHARRETTE SUMMARY**



# COMMUNITY FEEDBACK

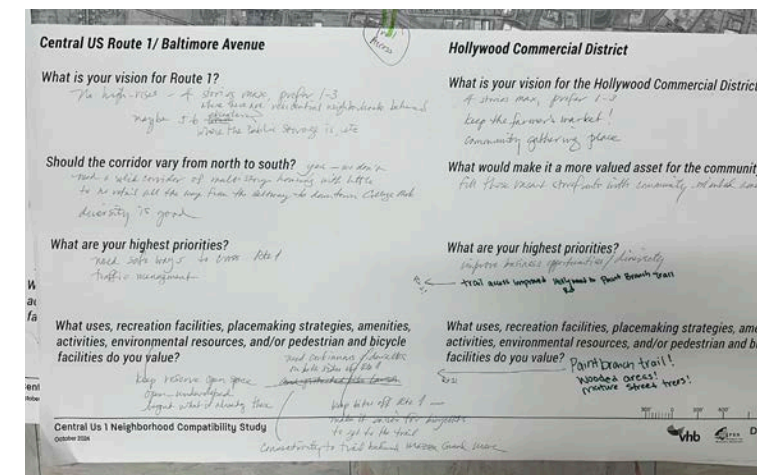
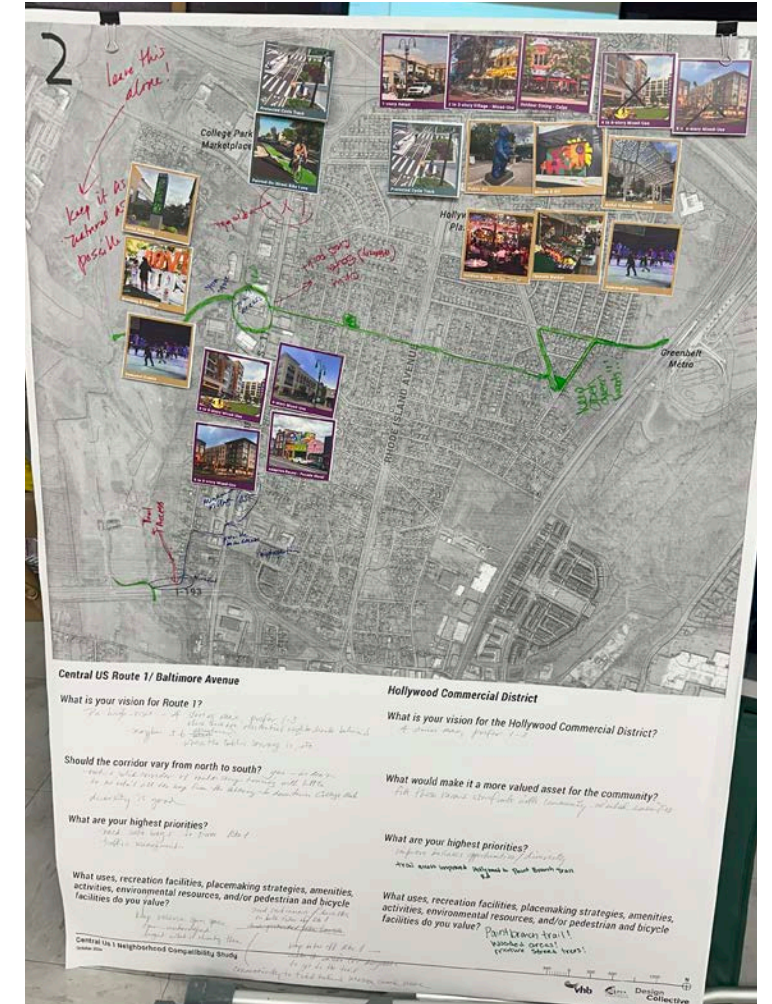
*Charrette Visioning Session*



# Visioning Session - Wednesday October 23

## Summary of Community Feedback

- » Improve traffic congestion and pedestrian safety along US Route 1
- » Improve pedestrian and bicycle connectivity to the Paint Branch trail
- » Improve connectivity from Metro to Paint Branch Trail
- » Add crosswalks on US Route 1 and sidewalks on both sides
- » Add trail access from US Route 1

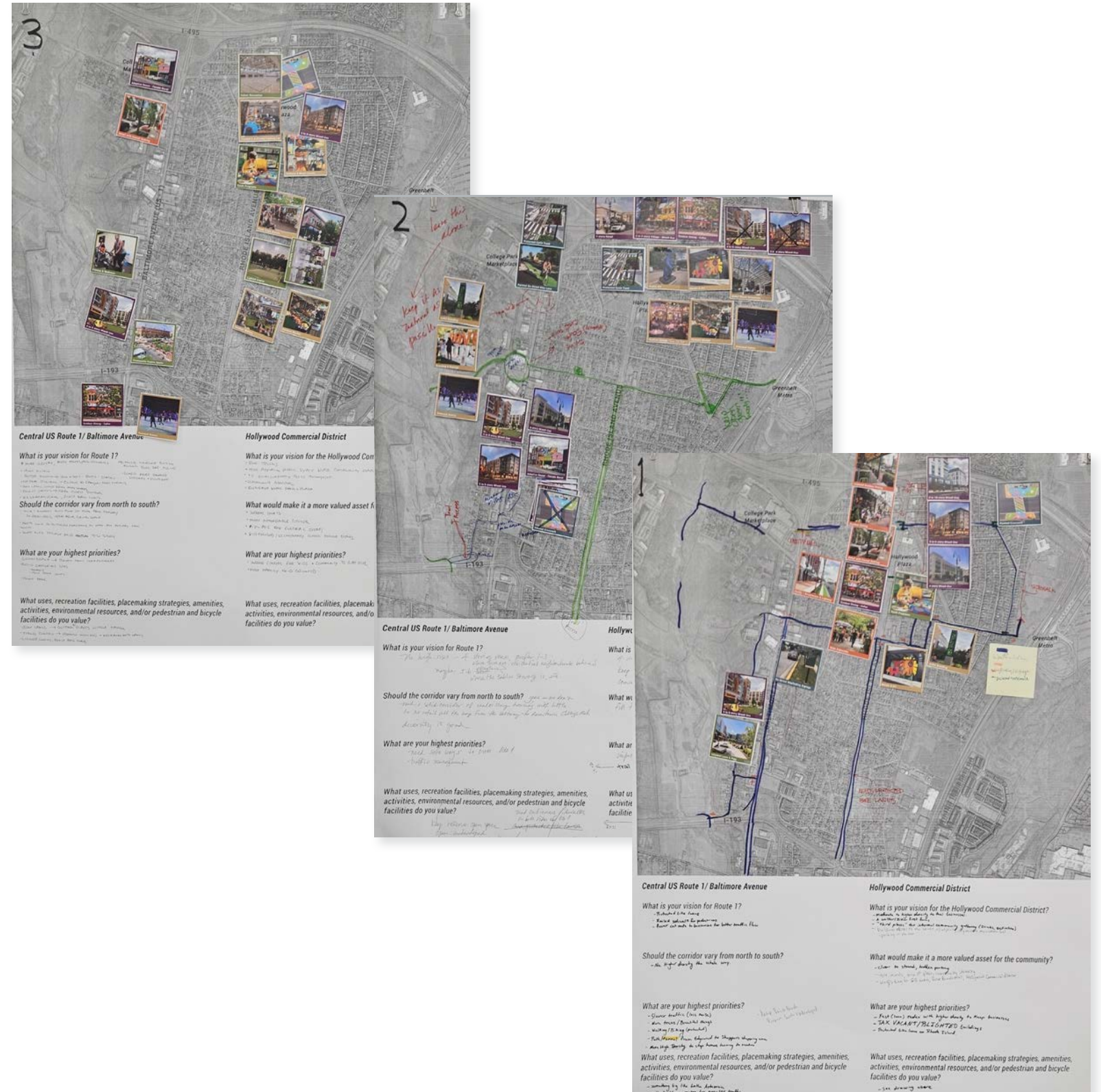




# Visioning Session - Wednesday October 23

## Summary of Community Feedback

- » 2-8 stories mixed-use development on US Route 1
- » 2-5 stories mixed-use development on Hollywood Commercial District
- » Adaptive reuse and beautification for existing businesses
- » Support for children's play areas, small parks, indoor/outdoor recreation facilities, trails, community gardens, neighborhood events
- » Desire to preserve the neighborhood's tree canopy
- » Desire to enhance the Paint Branch as a preserve





# **DRAFT RECOMMENDATIONS**



**Map Legend:**

- Study Area:** Thick black outline
- Central US 1 SP:** Thin black outline
- Councilmanic District (2022):** Red outline
- Street Centerline:** Thin grey line
- Zoning:**
  - Rural and Agricultural:**
    - ROS (Rural Open Space): Green
    - AG (Agriculture): Light Green
  - Residential:**
    - RR (Rural Residential): Yellow
    - RSF-65 (Residential Single-Family): Orange
    - RSF-A (Residential Single-Family): Light Orange
    - RMF-20 (Residential Medium-Density): Dark Orange
    - RMF-48 (Residential Medium-Density): Red-Orange
  - Nonresidential:**
    - CGO (Community General Office): Red
  - Transit-Oriented/Activity Center:**
    - NAC (Neighborhood Activity Center): Blue
    - LTO-E (Local Transit-Oriented/Activity Center): Pink

**Map Labels:**

- Streets:** Cherry Hill Rd, Park Dr, Kiernan Rd, Baltimore Ave, Nantucket Rd, Niagara Rd, Edgewood Rd, Mineola Rd, Laguna Rd, Rhode Island Ave, Kenesaw St, Iroquois St, Geronimo St, Fox St, Eutaw Pl, Cree Ln, Cheyenne Pl, Cherokee St, Blackfoot Pl, Apache St, Metzerott Rd, Branchville Rd, Blackfoot Rd, Delaware St, Erie St, Huron St, Lackawanna St, Mangum Rd, 49th Ave, 50th Pl, 51st Ave, 51st Pl.
- Highways:** 495, 95, 193, 430.
- Other Labels:** District 1, Nat'l Agri Research Rd, Farm Dr, Research Rd, Cap Belt Ol N Hwy, Cap Belt Il A Hwy, Odessa Rd, Ontario Rd, Muskogee St, Naragansett Pkwy.

**Scale:** 0 to 2,000 Feet



# DRAFT RECOMMENDATIONS

*Study Area Diagrams*

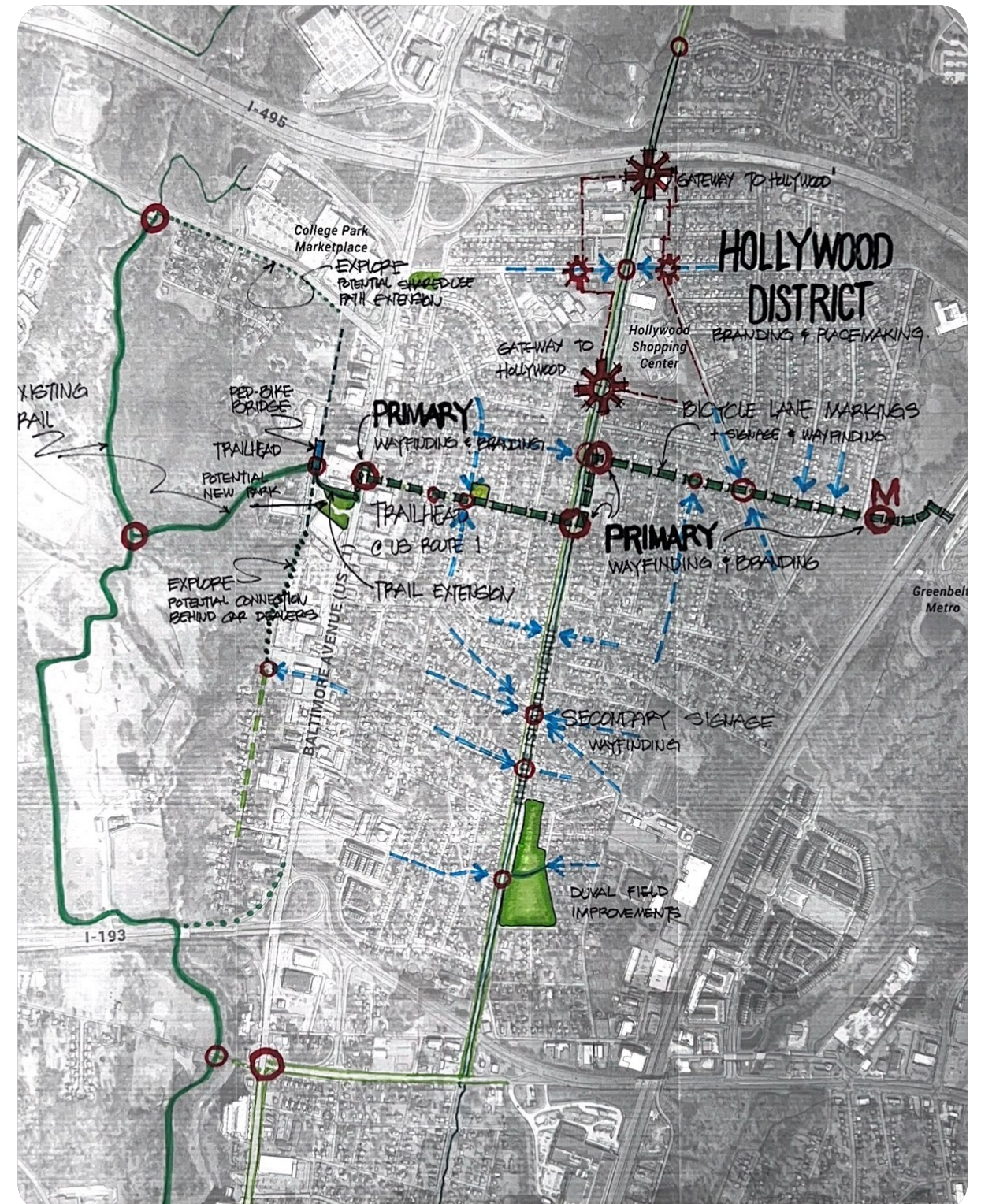


# Study Area Diagram

## *Pedestrian and Bicycle Network Plan*

### PEDESTRIAN AND BIKE

- » Add crosswalks with pedestrian beacons along US Route 1 at all major intersections
- » Create a safe east-west pedestrian and bike route, along Lackawanna and Hollywood Roads, that connects the Paint Branch trail to US Route 1, to Rhode Island Avenue, and to the Greenbelt Metro
- » Create a visible and dedicated bike crossing at Hollywood road
- » Use sharrows and sidewalk graphics to guide cyclists
- » Explore other potential strategies for improving connectivity to the Paint Branch trail



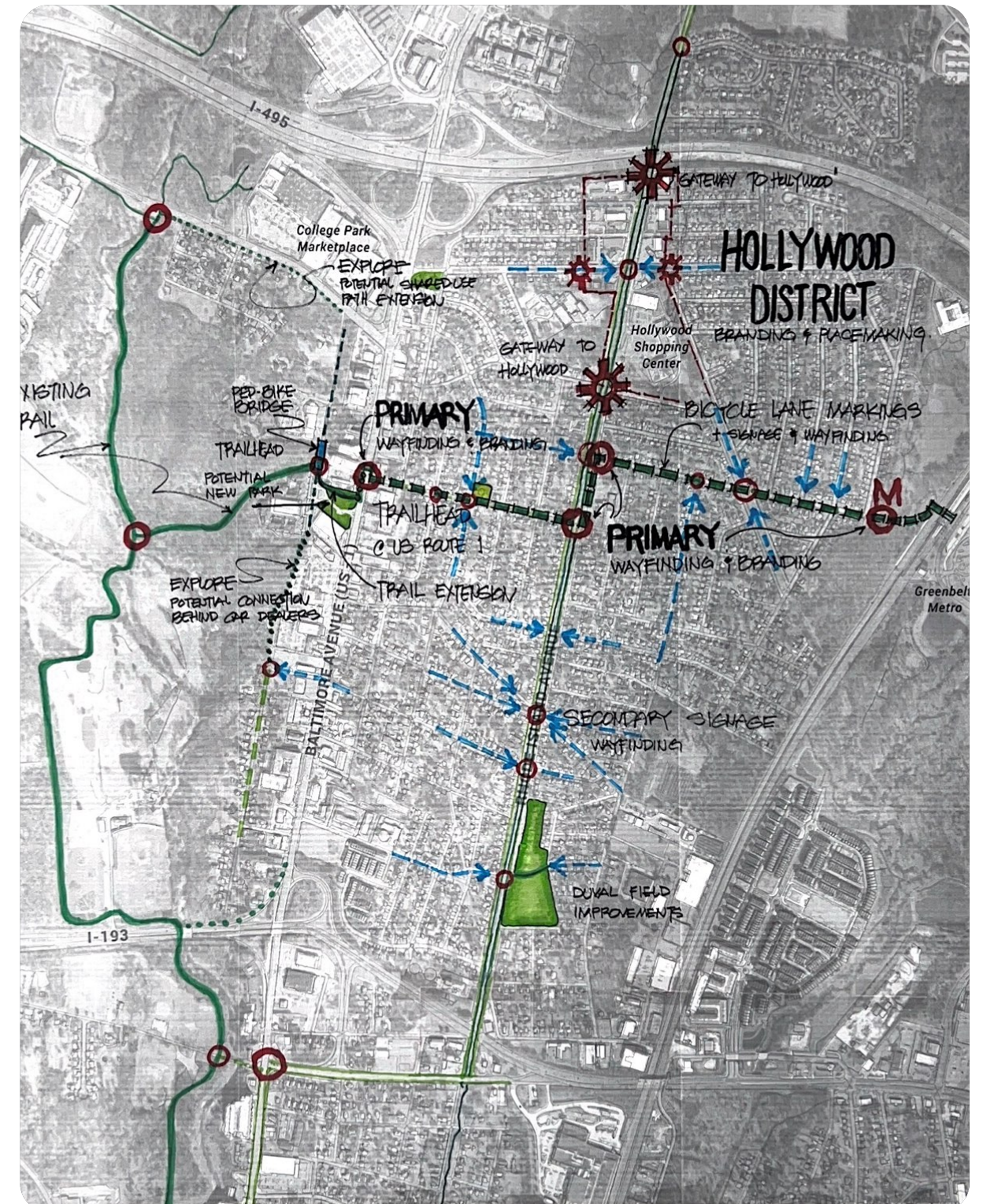


# Study Area Diagram

## *Pedestrian and Bicycle Network Plan*

### BRANDING AND WAYFINDING

- » Add Monumental gateway signage on Rhode Island Avenue to celebrate the Hollywood Commercial District
- » Consider sculpture, artwork, and branding strategies to create a sense of identity for the Hollywood Commercial District
- » Add wayfinding and branding signage to guide pedestrian and cyclists





# Study Area Diagram

## *Building Height*

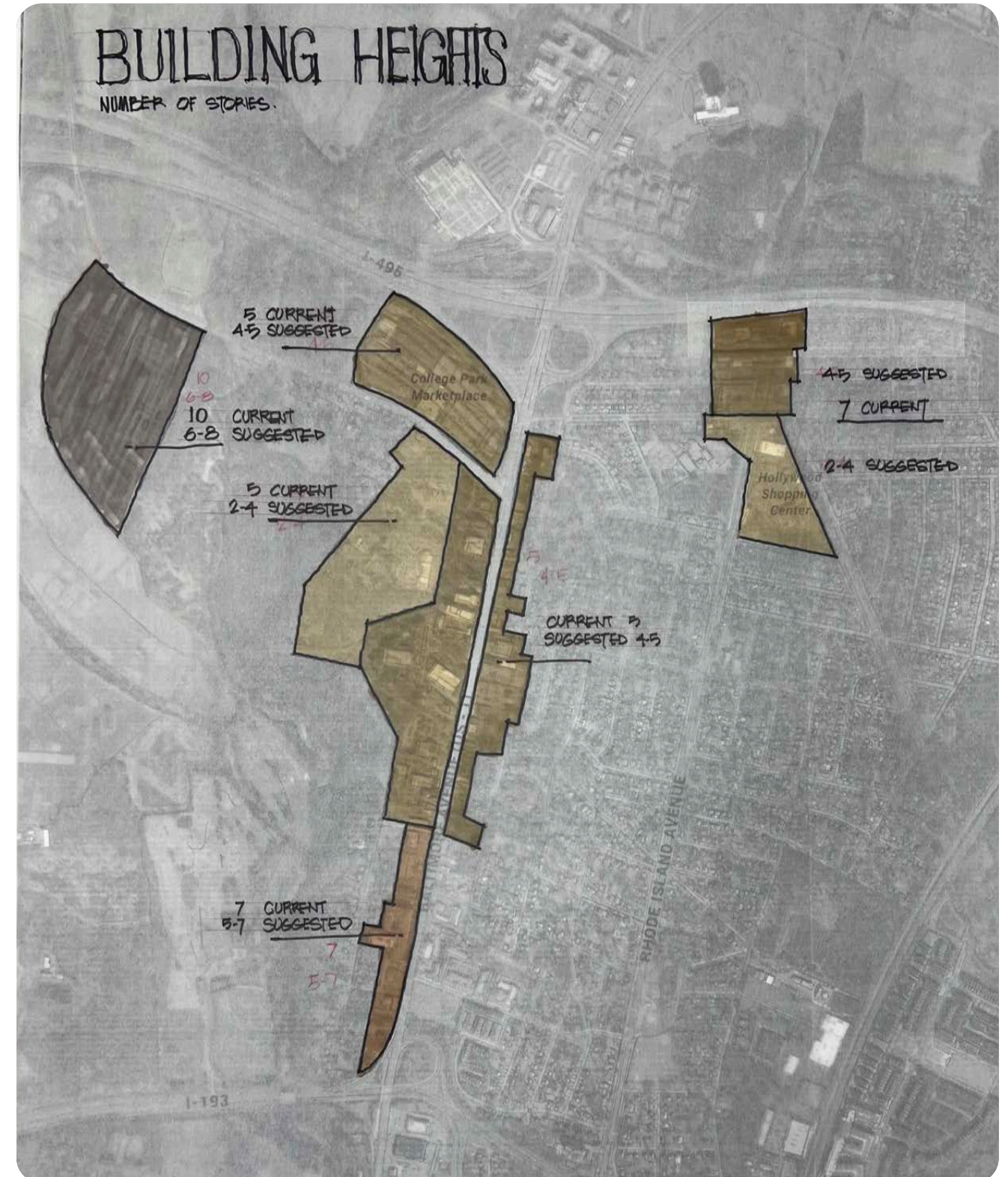
### REDUCE ALLOWED BUILDING HEIGHTS:

#### US ROUTE 1

- » 6-8 stories Seven Springs
- » 2-4 stories adjacent to the Paint Branch
- » 4-5 stories US Route 1 north
- » 5-7 stories US Route 1 south

#### HOLLYWOOD DISTRICT

- » 4-5 stories for the Hollywood Commercial District
- » 2-4 stories for Hollywood Shopping Center



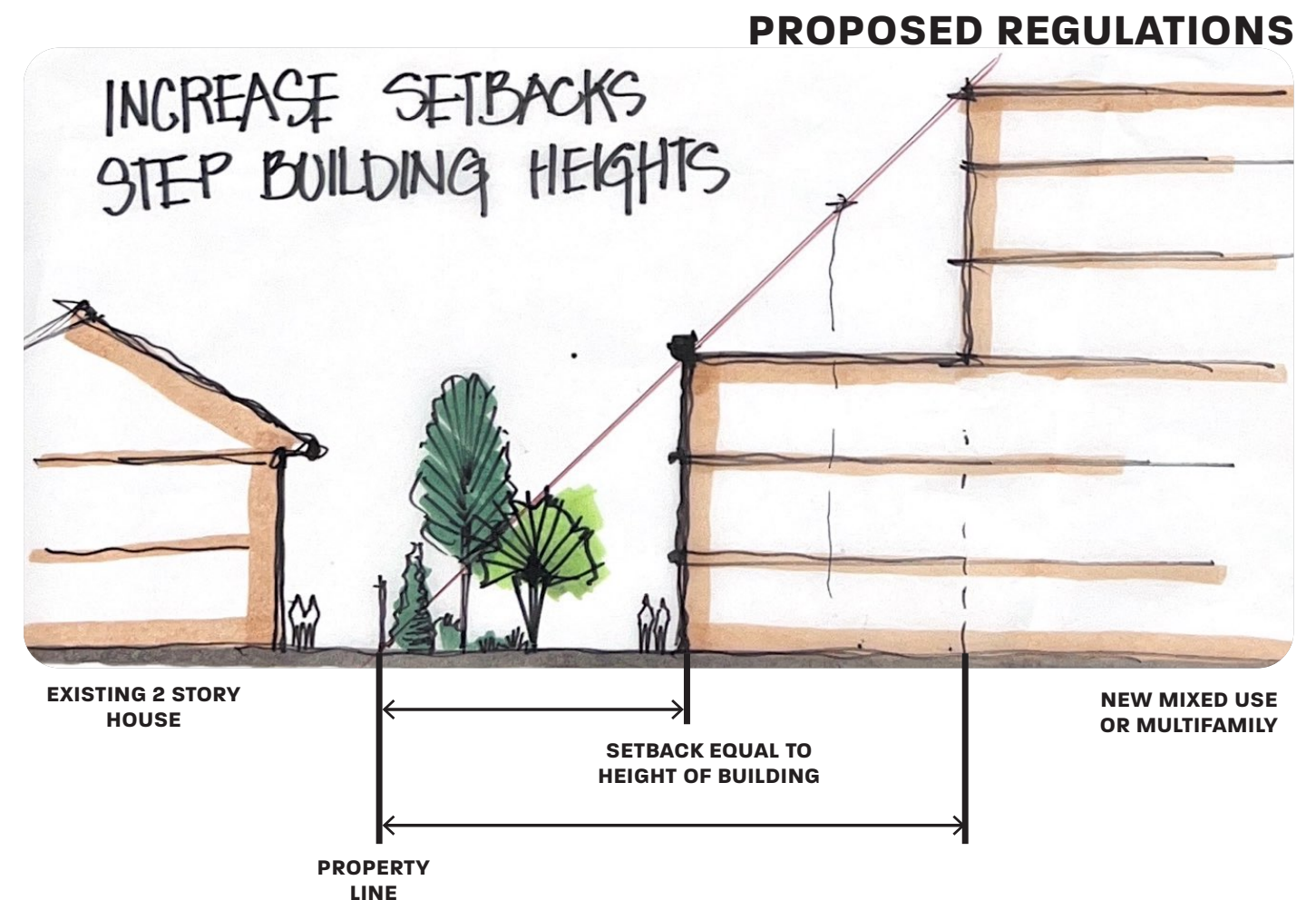
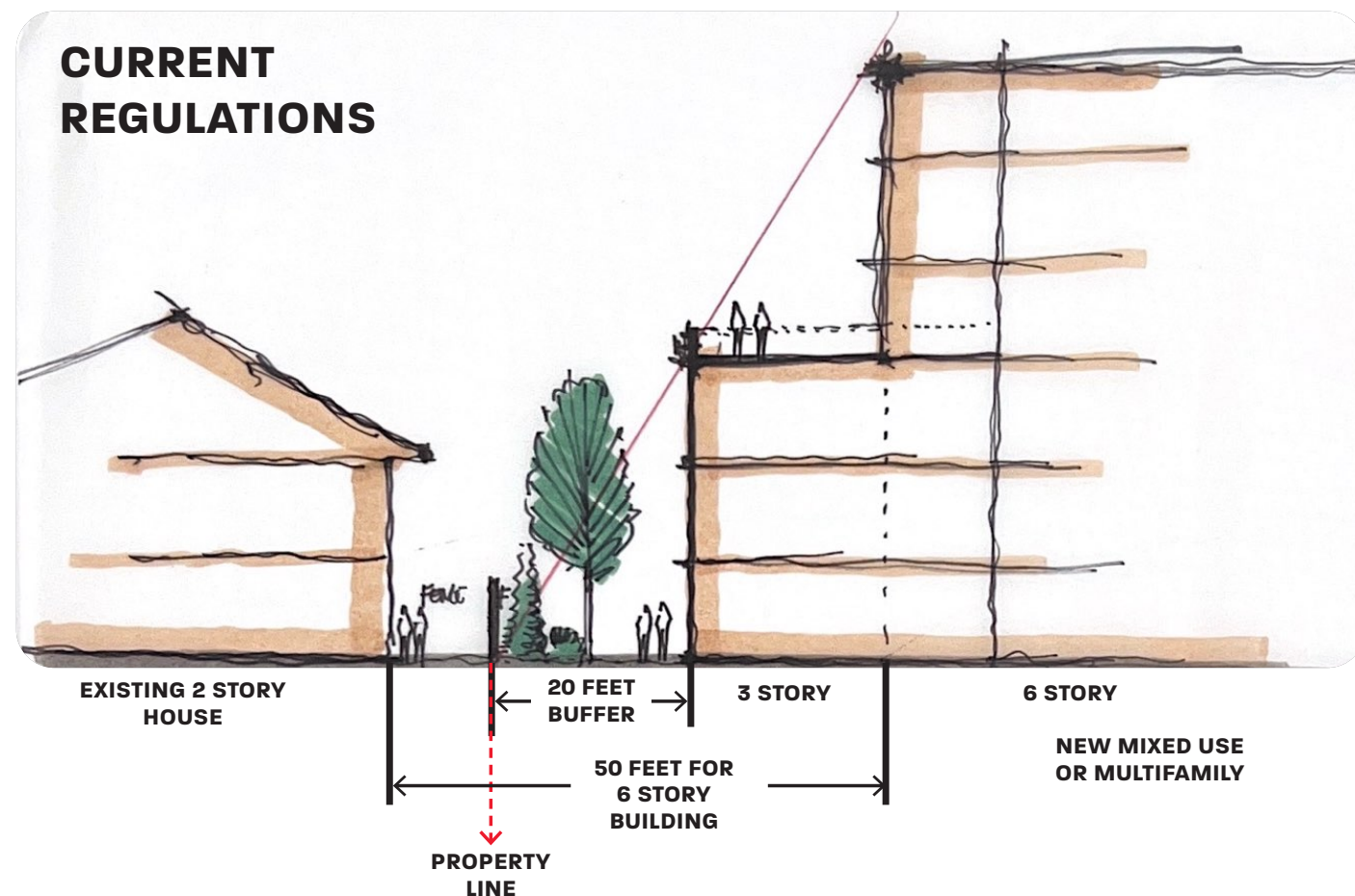


# Study Area Diagram

## *Development Compatibility*

### ADJUST NEIGHBORHOOD COMPATIBILITY STANDARDS

- » Consider a minimum 20-foot new building setback to the property line of existing single-family homes
- » Step the building heights with setbacks equal to the building height.
- » Provide clarity within the standards that prescribes a required massing and scale of the building to be compatible with the scale and massing of adjacent homes
- » Consider revised zone designations and updates to the Neighborhood Compatibility Standards

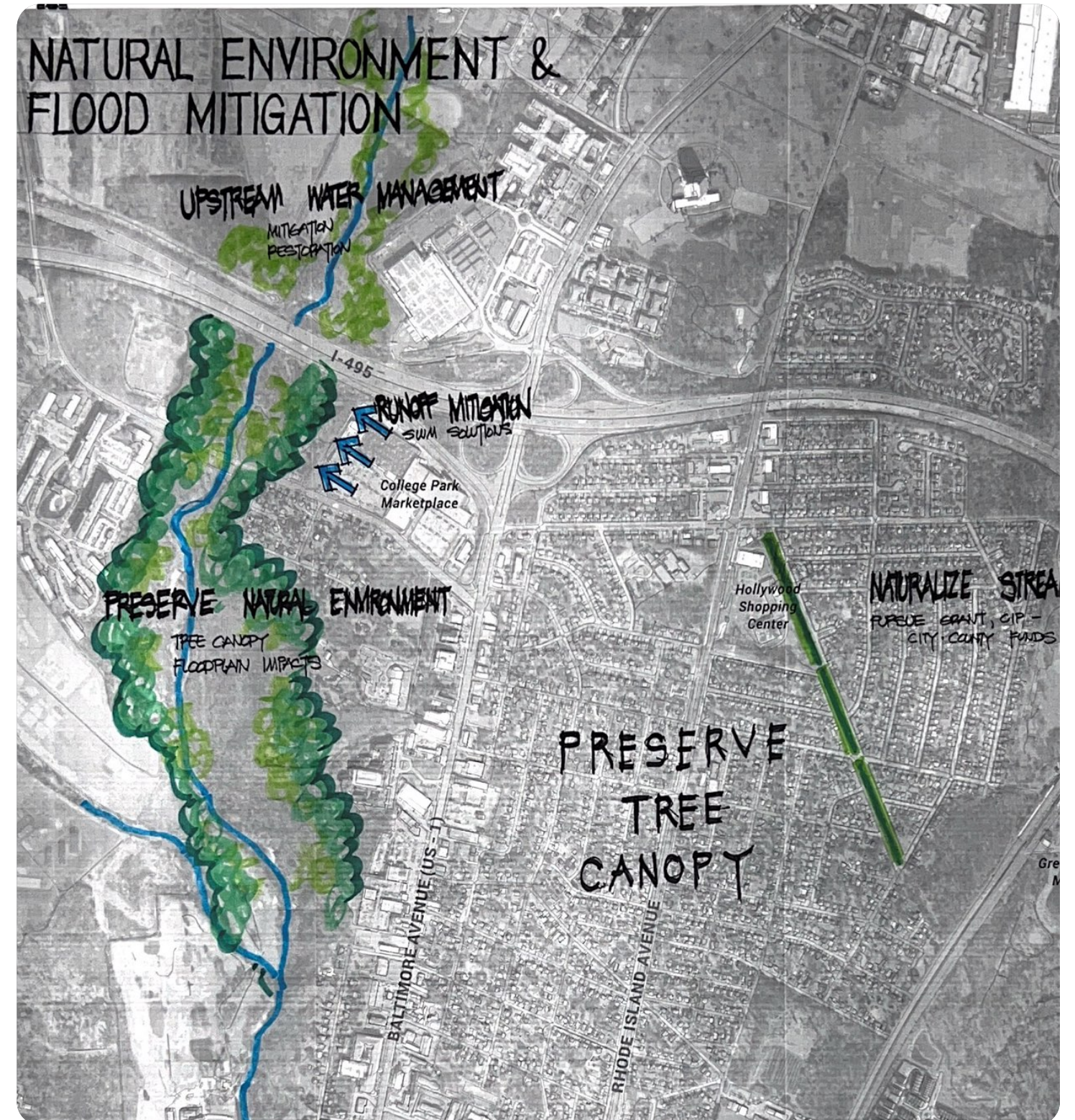




# Study Area Diagram

## *Natural Environment and Flood/Stormwater Plan*

- » Explore opportunities to naturalize culverted/channelized stream on Narragansett Pkwy to mitigate localized flooding
- » Coordinate with College Park Marketplace to adopt stormwater management practices to reduce runoff into Paint Branch
- » Look for opportunities to strengthen policies and enforce regulations to preserve tree canopy and prohibit construction in the floodplain
- » Leverage streetscape investments to install green infrastructure, where feasible
- » Promote awareness of grant opportunities for residents, businesses, non-profit organizations, and the City of College Park to install small-scale but impactful projects to manage stormwater and limit runoff





# DRAFT RECOMMENDATIONS

*Central US Route 1 / Baltimore Avenue*



# Central US Route 1 / Baltimore Avenue

## Concept Plans - Edgewood Road to Hollywood Road

### ROADWAY IMPROVEMENTS

#### Edgewood Road:

- » Add crosswalk on east leg ramp to I-495 and sidewalk
- » Narrow lanes where possible to reduce crosswalk length

#### Cherry Hill Road:

- » Add red light/ pedestrian beacon for south bound Route 1 to west bound Cherry Hill Road
- » Add median to control left turns (Starbucks) and to improve access/egress to/from Autoville Road

#### General

- » Consolidate curb cuts and driveways where feasible
- » Add missing sidewalk from Lackawanna to Edgewood
- » Connect parking from parcel to parcel, where feasible
- » Align cross-streets, add dedicated left turn lanes, and add crosswalks at all 4 legs (Lackawanna Street and Hollywood Road)
- » Add pedestrian signals - (Pedestrian Beacon)
- » Add center median and left turn lanes (planted where possible)
- » Streetscape elements to match near campus





# Central US Route 1 / Baltimore Avenue

## Concept Plans - Edgewood Road to Hollywood Road

### DEVELOPMENT CHARACTER

- » Limit development to 4-5 stories
- » Anticipate limited or no new large-scale development
- » Anticipate businesses to remain and/or to be repurposed (for example: restaurant, cafe, neighborhood services)
- » Anticipate small-scale infill on small commercial lots (for example: senior housing or affordable housing)
- » Anticipate businesses to remain and/or be repurposed (for example: McCormick Paints, the Tag and Title building)
- » Support facade improvements, site/parking improvements, and beautification
- » Repurposed buildings may become restaurants, cafes, brewery, or neighborhood services, for example
- » Anticipate small-scale infill on small commercial lots (for example: senior housing or affordable housing)





# Central US Route 1 / Baltimore Avenue

## *Concept Plans - Hollywood Road to Erie Street*

### ROADWAY IMPROVEMENTS

- » Provide marked bicycle crossing at Hollywood Road
- » Extend shared use path to Paint Branch Trailhead
- » Consolidate curb cuts and driveways, where feasible
- » Connect parking from parcel to parcel, where feasible
- » Align cross-streets, add dedicated left turn lanes, and add crosswalks at all 4 legs (for example: at Mazza GrandMarc, Indian Lane, Fox Street, and Erie Street) -
- » Add pedestrian signals - (Pedestrian Beacon)
- » Add center median and left turn lanes (planted where possible)
- » Streetscape elements to match near campus





# Central US Route 1 / Baltimore Avenue

## *Concept Plans - Hollywood Road to Erie Street*

### DEVELOPMENT CHARACTER

- » Limit development to 4-5 stories
- » Anticipate limited new large-scale development (for example: the RV & Marine Center)
- » Car dealers will likely remain for the foreseeable future
- » Anticipate businesses to remain and/or be repurposed (for example: Azteca Restaurant, the Piano Superstore, Mattress Land, or Enterprise)
- » Support facade improvements, site/parking improvements and beautification
- » Repurposed buildings may become restaurants, cafes, brewery, or neighborhood services, for example
- » Anticipate small-scale infill on small commercial lots (for example: senior housing or affordable housing)





# Central US Route 1 / Baltimore Avenue

## Concept Plans - Erie Street to Cherokee Street

### ROADWAY IMPROVEMENTS

- » Consolidate curb cuts and driveways, where feasible
- » Connect parking from parcel to parcel, where feasible
- » Align cross-streets, add dedicated left turn lanes, and add crosswalks at all 4 legs (Erie Street, Delaware Street, and Cherokee Street)
- » Add pedestrian signals - (Pedestrian Beacon)
- » Add center median and left turn lanes (planted where possible)
- » Streetscape elements to match near campus





# Central US Route 1 / Baltimore Avenue

## Concept Plans - Erie Street to Cherokee Street

### DEVELOPMENT CHARACTER

- » Limit development to 5-7 stories
- » Anticipate limited new large-scale development focused around Cherokee and Delaware Streets (for example: the vacant lot south of Cherokee)
- » Anticipate small-scale infill on small commercial lots (for example: senior housing or affordable housing)
- » Anticipate businesses to remain and/or be repurposed (for example: College Park Diner)
- » Support facade improvements, site/parking improvements and beautification
- » Repurposed buildings may become restaurants, cafes, brewery, or neighborhood services, for example

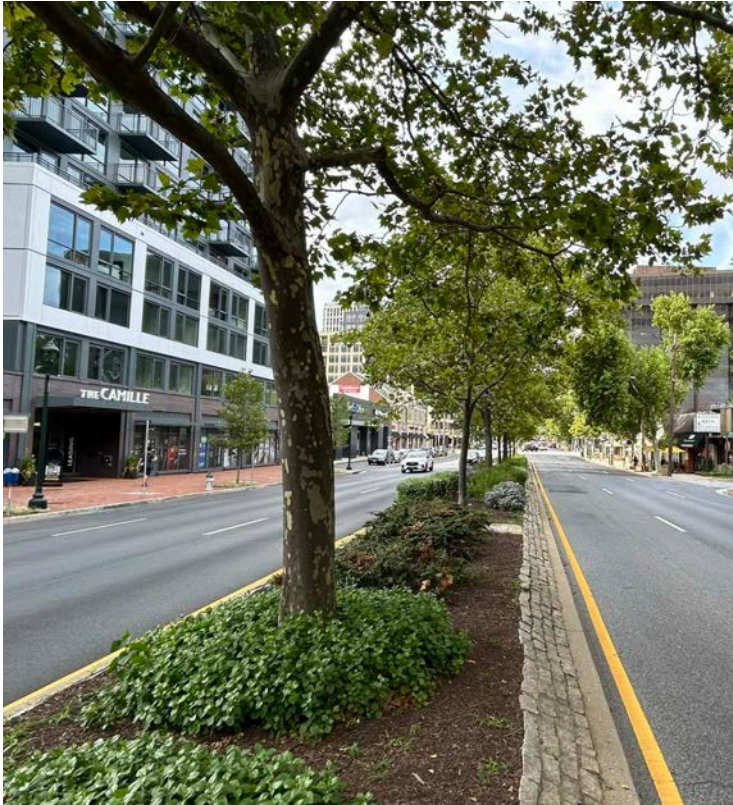




# Central US Route 1 / Baltimore Avenue

## *Precedent Images*

### ROADWAY, STREETSCAPE & PLACEMAKING





# Central US Route 1 / Baltimore Avenue

## *Precedent Images*

### DEVELOPMENT CHARACTER





# Central US Route 1 / Baltimore Avenue

## *Economics, Development, & Implementation*

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**01**

Solidify partnership roles

- Establish implementation goals for each partner: County & City
- Determine metrics for success
- Seek continuous budget support

**02**

Improve image

- Create a cohesive brand / image
  - gateway signage, public art, etc
- Improve public safety

**03**

Activate open space

- Assign champion for programing
- Cut red-tape for activation (temporary uses)
- Team with current event providers



# Central US Route 1 / Baltimore Avenue

## *Economics, Development, & Implementation*

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**04**

Targeted business assistance

- Adopt façade improvement / micro loan programs
- Build capacity for real estate acquisition
- Schedule City ombudsman business visits

**05**

Support customer base

- Improve pedestrian / cyclist connectivity
- Supplement with new wayfinding
- Upgrade customer parking

**06**

Development support

- Work with property owners (public & private)
- Combine existing Fed / State \$
- Access developer incentives



# Central US Route 1 / Baltimore Avenue

## *Hollywood Road Intersection - Existing*

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# Central US Route 1 / Baltimore Avenue

## *Hollywood Road Intersection - Streetscape Enhancements*





# Central US Route 1 / Baltimore Avenue

## *Hollywood Road Intersection - Potential Infill*

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# Central US Route 1 / Baltimore Avenue

## *View North From Indian Lane - Existing*

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# Central US Route 1 / Baltimore Avenue

## *View North From Indian Lane - Streetscape Enhancements*

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# Central US Route 1 / Baltimore Avenue

*View North From Indian Lane - Potential Infill*





# **DRAFT RECOMMENDATIONS**

*Hollywood Commercial District*



# Hollywood Commercial District

## *Aerial View - Existing*





# Hollywood Commercial District

## *Concept 1 - Enhanced Streetscape and Beautification Plan*

### **STREETSCAPE & PLACEMAKING**

- » Utilize paint, planters and bollards to break up existing large asphalt areas into usable, pedestrian friendly spaces
- » Improve pedestrian experience with connections to existing buildings
- » Incorporate art and sculpture
- » Incorporate enhanced signage (gateway, directional) and branding
- » Create open spaces for outdoor dining, potential for closed street festivals

### **DEVELOPMENT CHARACTER**

- » Minimal/no redevelopment proposed
- » Anticipate businesses to remain and/or be repurposed
- » Repurposed buildings may become restaurants, cafes, brewery, or neighborhood services, for example
- » Support facade improvements, site/parking improvements and beautification
- » Small scale infill development at the north west intersection of Edgewood Road
- » Redevelopment of the public building at Hollywood Shopping Center





# Hollywood Commercial District

## *Precedents Images - Enhanced Streetscape and Beautification Plan*

### STREETSCAPE & PLACEMAKING





# Hollywood Commercial District

## *Aerial View - Existing*





# Hollywood Commercial District

## *Aerial View - Streetscape & Site/Parking Enhancements*





# Hollywood Commercial District

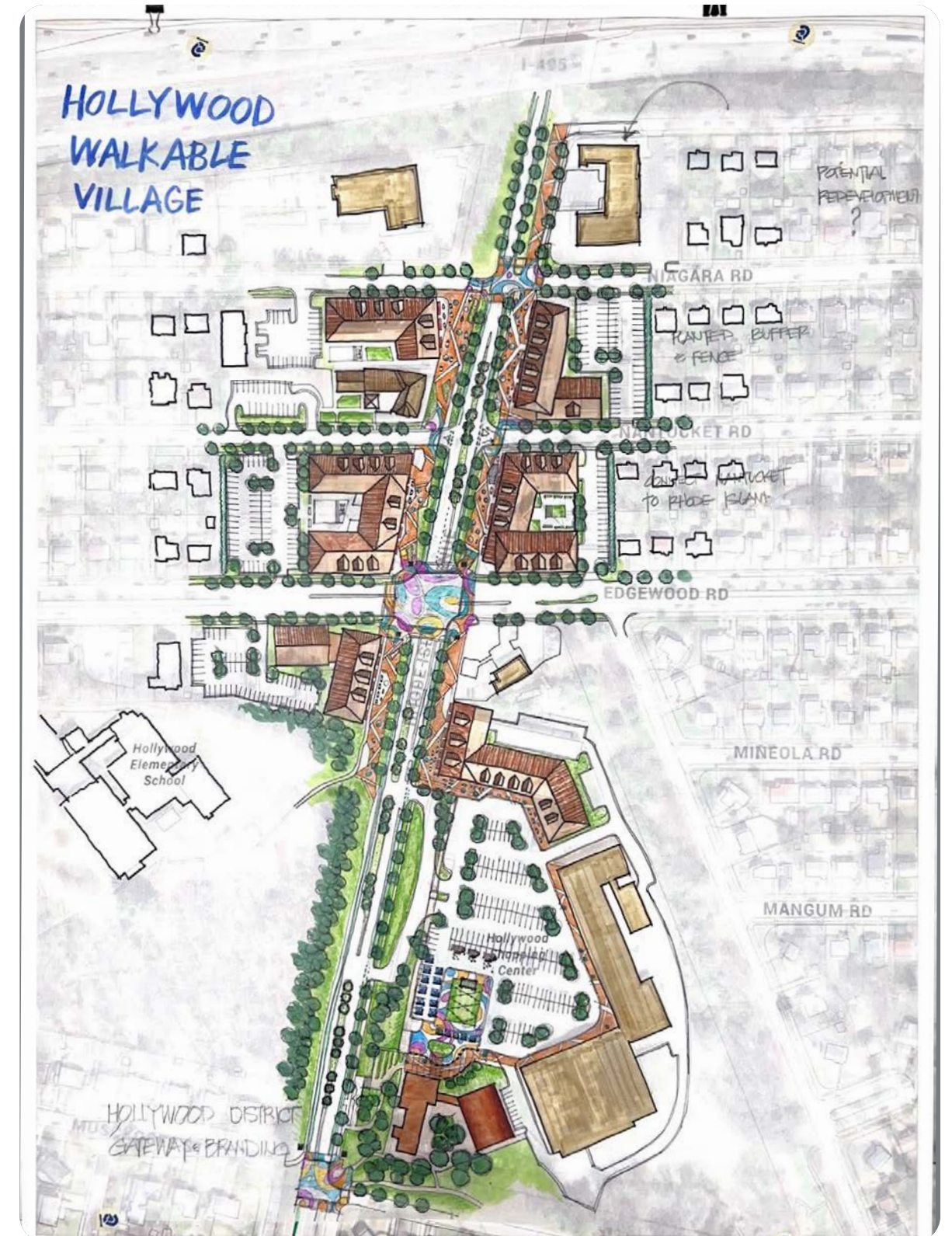
## *Concept 2 - Walkable Village*

### STREETSCAPE AND PLACEMAKING

- » Incorporate similar streetscape and placemaking elements from Concept 1 in streets, parking lots and pedestrian zones

### DEVELOPMENT CHARACTER

- » Building heights vary from 2-5 stories south to north
- » Longer term - Redevelopment to create a more walkable village-like character
- » Phase redevelopment (10-20 years) to potentially include mixed-use buildings with ground floor retail, restaurants, commercial businesses
- » Upper floors to potentially include a mix of housing types such as affordable housing, senior housing, market rate housing and missing middle housing





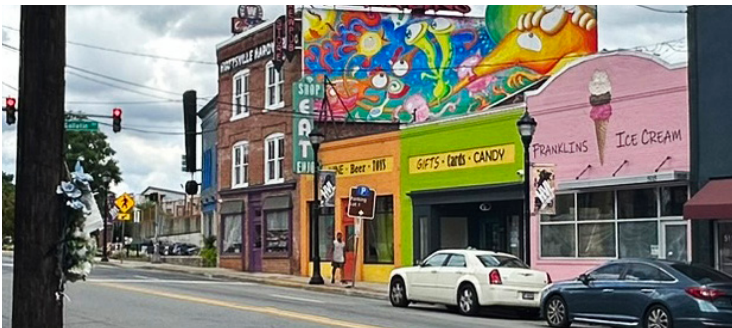
# Hollywood Commercial District

## *Precedent Images - Walkable Village*

### STREETSCAPE & PLACEMAKING



### DEVELOPMENT CHARACTER





# Hollywood Commercial District

*View Looking South Along Rhode Island Ave. - Existing*

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# Hollywood Commercial District

*View Looking South Along Rhode Island Ave.*





# Hollywood Commercial District

*View Looking South Along Rhode Island Ave.*





# Hollywood Commercial District

## *Aerial View - Existing*





# Hollywood Commercial District

## *Aerial View - Walkable Village Character*

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A dark teal background image showing a group of people in a meeting. In the foreground, a person is writing on a large sheet of paper on a table. Other people are visible in the background, some looking at the paper. The image is framed by a white border.

**THANK YOU!**  
**STAY IN TOUCH**





## Webpage

<https://pgplan.org/CentralUS1Study>

Community Survey will be open until November 30th

Remember to attend the Post Charrette Meeting / Presentation  
Wednesday, December 11, 2024 at 6:00pm - Davis Hall.

**REMINDER**

**Post Charrette Meeting:  
Community Open House:**

**December 11, 6:00pm  
February/March - TBD**



# SUMMARY OF FINDINGS

*Consultant Team Background Research*



# ZONING, LAND USE, & DEVELOPMENT ACTIVITY

## *Summary of Findings*

- » CB-15-2024 (approved) recommends increased building heights and density in NAC and LTOe zones (along the US Route 1 corridor)
- » Zoning will permit 7 story buildings in the Hollywood Commercial District and 5 to 7 story buildings along the US Route 1 corridor
- » Zoning (neighborhood compatibility standards) allows new construction, in some instances, to be less than 50 feet from existing homes
- » Potential future development (Paint Branch Preserve North & South 131 TH's) along Autoville Drive (status: Pending)





# ECONOMIC DRIVERS

## *Summary of Findings*

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### **US ROUTE 1 / BALTIMORE AVENUE**

- » Small commercial properties along the US Route 1/Baltimore Avenue corridor will be challenging to redevelop; uses will likely remain or be repurposed.
- » The auto-dealership cluster will likely remain long term
- » The likely scenario is an organic mix of new, but very limited large-scale infill multifamily and mixed-use development and small-scale redevelopment or repurposing of existing buildings over time (shops, brewery, eateries may replace auto services, for example)

### **HOLLYWOOD COMMERCIAL DISTRICT**

- » There are vacancies, unkempt properties, and a lack of a “cohesive identity”
- » Streetscape, placemaking and branding, facade improvements, and programming (events) could be a catalyst for positive change
- » Redevelopment, including mixed-use buildings of an appropriate height, could create a more viable, attractive, and walkable district



# TRANSPORTATION & MOBILITY

## *Summary of Findings*

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- » The Edgewood Road and Cherry Hill Road intersections along US Route 1/ Baltimore Avenue are crash hotspots and pose congestion and safety problems
- » There are very few crosswalks across US Route 1/Baltimore Avenue
- » Safe pedestrian and bicycle connections to/from the Greenbelt Metro Station, the Paint Branch Trail, Cherry Hill Road Park and Community Gardens, and other destinations are limited
- » Multiple driveways and curb cuts encourage numerous left turns, which cause traffic congestion and safety issues
- » Shuttle UM, Metrobus, and The Bus serve the area with moderate frequency, approximately every 30 minutes during peak times



# THE NATURAL ENVIRONMENT & RECREATION

## *Summary of Findings*

### FLOODING AND THE NATURAL ENVIRONMENT

- » Several homes along Park Drive and Kiernan Road appear to be in the floodplain
- » Large portions of the study area, along the Paint Branch, west of US Route 1/ Baltimore Avenue, are zoned Reserved Open Space and cannot be developed

### RECREATION

- » Formula 2040, the County's long range recreation plan, has identified a deficit of recreation facilities within Service Area 2. Our study area is within Area 2. Several recreation facilities have been completed and/or are planned to address this need.





# COMMUNITY FEEDBACK

*Community Workshops - September 17 and 19*

*College Park Day - October 5*

*Community Survey*



# Summary of Community Feedback

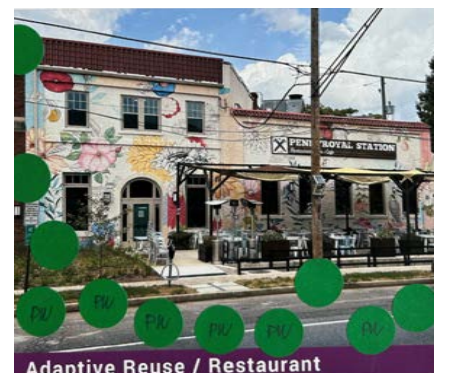




# US-1 BALTIMORE AVENUE CORRIDOR

## *Summary of Community Feedback*

- » Some support for taller buildings, mixed-use, affordable housing, and medical office
- » Limited or no support for more student housing
- » Building heights should step down adjacent to existing homes
- » Support for adaptive reuse and repurposing of existing buildings
- » Support for retail, small local businesses, restaurants, and neighborhood-focused services
- » Some advocacy for lower height buildings, especially along the east side of Route 1
- » Concern about environmental and compatibility impacts of potential development adjacent to existing homes, particularly along Autoville Road





# HOLLYWOOD COMMERCIAL DISTRICT

## *Summary of Community Feedback*

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- » Some support for 2 to 4-story buildings, mixed-use, and affordable housing
- » Support for beautification, repurposing existing buildings, facade and storefront improvements, enhanced retail, restaurants, and small local businesses
- » Some limited support for 5 to 6-story buildings
- » 7 stories is too tall
- » Support for making the District more walkable and attractive
- » Building heights should step down adjacent to existing homes

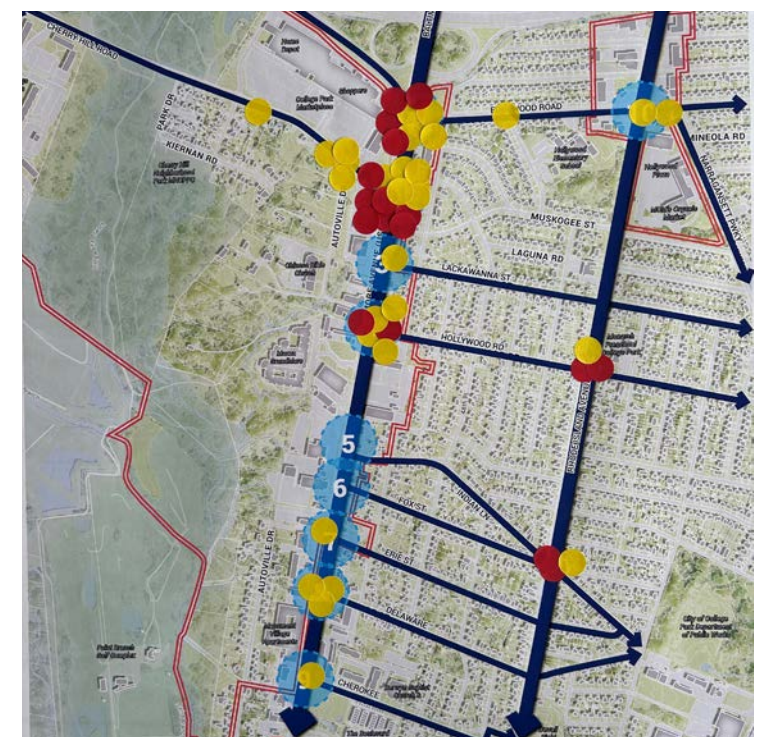
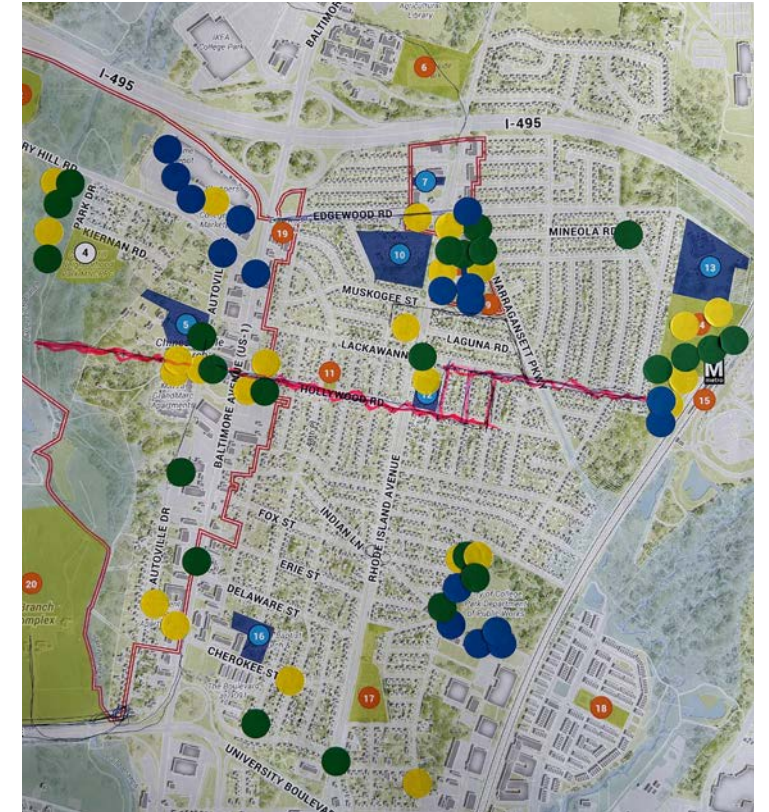




# MOBILITY, TRANSPORTATION & CONNECTIVITY

## *Summary of Community Feedback*

- » Major concerns regarding intersection safety along Route 1, especially at Edgewood and Cherry Hill Roads
- » Support for crosswalks at all 4 legs of intersections, separated bike or safe bike lanes and routes, pedestrian signals, and more bus shelters
- » Support for improved pedestrian and bicycle connectivity to/from: the Greenbelt Metro Station, the Paint Branch Trail, the Marketplace Shopping Center, the Hollywood Commercial District, schools, churches, parks, playgrounds, and other destinations
- » Improve pedestrian and bicycle safety everywhere

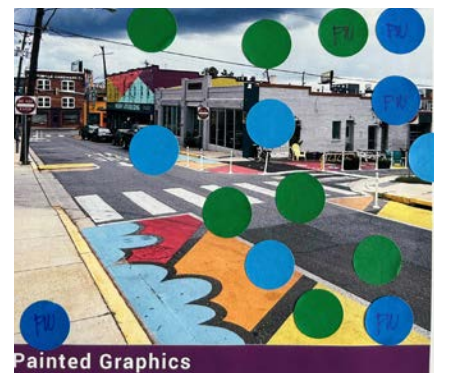




# PLACEMAKING & STREETScape

## *Summary of Community Feedback*

- » Support for improving neighborhood identity, branding, and sense of place - especially for the Hollywood Commercial District
- » Consider public art, signage and wayfinding, and enhanced bus stops
- » Consider outdoor event spaces to support gatherings, festivals, farmers markets, and cultural events
- » Support for enhanced streetscapes, painted crosswalks, sidewalks with outdoor dining, and more welcoming retail frontages and storefronts
- » Support for continuing the Route 1 streetscape similar to near the campus with center median, bike lanes, light poles, and crosswalks





# NATURAL ENVIRONMENT & RECREATION

## *Summary of Community Feedback*

- » Support for children's play areas, small parks, indoor recreation facilities, trails, community gardens, and outdoor recreation
- » Desire to preserve the neighborhood's tree canopy
- » Major concerns regarding flooding along Kiernan Road and Park Drive and behind Seven Springs
- » Some concerns regarding flooding of properties that back to the Paint Branch and along Narragansett Parkway
- » Desire to enhance the Paint Branch as a preserve





# SURVEY RESULTS

## Summary of Community Feedback

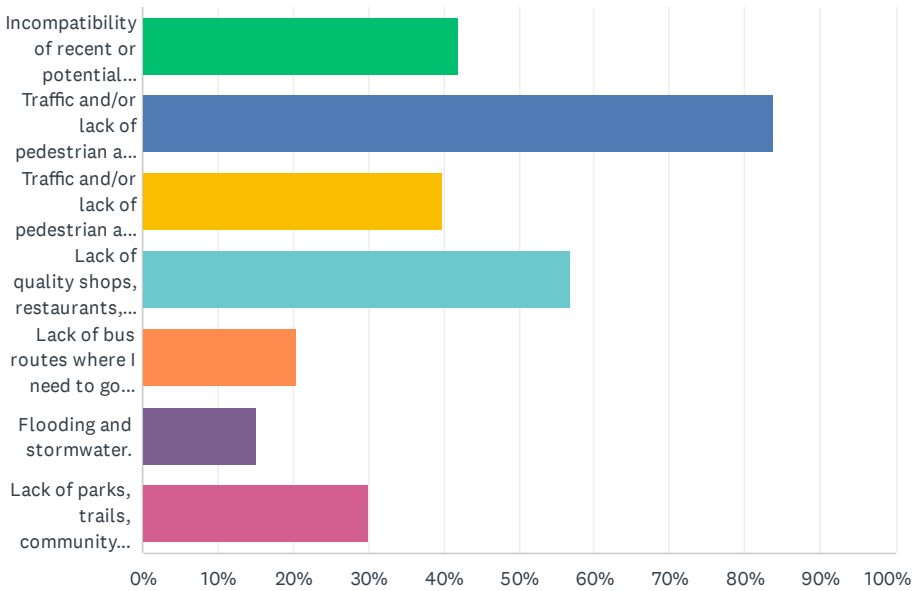
- » 93 responses to date
- » Survey will be open until November 30
- » Final results will be shared at the Community Meeting on December 11

Central US Route 1 Neighborhood Compatibility Study

SurveyMonkey

Q10 What do you believe are the greatest weaknesses and concerns of the Study Area? Select all that apply.

Answered: 93 Skipped: 0

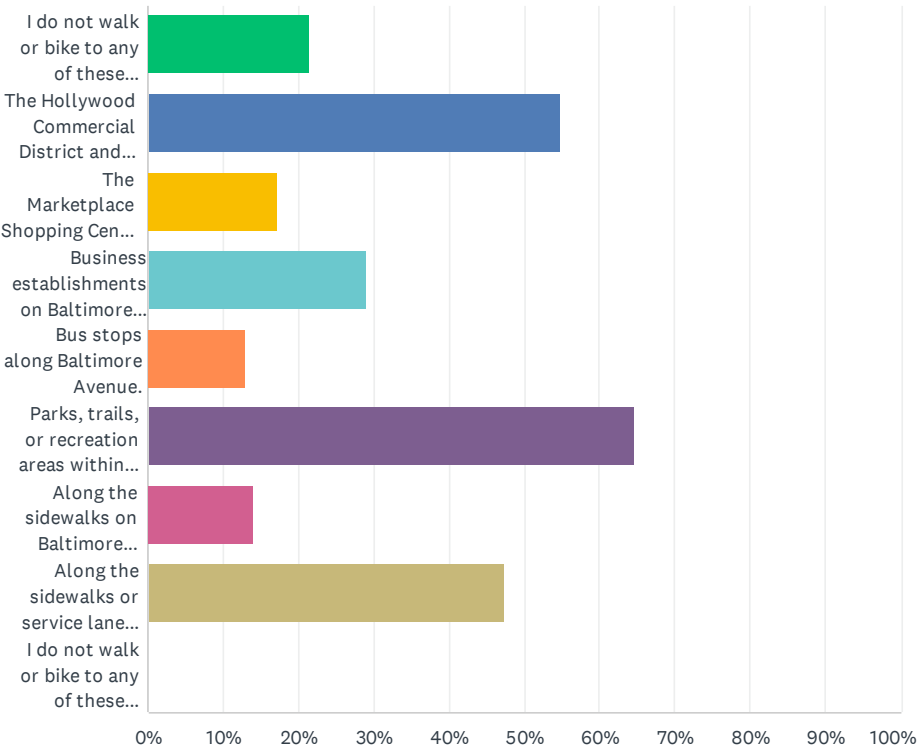


Central US Route 1 Neighborhood Compatibility Study

SurveyMonkey

Q6 I frequently walk and/or bicycle to/from... Select all that apply.

Answered: 93 Skipped: 0





# SURVEY RESULTS

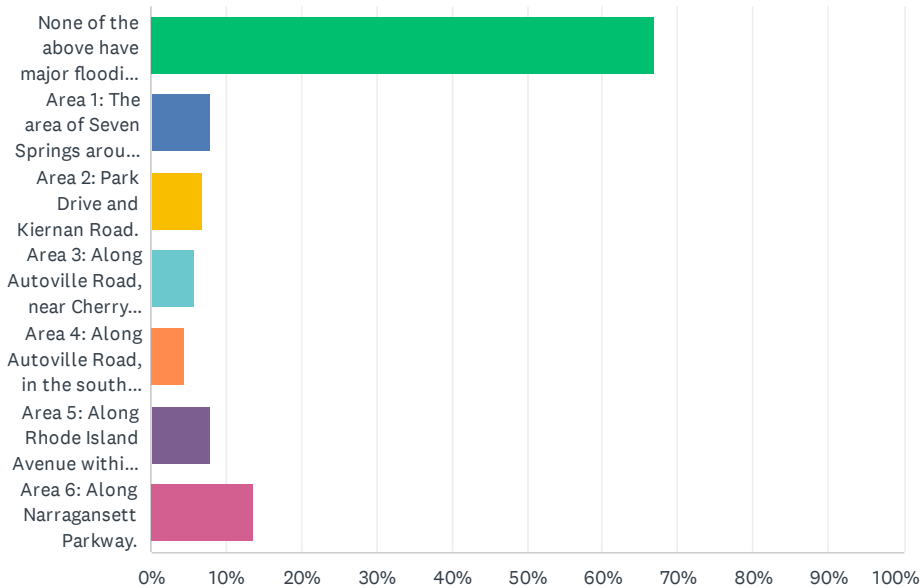
## Summary of Community Feedback

Central US Route 1 Neighborhood Compatibility Study

SurveyMonkey

Q12 Which areas have the greatest flooding or stormwater issues? Select all that apply to you. Refer to this map:

Answered: 88 Skipped: 5



Central US Route 1 Neighborhood Compatibility Study

SurveyMonkey

Q18 What would you like to see more of in the Study Area? Select up to three.

Answered: 92 Skipped: 1

