

CENTRAL US 1 NEIGHBORHOOD COMPATIBILITY STUDY

COLLEGE PARK, MARYLAND

PUBLIC WORKSHOP 1 & 2 PRESENTATION
SEPTEMBER 17 & 19, 2024

Images shown for illustrative purposes only.



WELCOME / OVERVIEW

VANESSA AKINS

Images shown for illustrative purposes only.

AGENDA

1. PROJECT INTRODUCTION
2. PROJECT TEAM
3. PROJECT SCHEDULE & SCOPE
4. INITIAL OBSERVATIONS
5. WORKSHOP ACTIVITIES

Images shown for illustrative purposes only.

PROJECT TEAM

Overview

MEET THE M-NCPPC TEAM



VANESSA AKINS
SPECIAL PROGRAM
MANAGEMENT
COORDINATOR



LYNDSEY CLOUATRE
PLANNER III



CONNOR KLEIN
PLANNER III

MEET THE CONSULTANT TEAM



**MATT
D'AMICO**
DESIGN COLLECTIVE



**MAYTE
ORTEGA-WEBBERT**
DESIGN COLLECTIVE



**ABIGAIL
FERRETTI**
PARTNERS FOR ECONOMIC
SOLUTIONS



**KEVIN
KEELEY**
VHB



Design Collective

FIRM OVERVIEW

Years in Business: 44

Employees: 80+

Office Location: Baltimore, MD & Chicago, IL

Core Competencies:

- » Planning & Urban Design: 50+ Master Plans
- » Experience in Prince George's County
- » Experience in College Park
- » Community Engagement: 100+ Events
- » Corridor and Neighborhood Plans

Website: www.designcollective.com



Near-Term Public Improvements

The following table lists public orders-of-magnitude costs to the list of capital improvements recommended to enhance the downtown, beautify its public spaces, improve road functioning and support additional private investment. These preliminary estimates are based on information available at this time and will have been produced to approximate the total costs for improvements envisioned, for the purpose of providing scaling the implementation funding strategy. Detailed estimates for each improvement, which may vary from these preliminary estimates, will be needed at the time of implementation.

The near-term capital improvements (1 to 3 years) have a total estimated cost of \$90,900, including a preliminary allowance to cover the construction of a limited number of bicycle lanes and pedestrian crossings. The remaining \$60,000 would be used to fund other improvements such as:

10/10/2016

Potential Revenue

Interest Rate	5.00%
Serm (years)	10
Debt Coverage Ratio	1.25
Annual Net Income	\$1,000,000
Supportable Debt	\$1,250,000
Less Insurance Costs at 5%	\$62,500
Net Bond Proceeds	\$1,187,500
Annual Funds for Depreciation	\$118,750
Source: City of Dallas Economic Development	

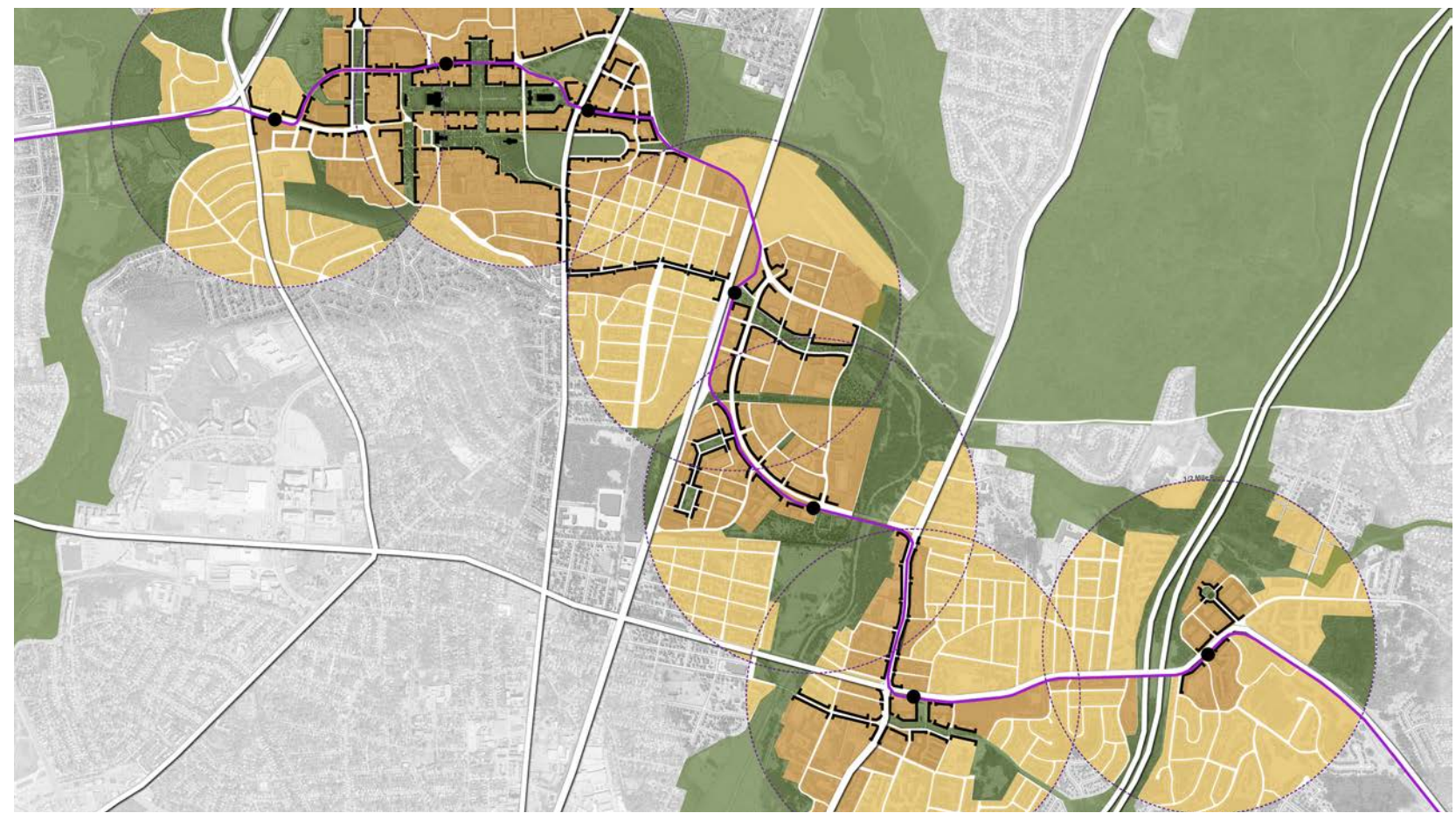
Area Projects Strategy (MAPS) involved listing very specific investments to be funded by a one-cent sales tax increase for a period of five and a half years. It provided a timeline

grants

The investment required to achieve the Downtown Salem Springs vision is estimated at approximately \$5 million, of which roughly three-quarters should be considered for bond financing. Based on 2013 revenues, a seven-year sales tax equal to one-quarter of a cent will generate roughly \$725,000 in annual revenues that could support an estimated \$3.6 million in revenue bonds and \$121,000 annually for funding of smaller improvements. Successful passage of such a bond initiative will require a comprehensive campaign to build voter support, including informational materials that share

Potential Revenue Bond Financing	
	1/4 Cost Tax
Interest Rate	2.90%
Term (years)	7
Debt Coverage Ratio	120%
Annual Net Income	\$725,000
Supportable Bond	\$3,809,000
Less Insurance Costs at 5%	\$190,000
Net Bond Proceeds	\$3,613,000
Annual Funds for	\$1,220,800
Pay-as-you-go	

Source: City of Ocean Springs Budget Partners for Economic Solutions



Years in Business: 16

Office Location: Washington, DC

Core Competencies:

- » Market, Economic, and Real Estate Advisory Services
- » Retail, Commercial Corridors and Commercial/ Shopping Districts
- » Economic Incentives and Implementation Strategies
- » Revitalization and Redevelopment Strategies
- » Impacts and Benefits Analyses

Website: www.pesconsult.com



FIRM OVERVIEW

Years in Business: 45

Employees: 2,000+

Office Location: 30+ East Coast Offices, 3 Metro DC
offices: Downtown DC, Silver Spring, Tysons

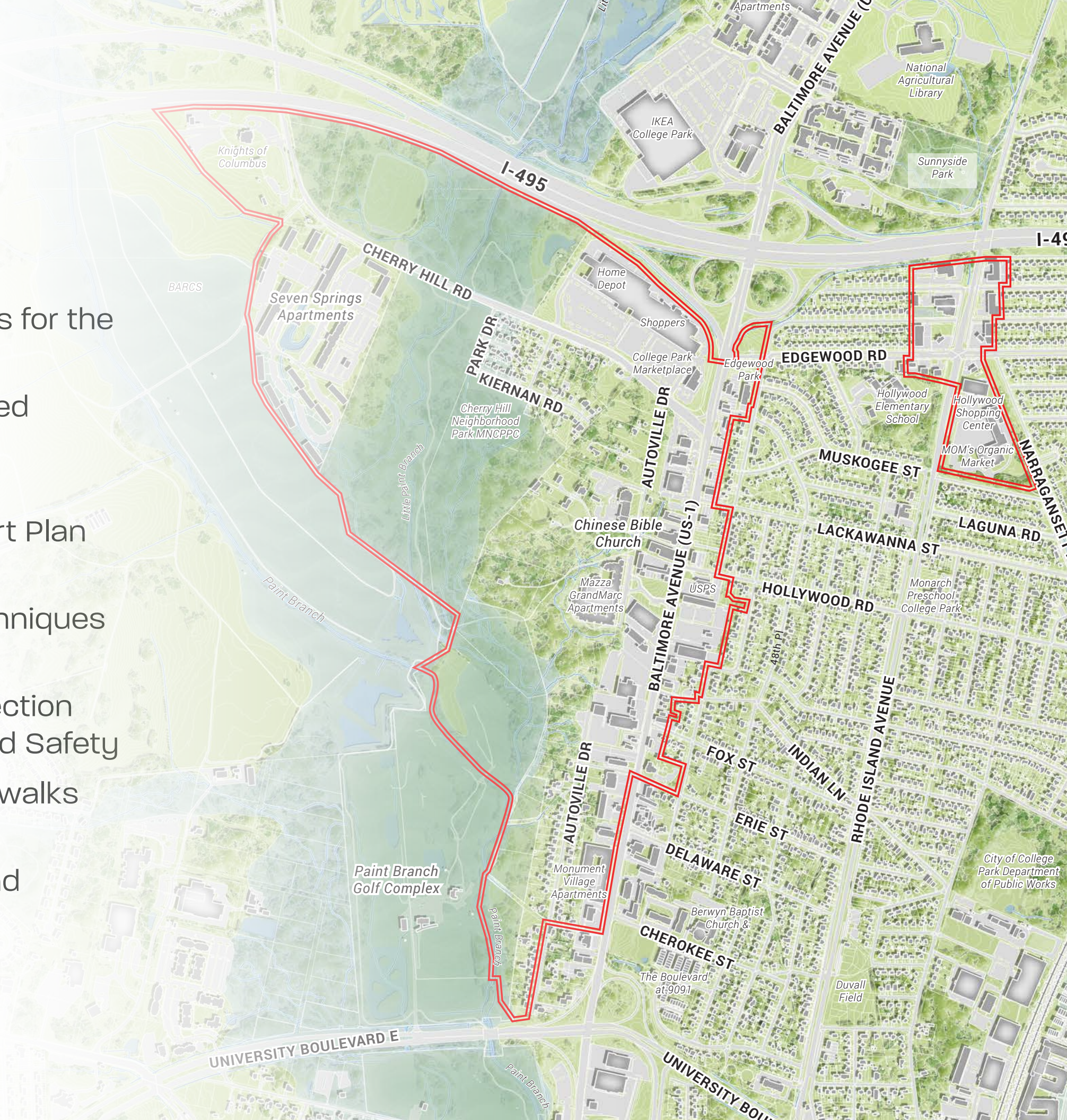
Core Services:

- » Transportation Planning & Engineering
- » Land Development
- » Planning & Design
- » Environmental
- » Applied Technologies

Website: www.vhb.com

GOALS & OBJECTIVES

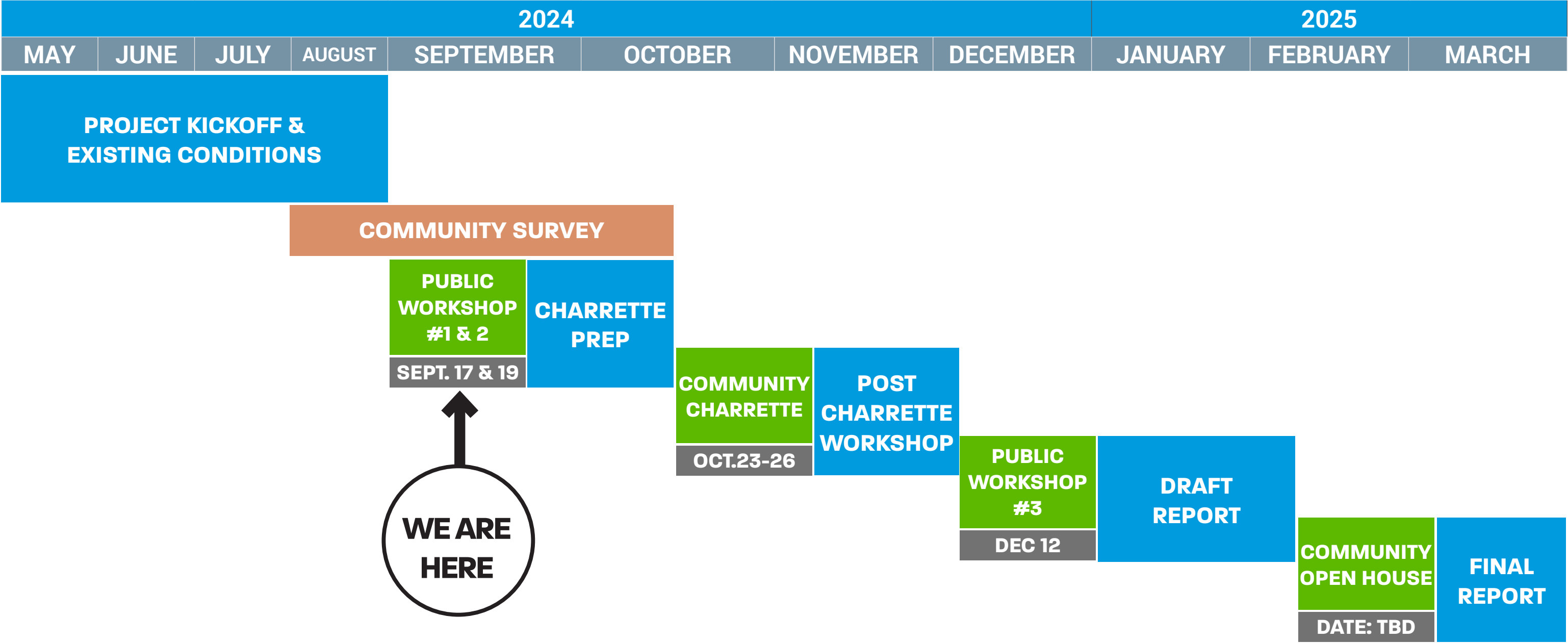
- » Address Development Compatibility
- » Identify Economic Drivers
- » Identify Use and Investment Strategies for the Hollywood Commercial District
- » Investigate the Benefits of the Proposed Community Center for the Hollywood Commercial District
- » Recommend Policy Updates to Support Plan Goals
- » Identify Stormwater Management Techniques to Address Flooding
- » 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



PROJECT SCHEDULE + SCOPE

Overview

PROJECT SCHEDULE



INITIAL OBSERVATIONS

LAND USE, ZONING, & DEVELOPMENT ACTIVITY

Zoning & Building Heights

SEVEN SPRINGS: RMF-48

- » Mixed-Use
- » Maximum Building Heights: 110 feet (10 stories)

HOLLYWOOD COMMERCIAL DISTRICT: CGO

- » Mixed-Use
- » Maximum Building Heights: 86 feet (7 stories)

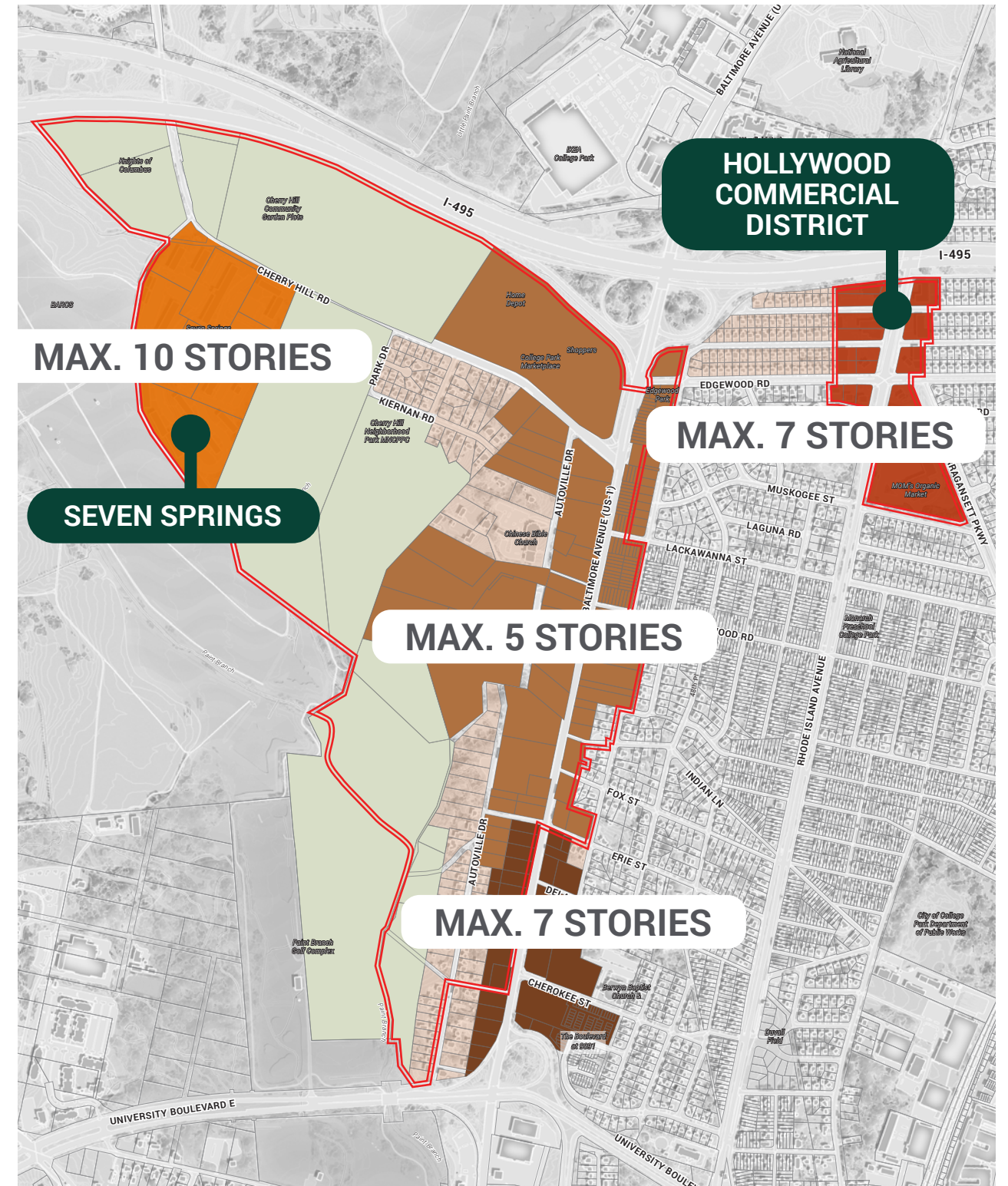
CORRIDOR AREA - NORTH: NAC

- » Mixed-Use
- » Maximum Building Heights: 60 feet (5 stories) - Recently Amended

CORRIDOR AREA - SOUTH: LTOe

- » Mixed-Use
- » Maximum Building Heights: 80 feet (7 stories)- Recently Amended

What is the appropriate scale and character of development within these different areas?



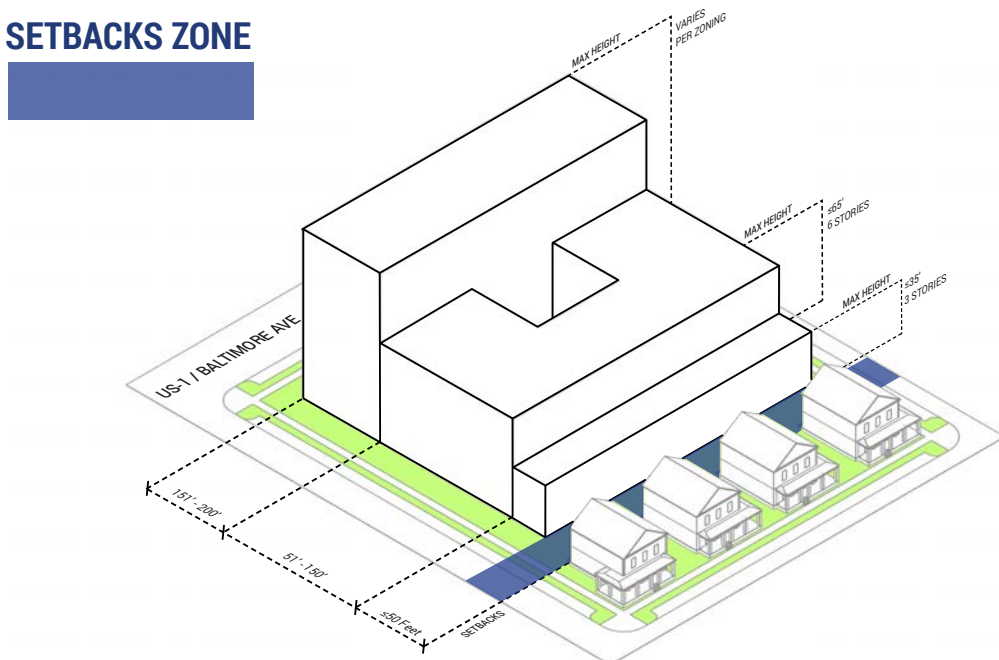
LAND USE, ZONING, & DEVELOPMENT ACTIVITY

Neighborhood Compatibility

- » There is no current requirement for a setback or buffer to the property line of an existing home
- » New buildings located within 50 feet, or less, from an existing home are limited to 3 stories
- » New buildings located greater than 50 feet from an existing home may be 4 to 5-stories and up to as tall as 10 stories, depending upon the location, allowed height, and distance from the existing home

What are your thoughts and concerns regarding neighborhood compatibility?

SETBACKS ZONE



The diagram above is for new development along Baltimore Avenue. Development elsewhere is similar, but varies slightly



LAND USE, ZONING, & DEVELOPMENT ACTIVITY

Development Activity

SITE A: PAINT BRANCH PRESERVE (NORTH):

- » 9624-9702 Autoville Road
- » Zoning: NAC - Mixed-Use
- » Approximately 9.6 acres
- » Status: on hold

SITE B: AUTOVILLE RESIDENCES:

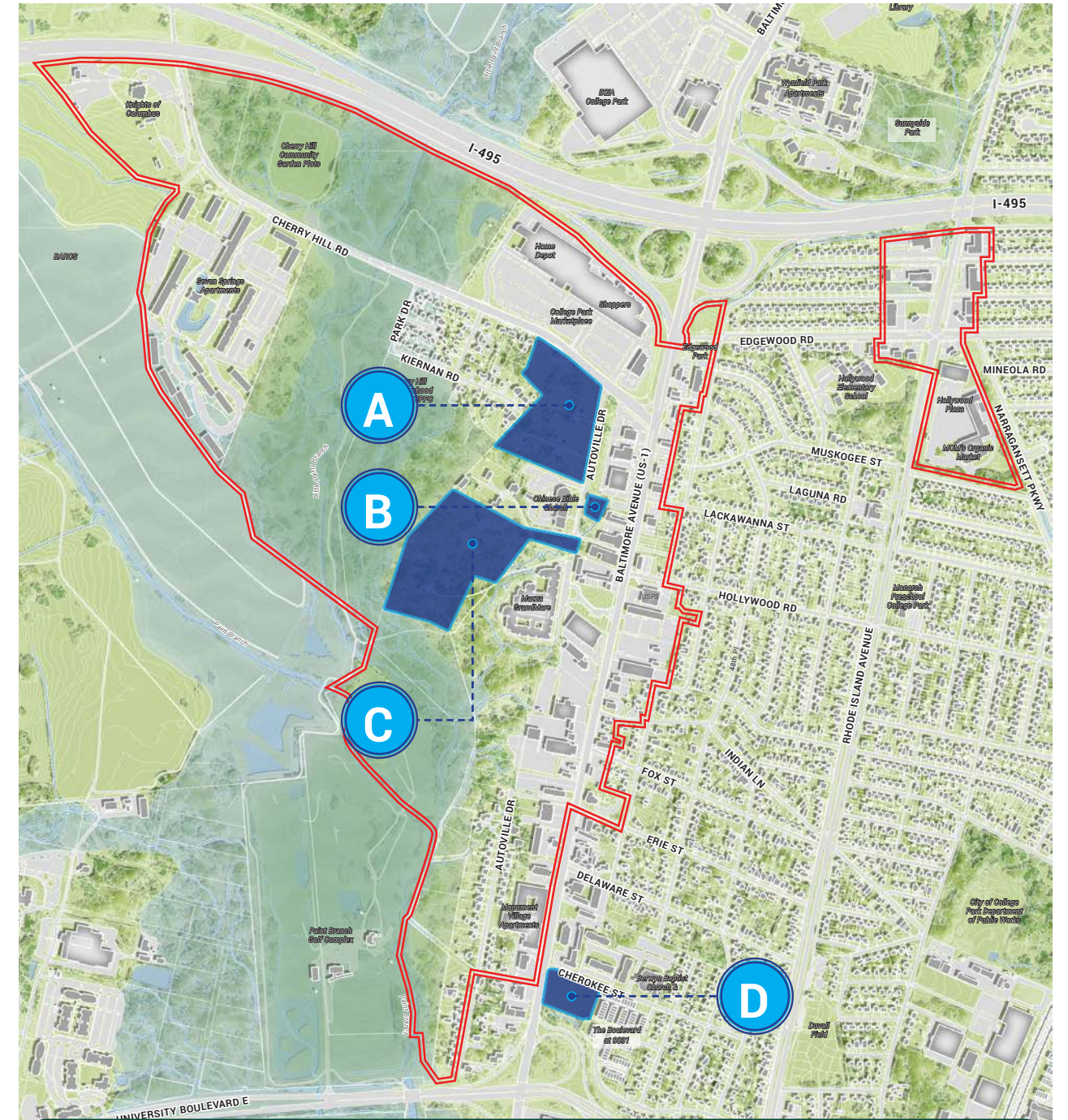
- » 9621 Autoville Road
- » Zoning: NAC - Mixed-Use
- » Approximately 0.5 acres
- » 4 Stacked TH's (8 units)
- » Status: Approved

SITE C: PAINT BRANCH PRESERVE (SOUTH):

- » 9606 Autoville Drive / 4302 Peru Road
- » Zoning: NAC - Mixed-Use
- » Approximately 13.2 acres
- » Status: Natural Resources Inventory Approved

SITE D: THE METROPOLITAN AT COLLEGE PARK:

- » 9091 Baltimore Avenue
- » Zoning: LTOe - Mixed-Use
- » Approximately 4.2 acres
- » 230 multifamily units and 45 TH's
- » Status: Approved



What are your thoughts and concerns regarding these, or other, planned developments?

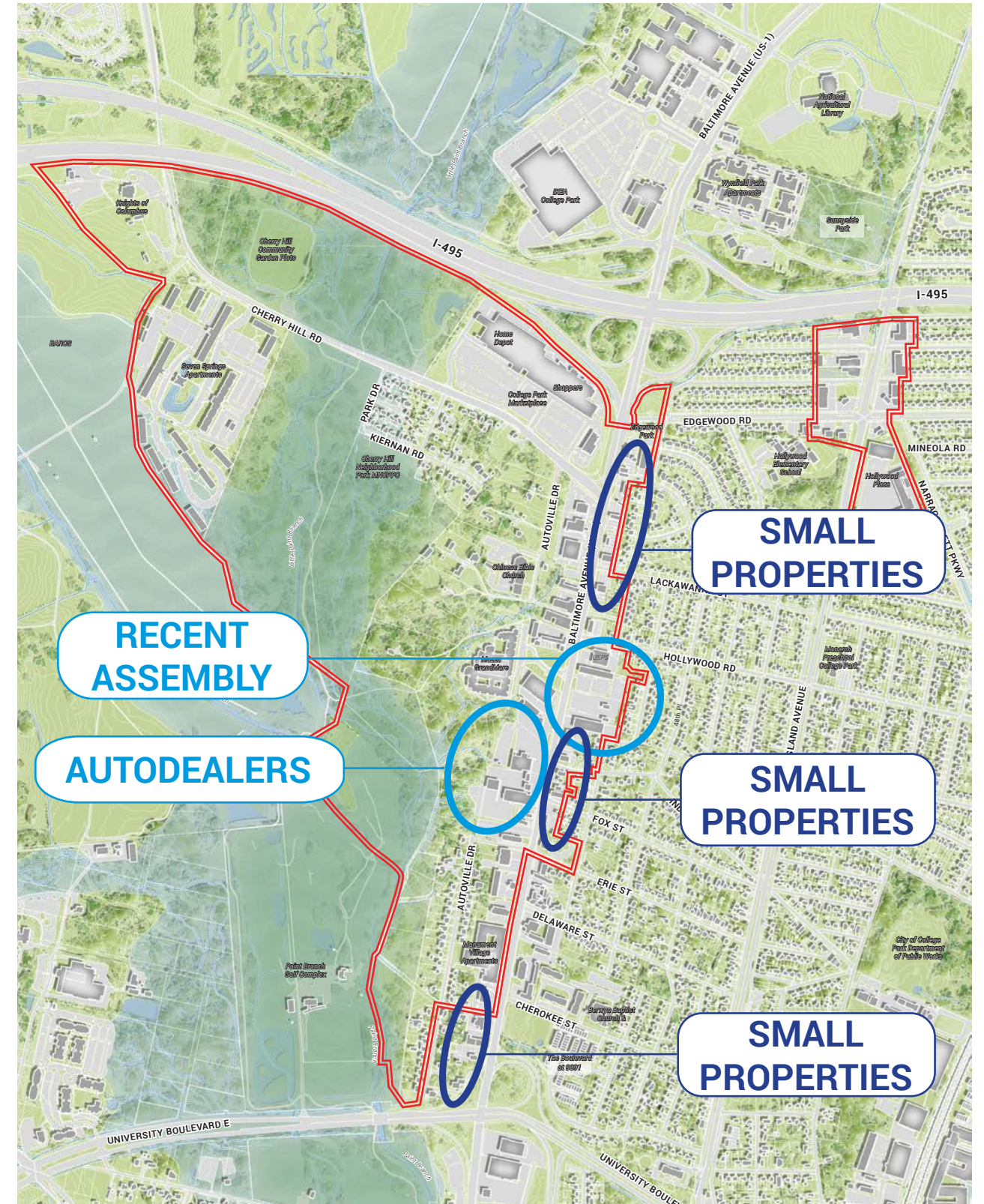
ECONOMIC DRIVERS AND PROSPERITY

Baltimore Avenue

- » High visibility along Baltimore Avenue with heavy traffic volume including gateway to UMD
- » Recent assembly and consolidation of ownership likely to keep auto-dealership cluster long-term
- » There are several small properties that will be challenging to redevelop as large-scale, mixed-use projects - particularly on the east side of Baltimore Avenue
- » Uses will likely remain until the market and economics mature
- » The more likely scenario is an organic mix of new, limited large-scale infill development (where properties are large enough) and small-scale redevelopment or the repurposing of smaller existing buildings and properties (as shops, eateries, brewery or wine bar, for example)
- » Infrastructure, streetscape, and other investments or incentives could be a catalyst for positive change

What would the community like to see along Baltimore Avenue?

Should the northern portion of the study area vary from the southern portion?



ECONOMIC DRIVERS AND PROSPERITY

Hollywood Commercial District

- » Vacancies persist in both the Hollywood Shopping Center and Hollywood Plaza
- » Some buildings (and uses) could benefit from upgrades.
- » There are some access and visibility limitations
- » The commercial district - the 3-block section of Rhode Island Avenue - attracts customers from private vehicles
- » Redevelopment, including appropriately-scale mixed-use buildings of reasonable height, could create a more viable, attractive, and walkable district
- » Opportunities for corner redevelopment with single ownership could allow renovation and repurposing of existing property to services that serve the community
- » Infrastructure, streetscape, and other investments or incentives could be a catalyst for positive change
- » Programmatic investment and outreach for existing facade improvement assistance may be a catalyst for positive change
- » The farmers market and the proposed community center will be an asset; other programs (events, social gatherings, Friday night movies, for example) should also be considered

What would the community like to see in the Hollywood Commercial District?

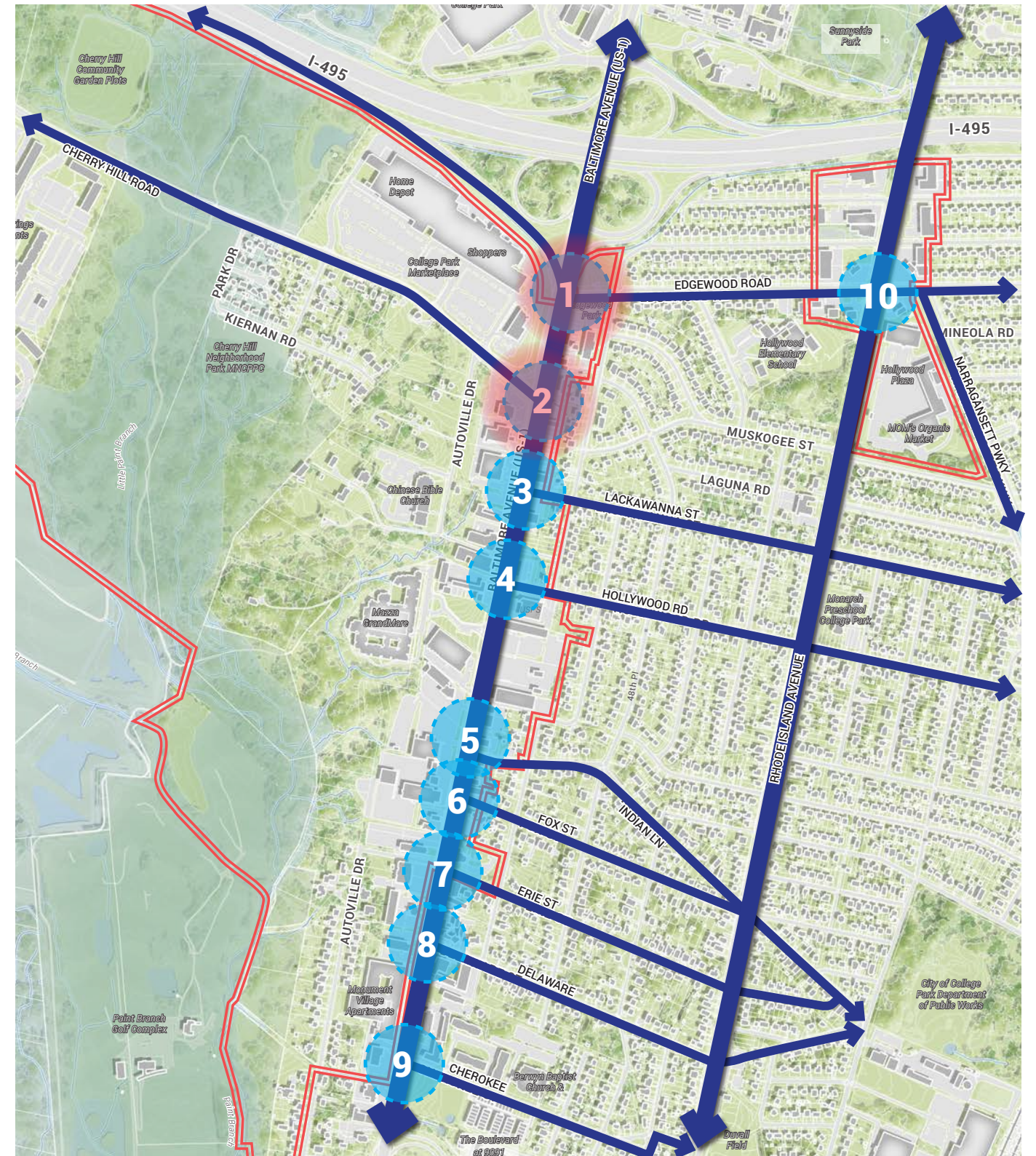


TRANSPORTATION & MOBILITY

Mobility, Intersections, & Safety

- » Two major intersections pose problems for congestion and multimodal safety; both are considered crash hotspots:
 - Baltimore Avenue @ Edgewood Road
 - Baltimore Avenue @ Cherry Hill Road
- » Crossing Baltimore Avenue is difficult and uncomfortable for pedestrians and bicyclists (only 5 crosswalks across Baltimore Avenue):
 - Edgewood Road (#1 on map)
 - Cherry Hill Road (#2)
 - Hollywood Road (#4)
 - Fox Street (#6)
 - Cherokee Street (#9)

What are the community's priorities regarding intersection safety and mobility?

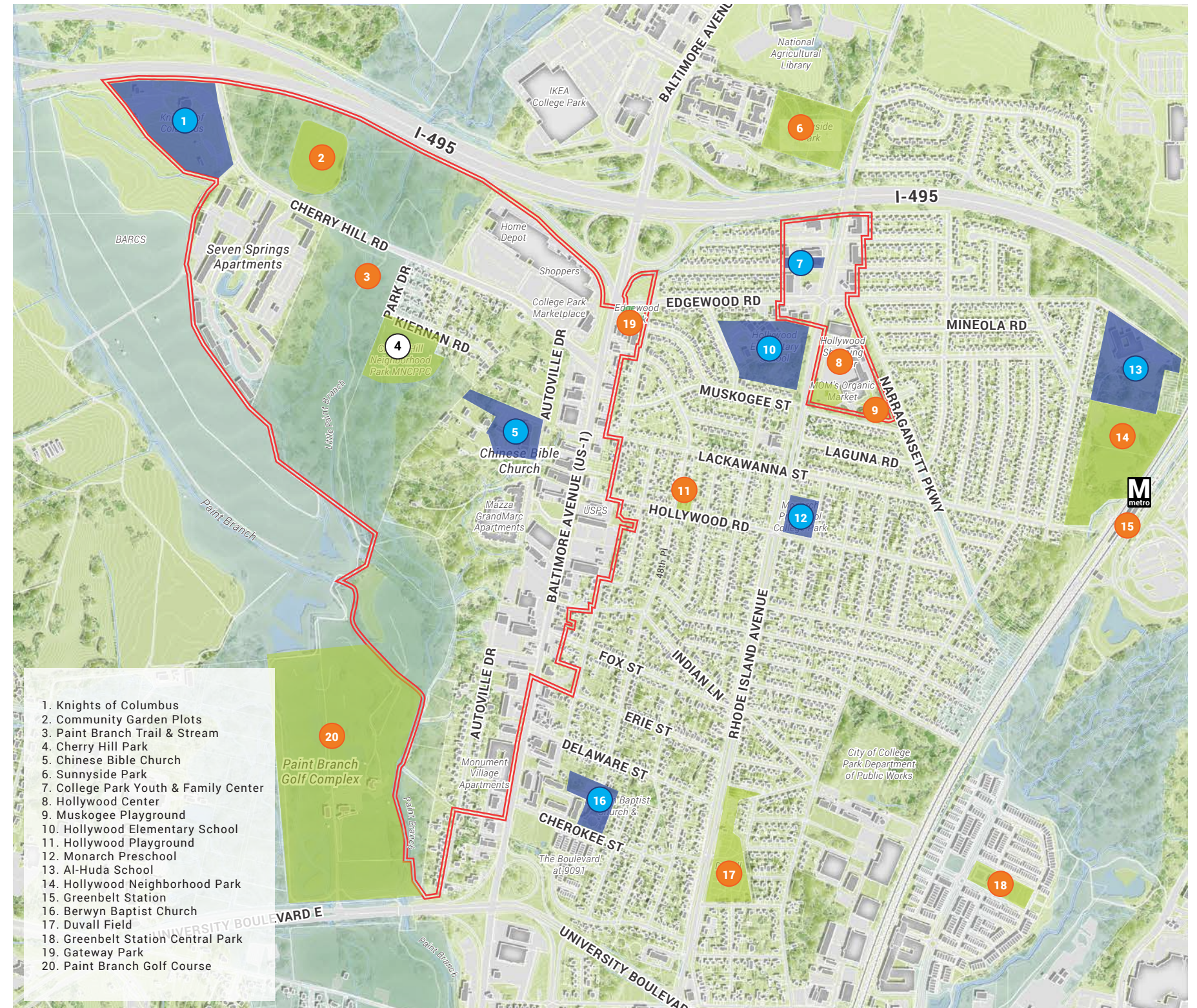


TRANSPORTATION & MOBILITY

Connectivity

- » There are limited crosswalks along, and to cross, Rhode Island Avenue
- » There is limited connectivity to the Paint Branch Trail
- » Visibility and connectivity to the Greenbelt Metro Station is limited
- » There are several important destinations (schools, parks, recreation, community gardens, for example) within and adjacent to the study area
- » There does not appear to be a well-defined, or adequately signed, pedestrian and bicycle network that connects important destinations or to the nearby trail network

What improvements would you like to see to address pedestrian and bicycle connectivity?





TRANSPORTATION & MOBILITY

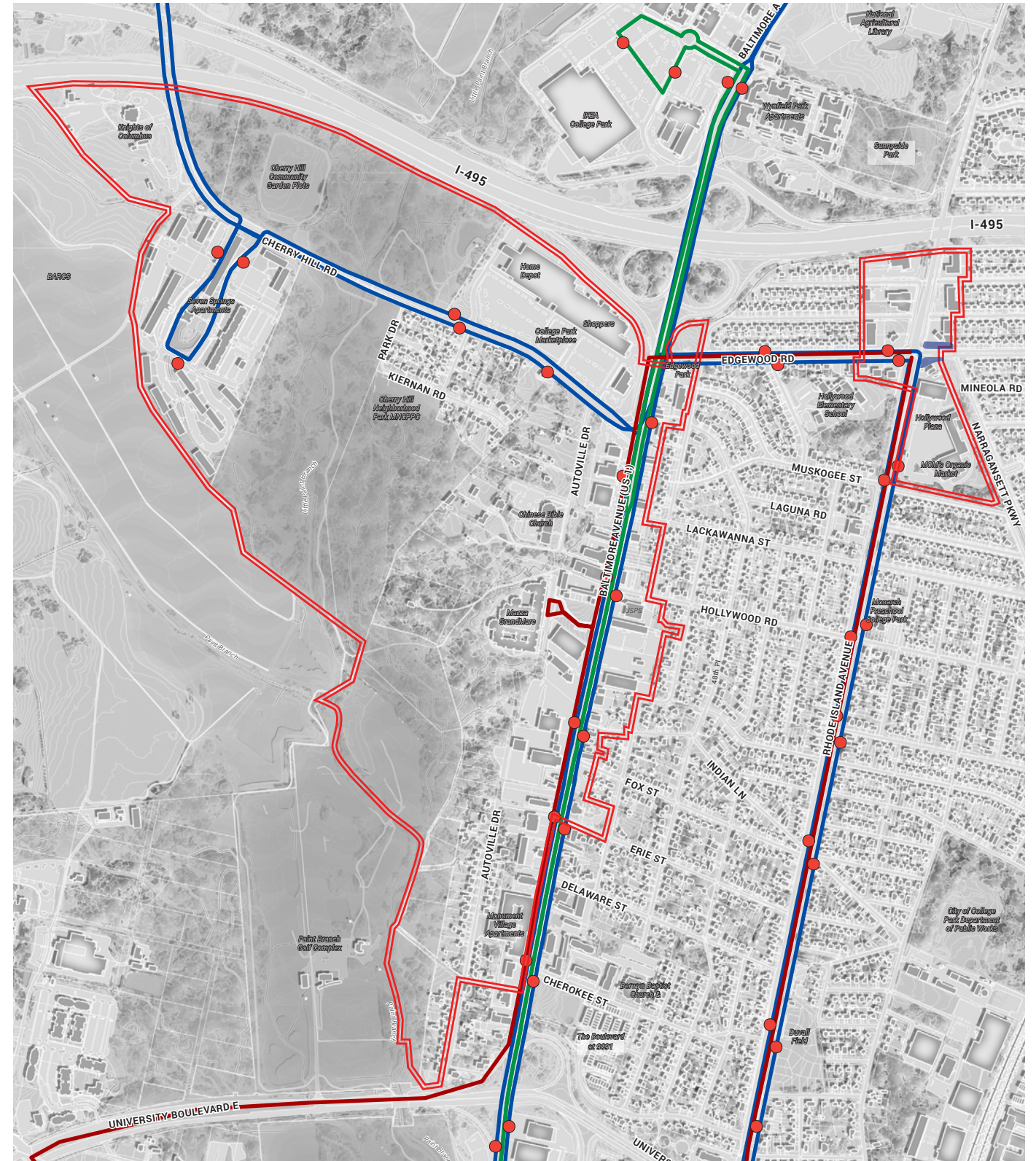
Transit

- » Transit service includes:
 - Shuttle UM
 - Metrobus
 - The Bus
- » In the study area, there is existing local bus service on Baltimore Avenue, Rhode Island Avenue, and Cherry Hill Road.
- » Local buses provide connections to destinations such as Metrorail, UMD, IKEA, Seven Springs, and Hyattsville, among others
- » Buses run with moderate frequency, approximately every 30 minutes during peak times

Does transit adequately serve the community's needs?

 THE BUS ROUTE
 METROBUS ROUTE

 SHUTTLE-UM ROUTE
 BUS STOPS



THE NATURAL ENVIRONMENT & RECREATION

Floodplain

- » Several homes along Park Drive and Kiernan Road appear to be in the floodplain
- » Large portions of the study area, along the Paint Branch, are zoned Reserved Open Space (ROS) and owned by the County or M-NCPPC
- » The mature tree canopy in the neighborhoods is an asset
- » There are several parks and recreation facilities within and near the study area
- » Formula 2040, the County's long range recreation plan, has identified a deficit of recreation facilities within Service Area 2: the study area, along Baltimore Avenue, and in the College Park area

Where is flooding or addressing storm water a great concern?

Are there other recreational facilities you would like to see in the study area?



HOUSING, NEIGHBORHOODS, CULTURAL HERITAGE, & PLACEMAKING

- » The neighborhoods enjoy a diverse and varied cultural heritage
- » The neighborhoods appear safe, well-kept, and desirable
- » Assets may include affordability, proximity to services, diversity, and family-friendliness, among others
- » There are various placemaking elements (parks, recreation, the new Gateway Park, streetscape enhancements on Rhode Island Avenue, for example) that contribute to a sense of community
- » The proposed Hollywood Community Center will add to the sense of community
- » Additional placemaking and civic elements could add further to the community's sense of place (art, events, signage and branding, places to gather and socialize, for example)

What existing unique historic, cultural, or natural neighborhood assets should be celebrated or preserved?

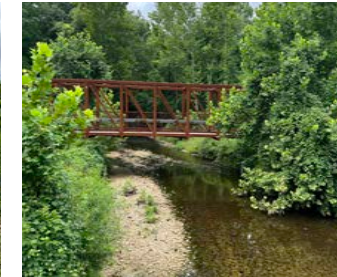
What additional placemaking elements would add to the community's sense of place?



Knights of Columbus



Community Garden Plots



Paint Branch Trail & Stream



Cherry Hill Park



Hollywood Parklet



College Park Youth & Family



Hollywood Center



Rhode Island Ave Improvements



Muskogee Playground



Hollywood Elementary School



Hollywood Playground



Hollywood Neighborhood Park



Al-Huda School



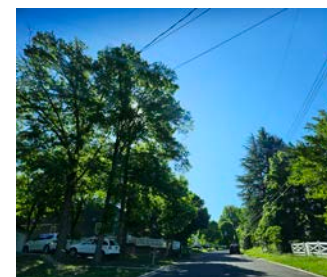
Monarch Preschool



Chinese Bible Church



Berwyn Baptist Church



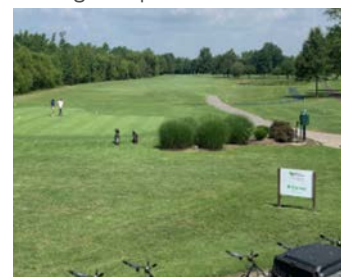
Mature Trees



Duvall Field



Gateway Park



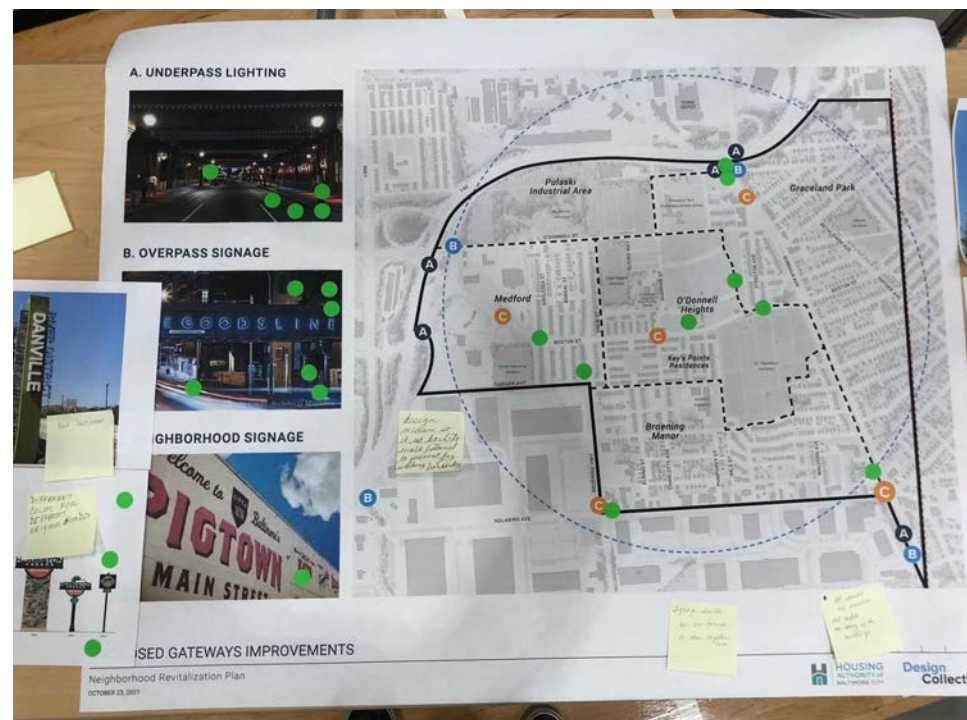
Paint Branch Golf Course

WORKSHOP ACTIVITIES

Overview

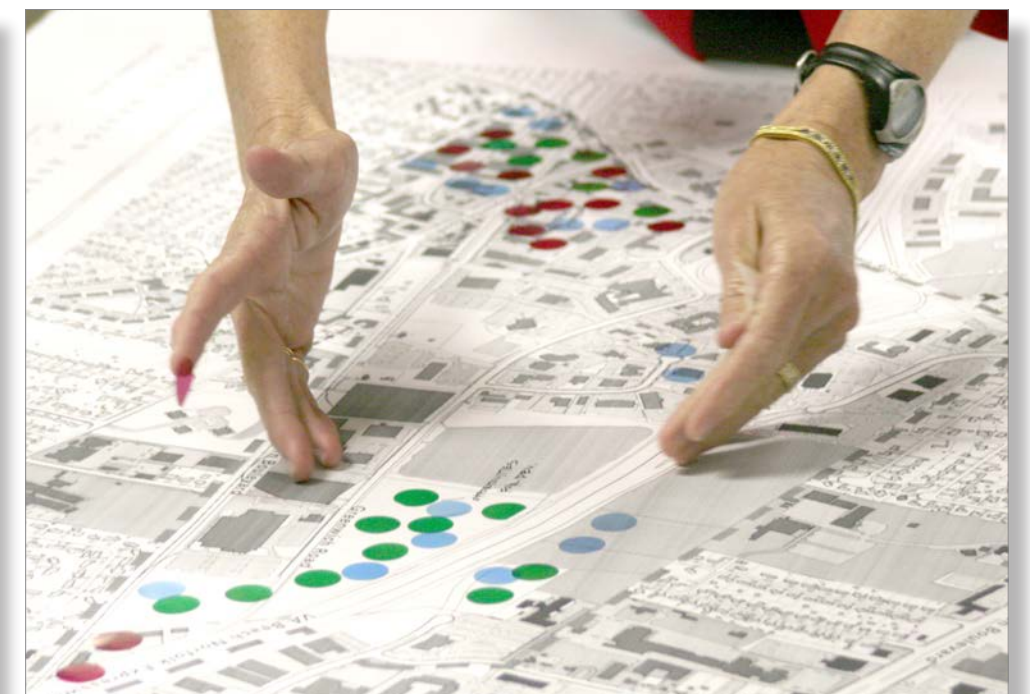
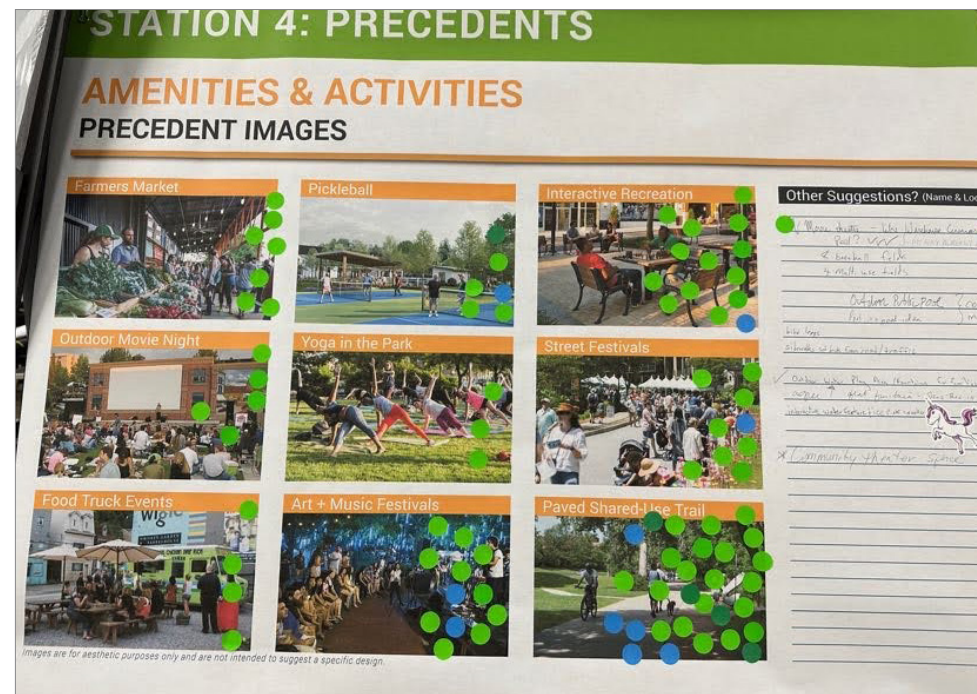
BOARDS & STATIONS

- » Activities Packet
 - Sticky Notes
 - Pen
 - Color Dots
- » Topic Stations
 - Facilitator with relevant expertise at each station
 - Dialogue, ask questions, provide input
- » Spanish-Speaking Ambassador will rotate between stations



ENGAGEMENT ACTIVITIES

- » Color Dots
- » Precedent Images
- » Mark-up Map
- » Sticky Notes
- » Compile results to inform next steps, share at charrette, and post to the webpage



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 - English

https://www.surveymonkey.com/r/CentralUS-1_Survey_English



Community Survey - Spanish

https://es.surveymonkey.com/r/CentralUS-1_Survey_Spanish

REMINDER

Charrette:

Post Charrette Workshop:

Community Open House:

October 23, 24, 25, and 26

December 12

February/March - TBD