



CENTRAL US 1 NEIGHBORHOOD COMPATIBILITY STUDY

COLLEGE PARK, MARYLAND

**COMMUNITY OPEN HOUSE
DRAFT RECOMMENDATIONS PRESENTATION
APRIL 3, 2025**

Images shown for illustrative purposes only.



WELCOME / OVERVIEW

VANESSA AKINS

Images shown for illustrative purposes only.

MEET THE M-NCPPC TEAM



VANESSA AKINS
SPECIAL PROGRAM
MANAGEMENT
COORDINATOR



CONNOR KLEIN
PLANNER III

AGENDA

1. PROJECT SCHEDULE & SCOPE
2. DRAFT RECOMMENDATIONS

Images shown for illustrative purposes only.

MEET THE CONSULTANT TEAM



**MATT
D'AMICO**

DESIGN COLLECTIVE

PLANNING & URBAN DESIGN



**MAYTE
ORTEGA-WEBBERT**

DESIGN COLLECTIVE

PLANNING & URBAN DESIGN



**ABIGAIL
FERRETTI**

PARTNERS FOR ECONOMIC
SOLUTIONS

MARKET & ECONOMICS



**KEVIN
KEELEY**

VHB

TRANSPORTATION &
ENVIRONMENTAL

PROJECT SCOPE + SCHEDULE

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

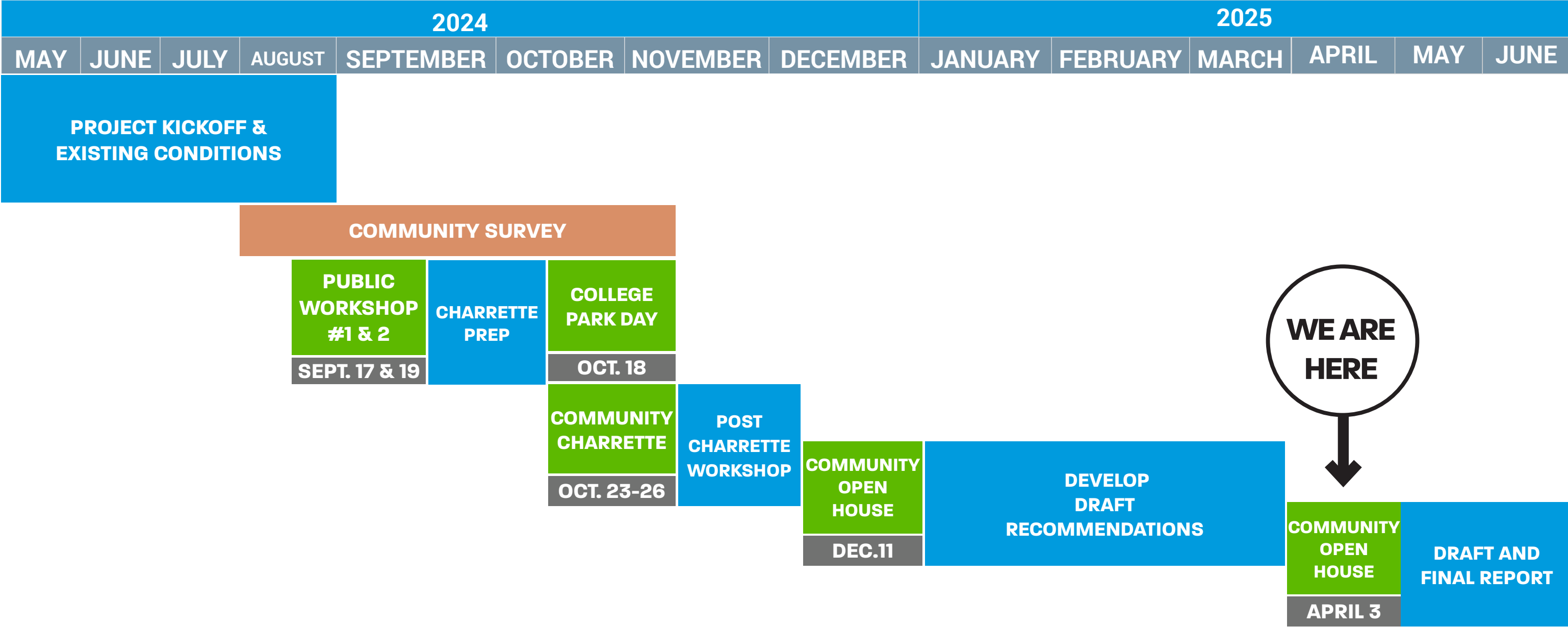
The purpose of the Central US Route 1 Neighborhood Compatibility Study is to inform next steps for the study area, informed by the project's goals, objectives and recommendations

This may include, for example:

- » Policy and/or zoning changes
- » Infrastructure / streetscape improvements
- » Placemaking and Wayfinding
- » Consideration of a Sector Plan update
- » Map amendments
- » Prioritization and/or funding of capital projects



PROJECT SCHEDULE



COMMUNITY FEEDBACK

Community Workshops September 17 and 19

College Park Day October 5

On-Line Survey (~100 responses)

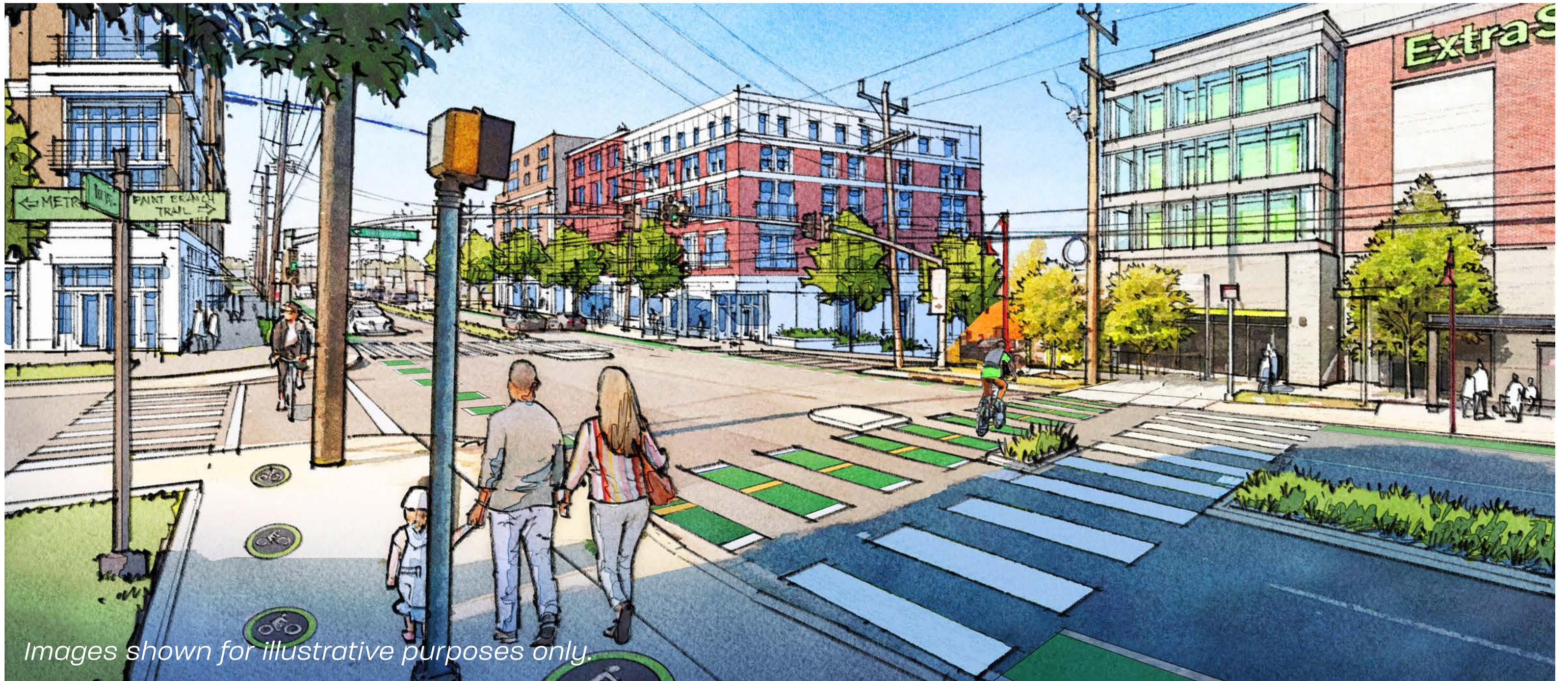
Community Charrette October 23, 24, 25, and 26

Community Open House December 11



Study Area Vision

Transform Baltimore Avenue and the Hollywood Commercial District into a vibrant, attractive, and pedestrian-friendly corridor / place that celebrates the neighborhood's cultural, natural, and economic assets



Images shown for illustrative purposes only.

DRAFT RECOMMENDATIONS

Study Area-Wide

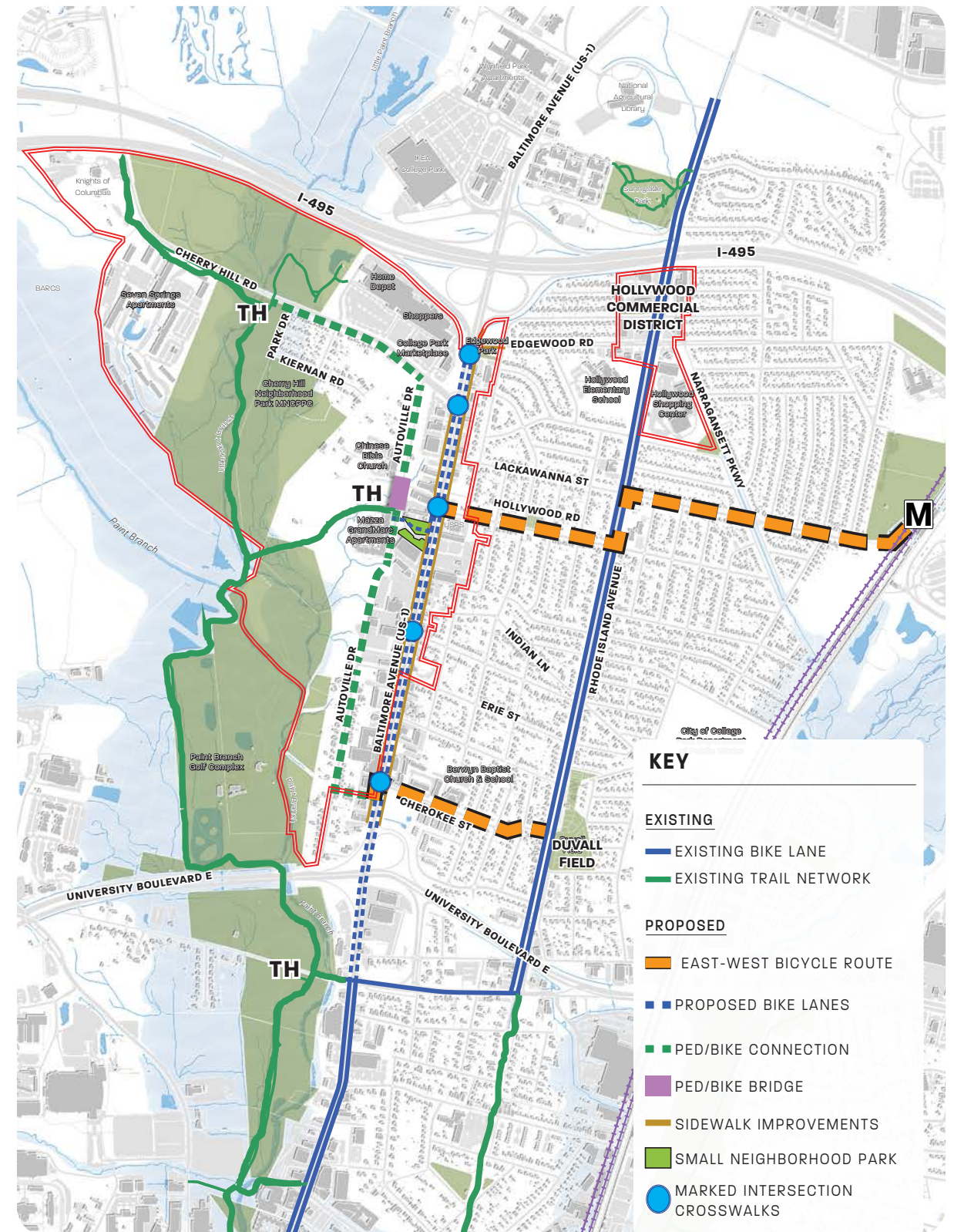
Route 1 / Baltimore Avenue

Rhode Island Avenue / Hollywood Commercial District

Study Area Diagram

Pedestrian and Bicycle Network Plan

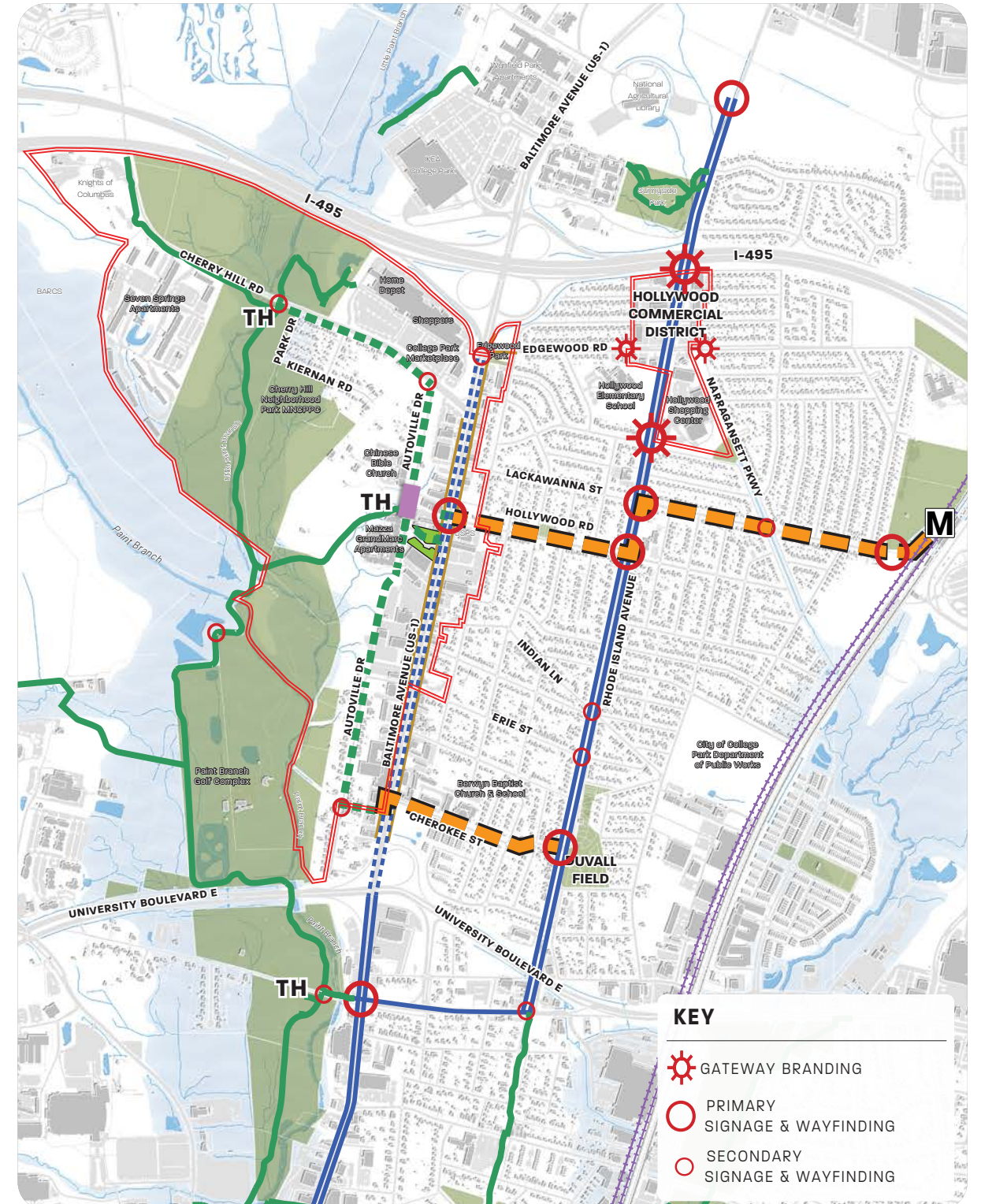
- » Create two safe east-west pedestrian and bicycle routes along:
 - Lackawanna and Hollywood Roads
 - Cherokee Street
- » Use sharrows, signage, and sidewalk graphics to guide cyclists
- » Create a visible bicycle crossing at Hollywood Road and Cherokee Street
- » Add sidewalks on neighborhood streets where appropriate/supported (needs further study with community)
- » Designate Autoville Drive as a shared street (*study trail connection behind auto dealers + ped/bike bridge at Paint Branch TH*)
- » Sign Rhode Island, Autoville, and the Paint Branch Trail as north-south routes
- » Add crosswalks to all legs of intersections
- » Consider barrier-separated bike lanes on US Route 1 as part of Phase 2/3 improvements (needs further study and coordination with DPW&T and SHA - may require ROW acquisition or easements)



Study Area Diagram

Branding, Wayfinding, & Placemaking

- » Add Monumental gateway signage on Rhode Island Avenue to celebrate the Hollywood Commercial District
- » Add similar gateway signage and placemaking elements at key nodes along Baltimore Avenue to celebrate North College Park
- » Consider sculpture, artwork, and branding strategies to create a sense of identity for the Hollywood Commercial District
- » Add significantly more wayfinding signs and branding to guide pedestrians and cyclists
- » Consider permanent or temporary tactical urbanism, painted crosswalks/sidewalks/parking lots, interactive play (especially for the Hollywood Commercial District)
- » Engage the County's Placemaking Team to partner with the community and City of College Park to implement placemaking strategies - work with local artists



Study Area Diagram

Recommended Building Heights

US ROUTE 1

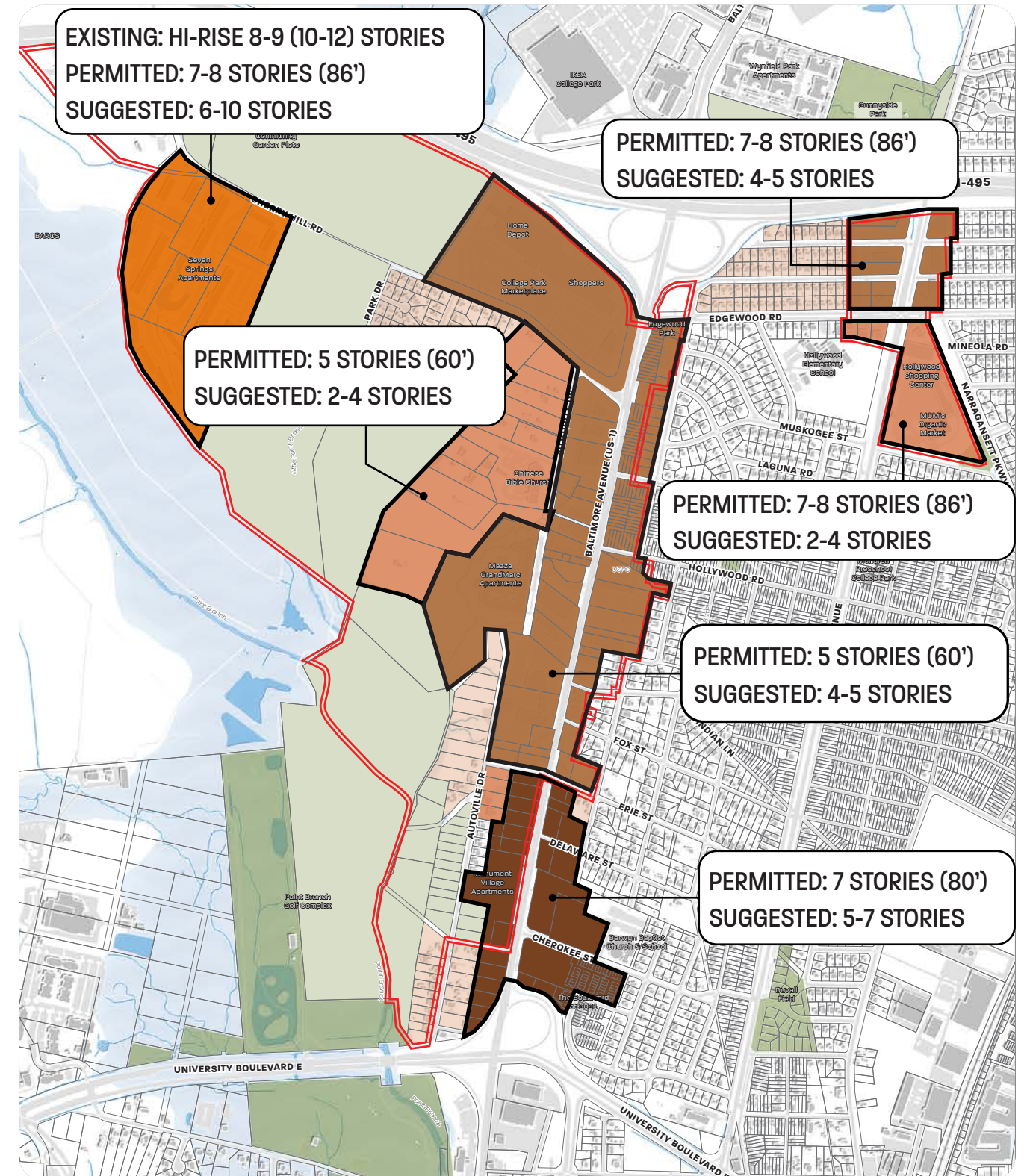
- » 6-10 stories at Seven Springs (orange - revised following charrette; existing hi-rise buildings are 8-9 (10-12) -stories)
- » 2-4 stories adjacent to the Paint Branch (peach)
- » 4-5 stories US Route 1 north (tan)
- » 5-7 stories US Route 1 south (brown)

HOLLYWOOD DISTRICT

- » 4-5 stories for the Hollywood Commercial District (tan)
- » 2-4 stories for Hollywood Shopping Center (peach)

GOALS & INCENTIVES - APPROPRIATE TO CONTEXT

- » Encourage or incentivize neighborhood-serving services, retail, restaurants, and other uses that provide community benefits
- » Incentivize creative adaptive reuse, green/net-zero buildings, affordable housing, and local small business opportunities
- » Provide additional height, shared/reduced parking

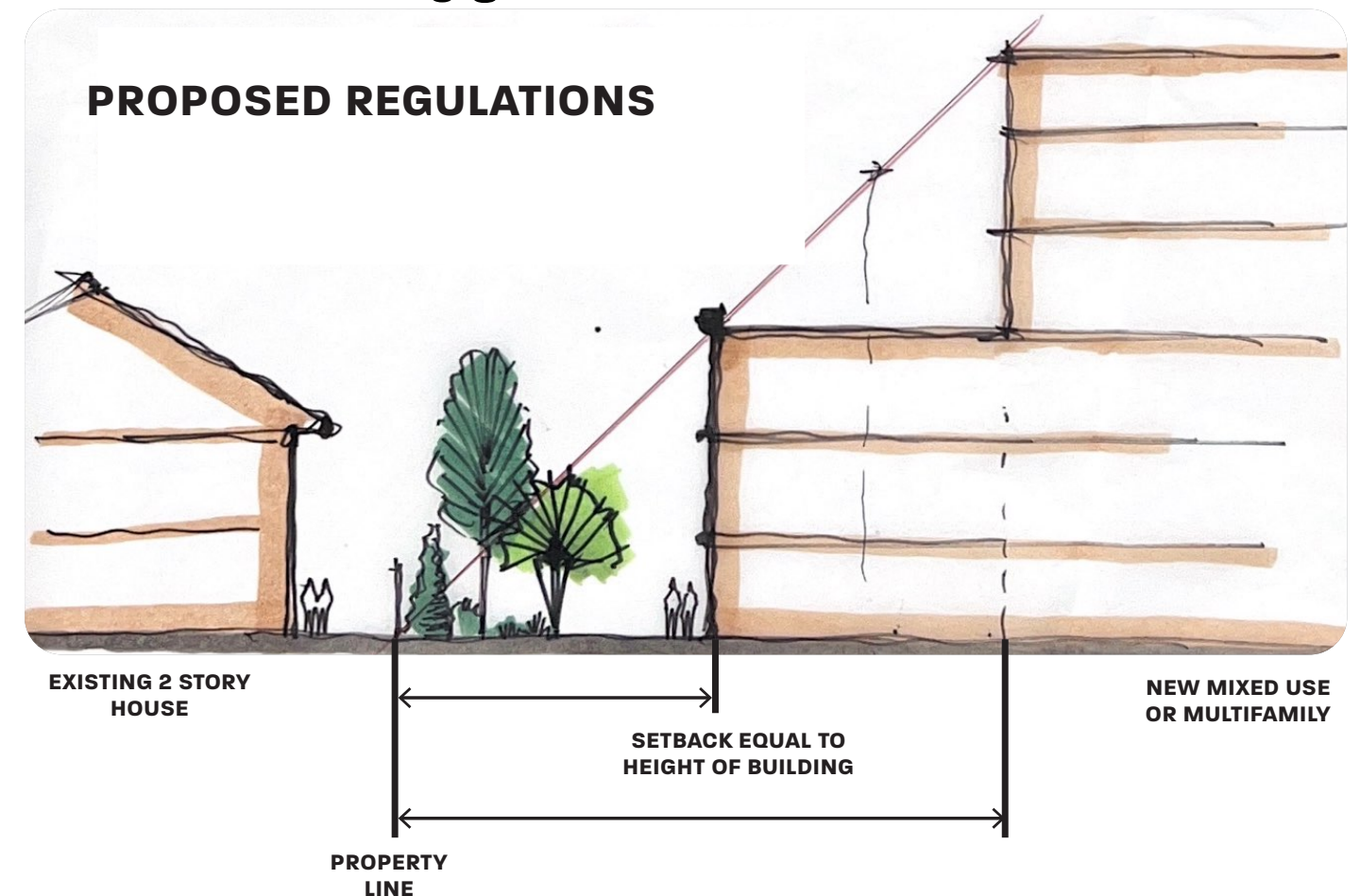
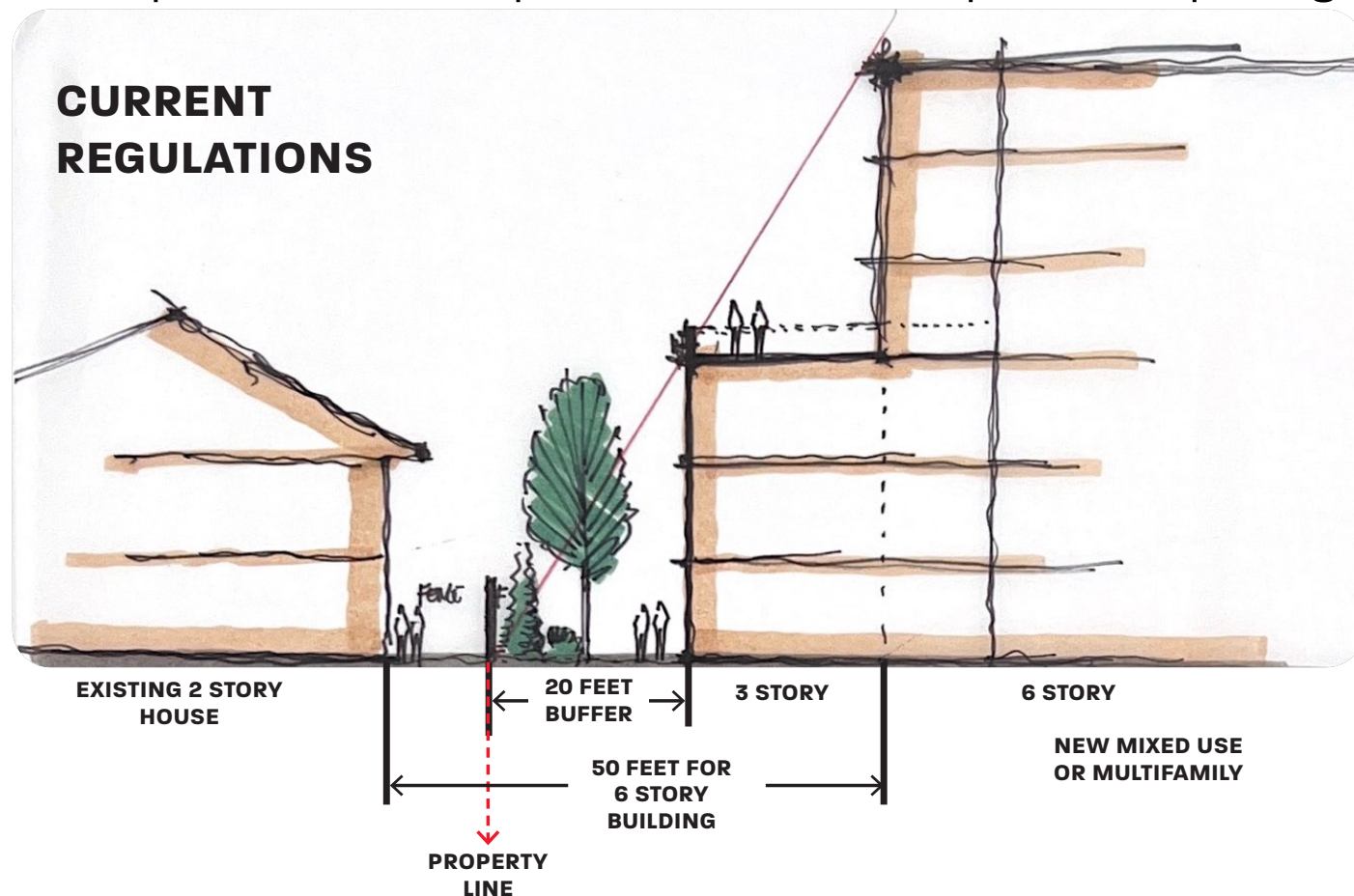


Study Area Diagram

Development Compatibility & Zoning

ADJUST NEIGHBORHOOD COMPATIBILITY STANDARDS

- » Require a minimum 20-foot building setback to the property line of existing single-family homes (*the current Type C Bufferyard requirement is 20 feet in an NAC or LTOe zone and 40 feet in the CGO zone*)
- » 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 (*the standards are vague and subjective*)
- » Consider varied height standards within the NAC, LTOe, and CGO zones based upon the context rather than a single permitted maximum height for all situations
- » As part of next steps, evaluate development capacity relative to broader county goals



Hollywood Commercial District

Massing & Building Heights - Existing Zoning - CGO (8 stories)



Hollywood Commercial District

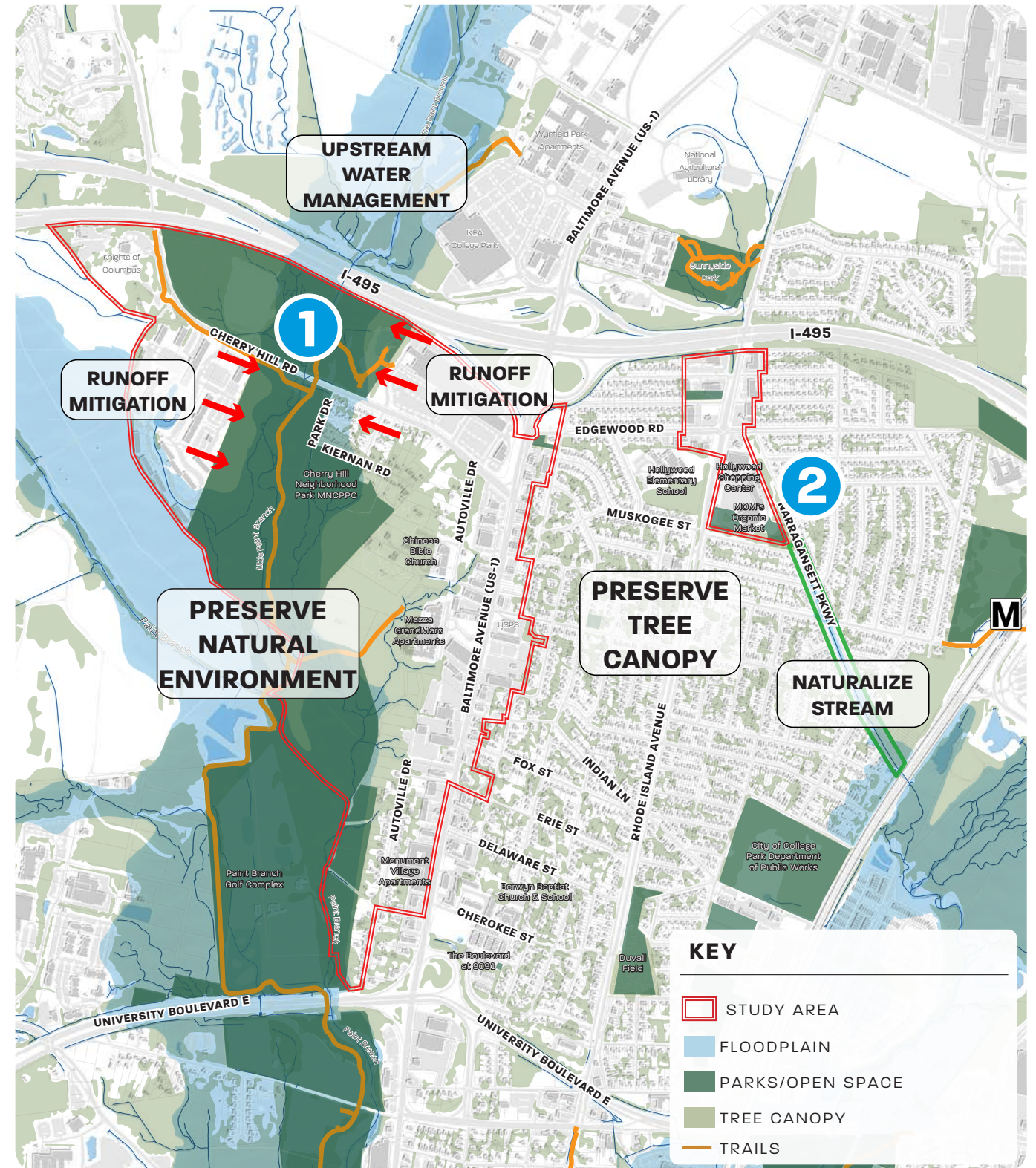
Massing & Building Heights - Proposed - CGO (4 - 5 stories)



Study Area Diagram

Natural Environment and Flood/Stormwater Plan

1. Coordinate with College Park Marketplace to adopt stormwater management practices to reduce runoff into Paint Branch - address upstream water management
2. Explore opportunities to plant / naturalize the stream on Narragansett Pkwy to help mitigate localized flooding and improve attractiveness
 - » Look for opportunities to strengthen policies, enforce regulations to preserve tree canopy, sustain habitats, and prohibit construction in the floodplain in ROS zones
 - » 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
 - » Identify projects designed to reduce risk to communities
 - » Leverage future streetscape investments to install green infrastructure, where feasible
 - » Support higher-standard building practices to reduce flood risk while helping to address resiliency
 - » Incorporate FEMA standards and sustainable/green-building technologies; prevent displacement



DRAFT RECOMMENDATIONS

Central US Route 1 / Baltimore Avenue

Multimodal Transportation Recommendations

Baltimore Avenue - Corridor Wide

- » Replace the TWLTL with a median (planted where possible) and consolidate left turns at intersections
- » Improve access management through driveway consolidation
- » Work with property owners to develop shared parking facilities on back side of buildings to facilitate access management improvements
- » Install sidewalks at locations with gaps to create continuous sidewalk connections on both sides of Route 1
- » Install crosswalks at all four legs of signalized intersections indicated on map ●
- » Consider installing enhanced crosswalks (pedestrian beacons, passive detection, crossing islands) across Route 1 at unsignalized intersections indicated on map (to be further studied with SHA) ●
- » Install streetscape elements to match near campus; coordinate with SHA to consider sidewalk graphics (branding, placemaking to add local identity)
- » Improve functionality, attractiveness, safety, lighting, and placemaking / branding for all bus stops along the corridor



Concept Plans - Edgewood Road to Hollywood Road

ROADWAY IMPROVEMENTS

Edgewood Road:

1. Add missing crosswalks, pedestrian refuge, and narrow lanes to reduce crosswalk length and improve ped safety (where feasible)
2. Per SHA - recently installed Leading Pedestrian Interval (LPI)

Cherry Hill Road:

3. Add red light/ pedestrian beacon for south bound Route 1 to west bound Cherry Hill Road
4. Add median to ensure existing RI/RO control (Starbucks; IHOP) and to improve access/egress to/from Autoville Road

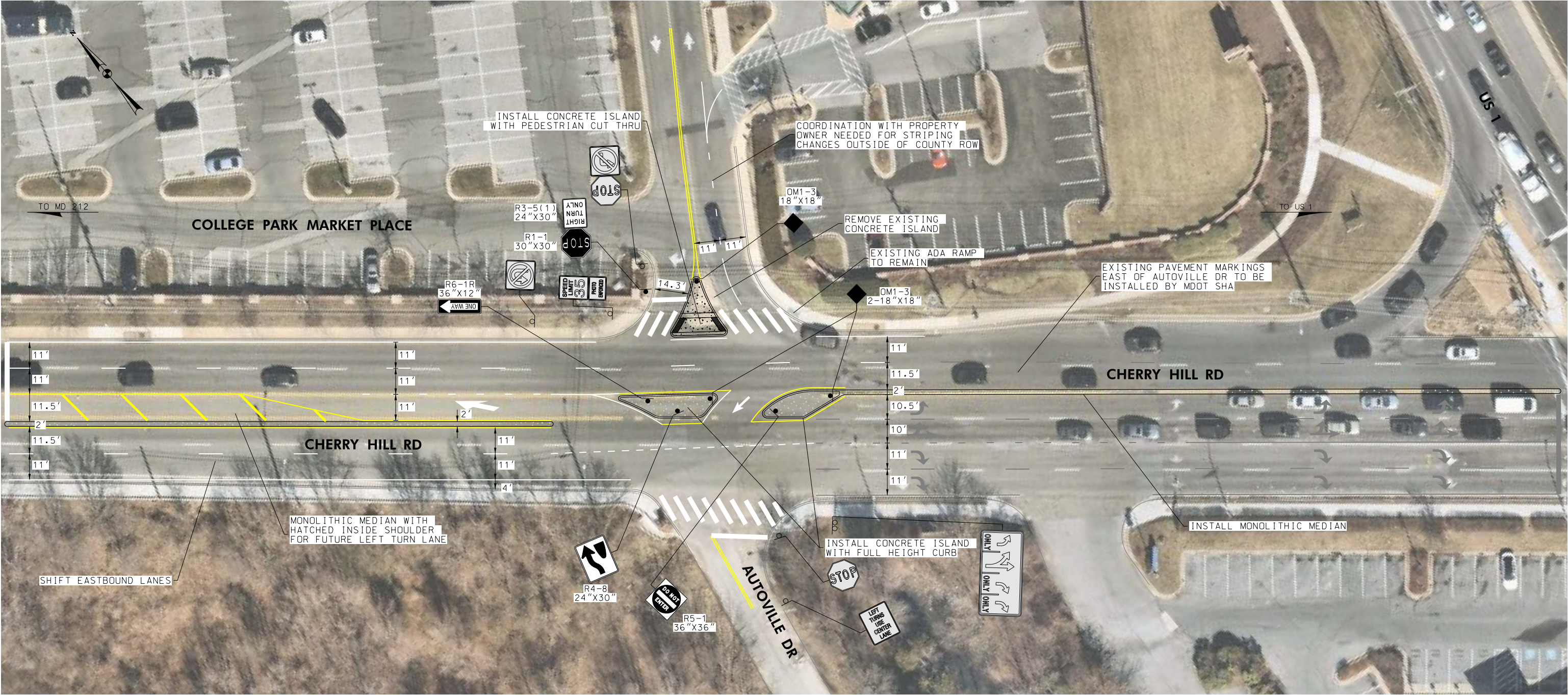
General

5. Construct a pedestrian/bicycle bridge to connect Autoville Drive / Cherry Hill Road SUP; enable safe access to the Paint Branch Trail
 - » Add missing sidewalk from Lackawanna to Edgewood
 - » Consolidate curb cuts/driveways and connect/share parking from parcel to parcel, where feasible (coordinate w property owners)
6. Consider installing enhanced crosswalks (pedestrian beacons, passive detection, crossing islands) at Lackawanna Street (to be further studied with SHA)



Multimodal Transportation

Cherry Hill Road - DPW&T's TESD Feedback



Central US Route 1 / Baltimore Avenue

Concept Plans - Hollywood Road to Erie Street

ROADWAY IMPROVEMENTS

1. Provide marked, safe, signalized bicycle crossing at Hollywood Road; extend shared use path to Paint Branch Trailhead - **TH**
2. Mark / sign Hollywood Road as a shared street; provide wayfinding (branding, placemaking) directions to the Paint Branch Trail and to Rhode Island Avenue / Hollywood / Metro
3. Study the feasibility of constructing a trail behind the auto dealers to connect Autoville Drive
 - » Consolidate curb cuts/driveways and connect/share parking from parcel to parcel, where feasible (coordinate w property owners)
4. Per SHA - median may extend through unsignalized intersections to become RI/RO only
5. Request SHA study Erie Street as a signalized intersection with crosswalks (Erie Street includes a bus stop and connects to Autoville Drive whereas Fox Street does not)
6. Consider installing enhanced crosswalks (pedestrian beacons, passive detection, crossing islands) at Mazza Grand Marc or Piano Superstore, Indian Lane and/or Erie Street (to be further studied with SHA)



Central US Route 1 / Baltimore Avenue

Hollywood Road Intersection - Existing



Central US Route 1 / Baltimore Avenue

Hollywood Road Intersection - Streetscape Enhancements

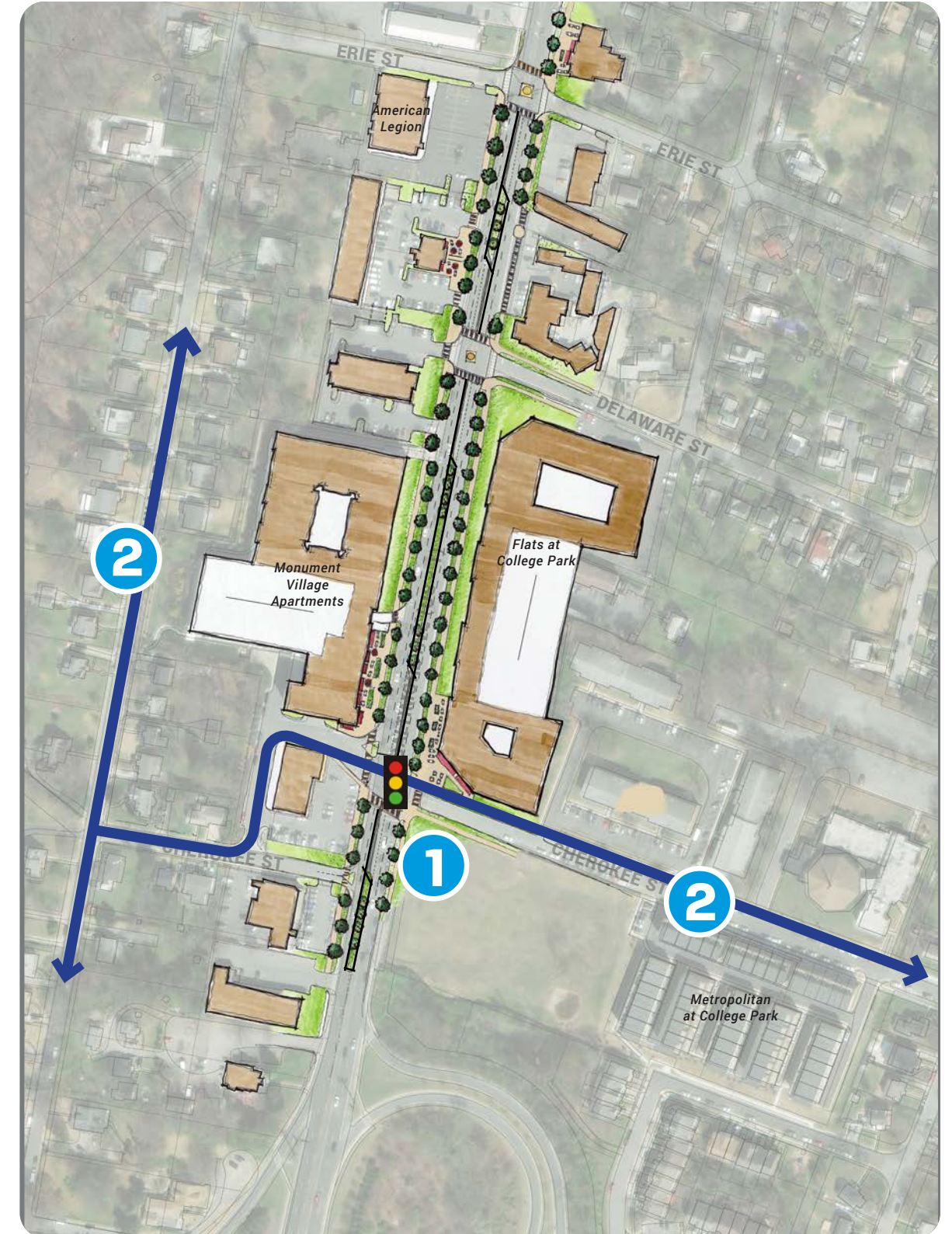


Central US Route 1 / Baltimore Avenue

Concept Plans - Erie Street to Cherokee Street

ROADWAY IMPROVEMENTS

1. Provide marked, safe, and signalized bicycle crossing at Cherokee Street (similar to Hollywood Road) and connect to Autoville Drive
2. Mark / sign Cherokee Street as a shared street; provide wayfinding (branding, placemaking) directions to Autoville Drive and the Paint Branch Trail and to Rhode Island Avenue / Duvall Field
3. Consolidate curb cuts and driveways and connect/share parking from parcel to parcel, where feasible
4. Per SHA - median may extend through unsignalized intersections to become RI/RO only
5. Consider installing enhanced crosswalks (pedestrian beacons, passive detection, crossing islands) at Delaware Street



Central US Route 1 / Baltimore Avenue

View North From Indian Lane - Existing



Central US Route 1 / Baltimore Avenue

View North From Indian Lane - Streetscape Enhancements

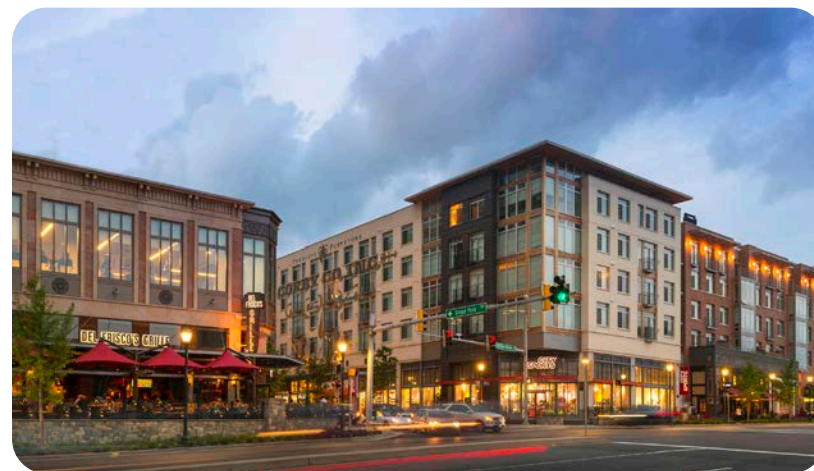


Central US Route 1 / Baltimore Avenue

Concept Plans - Edgewood Road to Hollywood Road

LAND USE, DEVELOPMENT, AND PLACEMAKING

- » Building heights: 4-5 stories (consistent w/ 2010 Sector Plan)
- » Anticipate major businesses to remain (IHOP, hotels, office - small properties); limited new large-scale development to be addressed in next steps
- » Anticipate small buildings to remain and/or to be repurposed (for example: McCormick Paints or the Tag and Title building as sit-down and fast-casual restaurants, cafes, brewery, neighborhood services)
- » Anticipate small-scale infill on commercial lots under single ownership (for example: senior housing or affordable housing)
- » No drive-thru fast food
- » Property assemblage, although encouraged, will be challenging
- » Support facade improvements, site/parking improvements, placemaking/art, and beautification



Central US Route 1 / Baltimore Avenue

Concept Plans - Hollywood Road to Erie Street

LAND USE, DEVELOPMENT, AND PLACEMAKING

- » Building heights: 4-5 stories (consistent w/ 2010 Sector Plan)
- » Anticipate limited new large-scale development (for example: the RV & Marine Center) to be addressed in next steps
- » Car dealers will likely remain for the foreseeable future
- » Anticipate businesses to remain and/or be repurposed as sit-down and fast-casual restaurants, cafes, brewery, maker space, indoor recreation, or neighborhood services (for example: Azteca Restaurant, the Piano Superstore, Mattress Land, or Enterprise)
- » Anticipate small-scale infill on small commercial lots (for example: senior housing, affordable housing) to be addressed in next steps
- » No drive-thru fast food
- » Support facade improvements, site/parking improvements, placemaking/art, and beautification
- » Create a small community park, “node,” and gathering place at Mazza GrandMarc as part of the new trail connection *



Central US Route 1 / Baltimore Avenue

Concept Plans - Erie Street to Cherokee Street

LAND USE, DEVELOPMENT, AND PLACEMAKING

- » Building heights: 5-7 stories (consistent w/ 2010 Sector Plan)
- » Anticipate limited new large-scale development focused around Cherokee and Delaware Streets (for example: the vacant lot south of Cherokee) to be addressed in next steps
- » Anticipate small-scale infill on small commercial lots (such as: senior housing, affordable housing) to be addressed in next steps
- » No drive-thru fast food
- » Anticipate businesses to remain (for example: College Park Diner)
- » Support facade improvements, site/parking improvements, placemaking/art, and beautification
- » Repurposed buildings may become sit-down and fast-casual restaurants, cafes, brewery, or neighborhood services, for example



Monument Village - existing



The Flats - under construction



Central US Route 1 / Baltimore Avenue

View North From Indian Lane - Potential Infill



Central US Route 1 / Baltimore Avenue

Hollywood Road Intersection - Potential Infill



Central US Route 1 / Baltimore Avenue

Precedent Images

ROADWAY, STREETSCAPE & PLACEMAKING



Central US Route 1 / Baltimore Avenue

Precedent Images

DEVELOPMENT CHARACTER



DRAFT RECOMMENDATIONS

Hollywood Commercial District

Hollywood Commercial District

Aerial View - Existing



Hollywood Commercial District

Phase 1 - Enhanced Streetscape and Beautification Plan

Transform Hollywood into vibrant, walkable shopping district with a sense of identity that celebrates local art, culture, and diversity

STREETSCAPE & PLACEMAKING

- » Placemaking and tactical urbanism interventions
- » Improve pedestrian experience with connections and painted crosswalks that link existing blocks, buildings, and tenants to create a cohesive district
- » Create open spaces and enhanced sidewalks for outdoor dining adjacent to storefronts; create potential for closed street festivals
- » Incorporate public art, street graphics, and sculpture (local artists)
- » Incorporate Gateway signage and branding) *
- » Engage the County's Placemaking Section; consider a Placemaking Festival - engage local artists

DEVELOPMENT CHARACTER

- » Anticipate businesses to remain and/or be repurposed with new retail, restaurants, cafes, brewery, or neighborhood services
- » Support facade improvements, site/parking and landscape improvements, enhanced storefronts and tenant signage, and overall beautification
- » Investigate grants, micro loans, and local County and City of College Park fund sources



Hollywood Commercial District - Rhode Island Avenue

Long Term - A Community-Focused Walkable Village & Main Street

STREETSCAPE AND PLACEMAKING

- » Incorporate similar streetscape and placemaking elements in streets, parking lots, and pedestrian zones
- » Connect to Hollywood Shopping Center and create a walkable, multi-block, identifiable shopping district
- » Construct permanent gateway, placemaking, directional and branding elements at the northern, southern, eastern, and western gateway entry points *
- » Create a permanent events or farmers market space adjacent to the proposed Hollywood Community Center **

DEVELOPMENT CHARACTER

- » Longer term - phased redevelopment to create a more engaging, connected, village-like character
- » Rhode Island Avenue is the community's "Walkable Main Street"
- » Phase redevelopment (10-20+ years) to potentially include mixed-use buildings with locally-owned ground floor retail, restaurants, commercial businesses, and neighborhood services
- » Upper floors to potentially include a mix of housing types such as affordable, senior, workforce, or market rate housing



Hollywood Commercial District

Precedents Images - Enhanced Streetscape and Beautification Plan

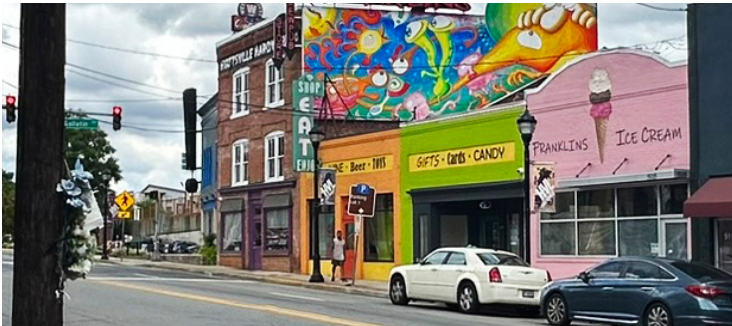
STREETSCAPE & PLACEMAKING



Hollywood Commercial District

Precedent Images - Walkable Village

DEVELOPMENT CHARACTER



Hollywood Commercial District

Aerial View - Existing



Hollywood Commercial District

Aerial View - Streetscape & Site/Parking Enhancements



Hollywood Commercial District

Aerial View - A Community-Focused Walkable Village & Main Street



East-West Connection

Edgewood Road Intersection

ROADWAY IMPROVEMENTS

- » Raised Crosswalks
- » Raised/Tabled Intersection
- » Painted Crosswalks
- » Explore opportunities to reduce the street cross-section on one or more intersection approaches to reduce crossing distance
- » Consider barrier-separated bicycle lanes along Rhode Island Avenue (per GOPGC)

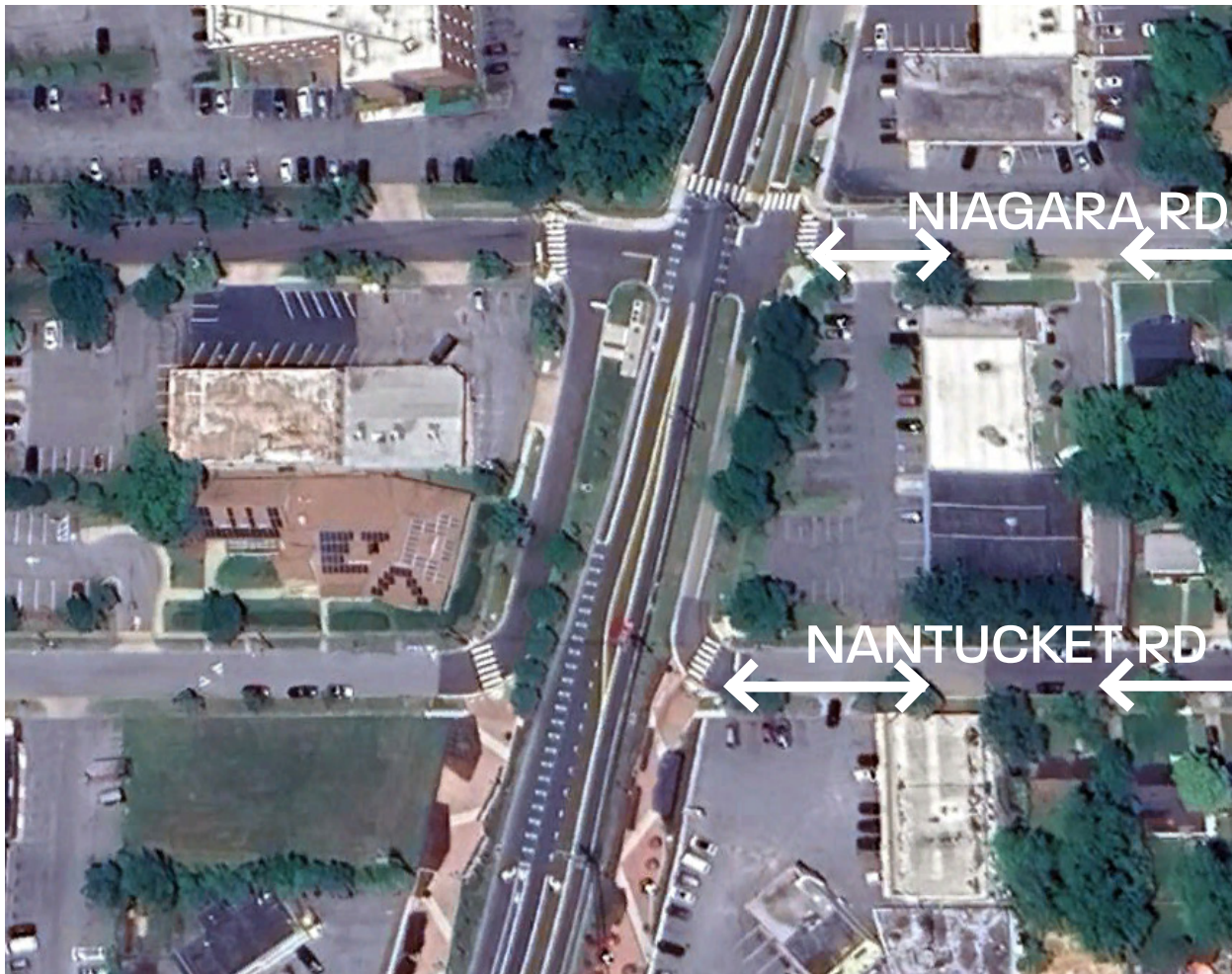


Recommendations East-West Connection

Nantucket Road

ROADWAY IMPROVEMENTS

- » Right-in Right-out at Rhode Island Avenue - study potential for full intersection
- » Remove the frontage lane and repurpose as sidewalk, streetscape, plaza, and/or open space
- » Maintain all other streets and 1-way movements



Hollywood Commercial District

View Looking South Along Rhode Island Ave. - Existing



Hollywood Commercial District

View Looking South Along Rhode Island Ave.



Hollywood Commercial District

View Looking South Along Rhode Island Ave.



DRAFT RECOMMENDATIONS

Economic Prosperity - Implementation

Central US Route 1

Economic Prosperity - Implementation

Economic Prosperity - Implementation

- 01

Solidify partnership roles
- 02

Activate & beautify
- 03

Targeted business assistance
- 04

Support customer base
- 05

Market & organize
- 06

Enhance connectivity

Central US Route 1

Economic Prosperity - Implementation

01

SOLIDIFY PARTNERSHIPS

OKR 8



Central US Route 1

Economic Prosperity - Implementation

02

ACTIVATE & BEAUTIFY

OKR 6



Central US Route 1

Economic Prosperity - Implementation

03

TARGETED BUSINESS ASSISTANCE

OKR 5



Property
Improvements
Interior & Exterior



Capital
Improvements
Working Capital &
Equipment



Capital Expansion
Growth & Strategic
Demolition

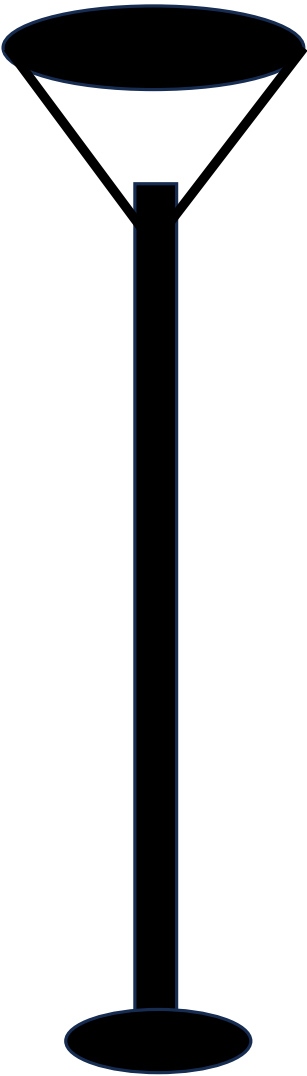
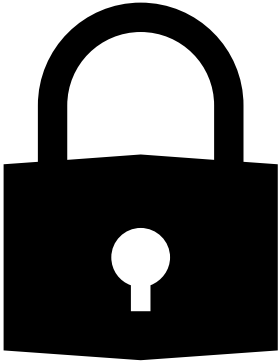
Central US Route 1

Economic Prosperity - Implementation

04

SUPPORT CUSTOMER BASE

OKR 4



Central US Route 1

Economic Prosperity - Implementation

05

MARKET & ORGANIZE

OKR 6



Central US Route 1

Economic Prosperity - Implementation

06

ENHANCE CONNECTIVITY

OKR 7



A group of people are gathered around a large conference table in a meeting room. The room has large windows in the background showing a cityscape. The image is overlaid with a semi-transparent white banner in the center containing the text "THANK YOU! STAY IN TOUCH".

THANK YOU!
STAY IN TOUCH



Webpage

<https://pgplan.org/CentralUS1Study>

REMINDER

Stay in Touch
Community Open House:

Thursday April 3, 2025