

# Chapter

# 6

## Centers and Corridors



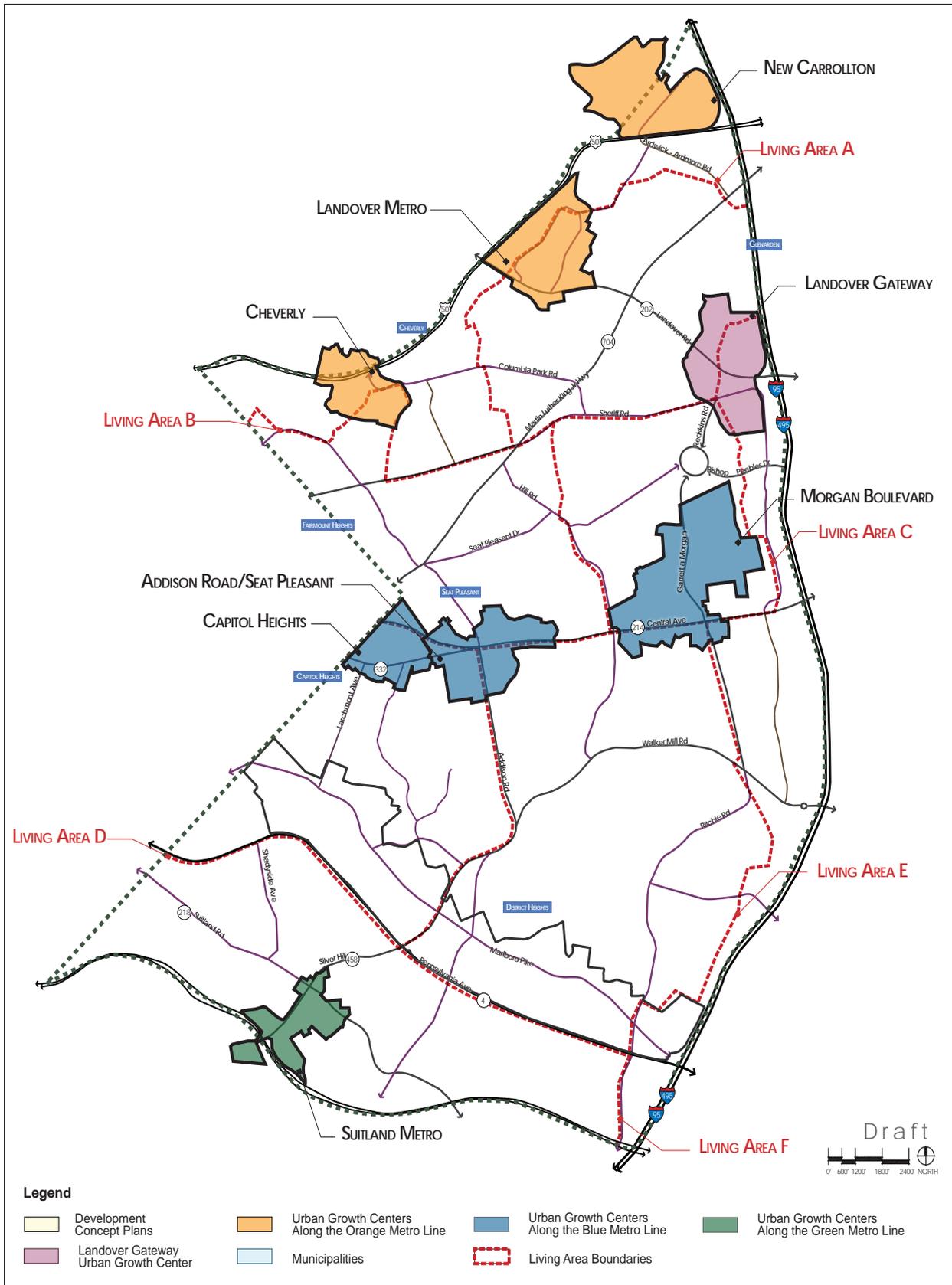
S  
u  
b  
r  
e  
g  
i  
o  
n

4

M  
a  
s  
t  
e  
r  
P  
l  
a  
n

## Introduction

Centers and corridors are important to the overall development plan of the subregion. According to the 2002 General Plan, medium- to high-density (residential, office, and commercial), mixed-use and pedestrian-oriented development is concentrated at centers. This dense development pattern allows for the revitalization of the housing and retail markets that is necessary for the viability of the subregion while protecting the established lower-density neighborhoods. Corridors within the Developed Tier and Subregion 4 generally contain a higher intensity of residential and nonresidential land uses and a greater mix of uses that are regional in scope. This development should occur at selected corridor nodes and be planned as transit-oriented development.



Map 6-1: Overview Plan of Centers

Eight of the 26 centers designated by the General Plan are located within Subregion 4. Most of these centers are located around the county's existing or planned transit stations to take advantage of the transportation infrastructure, accessibility, and high volume of transit users. Additionally, great potential for land assembly, acquisition, and development exists at these centers due to their abundance of vacant or underutilized sites and large parking lots owned by the Washington Metropolitan Area Transit Authority (WMATA), an agency which is actively seeking partners for joint development on Metro property.

Similarly to the center designations, the 2002 General Plan also targets growth along seven corridors within the county. Two of these corridors, Pennsylvania Avenue (MD 4) and Central Avenue (MD 214), are found in Subregion 4. The General Plan recommends that corridor nodes be identified during the master plan process to provide for more intensive uses at appropriate locations within one-quarter mile of these key transportation routes in the county.

This chapter describes the existing conditions of these centers, prioritizes centers in order to focus development, and provides an assessment of the fiscal and economic impact of future development. Additionally, goals, policies, strategies, recommendations for land use, urban design concepts, and conceptual regulating plans are described for each center. Also, the two corridors are described at the end of this chapter.

## Growth Center Characteristics

Seven of the eight growth centers are transit stations along three lines of the WMATA rail system. Each is surrounded by its own unique set of features, but all primarily import and export residents and workers into, out of, and around Prince George's County. Additionally, New Carrollton Metro center is also served by the Maryland Area Regional Commuter

(MARC) transit, Amtrak, and national bus carriers. Though near rail transit, the Landover Gateway center is the only growth center that is not served by a transit station.

These centers were categorized by the 2002 General Plan into three different designations, based on anticipated scale of development:

**Metropolitan Centers** have a high concentration of land uses and economic activities that attract employers, workers, and customers from other parts of the Washington metropolitan area, such as large government service or major employment centers, major educational complexes, or high-intensity commercial uses. High-density residential development may also be located in or very near metropolitan centers. Metropolitan centers should be served by mass transit. New Carrollton Metro is a metropolitan center.

**Regional Centers** are locations for regionally marketed commercial and retail centers, office and employment areas, some higher educational facilities, and possibly professional sports and recreation complexes primarily serving Prince George's County. High-density residential development may be an option at these centers if the needed public facilities and services, particularly schools and transit, can be provided. Regional centers should be served by rail or bus mass transit systems. Morgan Boulevard Metro, Landover Gateway (formerly Landover Mall), Landover Metro, and Suitland Metro are regional centers.

**Community Centers** are concentrations of activities, services and land uses that serve the immediate community near these centers. These typically include a variety of public facilities and services; integrated commercial, office and some residential development; and can include mixed-use and higher-intensity redevelopment in some communities. Community centers should also be served by mass transit. Addison Road–Seat Pleasant Metro, Capitol Heights Metro, and Cheverly Metro are community centers.

## Prioritization of Centers

Based on the study of conditions leading to successful local and national transit-oriented development (TOD) and an evaluation of development potential, seven key factors that influence the degree and timing of concentrated development occurring at transit stations have been identified. These factors are:

- 1. Demographics and Local Economy.** The degree and timing of concentrated development is tied to the extent of the existing residential population and commercial base and the growth center's potential for increased density or increased employment base to support TOD. Accordingly, the current number of residents, number of businesses, and median income levels were taken into account as demographic and economic factors.
- 2. Accessibility.** Transit stations with a high degree of accessibility, including pedestrian, bicycle, automobile, and other transit modes, are prime for TOD. Existing transportation connections and multimodal options were therefore evaluated.
- 3. Real Estate Market Conditions.** Under ideal conditions, the local and regional real estate market can support the addition of TOD (e.g., multifamily residential, commercial/retail, entertainment, hospitality, etc.). In addition, properties near transit stations sell easily, have strong absorption rates, and have healthy lease rates/sales prices. These conditions were evaluated for each center and the broader surrounding market.
- 4. Attractions and Amenities.** Stronger near-term potential is found at growth centers that are proximate to destination-serving attractions and amenities. The presence and scale of sporting and entertainment venues, educational institutions, and commercial nodes or corridors were evaluated.

- 5. Available Land for TOD.** The properties available for development or redevelopment either through acquisition or land assembly near transit stations offer near-term potential for TOD. The presence of large vacant or underutilized sites were factored into account.
- 6. Private Sector Investment/Support.** Potential for near-term TOD is heightened when areas surrounding transit stations have private sector support and private development projects are in place or proposed. The level of recent and pipeline development activity was assessed.
- 7. Phasing and Timing Issues.** The likelihood of developing a center based on TOD principles increases when the opportunity exists to modify preliminary plans to correspond to appropriate TOD uses and densities. Growth centers with proposed projects or a noticeable degree of private developer interest is of particular interest.

The eight growth centers were assessed and rated according to the seven factors described above in order to prioritize the centers for development. The development ratings are:

- **Strong:** The growth center offers the most immediate opportunities for TOD (**5 Points**).
- **Emerging:** The growth center offers moderate (though not immediate) potential for TOD (**3 Points**).
- **Long-Term:** The growth center offers relatively low potential for TOD in the near-term but offers opportunities for longer-term development (**1 Point**).

Table 6-1 summarizes the results of applying these factors and ratings system in the eight growth centers.

As a result of this assessment process, some centers presented stronger potential for near-term development than others. Table 6-2, Development Prioritization of Centers, summarizes the market potential by growth center based on an assessment of the seven factors for successful TOD.

Growth Center	Demographic/ Economic	Access	Market Demand	Attractions/ Amenities	Available Land	Private Sector Support	Phasing/ Timing Issues	Total
Addison Road– Seat Pleasant	5	3	5	3	5	5	5	31
Morgan Boulevard	5	5	3	5	5	5	3	31
Landover Gateway	3	3	3	5	5	5	3	27
New Carrollton	3	5	3	3	5	3	5	27
Landover	3	3	3	5	3	3	5	25
Suitland	1	3	1	1	3	3	3	15
Cheverly	3	3	1	1	1	3	1	13
Capitol Heights	1	1	1	1	1	1	1	7

<b>Strong</b>
Addison Road–Seat Pleasant
Morgan Boulevard
<b>Emerging</b>
Landover Gateway
New Carrollton
Landover
<b>Long-Term</b>
Suitland
Cheverly
Capitol Heights

Growth centers with ready development sites and private sector support offer the best market opportunities for near-term development. Developers have expressed interest in developing the growth centers categorized as emerging. These centers have many factors that are favorable to development but not quite as strong as the top two priorities. Centers categorized as long-term face more challenges with regard to the seven influencing factors, but TOD is still projected to materialize as the county directs development at these centers in the long term.

The Addison Road–Seat Pleasant and Morgan Boulevard Metro centers provide a strong market opportunity for near-term TOD. In contrast, Suitland, Cheverly, and Capitol Heights Metro centers exhibit longer-term market opportunities. Emerging opportunities are found at Landover Gateway, New Carrollton, and Landover.

# Existing Conditions

## Demographics

The following are key observations on population and household characteristics (including the composition of households, growth trends, household tenure, and income) for the eight centers, Prince George's County, and the Washington metropolitan area.

- Capitol Heights, Landover, Morgan Boulevard, Suitland, and Landover Gateway contain the highest population density (e.g., greater than 3,500 persons) within a half-mile vicinity.
- The growth rate (for both population and households) in the county and the Washington metropolitan area was higher than the growth rate in any center from 2000 to 2008:
  - ◇ Only Landover and Morgan Boulevard added residents during this eight-year period.
  - ◇ The cited lack of growth in the Capitol Heights Metro center since 2000 is likely due to the vast demolition and redevelopment of the Washington, D.C., Housing Authority sites nearby.
- Average household size in the growth centers is generally on par or higher than the county's 2.75 residents per household and reflects the large presence of families among all geographies.
  - ◇ Only Suitland at 2.58 residents per household, Cheverly at 2.68 residents per household, and Capitol Heights at 2.69 residents per household show an average household size below that of Prince George's County.
- The growth centers contain a mix of renter- and owner-occupied housing units.
  - ◇ Cheverly and Addison Road–Seat Pleasant feature higher homeownership rates, at 89 and 73 percent respectively, than Prince George's County and the Washington metropolitan area at 64 and 65 percent respectively.

- ◇ Renters compose the majority of households in Landover Gateway, Suitland, and Landover at 78, 73, and 65 percent respectively.
- Children and young adults constituted a significant percentage of the population for most growth centers, with all but Cheverly showing a larger proportion than Prince George's County and the Washington metropolitan area.
  - ◇ More than two out of every five residents (44 percent) at Landover Gateway were 19 years of age or younger—the largest of any growth center.
- Similar to Prince George's County and the Washington metropolitan area, most households living in the growth centers were headed by residents aged 35 to 54 years of age.
  - ◇ Addison Road–Seat Pleasant, Capitol Heights, and Cheverly exhibited the largest percentages of mature heads of households (55-64 years of age) or senior heads of households (65+).
- Excluding Cheverly with a median income of approximately \$80,000, the 2008 median household income for the remaining growth centers was lower than that of Prince George's County at approximately \$70,000.

## Employment

Employment trends are a significant component to the health of any neighborhood, region, or city. For each growth center, we considered both resident and at-place employment to understand the labor force conditions.

### **Labor Force**

- Akin to Prince George's County and the Washington metropolitan area, all growth centers contained residents working in the services industry with public administration following as a distant second.
- All growth centers featured a majority of residents employed in white collar administrative support positions. Prince

George's County and the Washington metropolitan area had more residents in white collar professional positions than administrative support.

- Regarding blue collar employment, the bulk of the residents in all growth centers worked primarily in the transportation and material moving sector, which is likely attributable to the scale of industrial uses inside Subregion 4 and near several growth centers.

### ***At-Place Employment***

- Due to the unique mix of land uses surrounding each growth area, at-place employment varies significantly.
  - ◇ The majority of growth centers (five of eight) contained a larger percentage of workers in the services sector (greater than 45 percent for each) compared to the county at 39 percent. Most of these workers represented miscellaneous service jobs.
  - ◇ Given its industrial nature, Cheverly, Landover, and New Carrollton had notable percentages of workers in construction, manufacturing, and wholesale trade.
  - ◇ Retail trade accounted for 25 percent of the workers in Suitland and Capitol Heights and 30 percent of the workers in Landover compared to 17 percent for both the county and Washington metropolitan area.

### **Housing**

- The eight growth centers contain a range of housing types and styles. Below are important housing characteristics of each growth center. According to the 2000 U.S. Census:
  - ◇ The Cheverly and Addison Road–Seat Pleasant Metro centers have the largest percentage of single-family detached homes of the eight growth centers, and they are proportionally higher than Prince George's County and the Washington metropolitan area.

- ◇ Morgan Boulevard shows the largest percentage of single-family townhouses. Significant residential development (low-rise multifamily units and single-family townhomes) is currently underway at this center.

- ◇ Landover, Landover Gateway, and Suitland show a wealth of multifamily housing units compared to the other centers and the county.

- ◇ Capitol Heights has a fairly even distribution of housing types.

- ◇ New Carrollton contains a similar mix of units as Prince George's County and the Washington metropolitan area.

- All areas excluding Morgan Boulevard have a relatively established housing stock, built primarily before 1970.

- ◇ Cheverly and Landover in particular have a significant older housing stock with 93 and 74 percent of units built before 1970, respectively.

- Though the median home values of all growth centers significantly rose from 2000 to 2008, 2008 median values across the eight growth centers (which range from \$222,000 to \$281,000) are lower than Prince George's County and the Washington metropolitan area at approximately \$307,000 and \$374,000, respectively.

### ***Rental Apartments***

Much of the existing apartment inventory within Subregion 4 is older housing stock, aged 40 to 50 years. Such housing ranges in monthly rent from \$850 to \$1,100 for a one-bedroom unit, \$1,000 to \$1,300 for two-bedrooms, and \$1,200 to \$1,500 for three-bedroom units. All typically have free surface parking spaces for residents and very basic amenities (e.g., on-site maintenance, on-site laundry facilities, playground).

A concentration of new rental construction exists near Largo Town Center and FedEx Field. One-bedroom units for these communities begin at \$1,400 per month with

rates for two- and three-bedroom units commencing at \$1,845 and \$2,305 per month. These newer communities come with multiple floor plans and extra amenities, such as a resident lounge, storage units, pool, and a state-of-the-art fitness center.

## Retail Space

Subregion 4's retail inventory is extensive, with a variety of small and large shopping centers, strip retail stores, and two regional malls; 23 retail properties were profiled either for their size (greater than 100,000 square feet) or their proximity to a growth center.

Much of the stock was built approximately 25 to 35 years ago, with some centers undergoing renovations during this time period. The larger community centers offer several large-format national chains (e.g., Marshall's, Staples, Macy's), while smaller neighborhood centers typically provide a full-service grocer with ancillary convenience retail.

The majority of retail centers exhibited little vacancy. However, Landover Crossing Shopping Center (nearest the Landover Gateway center) is currently 68 percent vacant due to the closing of Wal-Mart. Nonretail users, such as churches and childcare centers, occupy space in several smaller retail centers (less than 50,000 square feet) throughout the subregion.

## Office Space

The office inventory in Subregion 4 consists primarily of scattered Class B and C space, typically contained in low- to mid-rise structures. The diverse commercial stock ranges from small stand-alone facilities, as small as 20,000 square feet, to larger office parks with nearly 200,000 square feet of collective office space. Tenants range from professional services to government-related users to medical office users. Such tenants are not as interested in state-of-the-art office fit-outs or signature addresses, but do require basic building features such as cable- and internet- readiness and secured access at rents more affordable than Washington, D.C.'s

central business district. Average lease rates tend to range from \$15 to \$21 per square foot with the type of service varying per property. No single growth center contains a cluster of office uses, though Suitland has the largest concentration of workers with 8,000 employees housed at the U.S. Census Bureau within the Suitland Federal Center.

## Industrial Properties

Subregion 4 has a wealth of existing industrial inventory, comprising mainly Class B warehouse space built in the 1980s and 1990s. The varied stock ranges from properties of 80,000 square feet to more than 600,000 square feet of space. As shown below, industrial properties tend to be clustered in the northern part of Subregion 4 along US 50. Other clusters include Ritchie-Marlboro Road and Walker Mill Road near the Capitol Beltway. It is generally not uncommon for such space to be concentrated around major highways for maximum visibility and access.

Users tend to vary from small distributors desiring good proximity to Washington, D.C., to service contractors needing ample space for equipment and parts to government-related users in need of storage space. Average lease rates for Class B space range from \$5.00 to \$7.00 per square foot triple net with terms ranging from three to ten years with an option to renew. Newer Class A warehouse space can span from \$7.25 per square foot for shell space to \$9.50 per square foot for finished space. Steeplechase and Eastgate Business Park are the region's signature destinations for modern warehouse space.

## Fiscal and Economic Impact Assessment

The fiscal impact analysis estimates the dollar amount of net new property tax revenues generated by new construction at build-out and full occupancy. The economic impact analysis projects the employment and salaries

supported by the addition of new office space and the jobs and wages created by the addition of new retail space. These projections are based on the aggregate development potentials for the eight Subregion 4 growth centers from 2010 to 2020 and are calculated in 2008 dollars.

Property taxes are calculated based on the application of Prince George’s County property tax rates (0.960 per \$100 of valuation) applied to an estimated taxable valuation of projected new build-out in 2020. Residential average values range from \$200,000 to \$350,000 per unit depending on location; valuation considerations include recent resale data, proportion of rental to for-sale housing, likelihood of multifamily or single-family, and other salient factors. Office and retail valuations range from \$175 to \$245 per square foot of developed space.

An estimated 5,050 residential units are projected to be developed within the eight Subregion 4 growth centers by 2020, composed of a mix of single-family houses, townhouses, condominiums, and rental and for-sale apartments with an estimated taxable

real property valuation of \$1.86 billion. Office and retail development potentials are projected at 556,500 square feet and approximately 1 million square feet respectively, for an estimated aggregate taxable value of \$345.7 million. Resulting annual fiscal revenues from property taxes are estimated to equal \$17.9 million at projected build-out in 2020.

Projected county income tax is derived using residential values to estimate total minimum household income. Estimated county income tax from new residents is calculated to equal \$10.0 million annually.

Business license tax is based on projected annual sales of approximately 651.4 million, and is calculated to equal approximately \$988,213 annually.

Nonrecurring building permit fees are projected to equal approximately \$5.9 million, in aggregate.

Development of new commercial uses within the community will create and support permanent jobs and generate significant wages and salaries that will, in turn, be re-spent throughout the local economy. The

**Table 6-3: Fiscal and Economic Impact Summary  
Subregion 4 Growth Centers—2020**

Taxable Value, Residential Development	\$1,517,000,000
Taxable Value, Office Development	\$113,677,500
Taxable Value, Retail Development	\$231,975,000
Total Taxable Value	\$1,862,652,500
Fiscal Revenues	
County Property Tax	\$17,881,464
County Income Tax	\$10,120,330
Business License Tax	\$988,213
Permit Fess (nonrecurring)	\$5,922,963
Sales Taxes (state)	\$18,630,000
Economic Impacts	
Households	5050
Business Sales	\$651,356,250
FTE Jobs	4853
Wages and Salaries	\$138,787,500

direct jobs and wages created and supported through this development are a key factor in assessing economic benefits of new commercial uses within the Subregion 4 growth centers.

There will be a wide variety of direct full-time equivalent employment (FTE) generated through the operation and management of new commercial enterprises. To estimate jobs created, the analysis utilizes a combination of data provided by the International Economic Development Council, the Statistical Abstract of the United States, and various industry resources to make reasonable projections. Reasonable assumptions have also been made regarding workers per square foot, staffing and wage levels, and the ranges of estimated average salaries.

It is estimated that 4,853 full-time equivalent jobs will be created with related wages and personal earnings of approximately \$138.8 million.

The economic impact of household spending generated from new development in Subregion 4 growth centers is shown in Table 6-4. At build-out and full occupancy in 2020, development is projected to comprise 5,050 households with an estimated minimum total of \$322.5 million in gross household income. Based on the *Bureau of Labor Statistics, 2007 Consumer Expenditure Survey*, full-time residents typically spend 38 percent of their household income within eight key sectors: retail, food at home, food away from home, utilities, health costs, entertainment, home maintenance, and personal transportation (including fuel and

**Table 6-4: Local Direct and Indirect Outlays from New Households**

	Total Minimum Household Income	HH Income Captured Locally	Local Spending Direct Outlays	RIMS II Multiplier	Local Spending Indirect Outlays	Local Spending Total Outlays
Retail Spending	\$322,538,650	6.3%	\$20,319,935	1.4861	\$9,877,520	\$30,197,455
Food at Home	\$322,538,650	5.5%	\$17,739,626	1.4861	\$8,623,232	\$26,362,858
Food Away from Home	\$322,538,650	4.2%	\$13,546,623	1.3475	\$4,707,452	\$18,254,075
Utilities	\$322,538,650	5.5%	\$17,739,626	1.1202	\$2,132,303	\$19,871,929
Health Costs	\$322,538,650	2.1%	6,773,312	1.4589	3,108,273	\$9,881,584
Entertainment	\$322,538,650	1.8%	5,805,696	1.5363	\$3,113,595	\$8,919,290
Home Maintenance	\$322,538,650	3.9%	\$12,579,007	1.3400	\$4,276,862	\$16,855,870
Personal Transportation	\$322,538,650	8.7%	\$28,060,863	1.1898	\$5,325,952	\$33,386,814
		38.0%	\$122,564,687		\$41,165,189	\$163,729,876

**Table 6-5: New Commercial Operations—Estimated Indirect Employment and Earnings Impact**

Direct FTE Jobs	4,853
Indirect/Direct Relationship*	1.3
Indirect Jobs	6,308
Direct Wages and Salaries	\$138,787,500
Earning Multiplier*	1.5
Total Additional Earnings	\$208,181,250

\*Based on /RIMS II model. Source: U.S. Chamber of Commerce

maintenance). Local spending direct outlays are estimated to equal approximately \$122.6 million annually. Indirect outlays comprise secondary spending, which must occur to replace goods sold, pay salaries and wages, and so forth. For every dollar spent, additional dollars are re-spent in the local economy. According to the U.S Department of Commerce's *Regional Input-Output Modeling System* (RIMS II), local direct spending will be re-spent at higher proportions. It is estimated that direct spending from new households will generate an additional \$41.2 million in indirect outlays in the local economy.

The addition of new jobs into the local economy has a positive indirect impact on regional employment, due to the various dependencies of certain industries on other industries for support. Based on a RIMS II multiplier of 1.3, the total effect of the increase of 4,853 new jobs on the economic area is an additional 6,308 indirect jobs.

Wages and salaries paid to workers get re-spent throughout the economic area with most being spent on typical living expenditures, such as housing, food, transportation, clothing, etc., which in turn provide wages for workers in those industries. It is calculated that additional annual earnings generated by new operations will reach approximately \$208.2 million.

## Transportation

Transportation plays an important role in shaping land uses since transportation and market dynamics are intertwined. Access and visibility have a significant impact on siting and the marketability of uses. For instance, major metropolitan-oriented employment centers require relatively high levels of access and visibility in order to draw firms, employees, and customers from the broader metropolitan region. Similarly, regional centers serving the county require access and visibility to firms and households at the county scale. Finally, community centers must provide convenient access to surrounding immediate neighborhoods.

Given these factors, identifying current transportation features and access is an important step in describing existing conditions within the growth centers. Table 6-6 summarizes an analysis of existing major roadway and transit access types by center in Subregion 4.

As a result of that analysis, a number of transportation themes are apparent:

- Growth centers envisioned as community centers in the General Plan (e.g., Capitol Heights and Addison Road–Seat Pleasant) provide relatively less access to major roadways than centers designated

	Freeway	Interchange	Arterial	Collector	Metrorail	Amtrak	MARC	Bus
Capitol Heights (C)			√	√	√			√
Addison Road–Seat Pleasant (C)			√	√	√			√
Morgan Boulevard (R)			√		√			√
Suitland (R)	√	√	√	√	√			√
Landover Gateway (R)	√	√	√					√
Cheverly (C)	√			√	√			√
Landover (R)	√	√	√	√	√			√
New Carrollton (M)	√	√		√	√	√	√	√

(C)=Community Center; (R)=Regional Center; (M)=Metropolitan Center

for higher intensity growth as regional centers or metropolitan centers. Still, Capitol Heights and Addison Road–Seat Pleasant both feature arterial roadways and collectors (East Capital Street, Central Avenue, and Addison Road).

- Growth centers in Subregion 4 identified as regional centers in the General Plan offer a higher level of access than community centers but relatively less access than metropolitan centers. Suitland, Landover Gateway, Cheverly, and Landover all feature freeways (though Cheverly lacks interchange access to US 50). Morgan Boulevard is the only regional center that does not feature a freeway.
- New Carrollton, the only metropolitan center in Subregion 4, provides the most transportation options and highest level of access relative to the eight growth centers. New Carrollton offers access to the broader metropolitan region via interchange access to I-95/I-495 and transit access through Metro, Amtrak, MARC, bus routes, and even a major bus terminal.
- Public transportation is an important aspect to the designation of growth centers. The more access a site has to a larger portion of the population translates to higher-intensity development. All growth centers in the subregion, except Landover Gateway, are served by Metro, which provides access to the Washington metropolitan area. All growth centers, including Landover Gateway, are served by bus routes that circulate within the subregion, including the Forestville Line, Marlboro Pike Line, District Heights–Suitland Line, District Heights–Seat Pleasant Line, Oxon Hill–Suitland Line, Central Avenue Line, Ardwick Industrial Park Shuttle Line, Cheverly–Washington Business Park Line, Sheriff Road–Capitol Heights Line, Eastover–Addison Road Line, and Kenilworth Avenue–New Carrollton Line.

## ***Commuting Patterns***

Analyzing commuter trends is one method of understanding the utility of transit-oriented destinations and the potential to attract a target market for increased ridership.

Following is a summary of such an analysis per growth center:

Though fewer workers living near the growth centers drive alone to work than in Prince George’s County or the Washington metropolitan area, single-occupancy vehicles still characterize the dominant mode of transport to work, regardless of growth area.

Capitol Heights, Addison Road–Seat Pleasant, and Landover Gateway feature the largest proportion of residents using public transit to work.

- ◇ Capitol Heights and Landover Gateway have a significantly larger percentage of households with no vehicles compared to the county, region, and other centers.
- Residents in Suitland Metro and Landover Gateway centers on average have a longer commute to work, at 41 and 44 minutes respectively, than other centers.

## ***Public Transportation***

The Washington Metropolitan Area Transit Authority (WMATA), or Metro, operates the second largest rail transit system and the fifth largest bus network in the United States serving the Washington, D.C., and neighboring communities in Maryland and Virginia, both inside and outside the Capital Beltway. Metrorail and Metrobus serve a population of 3.5 million. In fiscal year 2008, total rail ridership was 215.3 million trips (800,000 per day) and bus ridership was 133 million trips (750,000 per day).

There are currently 15 Metrorail stations in Prince George’s County totaling 19.86 miles of Metro rail line. WMATA operates more than 70 bus routes in the county. Metrobus serves most major population centers and travel corridors in the county, providing more than 2,600 trips daily. Easy-to-spot red, white, and

blue signs identify Metrobus stops. Metro is the largest parking operator with 62,440 station parking spaces, of which 24,383 are in Prince George's County.

Metro stations provide a catalyst for economic development; there is over \$25 billion in development around stations. Fifty joint development projects with WMATA and public or private developers have occurred and are still growing; 250 to 300 acres of land is available for joint development opportunities.

Since 2001, Metrorail ridership growth exceeded 100 percent on the Green Line, which includes Suitland Metro Station; ridership growth of just under 30 percent occurred on both the Blue Line, serving Capitol Heights, Addison Road–Seat Pleasant, and Morgan Boulevard, and the Orange Line, serving Cheverly, Landover, and New Carrollton.

### ***Transit-Oriented Development***

Metro stations provide accessibility and draw thousands of individuals to a single location; therefore, the area surrounding these stations are important engines for economic growth and particularly TOD. For example, FedEx Field already brings thousands of visitors to the area, but these visitors are not compelled to stay in the area beyond entertainment events held at the field; if complementary development existed near FedEx Field, at the Morgan Boulevard Metro Center, these visitors would likely arrive early or remain after football games/events to shop and dine.

Although this complementary development may create additional vehicle trips, vehicular activity can be mitigated by providing a mix of uses and concentrating such development to higher-density areas, particularly near Metro stations, thereby promoting increased transit use and walkability.

Using national and regional data on transit ridership and development patterns, ridership and the number of activities that take place directly surrounding transit stations is higher where TOD exists. Transit ridership at Metro

stations within Subregion 4 is projected to increase in response to the development at the centers. TOD has the added benefit of providing more mobility options, reducing vehicle miles traveled (and subsequently decreasing traffic congestion, energy consumption, emissions, air pollution, and general environmental degradation), increasing disposable household income, and decreasing local infrastructure costs.

Planners and real estate professionals speculate that real and perceived crime in the subregion and county is a roadblock to attracting desirable retailers. By establishing these centers as mixed-use, medium- to high-density, pedestrian- and transit-oriented areas, street activity will occur that places eyes on the street and enables both defensible space and self-policing as a means of controlling criminal behavior, thereby attracting desirable retail.

Most activity and major investments in the retail and office markets are intended to occur at the eight centers, while neighborhood-level services and retail will occur elsewhere in the living areas and subregion in order to avoid direct competition for development. Larger, more regionally focused businesses and higher-density residential uses should locate at centers. Currently in the subregion, the majority of the high-density residential areas are composed of large, low-rise, older housing stock that is in need of upgrading and redevelopment. This type of housing stock does not have the amenities offered by similarly priced housing outside of the subregion. TOD intended for the centers will revitalize the subregion and provide amenities and variety of housing types and prices that will enable the area to compete in the regional housing market.

Currently, little development exists surrounding the seven Metro stations in Subregion 4; instead, there are surface parking spaces, parking garages, and few design features that enable comfortable pedestrian experiences to these stations. As a result, according to a

2007 WMATA passenger survey and mode of access study of morning peak commuting patterns, the predominant access mode for each of the seven stations, except Capitol Heights Metro where walking is common, is driving and parking. Addison Road–Seat Pleasant Metro also has an equivalent amount of rail passengers accessing the station by bus as it does by parking; this is likely due to the high number of bus routes at the station. Also, a 2008 WMATA Metrorail station access and capacity study found that pedestrian access was particularly challenging at the Morgan Boulevard, Landover, and Suitland Metro stations because these stations were both missing sidewalks near the station and were adjacent to roads that were six lanes and larger. Cheverly Metro station was also difficult to access by foot as it too was missing sidewalks.

Demand exists for medium- to high-density transit- and pedestrian-oriented development at the Metro stations in Subregion 4. Because vacant and underutilized land and surface parking lots surround Metro stations in Subregion 4, an opportunity exists to acquire and assemble land or embark on joint development with WMATA.

## Development Plans for Subregion 4 Centers

Conceptual regulating plans were developed to demonstrate the development potentials and the urban design and vision for the future of each center. In order for these conceptual regulating plans to take effect as final regulating plans, an additional level of analysis, including detailed studies of transportation, public facilities, environment, and historic preservation, must be completed.

Each center’s conceptual regulating plan has its own place-specific set of development guidelines by specifying the building envelope standards (such as build-to lines and lot coverage) and siting, to which all development should conform, mapping public spaces, and

establishing street types and their hierarchy. The regulating plan also shows how each site relates to adjacent street-spaces, the overall urban neighborhood, and the surrounding neighborhoods. Building envelope standards for height, siting, and façade elements, such as fenestration, balconies, stoops, etc., are also categorized around five general categories—general, storefront, townhouse/small apartment building, workshop, and single-detached dwelling. Property owners and citizens consulting the standards should review the goals and recommendations for each center. See Appendix A for the summary of development guidelines for these proposed conceptual regulating plans.

A three-day public planning and design workshop was conducted in November 2008 to focus on Addison Road–Seat Pleasant, Morgan Boulevard, and Landover. This public process informed the respective conceptual regulating plans. The conceptual regulating plans for Landover Gateway, Suitland, and Cheverly confirmed the vision from their existing plans approved in 2009, 2006, and 2005 respectively through a public process that consisted of two meetings for each center. New Carrollton and Capitol Heights are in the midst of developing master plans, each with a public participation component; the conceptual regulating plans for these centers were built off of the plan visions created during their respective planning processes.

### **Addison Road–Seat Pleasant Metro Center**

#### ***Vision***

The vision for development of the Addison Road–Seat Pleasant Metro center includes high-density, mixed-use development west of the Metro, along East Capitol Street and Central Avenue, as well as mixed-use development along Addison Road, south of Central Avenue. Development on Addison Road, north of Central Avenue, would comprise townhouses and small apartments, while Central Avenue would become more

pedestrian-friendly, complete with ground-floor, storefront retail.

**Background**

The Addison Road–Seat Pleasant Metro center is located in the center of a well-established community, situated between the Capitol Heights and Morgan Boulevard Metro stations. This growth center is on the edge of the more urban environment of Capitol Heights.

The Addison Road–Seat Pleasant Metro center is generally bound by Cabin Branch Road and Daimler Drive to the east; Canyon Road, Calmos Street, Ava Court and Yost Place to the north; Baltic Street, Maryland Park Drive, and Rollins Avenue to the west; and Cabin Branch Court, Ernie Banks Street, and Westin Court to the south.

Existing residential development in the growth center consists of medium-density single-family housing north and south of Central Avenue, east and west of Addison Road, and pockets of low-density single-family residential development along Addison Road south of Central Avenue, and along Rollins Avenue south of Central Avenue. Industrial land use is located along Yost Place, north of East Capitol Street, as is the bulk of commercial land use, which is located along the north side of East Capitol Street, east and west of Addison Road. Just east of the growth center boundary is Central High School.

Cabin Branch Stream travels south from the top of the growth center, under Central Avenue, and parallel to the east side of Cabin Branch Road. An environmentally-sensitive wooded corridor that includes the Cabin Branch Stream, located between the approved development east of Harris Drive and west of Dateleaf Avenue, is within the regulated area of the county’s green infrastructure network and is considered to have development constraints.

Opportunities for development growth include an open area east of Harris Drive and west of Dateleaf Avenue, which is currently approved for a residential development; a wooded area

west of Cindy Land and north of Central Avenue, east of Soper Lane; a segment of open woodland south of Central Avenue, between Yolanda Avenue and Zelma Avenue; an area of woodland south of East Capitol Street/Central Avenue and east of Zelma Avenue; and a large parcel northeast of the industrial development behind Yost Place and south of Baltic Street, northwest of the commercial development facing East Capitol Street.

**Key Planning Issues**

Key planning issues in the Addison Road–Seat Pleasant Metro Center include:

- Generating viable, quality commercial development along East Capitol Street and Central Avenue.
- Creating safe pedestrian access across Addison Road and Central Avenue.
- Preserving existing single-family neighborhoods while introducing denser housing options.
- Attracting an office market in a location close to Washington, D.C.

**Land Use**

Similar to Capitol Heights, the Addison Road–Seat Pleasant Metro center (all the land within a half-mile walk of the Metro) features a high proportion of residential uses (74 percent of all land uses), characterized primarily as compact single-family detached homes on relatively small lots. Retail uses in the station area

<b>Table 6-7: Addison Road-Seat Pleasant Land Use Mix</b>		
	<b>Existing</b>	<b>General Plan Vision (Community Center)</b>
Residential	74%	20-80%
Retail & Services	10%	5-50%
Employment (office)	0%	5-50%
Public Uses	15%	10-20%

include neighborhood-oriented services, such as those found at Addison Plaza (which contains a large-format grocer and pharmacy), and fast-food restaurants. Commercial uses are clustered along Central Avenue where they take advantage of the roadway's access and visibility. Public (institutional) uses include Saint Margaret's Elementary School and Central High School.

Compared to the vision for a community center identified in the General Plan, the Addison Road–Seat Pleasant Metro center lacks office-based employment uses. Although it features compact housing, the station area lacks a more diversified mix of single-family attached and multifamily units that, with higher densities, support transit. In keeping with the General Plan, the station area's percentage of retail and services relative to other uses could increase along with office-based employment uses.

### **Public Transportation**

The Addison Road–Seat Pleasant Metro station enclosed area consists of one parcel totaling 452,165 square feet or approximately 10.3 acres, including the station, parking garage, kiss-and-ride lot, bus service area, and access roadways. Addison Road–Seat Pleasant is a mid-line Metrorail station. The station currently services the Blue Line trains to Franconia–Springfield and Largo Town Center. There are two entrances to the parking lots, one from Addison Road and another from Central Avenue.

A total of approximately 8,000 passengers enter and exit the Metrorail station on an average weekday and approximately 8,500 passengers board and alight Metrobus from the rail station. Sixteen Metrobus routes and an additional five TheBus and Metro Blue Line bus routes serve the rail station. The station has five bus bays.

The net new trips generated by the forecasted new development projects in the Addison Road–Seat Pleasant Metro center, given the transit reduction and pass-by capture reductions, are 406 during the AM peak hour

and 494 during the PM peak hour. The corresponding net new trips by year 2030 are 714 in the AM peak hour and 828 during the PM peak hour.

Addison Road–Seat Pleasant Metro was built with a parking garage for 1,268 daily parking spaces, a kiss-and-ride surface parking lot for 50 metered spaces, a 15-minute driver-attended waiting lot for nine spaces, ten motorcycle spaces, four ADA handicapped spaces, and a taxi waiting area. There are 51 reserved permit holders. Station parking is currently utilized at 69 percent; however, the garage historically has a 100 percent utilization rate (the garage is currently undergoing a major structural rehab that blocks 250 to 350 parking spaces per day). On an average weekday, all garage and kiss-and-ride spaces are occupied; there is significant unmet parking demand. Bike parking and car sharing are available, including 16 bike racks and two ZipCar parking spaces.

Based on data from WMATA's 2007 passenger survey, 34 percent of passengers who entered the Metrorail at Addison Road–Seat Pleasant drove and parked, 35 percent arrived by Metrobus, 12 percent were dropped off, 10 percent walked, 7 percent arrived by TheBus, 1 percent relied upon kiss-and-ride, and 1 percent arrived by taxi. Although the station has dedicated bicycle facilities, no Metro rider survey takers reported accessing the station by bicycle. According to the 2008 WMATA access and capacity study, Addison Road–Seat Pleasant has possible existing bicycle access issues because the station is not directly connected to any bicycle routes.

There are sidewalks on both sides along most major roadways in the Addison Road–Seat Pleasant growth center. Major roadways such as Hill Road, Addison Road, Capital Heights Boulevard, and Cabin Branch Drive have sidewalks on either one side of the street or do not have sidewalks along some sections. Additional streets, such as Capitol Heights Boulevard, Cabin Branch Drive, and Rolling Ridge Drive have sidewalks available but have

sections with either no sidewalks or sidewalks only on one side of the street.

Pedestrian access is inadequate to the Metro station; safe pedestrian access is needed across Addison Road and Central Avenue, particularly since there is a high volume of automobiles and buses turning into and out of the station. Pedestrian amenities and crosswalks at the Metro station and on Central Avenue and Addison Road will improve safety; sidewalks are also needed on Zelma Avenue from Central Avenue to Foy Place and on Rollins Avenue from Cabin Branch to Central Avenue. Additionally, in order to make this a more pedestrian-friendly station and center, a number of improvements need to occur, including the installation of new signals, traffic-calming measures, road widening, and new or extended road networks.

### **Goals**

- Focus ground-floor, storefront retail on the north and south sides of Central Avenue.
- Preserve single-family housing along Adak Street and Rolling Ridge Drive.
- Encourage townhouse and small apartment development along the edges of high-density development to scale down to single-family neighborhoods.
- Ensure that pedestrian-friendly connections from development to the existing road network are provided.
- Reserve an area of high-density development along East Capitol Street for employment-related development.

### **Policies and Strategies**

#### **Policy 1**

Promote dense, vertical, mixed-use development west of the Metro, along Central Avenue and East Capitol Street.

#### **Strategies**

- Encourage development densities that are area-appropriate and economically viable.
- Ensure that storefront retail is located on the ground-floor of buildings facing Central

Avenue to capture pedestrian traffic to and from the Metro and surrounding mixed-use development.

- Allow for a portion of mixed-use development to be reserved for office and other employment-related development.
- Focus dense, mixed-use development on East Capitol Street, Central Avenue, and Addison Road South.

#### **Policy 2**

Create a gridded street network that is sensitive to pedestrians and easily accessible by automobiles.

#### **Strategies**

- Establish safe and direct pedestrian crosswalks across Central Avenue, East Capitol Street, and Addison Road to encourage pedestrian traffic.
- Promote streetscape enhancements along Central Avenue, Addison Road, and East Capitol Street that include elements such as wide sidewalks, street lights, street trees, and benches.
- Establish an urban block pattern that complements the pedestrian environment and maintains economically viable building footprints.
- Enhance the center's sidewalk network by properly maintaining the existing sidewalks and filling in gaps in the sidewalk network by adding new sidewalks.

#### **Policy 3**

Establish a connected and publicly accessible network of civic greens.

#### **Strategies**

- Create civic greens in areas that will receive the most use and accommodate the maximum amount of people throughout the day.
- Ensure that the number of civic greens in centers is equally balanced between primarily residential areas and newly created dense, mixed-use areas.

- Ensure that each civic green is bound on at least two sides by roads to maximize accessibility and visibility.
- Provide safe and direct pedestrian access to each civic green from surrounding development.

#### **Policy 4**

Enhance and preserve the Cabin Branch stream.

#### **Strategies**

- Locate new, dense, mixed-use development away from the Cabin Branch corridor.
- Create or enhance a natural buffer between development and the Cabin Branch corridor to decrease the impact of runoff on the stream.
- Encourage residential development of townhouse/small apartments and single-family housing instead of single-family detached homes within close proximity to Cabin Branch.

#### **Policy 5**

Preserve the existing, viable residential areas while encouraging new, dense residential development.

#### **Strategies**

- Preserve and enhance the existing single-family residential communities along Rolling Ridge Drive and Adak Street.
- Encourage townhouse and small apartment development closer to the dense, mixed-use areas to capitalize on the mixed-use services at these locations and to protect and buffer the surrounding single-family residential development.
- Establish safe, walkable connections between the residential areas and the Metro, Central High School, and significant places of worship within the growth center.

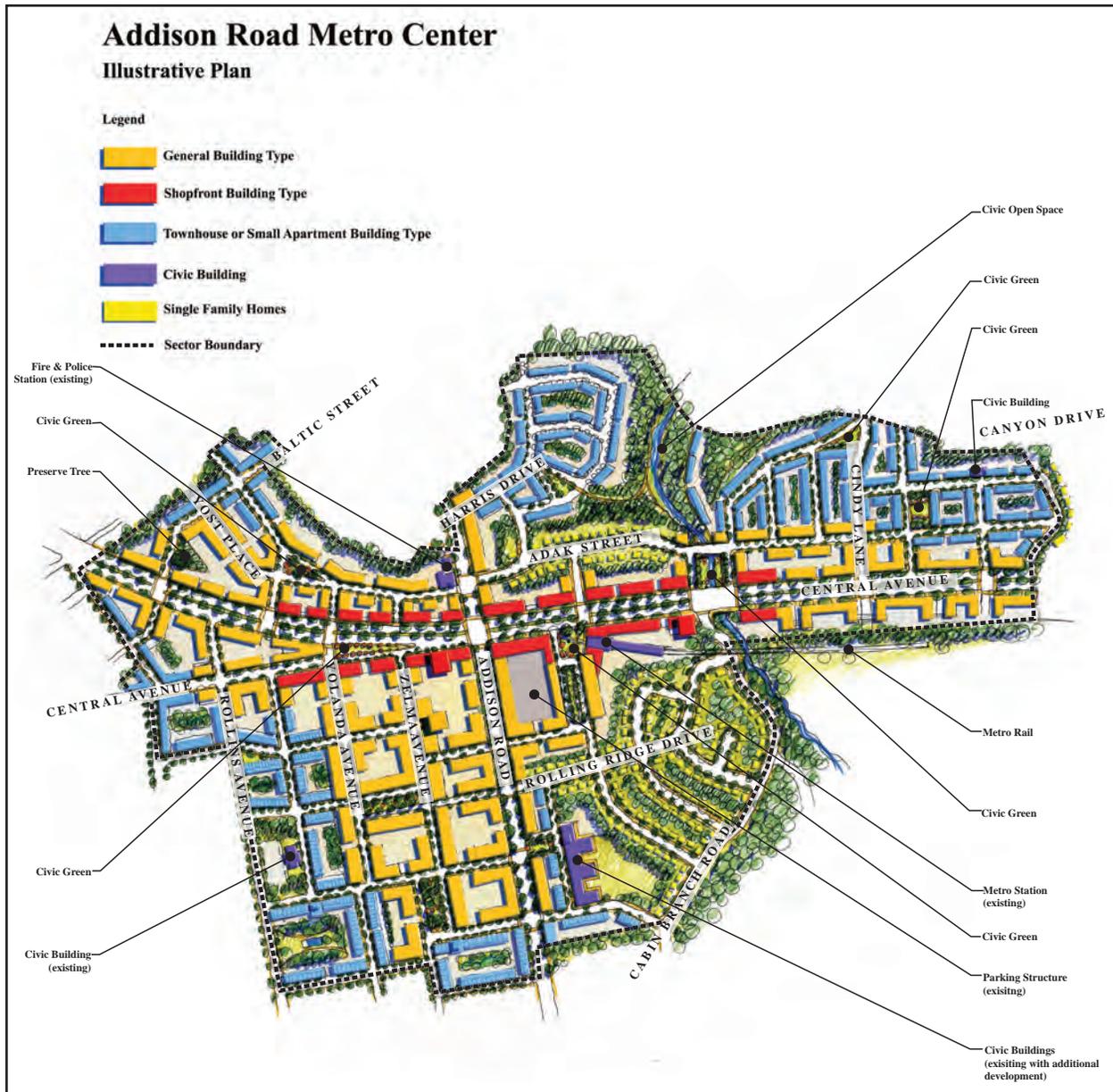
### ***Urban Design Concept***

The vision and urban design concept for the Addison Road–Seat Pleasant Metro center was developed during a three-day planning

and design charrette held in November 2008. The urban design concept preserves existing single-family residential development and capitalizes on the potential for dense, urban development within proximity to the Metro station. Commercial development will front on the north and south sides of Central Avenue to retain its position as a primary commercial corridor in Subregion 4. Central Avenue will also transform into a tree-lined, urban boulevard that is inviting to pedestrians. The intersection of Addison Road and Central Avenue will be enhanced with pedestrian crosswalks, enabling surrounding development to fully serve pedestrian traffic en route to and from the Metro station and surrounding areas.

A new, wrapped, parking structure for the Metro station will locate at the southeast corner of the intersection of Addison Road and Central Avenue; ground-floor retail will front on Central Avenue with a side street directly in front of the Metro. A planted median will separate the wrapped structured parking deck from the new development directly across from the Metro station. The Metro will anchor a large, urban plaza that fronts onto Central Avenue. Mixed-use development of office and residential uses will locate across the street from the Metro, while ground-floor retail fronting on Central Avenue will locate at the Metro.

Abutting the denser development at the Metro, a single-family residential community along and to the west of Cabin Branch Road will be preserved. A naturally enhanced buffer will help maintain the environmental quality of the Cabin Branch Stream east of this single-family neighborhood, as well as break up the mixed-use, urban development with ground-floor retail that will continue along Central Avenue. West of this area, mixed-use development will front on the east side of Addison Road. A small, vertical strip of townhouse and small apartments will develop south of Rolling Ridge Road, directly behind this Addison Road mixed-use development and in front of the newly configured church and school. Adjacent



Map 6-2: Addison Road Metro Center—Illustrative Plan

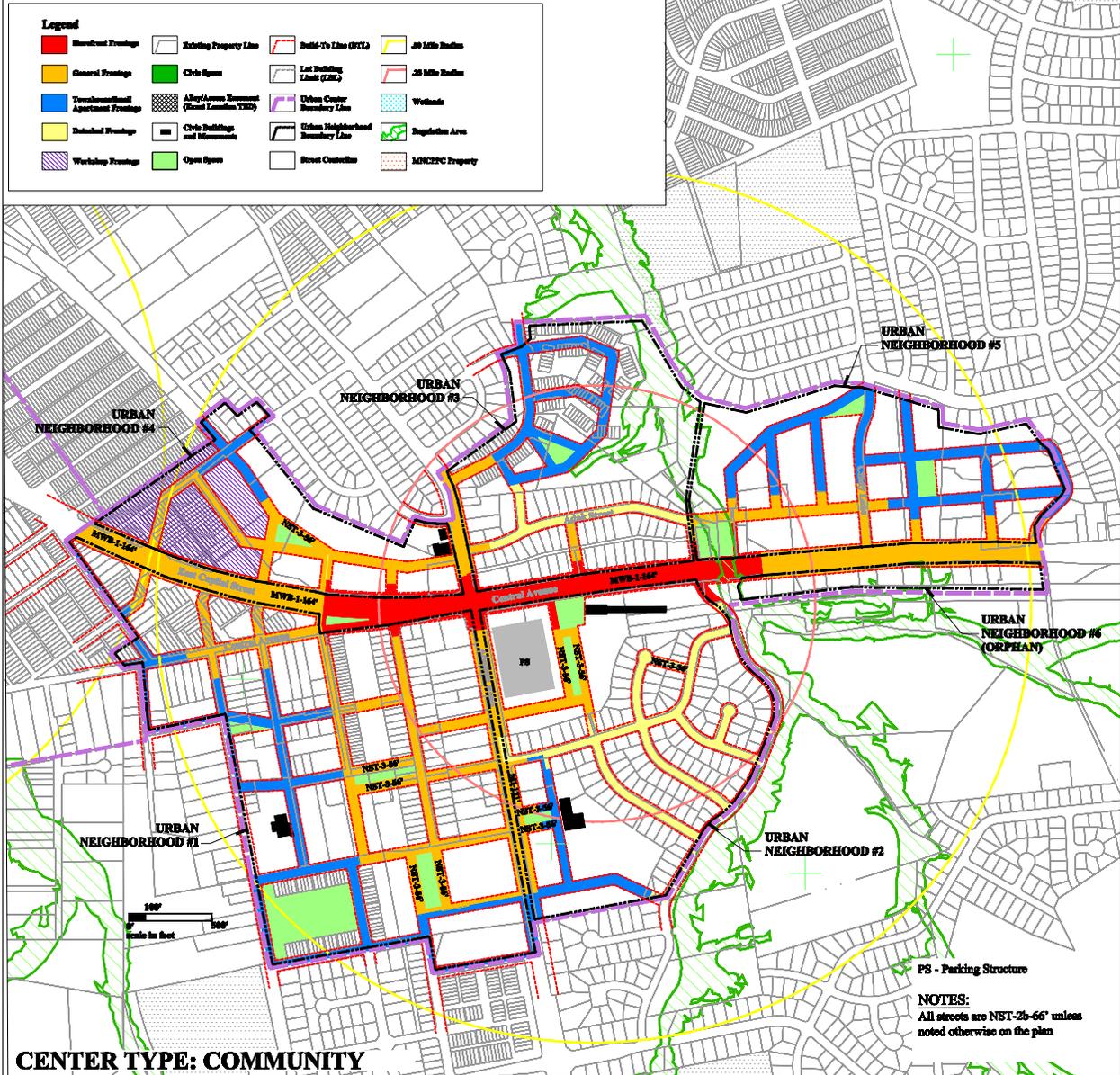
to this development will be a central green, which fronts on the east side of Addison Road. A series of townhouses and small apartments will front on the south side of a new, east/west connector road.

Moving west across Addison Road, similar townhouse and small apartment developments encircle an interior courtyard between Addison Road and Zelma Avenue. The largest concentration of mixed-use development in

this growth center is located just north of this development and will continue north to Central Avenue, where it will contain ground-floor retail. Townhouses and small apartments will outline the western edge of this area, fronting on Rollins Road and a new, secondary interior street, which will enhance the primary street grid. Townhouse and small apartment development will encompass small, interior courtyards, some of which will be shared with adjoining residential, office, or mixed-use

# Addison Road Center - Conceptual Regulating Plan

Code Studio - Ferrell Madden Lewis - Rhodeside and Harwell  
DRAFT - December 31, 2008



Map 6-3: Addison Road Center—Conceptual Regulating Plan

development. The Jehovah’s Witness worship center on Rollins Road will be preserved and enhanced with surrounding vegetation.

Traveling north across Central Avenue, east of Xenia Avenue and south of East Capitol Street, mixed-use development will maximize the triangular orientation of the divided street pattern. An enhanced triangle park will be the cornerstone of this transformation, serving the

residents and employees of the mixed-use development to the west, as well as calming vehicular traffic as it enters and exits the Addison Road–Seat Pleasant Metro center. Townhouses and small apartments will border the western edge of this development to provide a transition in scale of development from the dense, urban setting near the Metro to outlying single-family homes to the west.

Passing across East Capitol Street to the north, mixed-use development mirrors that of development on the southern side of East Capitol Street, as well as the ground-floor retail development along the southern side of Central Avenue. Dense, mixed-uses will compose the majority of development in this area, aside from a small area of townhouse and small apartment development in the northwest corner, which will serve as a transition element for the surrounding, single-family development to the north. Adak Street will extend west across Addison Road, and become part of the growth center's new, secondary street grid. The Adak Street extension will serve as this section's backbone to ease vehicular congestion on East Capitol Street and Central Avenue, as well as provide a more pedestrian-friendly experience for those traveling to and from the Metro station. The Seat Pleasant Volunteer Fire Department will anchor the corner of Adak Street and Addison Road. A small, triangular park on West Adak Street will break up the dense, urban development, as well as split the street into two smaller connecting roads. The northern section of this road will be lined to the north and south by townhouses and small apartments, while the southern section will be lined with mixed-use development. The northern boundary of this area will be separated from single-family development to the north by a natural buffer.

This natural buffer will continue to the east side of Addison Road, behind the new townhouse and small apartment development along Harris Drive. Mixed-use development will front on Addison Road and will be largely contained along this major boulevard. The new townhouse and small apartment development in the northern section of this area will help transition in scale to the single-family development north of this area. Again, the natural buffer will continue along the northern edge to enhance protection of the single-family development to the north. The naturally enhanced and publicly-accessible Cabin Branch Stream will continue north

through this area, providing an environmental feature and recreational area for residents of the townhouse complex to the east and west.

The existing single-family homes along Adak Street will be preserved and will abut new, ground-floor retail and mixed-use development along Central Avenue. Traveling east along Adak Street, approximately midway between Addison Road and Cindy Lane, will be a small break in the street grid that will open up to a large, central public green. Cabin Branch will be daylighted (exposed) at this public green, before traveling beneath Adak Street and continuing north. Mixed-use development will continue along Adak Street, which will be extended to the east. Ground-floor retail will embrace all four corners of the park on Central Avenue, as well as provide safe pedestrian access to this new open space feature. Townhouses and small apartments, interspersed with pocket parks and central courtyards, will abut mixed-use development between Central Avenue and Adak Street extended.

### ***Conceptual Regulating Plan***

The Addison Road–Seat Pleasant Metro center is designated as an Urban Center 2 (UC2) under the proposed development guidelines. The center consists of a Metro station and two major corridors, Central Avenue and Addison Road. Addison Road is identified in the conceptual regulating plan as a major street (M-1) that is 121 feet wide and consists of two through lanes, a center lane or optional median, parallel parking on each side of the street, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards. Central Avenue is identified in the conceptual regulating plan as a major street (MWB-1) that is 164 feet wide and consists of two inside through lanes and two outside through lanes, two bike lanes, two slip lanes or access roads, two parking lanes, a center turn lane or median, two side medians, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards.

Urban neighborhoods are the building blocks of the conceptual regulating plan, helping to create diverse areas with multiple functions and design characteristics. Each urban neighborhood is made up of an interconnected network of streets and blocks, with an allocation of building envelope standards and public spaces. Each neighborhood is typically bounded and physically defined by major streets, roadways and parks or conservation areas.

### *Urban Neighborhood 1*

**Gross Acres—86.6**

**Net Developable Acres—58.2**

Urban Neighborhood 1 is located north of Wilburn Drive, south of East Capitol Street, east of Maryland Park Drive and Rollins Avenue, and west of Addison Road. Within the neighborhood, a new road network will develop to support a new, more accessible, block grid system. Along the northern edge of the neighborhood between Yolanda Avenue and Addison Road are designated shopfront frontages. The northwest edge of the neighborhood consists of general frontages along East Capitol Street and townhouse and small apartment frontages along Maryland Park Drive. Frontages south of Central Avenue and west of Yolanda Avenue consist of townhouse and small apartment development. General frontages make up the blocks to the east of Yolanda Avenue. Civic green space within the neighborhood consist of a pair of parks in the southern section, an urban park along Rollins Road, and a central civic green within the interior general frontage blocks.

### *Urban Neighborhood 2*

**Gross Acres—58.5**

**Net Developable Acres—43.8**

Urban Neighborhood 2 is located north of Cabin Branch Court, south of Central Avenue, east of Addison Road, and west of Cabin Branch Road. On the northern boundary of the neighborhood, along Central Avenue are designated shopfront frontages. General frontages define blocks and edges along Addison Road and in the blocks surrounding

the Addison Road Metro station. Interior blocks that intersect Rolling Ridge Drive and run along Cabin Branch Road consist of detached single-family units. A new road will develop and run parallel to Addison Road bisecting the current property. The new road will support townhouse and small apartment frontages. Civic green space within the neighborhood includes central civic greens adjacent to the Addison Road/Seat Pleasant Metro station, and a small central civic green in the southern section of neighborhood along access roads that connect the new road to Addison Road.

### *Urban Neighborhood 3*

**Gross Acres—41.7**

**Net Developable Acres—21.0**

Urban Neighborhood 3 is located north of Central Avenue, south of Baltic Street, east of Addison Road, and west of Soper Lane. Within this neighborhood, existing road networks will form the overall urban block structure. Frontages along Central Avenue consist of shopfront uses. Existing detached single-family frontages will stay intact along Adak Street. The western edge of the neighborhood from the intersection of Addison Road and Central Avenue to Harris Drive consists of general frontages. A new townhouse development extending from Harris Drive to Ava Court will be defined by townhouse and small apartment frontages. Finally, the plan includes one central civic green along Harris Drive at the entrance of the new townhouse development.

### *Urban Neighborhood 4*

**Gross Acres—26.4**

**Net Developable Acres—17.7**

Urban Neighborhood 4 is located north of East Capitol Street/Central Avenue, south of 68th Place, east of Maryland Park Drive, and west of Addison Road. Within the neighborhood, a new road network will have to be created to develop a more accessible block grid system. Along Central Avenue extending from the shopping center entrance to Addison Road are

designated shopfront frontages. Along the northern boundary edge of the neighborhood, townhouse and small apartment frontages exist along a new road that connects severed portions of Baltic Street. All other developable frontage space within the neighborhood is general frontage. A small civic green is in the center of the neighborhood.

#### *Urban Neighborhood 5*

**Gross Acres—41.2**

**Net Developable Acres—21.7**

Urban Neighborhood 5 is located north of Central Avenue, south of Canyon Drive, east of Soper Lane, and west of Daimler Drive. Within the neighborhood, a new road network must be established to create a block grid network. Along Central Avenue is a small section of shopfront frontages near Soper Lane and general frontages making up the rest of the blocks facing Central Avenue. A new road extending from Adak Street to Daimler Drive is located behind these blocks and serves as a major thoroughfare connecting the community. A section of this road extending from Soper Lane to Cindy Lane will consist of general frontages. The rest of the surrounding blocks, extending from the northern boundary to the intersection of Cindy Lane and the new road, will consist of townhouse and small apartment frontages. Civic green space within the area comprise a park adjacent to Soper Lane, a park near the northern edge of the neighborhood, and a central civic green located in a cluster of new townhouse and small apartment blocks.

#### *Urban Neighborhood 6*

**Gross Acres—7.1**

**Net Developable Acres—7.1**

Urban Neighborhood 6 is located north of the Metro line, south of Central Avenue, east of Cabin Branch Road, and west of Daimler Drive. The neighborhood is considered an “orphan” neighborhood because it does not contain townhouse and small apartment frontage or storefront frontage. Additionally, the orphan neighborhood does not meet the

20-acre minimum gross acreage requirements to be fully considered as an urban neighborhood comparable to the other urban neighborhoods in this center.

## **Morgan Boulevard Metro Center**

### ***Vision***

The vision for development of the Morgan Boulevard Metro center includes transit-oriented development around the Metro station that creates an urban, mixed-use environment. Distinctive, high-quality development would frame Central Avenue and become denser as it approaches the Metro. A pedestrian-friendly environment would support ground-floor retail and neighborhood services and complement the townhouse and multifamily housing north and northeast of the Metro, as well as surrounding, new residential development. New open space would complete areas of mixed-use development while existing natural areas would envelop the growth center boundary.

### ***Background***

The *Approved Sector Plan and Sectional Map Amendment for Morgan Boulevard and Largo Town Center Metro Areas*, which outlined the basic framework for development of the Morgan Boulevard Metro, was completed in May 2004. The Morgan Boulevard Metro and surrounding area have since grown from a primarily undeveloped, woodland area to largely residential. The growth center is bordered to the north by FedEx Way, to the east by Brightseat Road, to the south by Central Avenue, and to the west by Hill Road. Just north of the Morgan Boulevard Metro Station, along Morgan Boulevard, is FedEx Field, which generates a great deal of pedestrian traffic at the Metro station and along Morgan Boulevard during the approximate eight game days per year.

Newly built townhouses and multifamily units are also located north of the Metro station and west of Morgan Boulevard; also, townhouses and multifamily units are currently approved for development directly east, across Morgan

Boulevard. Single-family residential development is focused primarily north of the Metro station, with the exception of homes along Jonquil Drive and the now-unoccupied Summerfield development (a former residential community for military employees). Highway commercial and industrial land uses frame the north and south sides of the Central Avenue corridor, which traverses the southern edge of the growth center.

There are large areas of potentially developable land within this growth center, including the M-NCPPC-owned property (Hill Road Park) northwest of the Metro station, a series of undeveloped parcels along the north and south sides of Central Avenue, and the large, vacant Summerfield development. The Metro and M-NCPPC properties contain areas of slope that are considered to be developable; however, a large environmentally-sensitive corridor east of the Metro, across Morgan Boulevard, contains environmental features that constrain development of that land. The Morgan Boulevard Center has a fairly well-connected street network, but it lacks east/west access that could be needed for future redevelopment efforts.

### **Key Planning Issues**

Key planning issues in the Morgan Boulevard Metro Center include:

- Determining appropriate uses and developing M-NCPPC-owned land, Metro property, and the Prince George’s County Call Center.
- Shaping the future use of the Summerfield development and its impact on the growth center.
- Improving pedestrian access and safety across Morgan Boulevard and Central Avenue.
- Identifying missing connections in the existing road network.
- Capitalizing on the advantageous location for commercial use in the growth center.

- Finding appropriate ways to connect the commercial development along Central Avenue to the residential neighborhoods along Morgan Boulevard.

### **Land Use**

Featuring new multifamily and single-family attached dwellings, the Morgan Boulevard Metro center is currently dominated by residential land uses that are of the type envisioned to support transit. Selected commercial retail and service uses are situated along Central Avenue, though these uses are not contiguous.

	Existing	General Plan Vision (Regional Center)
Residential	60%	20-70%
Retail and Services	11%	10-60%
Employment (office)	0%	10-60%
Public Uses	19%	10-20%

Although the recently built multifamily dwelling units are in keeping as an optional use for a regional center (as described in the General Plan), the Morgan Boulevard Metro center has not yet established a critical mass of retail and service commercial uses nor office-based employment uses consistent with a regional center.

### **Public Transportation**

The Morgan Boulevard Metro station enclosed area consists of one parcel, totaling 451,892 square feet or approximately 10.4 acres, including the station, parking garage, kiss-and-ride lot, bus service area, and access roadways. Morgan Boulevard is a mid-line Metrorail station. The station currently services the Blue Line trains to Franconia-Springfield and Largo Town Center. There is an entrance and exit on Garrett A. Morgan Boulevard. There are no stations within a reasonable walking distance from this station.

A total of 3,200 passengers enter and exit the Metrorail station on a typical weekday. There are no Metrobus routes; three TheBus routes serve the station. The station has eight bus bays.

The net new trips generated by the forecasted new development projects in the Morgan Boulevard growth center by year 2020, given the transit reduction and pass-by capture reductions discussed previously, are 1,949 during the AM peak hour and 1,810 during the PM peak hour. The corresponding net new trips by year 2030 are 2,665 in the AM peak hour and 2,554 during the PM peak hour.

According to WMATA's 2008 station access and capacity study, Morgan Boulevard experiences more peaking than most stations; in other words, the peak ridership at Morgan Boulevard makes up a large portion of the daily ridership instead of distributed daily use. Stations with a balance of job, housing, entertainment, and retail typically have a lower share in peak ridership of the daily total, as well as more of a balance between entries and exits during the same time period. Developing a mix of uses around the high-peaked stations would help increase ridership throughout the day, as well as in the nonpeak (reverse commuting) direction during peak hours.

The Morgan Boulevard Metro station was built with a parking garage for 608 daily parking spaces, a kiss-and-ride surface parking lot for 78 metered spaces, a 15-minute driver-attended waiting lot, 10 motorcycle spaces, a number of ADA handicapped spaces, and a taxi waiting area. Station parking is currently utilized at 96 percent. On an average weekday, all garage and kiss-and-ride spaces are occupied; there is a significant unmet parking demand. Bike parking is available, including nine bike racks with 40 lockers. No ZipCar or shared parking spaces exist.

Based on data from WMATA's 2007 passenger survey, 69 percent of passengers arriving at and entering the Morgan Boulevard Metrorail drove and parked, 22 percent were dropped off, six percent walked, and two percent arrived by bus. Although the station has a

dedicated taxi stand and bicycle facilities and lockers, less than one percent of Metro riders access the station via taxi and none arrived to the station by bicycle. According to the 2008 WMATA access and capacity study, Morgan Boulevard also has possible existing bicycle access issues because the station is not directly connected to any bicycle routes. The study also identified Morgan Boulevard as a station with possible existing pedestrian access issues outside the station core because it is adjacent to a major roadway and missing sidewalks near the station. The Morgan Boulevard Metro center lacks a comprehensive network of pedestrian and bicycle facilities. Key roadways, such as Garrett A. Morgan Boulevard, Brightseat Road, Hill Road, and Central Avenue, have no pedestrian amenities and bicycle facilities.

In order to fully realize Morgan Boulevard Metro as a center with medium- to high-density, mixed-use development, a number of transportation needs must be met. These include:

- Improve pedestrian access and safety across Morgan Boulevard and Central Avenue
- Provide pedestrian friendly connections from development to existing road network
- Identify and close gaps in the existing road network
- Provide connectivity within the commercial areas in the center
- Provide connectivity between commercial development along Central Avenue to residential neighborhoods along Morgan Boulevard
- Improve east/west access to support future development activities within the center
- Identify opportunities for additional pedestrian and vehicular connections to the Metro
- Keep options for street parking on Morgan Boulevard
- Provide better connectivity of access to the Metro from FedEx Field

## Goals

- Encourage dense, urban development close to the Metro
- Focus ground-floor storefront development along Central Avenue, facing the Metro entrance, and Morgan Boulevard
- Promote compact, mixed-use development that services pedestrian and automotive traffic
- Ensure the provision of road connections from existing and new development to the existing road network
- Capitalize on the open land west of the Metro with mixed-use, transit-oriented development

## Policies and Strategies

### Policy 1

Encourage vertical, mixed-use, transit-oriented development within and around the Morgan Boulevard Metro station.

### Strategies

- Encourage development densities that are area-appropriate and economically viable.
- Encourage the relocation of the Prince George's County Call Center to allow development that maximizes the site's proximity to the Metro.
- Work with M-NCPPC and WMATA to create joint, transit-oriented development on the undeveloped woodland area west of the Metro.
- Work with WMATA, County Council, County Executive, and government agencies to create joint, transit-oriented development at the Metro.
- Provide for ground-floor storefront development that fronts on a newly created civic green at the entrance to the Metro.
- Reserve land for future office development within walking distance of the Metro.
- Create additional pedestrian connections from the existing townhouse development to the Metro.

### Policy 2

Establish an integrated pedestrian-friendly road network that connects all areas of the growth center.

### Strategies

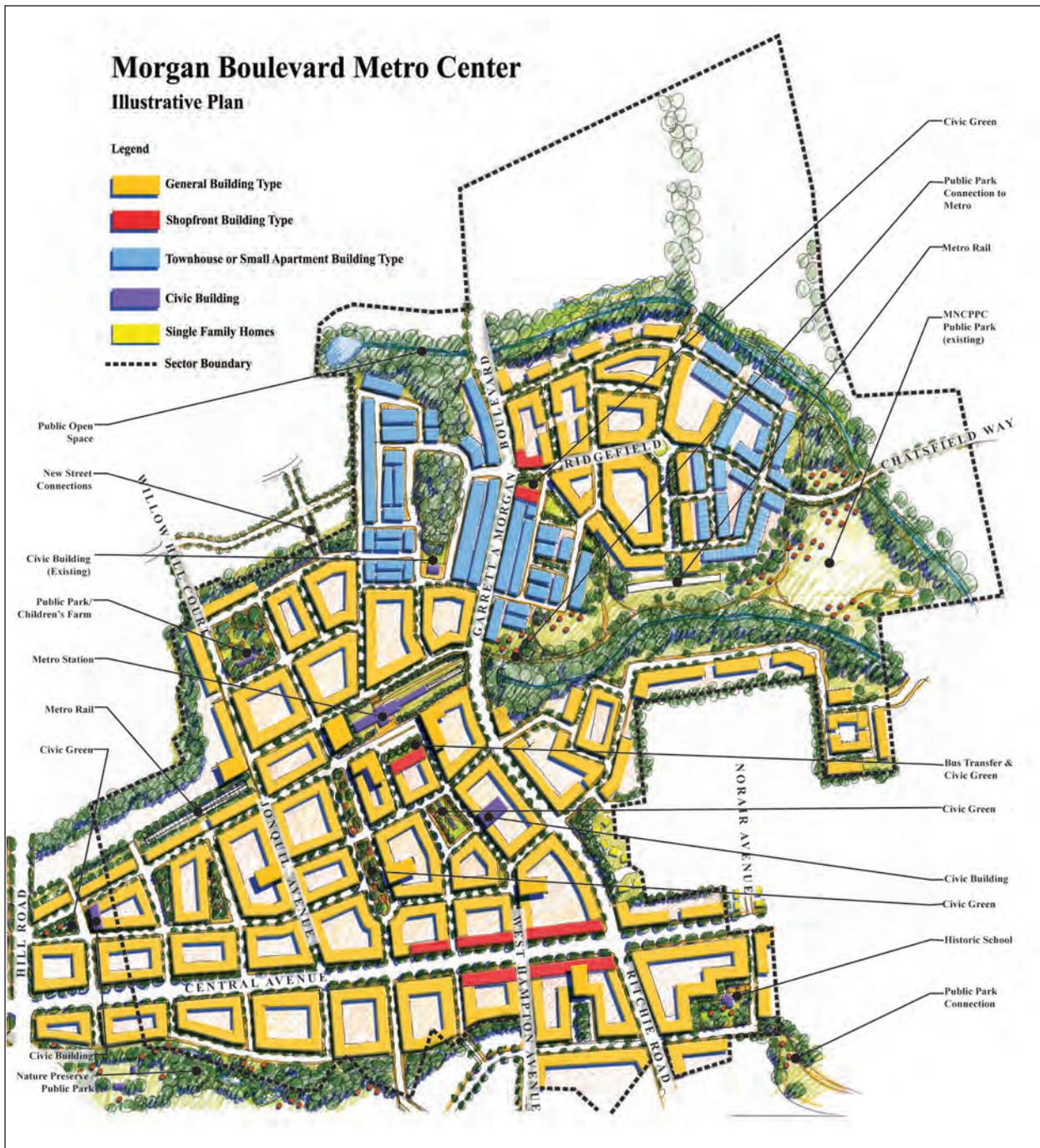
- Establish an urban block pattern that complements the pedestrian environment and allows development to be economically successful.
- Improve safe pedestrian access across Central Avenue and Morgan Boulevard.
- Promote road connections from the Metro station to points north and west that service potential TOD and help create a fully realized street grid.
- Improve existing sidewalks, connect sidewalks segments, and establish street widths that accommodate wide sidewalks.
- Encourage on-street parking in the center to serve as a buffer between roads and pedestrian areas and to slow traffic.

### Policy 3

Create a network of civic greens and civic buildings that are integrated into the surrounding urban fabric.

### Strategies

- Create an urban civic green that faces the Metro entrance and provides a focal point for passengers exiting and entering the Metro as well as for the surrounding mixed-use community.
- Preserve environmentally sensitive areas with development constraints in the western and northern sections of the growth center as passive open space.
- Provide large civic greens within the TOD south of the Metro for public use and smaller civic greens within new townhouse development for residential use.
- Encourage each civic green to be bounded by neighborhood roads on at least two sides.
- Maintain a woodland buffer between the denser development surrounding the Metro and the surrounding single-family residential neighborhoods.



Map 6-4: Morgan Boulevard Metro Center—Illustrative Plan

**Policy 4**

Preserve and restore the growth center's historic attributes.

**Strategies**

- Preserve the former school building south of Central Avenue as a civic building and surrounding land as a civic green.

- Consider the establishment of an interactive “teaching farm” north of the Metro that provides hands-on education about the area’s farming history.

**Policy 5**

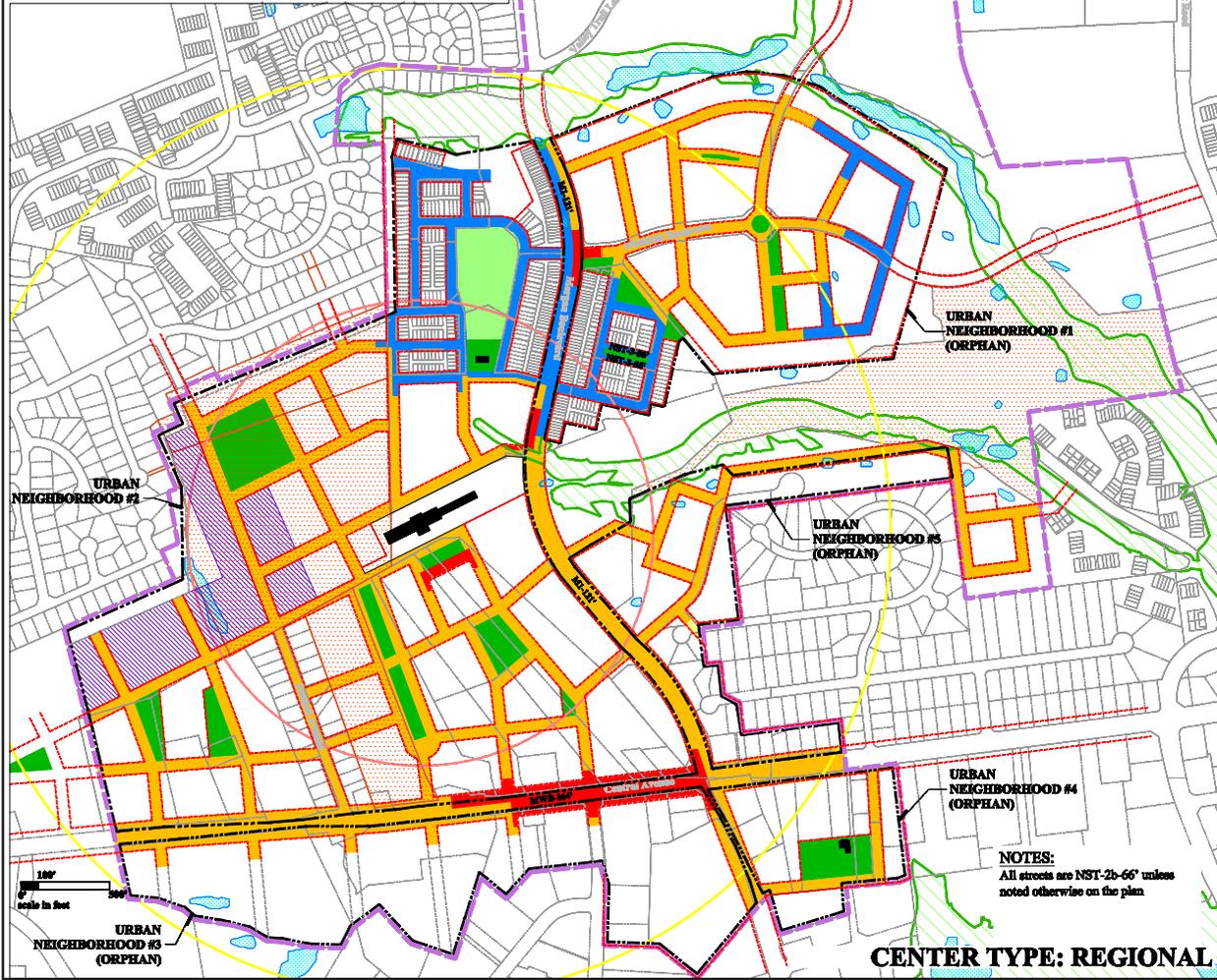
Reestablish Central Avenue as a commercial and retail corridor.

# Morgan Boulevard Center - Conceptual Regulating Plan

Code Studio - Ferrell Madden Lewis - Rhoads and Harwell  
DRAFT - December 31, 2008

**Legend**

Street Frontage	Subdividing Property Line	Build-To Line (BTL)	40 Mile Buffer
General Frontage	Civic Open	Lot Building Limit (LBL)	20 Mile Buffer
Three-to-Five Unit Apartment Frontage	All-Map/Access Easement (Street Location TWR)	Urban Center Secondary Line	Wetlands
Detached Frontage	Civic Buildings and Monuments	Urban Neighborhood Secondary Line	Regulated Area
Employment Reserve	Open Space	Street Centerline	Prince George County Property



Map 6-5: Morgan Boulevard Center—Conceptual Regulating Plan

## Strategies

- Require that all building entrances front on Central Avenue.
- Provide an adequate amount of ground-floor retail facing onto Central Avenue.
- Improve sidewalk connections along Central Avenue and pedestrian crosswalks across Central Avenue.
- Create a boulevard environment on Central Avenue that incorporates streetscape elements, such as street trees, benches, street lights, and areas for outdoor dining.
- Encourage parking in the rear for structures that front on Central Avenue.

## **Policy 6**

Encourage the redevelopment of the Summerfield military property.

### **Strategies**

- Ensure the cooperation with property owners to develop the site.
- Create pedestrian connections to ensure connectivity between the site, existing housing development, and the Metro station.
- Encourage mixed-use development with higher densities closer to the Metro station.
- Ensure a mix of housing types and a variety of price ranges.
- Encourage the development of a variety of housing types at a range of price points.

### ***Urban Design Concept***

The vision and urban design concept for the Morgan Boulevard Metro center were developed during a three-day public planning and design charrette held in November 2008. Overall, the urban design concept for Morgan Boulevard builds on and expands the community around the Metro station into a diverse, mixed-use center. The design concept maintains connectivity throughout the growth center, with an emphasis on north to south connections from the proposed development south of the Metro to the proposed development north of the Metro. In order for this to occur, new vehicular access will be provided through the property currently owned by the county to the area north of the Metro right-of-way, including the extension of Jonquil Avenue across the Metro right-of-way. Additionally, construction of a secondary street grid within the area west of Morgan Boulevard, south of the Metro, and north of Central Avenue will provide for a more effective traffic flow and enhance the pedestrian experience.

Development south of the Metro and north of Central Avenue will encompass a four- to- ten-story mixed-use development of office, residential, and retail uses in general building types, as described below. It is likely that a

concentration of office uses would gravitate closer to the Metro, while buildings east of Jonquil Avenue would be predominantly residential, with some service retail. The importance of locating these uses within walking distance to the Metro is significant as a way to achieve denser, more urban development, rather than largely suburban development existing there now. Public parks and open spaces will be interspersed throughout this area, particularly south of the Metro and north of Central Avenue, where development is expected to be the most dense. Complementing the density and uses proposed in this area is the designation of ground-floor retail just outside the entrance to the Metro. This designation is expected to serve Metro patrons, as well as residential uses in the general vicinity of the growth center.

Ground-floor retail will capitalize on pedestrian and vehicular traffic west of Morgan Boulevard along the north and south sides of Central Avenue. Central Avenue itself will transform into a major, tree-lined urban boulevard with a prominent retail presence and sidewalks. Additionally, the wetland area that runs along the southern side of Central Avenue will be preserved as an open space/environmental feature for new development south of Central Avenue.

Crossing Morgan Boulevard to the east, dense, mixed-use development of four- to ten-stories will continue along Central Avenue. Two-and-a-half acres comprising a historic school and its grounds will be preserved as civic open space and will connect to a proposed trail within the preserved riparian buffer south of Central Avenue. The dense, mixed-use development carries through to the north side of Central Avenue, up Fieldstone Way, along a new rectangular street, and on to Tayside Way. This dense, mixed-use development will front onto the east side of Morgan Boulevard, transforming it into a major urban boulevard with sidewalks and street trees, similar in nature to the boulevard proposed for Central Avenue. North of Tayside Way, the riparian open space area owned by

the county is expanded and enhanced with a trail/walkway that connects the former Summerfield development to the Metro.

A new, urban, mixed-use community occupies the former Summerfield housing development, north of the riparian zone, and lies within close proximity to the Metro. The development's internal street grid is enhanced with additional north/south connections which break up the block pattern and allow for more efficient pedestrian movement. Small pockets of open space are interspersed throughout this urban neighborhood, which comprises townhouses and small apartments, no more than three stories high. The existing multifamily development is preserved and incorporated with the proposed Summerfield redevelopment through both a connected street pattern and shared green spaces. An extension of Ridgefield Boulevard to Brightseat Road is also proposed for this community.

The existing townhouse development west of Morgan Boulevard and north of the Metro will also be incorporated into the urban design concept. The community's central open space will be preserved and new roads will provide access to the Metro and surrounding new development. The ground-floor retail on Morgan Boulevard will likely provide service retail uses, such as a grocery store, to accommodate residents in the townhouses and the new development north of the Metro. Development will increase in height as it continues south toward the Metro station to capitalize on the location to the Metro, where land is also more valuable. It is anticipated that this development will accommodate offices, other commercial, and residential uses. In the long-term, it is also anticipated that approximately four acres in the far west corner of this area could accommodate a proposed "teaching farm," which would be surrounded by development that is similar to nearby, mixed-use development. Development of dense, mixed-use urban buildings is encouraged on top of the below-grade portions of the Metro right-of-way, in addition to new north to south road connections and an employment reserve area.

## ***Conceptual Regulating Plan***

The Morgan Boulevard Metro center is designated as an Urban Center 2 (UC2). The center consists of a Metro station and two major corridors, Morgan Boulevard and Central Avenue. Morgan Boulevard is identified in the conceptual regulating plan as a major street (M-1) that is 121 feet wide and consists of two through lanes, a center lane or optional median, parallel parking on each side of the street, and adequate space for streetscape amenities, such as sidewalks, street trees and dooryards. Central Avenue is identified in the conceptual regulating plan as a major street (MWB-1) that is 164 feet wide and consists of two inside through lanes and two outside through lanes, two bike lanes, two slip lanes or access roads, two parking lanes, a center turn lane or median, two side medians, and adequate space for streetscape amenities, such as sidewalks, street trees and dooryards.

### ***Urban Neighborhood 1***

**Gross Acres—72.2**

**Net Developable Acres—48.0**

Urban Neighborhood 1 is located east of Morgan Boulevard, south of Valley Trail Lane, and north of county-owned open space. Townhouse/small apartment frontage, which ranges in height from two to three stories, is designated at the eastern corner of Urban Neighborhood 1. General frontage is designated from the western edge of the townhouse/small apartment frontage to the east side of Morgan Boulevard. Storefront frontage is designated at the intersection of Ridgefield Boulevard and Morgan Boulevard. Every frontage specified in the conceptual regulating plan can only occupy the portion of the lot specified as the buildable area, which is the area behind the build-to line, as designated by the building type or "frontage". The existing and proposed townhouses east of Morgan Boulevard are preserved, while the existing Summerfield development is redeveloped with similar frontage and a revised street network. Development is enhanced with a series of newly designated triangular civic spaces south

of Ridgefield Boulevard and a linear park south of the circle. The total amount of civic space in each urban neighborhood must be no less than four percent of the net lot area of the urban neighborhood, and each must be bounded by neighborhood roads on at least two sides. Two 56-foot-wide (NST-3) streets are designated in the southwestern portion of the urban neighborhood, north and south of a small civic space.

#### *Urban Neighborhood 2*

**Gross Acres—175.3**

**Net Developable Acres—108.4**

Urban Neighborhood 2 is located west of Morgan Boulevard, north of Central Avenue, and includes the Morgan Boulevard Metro station. Townhouse/small apartment frontage and the civic space with adjoining open space designations preserve the existing residential development. New development connected to the southern edge of the existing residential development would transition into general frontage and continue toward the Metro. The designation of general frontage would maximize proximity to the Metro by allowing development that is four to ten stories high and occupied by commercial, residential, retail uses, or a combination of the three. General frontage and storefront frontage is located on property facing Morgan Boulevard, south of the Metro entrance, and along the north side of Central Avenue, west of Morgan Boulevard. It is assumed that all storefront and general frontages would require some structured parking to become fully realized. New civic spaces are identified throughout the urban neighborhood, including a small plaza or green at the entrance to the Metro, a median park in the center of the neighborhood and, just southwest of the Metro, a large public green in the northwest corner of the urban neighborhood, and a medium-sized park closer to Morgan Boulevard, south of the Metro. An improved street grid provides more efficient north/south vehicular mobility from new development south of the Metro to existing development north of the Metro and promotes pedestrian activity. An employment reserve

area is dedicated northwest of the Metro in an effort to hold land in reserve to be developed as employment is realized either on this site or elsewhere in the urban neighborhood.

#### *Urban Neighborhood 3*

**Gross Acres—45.9**

**Net Developable Acres—37.3**

Urban Neighborhood 3 is located south of Central Avenue and west of Morgan Boulevard. This urban neighborhood is designated as an “orphan” because it cannot meet the minimum area criteria of an urban neighborhood in a regional center, which includes the required frontage percentages listed above. Urban Neighborhood 3 provides general frontage along the south side of Central Avenue and a small portion of storefront frontage west of the intersection of Central Avenue and Morgan Boulevard, but it does not contain townhouse/small apartment frontage.

#### *Urban Neighborhood 4*

**Gross Acres—15.7**

**Net Developable Acres—6.4**

Urban Neighborhood 4 is located east of Morgan Boulevard and south of Central Avenue. General frontage is designated along Central Avenue, Morgan Boulevard, and a new interior street off of Central Avenue. A large civic space with a historic school composes the southeast corner of the urban neighborhood. Urban Neighborhood 4 is also an “orphan” because it does not contain townhouse/small apartment frontage or storefront frontage.

#### *Urban Neighborhood 5*

**Gross Acres—25.2**

**Net Developable Acres—20.1**

Urban Neighborhood 5 is located east of Morgan Boulevard and north of Central Avenue. General frontage is designated along Fieldstone Way and Tayside Way. A small rectangular street proposed just off of Morgan Boulevard and connected to Fieldstone Way is also designated as general frontage. A small

segment off of Fieldstone Way is designated as detached frontage, which consists of single-family, detached housing that is not to exceed two stories in height. Urban Neighborhood 5 is an “orphan” because it does not contain townhouse/small apartment frontage or storefront frontage.

## **Landover Metro**

### ***Vision***

The vision for development of the Landover Metro center includes transit-oriented development that creates an urban, mixed-use environment close to the Metro and is connected, via a publicly-accessible central feature, to the retained industrial district. This district would offer a prime location, close to the Metro, for existing and new businesses. Additionally, distinctive, high-quality development would be located along Landover Road and 75th Avenue and would increase in density near and immediately surrounding the Metro. The Beaverdam Creek corridor would be preserved and naturally enhanced.

### ***Background***

The Landover Metro center is a predominantly industrial area that lacks a diversity of supporting land uses appropriate for a Metro station location. Major access to the growth center is provided by the Landover Metro station east of US 50, which creates its western boundary, and Landover Road, which creates its southern edge. In addition, the growth center is bound by Pennsy Drive to the north and Dodge Park Road to the east. Commercial land use is located in the southeastern corner of the growth center, divided by Dodge Park Drive, and just south of Landover Road and east of Kent Town Place.

Currently, the area lacks a significant residential component within close proximity to the Metro, with only one multifamily residential development southeast of the Metro station. Centrally located within the growth center is the historic Beall’s Pleasure property, a brick home built by Benjamin Stoddert in the 1790s. A large area of open space surrounds the

historic structure, which is located on Beall’s Pleasure Lane, west of 75th Avenue. Beaverdam Creek travels parallel to US 50 through the growth center, separating the Landover Metro station site from industrial development along Pennsy Drive. The environmentally-sensitive creek corridor is considered to be undevelopable and is within the regulating area of the county’s green infrastructure network. A significant opportunity for development in the growth center presents itself through a large area of vacant land north of Landover Road and west of 75th Avenue.

### ***Key Planning Issues***

Key planning issues in the Landover Metro center include:

- Finding creative ways to retain the existing industrial development, which plays an important role in the county’s economy, while making the area attractive to office and residential development.
- Retaining and highlighting Beall’s Pleasure as a shared community area.
- Enticing higher, more dense development next to the Landover Metro station.
- Incorporating approved plans for new development in the overall concept.
- Creating a sufficient number of vehicular and pedestrian connections over Beaverdam Creek to service the new street grid and minimize impacts on the environmentally-sensitive corridor.

### ***Land Use***

With its cluster of industrial uses along Pennsy Drive, the Landover Metro center features a high proportion of industrial uses. Residential uses are the next most prevalent, and dwelling types include both multifamily units and compact single-family detached residences. Older commercial retail and service uses are clustered along Landover Road.

	<b>Existing</b>	<b>General Plan Vision (Regional Center)</b>
Residential	48%	20-70%
Retail & Services	7%	10-60%
Employment (office)	0%	10-60%
Public Uses	7%	10-20%

The Landover Metro center currently lacks a strong base of retail and service and office-based employment uses relative to the vision for a regional center described in the General Plan.

### **Public Transportation**

The Landover Metro station enclosed area consists of one parcel, totaling 672,005 square feet or approximately 15.4 acres, including the station, parking garage, kiss-and-ride lot, bus service area, and access roadways (FEMA floodplains and wetlands are excluded). Landover is a mid-line Metrorail station. The station currently services the Orange line trains to New Carrollton and Vienna/Fairfax-GMU. There is an entrance and exit on Pennsy Drive. There are no stations within a reasonable walking distance from this station.

A total of approximately 5,600 passengers enter and exit the Metrorail station on an average weekday and approximately 1,200 passengers board and alight Metrobus from the rail station. Four Metrobus routes and one additional TheBus route serve the rail station. The station has four bus bays.

The net new trips generated by the forecasted new development projects in the Landover Metro center by year 2020, given the transit and pass-by capture reductions, are 59 during the AM peak hour and 57 during the PM peak hour. The corresponding net new trips by year 2030 are 601 in the AM peak hour and 693 during the PM peak hour.

Landover Metro was built with a parking garage for 1,866 daily parking spaces, a kiss-and-ride surface parking lot for 14 metered spaces, a 15-minute driver-attended waiting lot for seven spaces, ten motorcycle spaces, one ADA handicapped space, and a taxi waiting area. There are 20 reserved permit holders. The station garage has a 67 percent utilization rate and generates \$1.3 million per year. On an average weekday, all garage and kiss-and-ride spaces are occupied; there is significant unmet parking demand. Bike parking and car sharing are available, including 26 bike racks (and eight lockers) and two ZipCar parking spaces.

Based on data from WMATA's 2007 passenger survey, 67 percent of passengers arriving at and entering the Landover Metrorail drove and parked, 16 percent arrived by Metrobus, seven percent were dropped off, seven percent walked, two percent arrived by other bus services, and one percent arrived by taxi. Although the station has dedicated bicycle facilities and lockers, no Metro rider survey takers reported accessing the station by bicycle. According to the 2008 WMATA access and capacity study, Landover Metro has possible existing bicycle access issues because the station is not directly connected to any bicycle routes. The study also identified Landover as a station with possible existing pedestrian access issues outside the station core because it is adjacent to a major roadway and is missing sidewalks near the station. The Landover Metro center lacks a comprehensive network of pedestrian and bicycle facilities. Key roadways, such as Landover Road, Pennsy Drive, and 75th Avenue, have sporadic pedestrian and bicycle facilities.

According to the Maryland Department of Transportation's State Highway Administration crash records from 2006 through 2007, there were a total of 121 vehicle crashes and three pedestrian crashes reported in the Landover Metro center. A majority of the crashes occurred at Landover Road and John Hanson Highway with 98 vehicular crashes and one pedestrian crash, Landover Road and 75th

Avenue had 20 vehicular crashes and one pedestrian crash, and Landover Road and Dodge Park Road had three vehicular crashes and one pedestrian crash. These crash trends points to a need for safety and operational improvement strategies along Landover Road to address any roadway deficiencies.

In order to fully realize Landover Metro as a center with medium- to high-density, mixed-use development, a number of transportation needs must be met. These include:

- Create a sufficient number of vehicular and pedestrian connections over Beaverdam Creek to service the new street grid and minimize impacts on the environmentally-sensitive corridor.
- Provide sufficient sidewalk access and connectivity parks from surrounding developments.
- Improve safe pedestrian access across Landover Road.
- Integrate sidewalk and streetscape considerations into new development planning and implementation process.
- Create an urban block street pattern that enhances a range of development patterns and accommodates pedestrian mobility and accessibility within the center.
- Develop a comprehensive network of pedestrian facilities and amenities to enhance connectivity and access from the industrial development district to the TOD area.
- Develop a new roadway network around the historic area to enhance integration with the surrounding street network.
- Develop a grid-block street network to promote and enhance pedestrian accessibility and mobility within the center.
- Develop a street network that serves the needs of truck traffic to, from, and within the industrial area of the center to promote safe and efficient freight accessibility and mobility.

- Develop a street network that addresses the needs of both truck traffic and pedestrians to enhance safety, mobility, and access to and from the Landover Metro station.
- Improve connectivity and street grid throughout the center.
- Improve intersection alignments throughout the center.
- Develop a new network of roads around the Landover Metro station to create a grid system.

### **Goals**

- Encourage dense, urban development close to the Metro.
- Focus ground-floor retail development across from the Metro entrance and along internal, pedestrian-friendly streets off of Landover Road.
- Enhance the Beaverdam Creek corridor.
- Establish a higher concentration of residential development.
- Create a distinct district for industrial development.

### ***Policies and Strategies***

#### **Policy 1**

Encourage an economically viable and desirable balance of mixed-use, transit-oriented development southeast of the Landover Metro station.

#### **Strategies**

- Promote increased residential development that supports commercial office and retail uses within the growth center.
- Provide for ground-floor retail development that fronts the Metro entrance and newly created internal streets south of the Metro.
- Retain the existing multifamily residential development east of 75th Avenue and encourage increased development of townhouses and small apartments south of the industrial district.



Map 6-6: Landover Road Metro Center—Illustrative Plan

- Encourage maximum development of the densities allowed west of Beaverdam Creek to capitalize on this area’s proximity to Metro.

**Policy 2**

Establish a network of publicly accessible open spaces and civic greens in the Landover Metro center.

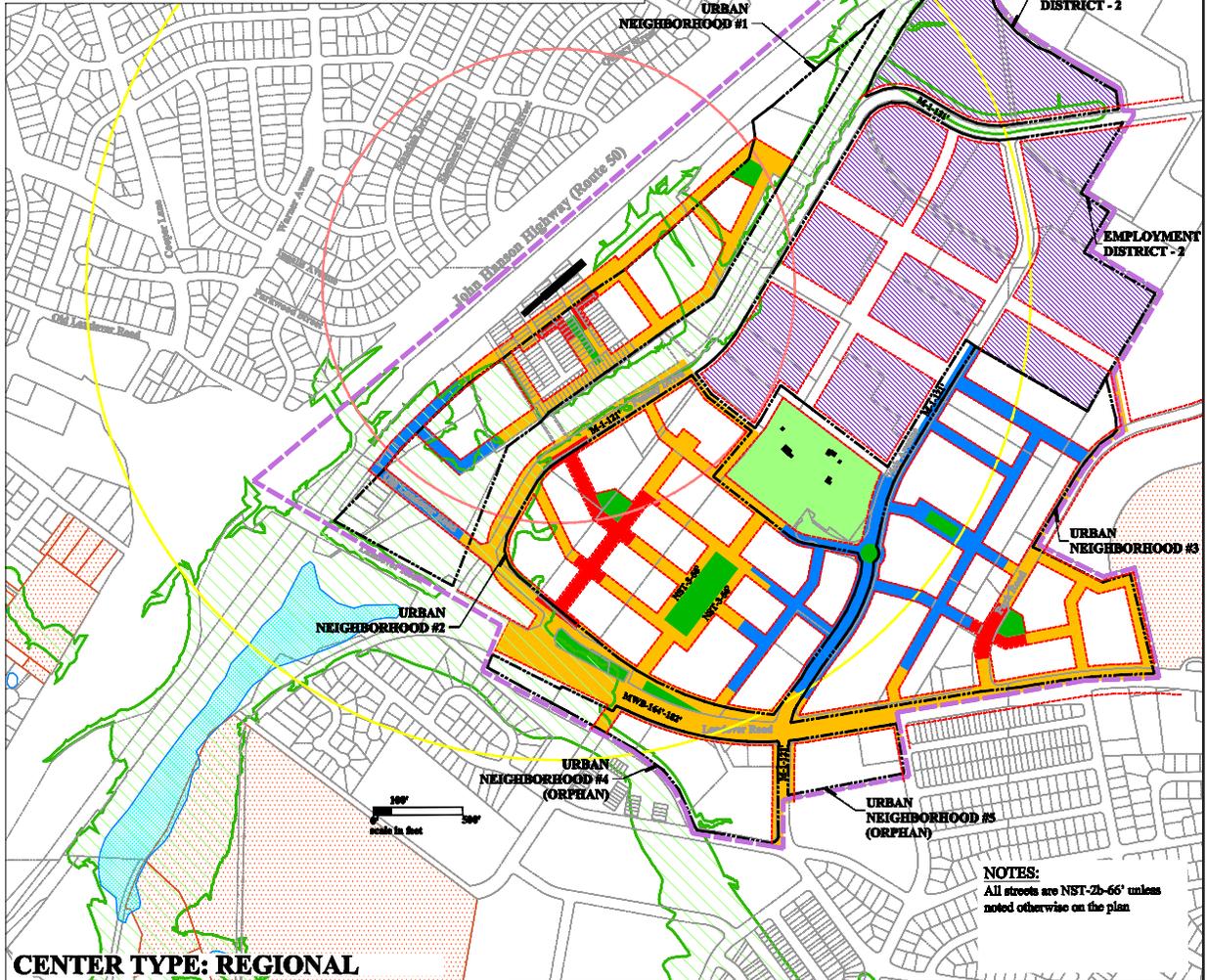
**Strategies**

- Enhance the Beaverdam Creek corridor with landscaping that serves as both a natural feature and a “green” visual seam in the growth center’s site plan.
- Create internal civic greens, where possible, that maximize public accessibility and use.
- Ensure that each civic green is bounded by roads on at least two sides.

# Landover Center - Conceptual Regulating Plan

Code Studio - Ferrell Madden Lewis - Rhodele and Harwell  
 DRAFT - December 31, 2008

Legend			
	Street Frontage		Existing Property Line
	General Frontage		Build-To Line (BTL)
	Two-Storey Small Apartment Frontage		Lot Building Line (LBL)
	Detached Frontage		Urban Center Boundary Line
	Employment District		Urban Neighborhood Boundary Line
	Open Space		Street Centerline
	Chic Space		MVCFPC Property
	Water		Regulation Area
	Alley/Lane/Summit (Street Leveling 130)		Chic Buildings and Movement



Map 6-7: Landover Road Metro Center—Conceptual Regulating Plan

## Policy 3

Establish an urban street grid that caters to pedestrians and provides sufficient vehicular connectivity.

## Strategies

- Improve safe pedestrian access across Landover Road.
- Define an urban block pattern that allows development to be economically successful as well as complements the pedestrian environment.
- Promote access over Beaverdam Creek that connects the growth center and respects the sensitivity of the creek's environment.

- Encourage sidewalk and streetscape improvements, such as street trees, street lights, benches, and plantings with each new development.

#### **Policy 4**

Establish an industrial development district in the northeastern section of the growth center that attracts new businesses and allows current businesses to remain.

#### **Strategies**

- Allow for a larger urban block development pattern to accommodate businesses needing a larger footprint.
- Focus residential development south of the industrial development district to avoid negative impacts to surrounding residents.
- Establish new industrial development design standards to improve the appearance of the industrial development in this area.
- Establish direct and attractive pedestrian access from the industrial development district to the TOD district to promote shared connectivity and activity.
- Allow the industrial development district to evolve to accommodate future transformations of land use in the growth center.

#### **Policy 5**

Preserve Beall's Pleasure and its grounds as a historic resource.

#### **Strategies**

- Maintain the open, wooded area surrounding the historic house as a public open space.
- Create new roadways around the historic resource so that it is integrated into the surrounding street network.
- Provide sufficient sidewalk access to the park from surrounding development.
- Provide park amenities, such as benches and lighting, on the grounds of the historic site.

#### **Policy 6**

Increase residential opportunities around the Metro station.

#### **Strategies**

- Connect new and existing housing through pedestrian pathways and ensure design compatibility.
- Ensure housing supports a mix of incomes.

#### **Policy 7**

Protect the environmental features at Metro.

#### **Strategies**

- Mitigate stormwater runoff and flooding by implementing environmentally sensitive design techniques, such as rain gardens, bioretention and infiltration areas, innovative stormwater outfalls, underground stormwater management, green streets, cisterns, rain barrels, and grass.
- Manage flooding caused by woody debris and trash blockages of culverts, stream banks, and channels through the performance monitoring and evaluation of maintenance activities.
- Encourage development on the least sensitive portions of the site.

### ***Urban Design Concept***

The vision and urban design concept for the Landover Metro center were developed during a three-day public planning and design charrette held in November 2008. The Landover Metro center's urban design concept will retain existing industrial development and incorporate mixed-use residential and office development to create an urban, contemporary, mixed-use environment. A central, historic green will connect both ends of the development spectrum, which will be further connected through a grid of secondary streets providing better pedestrian and vehicular access throughout the growth center.

Beginning at the Landover Metro station, tall, dense residential and office mixed-use development will be located along the eastern side of the Metro right-of-way. Ground-floor retail will be located on the corners of the two

buildings closest to the Metro, directly across from its entrance. A small section of townhouse and small apartment development will be located south of these buildings, north of Landover Road. To the east of this development will be an environmentally enhanced and preserved Beaverdam Creek. The creek will be traversed at five locations to provide access to Pennsy Drive and new development to the east.

A large group of mixed-use development will be located along Landover Road and the area north of Landover Road, east of Pennsy Drive, and south of the industrial employment area. This development will include ground-floor retail along new, neighborhood-scaled streets, and buildings will be sited in a smaller, grid-block pattern to promote pedestrian accessibility. Ground-floor retail will likely serve residents, area employees, and visitors, particularly Metro users. A large, vertically oriented civic green will transition between the urban, mixed-use development to the west and the townhouse and small apartment development to the east. This green will likely have a central feature, such as a fountain or gazebo, and be fully accessible to residents, visitors, and employees. Moving east from the civic green, development will transition into townhouses and small apartments, encompassing some existing development, some proposed development, and a small civic building. The block pattern will serve vehicular traffic and also enhance the pedestrian environment with smaller blocks and crosswalks. Urban, mixed-use development will continue to front on both the north and south sides of Landover Road.

A large, civic green, located west of 75th Avenue and east of Pennsy Drive, containing a historic property and its grounds, will become the central focal point of the Landover Metro center. The enhanced street grid will provide better vehicular and pedestrian access to the existing historic site and its now-public grounds. North of this central feature will be the extensive industrial employment center,

located between Pennsy Drive and 75th Avenue. This area will have a much larger block pattern than surrounding development and will be equipped to serve trucks making deliveries, as well as employees walking to and from the Metro. A large, natural buffer will be created northeast of this area to protect residential development to the north.

Across 75th Avenue, townhouse and small apartment development will continue to abut the mixed-use development along Landover Road. All four corners of the intersection north of Landover Road and Dodge Park Road will include mixed-use development with ground floor retail. Additionally, a small civic green will highlight one of the retail corners. Urban, mixed-use development will continue north along Dodge Park Road one block further, until it scales back down to townhouse and small apartment development. A large civic building will terminate the eastern edge of the growth center and will be surrounded by a large park environment.

### ***Conceptual Regulating Plan***

The Landover Metro is designated as a UC2 center. The center consists of the Landover Metro station and the major corridors of Landover Road, Pennsy Drive, and 75th Avenue. Pennsy Drive and 75th Avenue are identified in the conceptual regulating plan as major streets (M-1) that are 121 feet wide and consist of two through lanes, a center lane or optional median, parallel parking on each side of the street, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards. Landover Road is identified in the conceptual regulating plan as a major street (MWB-1) that is 164 to 182 feet wide (based on existing conditions) and consists of two inside through lanes and two outside through lanes, two bike lanes, two slip lanes or access roads, two parking lanes, a center turn lane or median, two side medians, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards.

### *Urban Neighborhood 1*

**Gross Acres—34.8**

**Net Developable Acres—22.5**

Urban Neighborhood 1 is located north of Pennsy Drive, to the south of John Hanson Highway, and adjacent to the Landover Metro station. Townhouse/small apartment frontage is located in the southwestern edge of the neighborhood along Old Landover Road and a new unnamed road that serves as the western entrance to Landover Metro station. A new network of roads replaces the existing parking lots of Landover Metro station, creating a block grid system for the neighborhood. Shopfront frontages are designated at the corners of the two blocks that sit directly across from the Landover Metro station. A central civic green serves as a focal point for the parallel blocks. The remainder of the neighborhood is designated as general frontage.

### *Urban Neighborhood 2*

**Gross Acres—45.4**

**Net Developable Acres—31.3**

Urban Neighborhood 2 is defined as lots south of the historic Beall's Pleasure property, north of Landover Road, east of Pennsy Drive, and west of 75th Avenue. Blocks located along 75th Avenue and within the eastern section of the neighborhood are townhouse/small apartment frontages. The central corridor of the neighborhood consists of general frontages and a large civic green at the center of the main thoroughfare in the corridor. The western section of the neighborhood is characterized by a pair of shopfront frontage streets surrounded by general frontages on the edges of the neighborhood.

### *Urban Neighborhood 3*

**Gross Acres—52.8**

**Net Developable Acres—34.6**

Urban Neighborhood 3 is bounded by Employment District 1 to the north, Landover Road to the south, 75th Avenue to the west, and an M-NCPPC park property to the east. The neighborhood is divided into two sections

by Park Road and has a new network of roads that creates an irregular grid pattern. The western section of the neighborhood is defined by townhouse/small apartment frontages and a central civic green that sits in the middle of the section. Along Park Road, at the intersection of the two sections of the neighborhood, shopfront frontage occupies all four corners of the intersection. The rest of the neighborhood to the south of Park Road is composed of general frontages and a small park.

### *Urban Neighborhood 4*

**Gross Acres—10.3**

**Net Developable Acres—10.3**

Urban Neighborhood 4 is located south of Landover Road and west of Kent Town Place. The neighborhood consists of general frontages along Landover Road and Kent Town Place. The neighborhood is considered an "orphan" neighborhood because it does not contain either the required townhouse/small apartment or storefront frontages. Additionally, the orphan neighborhood does not meet the 20-acre minimum gross acreage requirements to be considered a complete "urban neighborhood."

### *Urban Neighborhood 5*

**Gross Acres—4.2**

**Net Developable Acres—4.2**

Urban Neighborhood 5 is located south of Landover Road and east of Kent Town Place. The neighborhood consists of general frontages along Landover Road and Kent Town Place. The neighborhood is considered an "orphan" neighborhood because it does not contain the required townhouse/small apartment or storefront frontages. Additionally, the orphan neighborhood does not meet the 20-acre minimum gross acreage requirements to be considered a complete "urban neighborhood."

### *Employment District 1*

**Gross Acres—67.7**

**Net Developable Acres—50.4**

Employment District 1 is located north of the Beall's Pleasure property, east of Pennsy

Drive, and west of Hubbard Road. The neighborhood consists of employment-related frontages throughout the neighborhood.

### *Employment District 2*

**Gross Acres—15.6**

**Net Developable Acres—13.8**

Employment District 2 is located north of Pennsy Drive, south of John Hanson Highway, and east of Veterans Parkway. The neighborhood consists of employment-related frontages throughout the neighborhood.

## **Landover Gateway**

The 2009 *Approved Landover Gateway Sector Plan and Sectional Map Amendment* provides more detailed background information, in addition to a series of policies and strategies that correspond to the urban design character and development pattern reflected in the conceptual regulating plan for this center. The following is a summary of the vision, goals, and policies.

### ***Vision***

The vision for development of the Landover Gateway center includes a new, mixed-use downtown, centered on the former Landover Mall site and Brightseat Road, complete with a vibrant main street, commercial core, and a civic center, with the potential to house government, cultural, educational, and office uses. A variety of neighborhoods with a range of housing types and an enhanced and expanded network of open spaces and civic places complete the new development.

### ***Background***

The focus of the Landover Gateway center is the former Landover Mall site and the residential and commercial development that surrounds it. There are approximately 346 acres within the boundaries of this growth center. The Landover Gateway center benefits from its regionally accessible location. In spite of not having a Metro station, the growth center has the potential to capture travelers and commuters on the Capital Beltway to the

east and along Landover (MD 202) and Brightseat Roads to the south.

At the core of this growth center is the now defunct Landover Mall site, comprising 88 acres. Existing viable land uses in the area are primarily commercial and institutional, while existing residential development ranges from single-family communities in the well-established Glenarden area to multifamily units. FedEx Field, just south of the growth center, significantly impacts traffic in the area during the approximate eight to ten game days per year.

Opportunity sites in the growth center include the former Landover Mall site; large areas of vacant and undeveloped land located south of MD 202, southwest of the intersection of Brightseat Road and MD 202; and vacant land at the southernmost tip of the growth center. Public amenities in the area include the Henry P. Johnson Park and the Bonnie F. Johns Educational Media Center, with the Prince George's County Sports and Learning Complex just to the southwest of the intersection of Sheriff Road and Brightseat Road.

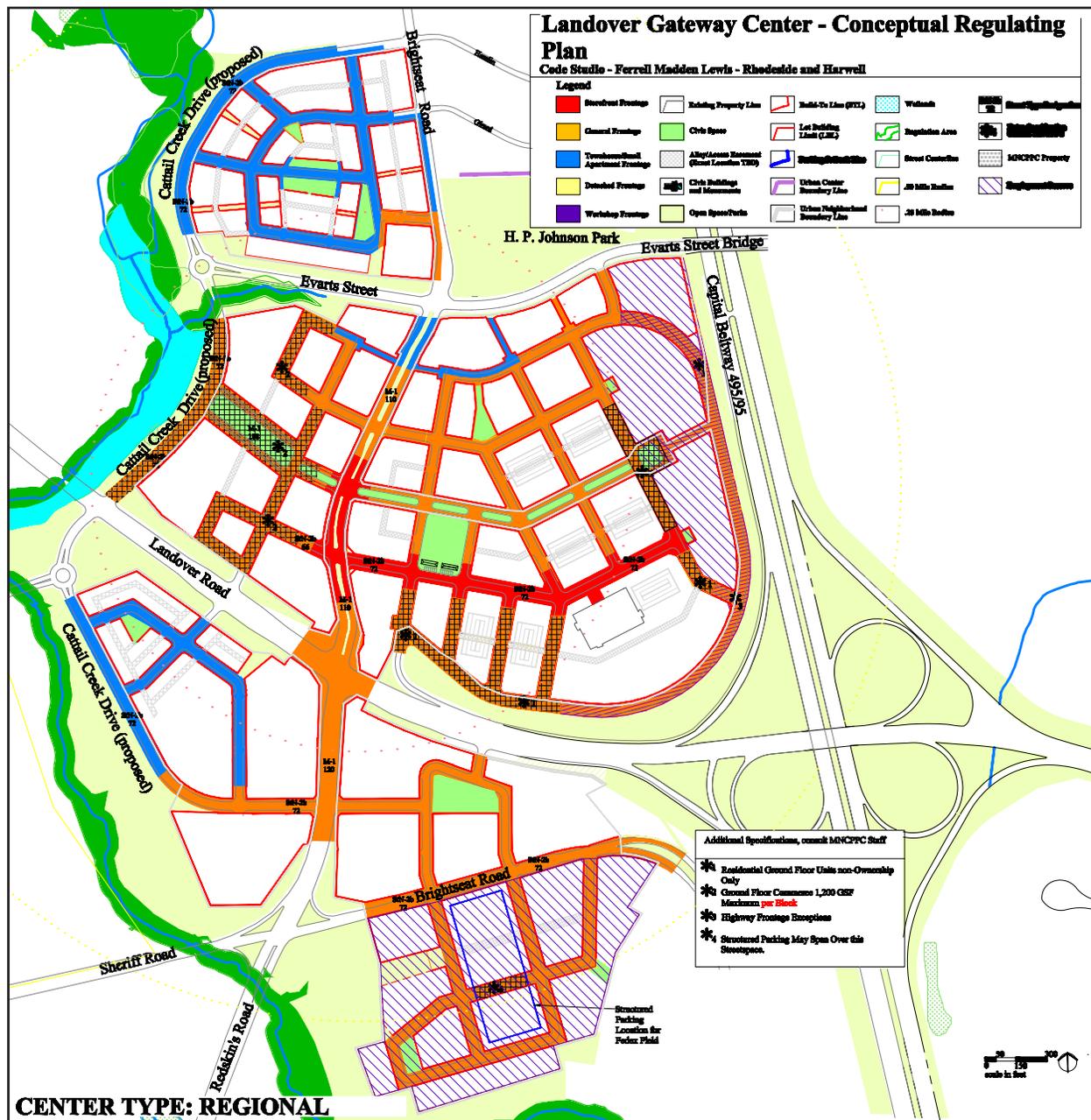
### ***Key Planning Issues***

Key planning issues in the Landover Gateway center include:

- Determining appropriate uses for the former Landover Mall site.
- Improving the physical appearance and image of the area.
- Capitalizing on the advantages while compensating for or reducing the impact of the disadvantages of proximity to the Capital Beltway and to FedEx Field.
- Balancing the need for redevelopment of the nearby apartment complexes with preservation of the affordable housing.
- Providing additional open space to complement Henry P. Johnson Park.

### ***Land Use***

With the demolition of the former Landover Mall, residential land uses, including both multifamily units and compact single-family detached units,



Map 6-8: Landover Gateway Center—Conceptual Regulating Plan

dominate the Landover Gateway center (all the land within a one-half mile of the former Landover Mall site). The remainder of the area contains commercial retail and services and a small share of office uses.

The Landover Gateway center’s current land use mix falls within the parameters set by the General Plan vision for a regional center.

However, given the area’s excellent automobile access, higher proportions of retail and service and office-based employment, uses serving the broader county would more consistently match the General Plan’s vision for a metropolitan center.

	<b>Existing</b>	<b>General Plan Vision (Regional Center)</b>
Residential	61%	20-70%
Retail & Services	14%	10-60%
Employment (office)	5%	10-60%
Public Uses	8%	10-20%

### **Goals**

- Encourage a high concentration of land uses and economic activities that attract employers, workers, residents, and customers.
- Encourage high- and moderate-density residential development.
- Ensure that Landover Gateway can be accessed by mass transit and that future development is transit-supportive/transit serviceable.
- Capitalize on public investment in the existing road network.
- Promote compact, mixed-use development of moderate to high densities.
- Require pedestrian-oriented and transit-oriented design.
- Ensure compatibility with surrounding neighborhoods.
- Provide a variety of housing types for a range of incomes, including both market rate and workforce housing.

### **Summary of Policies**

An outline of the policies described in the “Development Pattern Elements” chapter of the 2009 Approved Landover Gateway Sector Plan is provided below; however, to view the detailed strategies for these, and other, policies for the Landover Gateway center, please refer to the *2009 Approved Landover Gateway Sector Plan and Sectional Map Amendment*.

- Improve connectivity in the sector area by creating a compact network of pedestrian-friendly streets.
- Establish new transit connections to the area and encourage TOD and design.
- Integrate open spaces, green connections, and public focal places in Landover Gateway’s neighborhoods.
- Establish a complementary relationship between Landover Gateway and the Woodmore Towne Centre development.
- Encourage a variety of housing options at varying densities for a range of income levels.
- Identify policies and mechanisms that give existing residents the option of remaining in Landover Gateway as the area redevelops.
- Encourage the application of environmentally-sensitive and sustainable site design techniques for all future development.
- Improve public safety by encouraging development that helps reduce the perception and reality of crime in the area.

### **Urban Design Concept**

The urban design concept for the Landover Gateway center is developed around the creation of six distinct neighborhoods, all of which contain a significant diversity of both building types and thoroughfares. The urban design concept identifies key neighborhood thoroughfares and neighborhood focal places, which include a range of plazas, greens, and urban gardens. Neighborhood transitions occur along thoroughfares via a change in building or streetscape type. Many neighborhood edges are defined by drives (with adjacent linear parks) and other open spaces. The urban design concept identifies six neighborhoods, including Landover Civic Center, Main Street Commercial Core, Downtown neighborhood, Park Slope, North neighborhood, and South neighborhood.

The Landover Gateway Civic Center is envisioned as a new downtown for Prince

George's County. Center Street will become the focal thoroughfare and be bordered by four different types of building forms that engage the street. Buildings along Center Street that are adjacent to the Beltway are likely to increase in height and contain primarily commercial uses, while buildings closer to the heart of the neighborhood will likely decrease in height and incorporate mixed-use development. A public plaza will be located on the east side of Center Street as it intersects Central Boulevard. Central Boulevard and the streets surrounding the public plaza will become active pedestrian boulevards.

The Main Street Commercial Corridor will be the busiest neighborhood of Landover Gateway. Main Street will comprise a focal thoroughfare and be bordered by ground-floor retail. The sidewalks will be wide enough to accommodate on-street dining and a continuous stream of shoppers and pedestrians.

The Downtown neighborhood will be oriented around an east to west residential street that crosses Brightseat Road and extends east to the Park Slope neighborhood and west to the Landover Civic Center neighborhood. Primary north to south links will be provided along a diagonal street and along Brightseat Road. The diagonal street will terminate at a downtown residential street and civic open space. Pedestrian promenades throughout the area will provide a link to the Evarts Street linear park and Brightseat Road.

Park Slope will be a high-density residential neighborhood that overlooks Cattail Creek Drive, the Cattail Branch linear park, and the adjacent natural resource area. Although the neighborhood is predominantly residential in character, limited amounts of neighborhood-oriented commercial development will be allowed on the ground floors. This residential neighborhood will be located directly adjacent to both the Main Street commercial core and the Downtown neighborhood to the east. Park Slope will be built on land that slopes down to

Cattail Branch and Brightseat Road such that the tallest buildings will face the creek and park and be centered on the Central Boulevard connection to Cattail Creek Drive. Central Boulevard will widen to include space for a large, internal, public green. An east to west pedestrian promenade will connect to Brightseat Road at the northern end of the Park Slope neighborhood.

The North neighborhood will include both single-family attached townhomes and neighborhood mixed-use development. Just north of Evarts Street, a new entrance to Brightseat Road will become the location of a regional transit stop and a cluster of tall buildings. The upper floors of these buildings will overlook the expanded Henry P. Johnson Park. Residential areas will comprise attached homes that back up to alleys and provide access to surface parking or garages. The North neighborhood will feature an entry green at the intersection of the southern Brightseat Road entrance and a hilltop green at the core of the neighborhood. The entry green will become an area of transition between the mixed-use development at Brightseat Road and the townhome development beyond. These areas will both be defined by the hilltop green, which will serve as the core of the neighborhood. A series of pedestrian promenades will connect the center of the neighborhood to the adjacent Cattail Creek Drive, which will define the western and northern edges of the North neighborhood.

The South neighborhood will be situated between Landover Road to the north and Brightseat and Sheriff Roads to the south. The neighborhood will be bounded by Cattail Branch and Palmer Park to the west and by the Capital Beltway (I-495) to the east. Development will range from two- to- three-story, single-family, attached housing in the western areas, to a high-density residential and mixed-use street that straddles Brightseat Road, east of its intersection with Sheriff Road. Streets south of Landover Road (MD 202) will be primarily mixed-use. Brightseat Road will serve as the focal thoroughfare for this area, east of its intersection

### *Urban Neighborhood 4 ORPHAN*

**Gross Acres—8.8**

**Net Developable Acres—1.9**

Urban Neighborhood 4 is located north of Suitland Road, south of Porter Avenue, east of Huron Avenue, and west of Silver Hill Road. The neighborhood is considered an “orphan” because it does not contain the necessary townhouse/small apartment or storefront frontage. Additionally, the orphan neighborhood does not meet the 20-acre minimum gross acreage requirements to be considered a neighborhood.

### *Urban Neighborhood 5 ORPHAN*

**Gross Acres—21.3**

**Net Developable Acres—13.7**

Urban Neighborhood 5 is located north of Suitland Metro station, south of Randall Road, east of Suitland Federal Center, and west of Silver Hill Road. The neighborhood is considered an “orphan” neighborhood because it does not contain the necessary townhouse/small apartment frontage, nor does it meet the 20-acre minimum size requirement for a full urban neighborhood.

### *Urban Neighborhood 6 ORPHAN*

**Gross Acres—23.1**

**Net Developable Acres—16.0**

Urban Neighborhood 6 is located north of Silver Park Drive, south of Suitland Parkway, east of Silver Hill Road, and west of West Summer Road. The neighborhood is considered an “orphan” because it does not contain townhouse/small apartment or storefront frontage.

## **Cheverly Metro**

The *Approved Sector Plan and Sectional Map Amendment for the Tuxedo Road/Arbor Street/Cheverly Metro Area* was approved in April 2005. This sector plan provides more detailed background information, in addition to a series of recommendations that correspond to the urban design character and development pattern reflected in the conceptual regulating

plan for this center. The following is a summary of the vision, goals, policies, and strategies.

### ***Vision***

The vision for development of the Cheverly Metro center includes compact, mixed-use, transit-oriented development at the Cheverly Metro station and along Arbor Street, which would become a neighborhood-serving commercial corridor. Additionally, new development would provide safe pedestrian connections to the Cheverly Metro and a quality public realm. An emerging mixed-use component would be included in the Old 4th Ward neighborhood.

### ***Background***

Located just east of Washington, D.C., the Town of Cheverly can be characterized as a large urban neighborhood comprising single-family, light industrial, and service-commercial development. The Cheverly Metro center is bound to the north by single-family residential development, to the east by Cheverly Park and Magruder Spring Park, to the south by Beaverdam Creek and North Englewood Drive, and to the west by 57th Avenue and a large undeveloped parcel (the “Jamal property”). I-295 provides north to south access west of the growth center. US 50 bisects the growth center, separating the Cheverly Metro, industrial development, and the Old 4th Ward to the south from the residential and commercial development to the north.

At the heart of the growth center are Tuxedo Road and Arbor Street, north of US 50 and the Cheverly Metro (located on US 50), which create the commercial spine or “main street” of the Cheverly community. Existing land uses along Arbor Street include marginal service-commercial uses, such as car repair shops and a bus storage facility. The lots along Arbor Street are relatively small and should be consolidated as the area redevelops to accommodate viable commercial development. North and east of Arbor Street and Tuxedo Road are stable single-family

communities positioned on a street grid that is diagonal to Arbor Street and Tuxedo Road. Land uses within the growth center boundary south of the Metro include woodlands and the single-family residential community referred to as the Old 4th Ward. The original Tuxedo Road/Arbor Street/Cheverly Metro Area Sector Plan did not include this residential community; however, due to citizen concern during the initial phases of the Subregion 4 planning process, it was decided that the community would be included in this plan.

The large wooded area south of the Cheverly Metro contains the Beaverdam Creek corridor, which is within the regulated area of the county’s green infrastructure network. This area is zoned for single-family residential development but it is not likely that development would be permitted due to the floodplain and wetland issues associated with the land. Public amenities in the growth center include Cheverly Park, Magruder Spring Park, Pinkie Park, Jesse J. Warr, Jr., Neighborhood Park, the Tuxedo/Cheverly Fire Department, and the Judith P. Hoyer Early Childhood Center. The historic Magruder Spring, located in Magruder Spring Park, was the sole source of water for the Mount Hope tobacco plantation, established during the 1830s by Fielder Magruder, Jr., and later, for the Town of Cheverly. Vacant, open land for new development in the growth center is sparse due to the large amount of environmentally regulated land and the high percentage of WMATA-owned property in the area.

### **Key Planning Issues**

Key planning issues in the Cheverly Metro center include:

- Providing a mix of land uses of varying intensities for the Cheverly Metro station.
- Providing development that is compatible with adjacent stable residential neighborhoods.
- Attracting high-capital, intense uses to the area.

- Retaining existing businesses while changing current land uses.
- Creating a sense of place.

### **Land Use**

Industrial uses dominate the land use mix in the Cheverly Metro center (particularly to the south of US 50). Compact single-family detached units are situated between industrial areas in the southern portion of this center.

	<b>Existing</b>	<b>General Plan Vision (Regional Center)</b>
Residential	15%	20-70%
Retail & Services	0%	10-60%
Employment (office)	0%	10-60%
Public Uses	5%	10-20%

Compared to the vision for a regional center as called for in the General Plan, the Cheverly Metro center currently lacks a base of retail and service and office-based employment uses. Multifamily and single-family attached units are also not represented in the center.

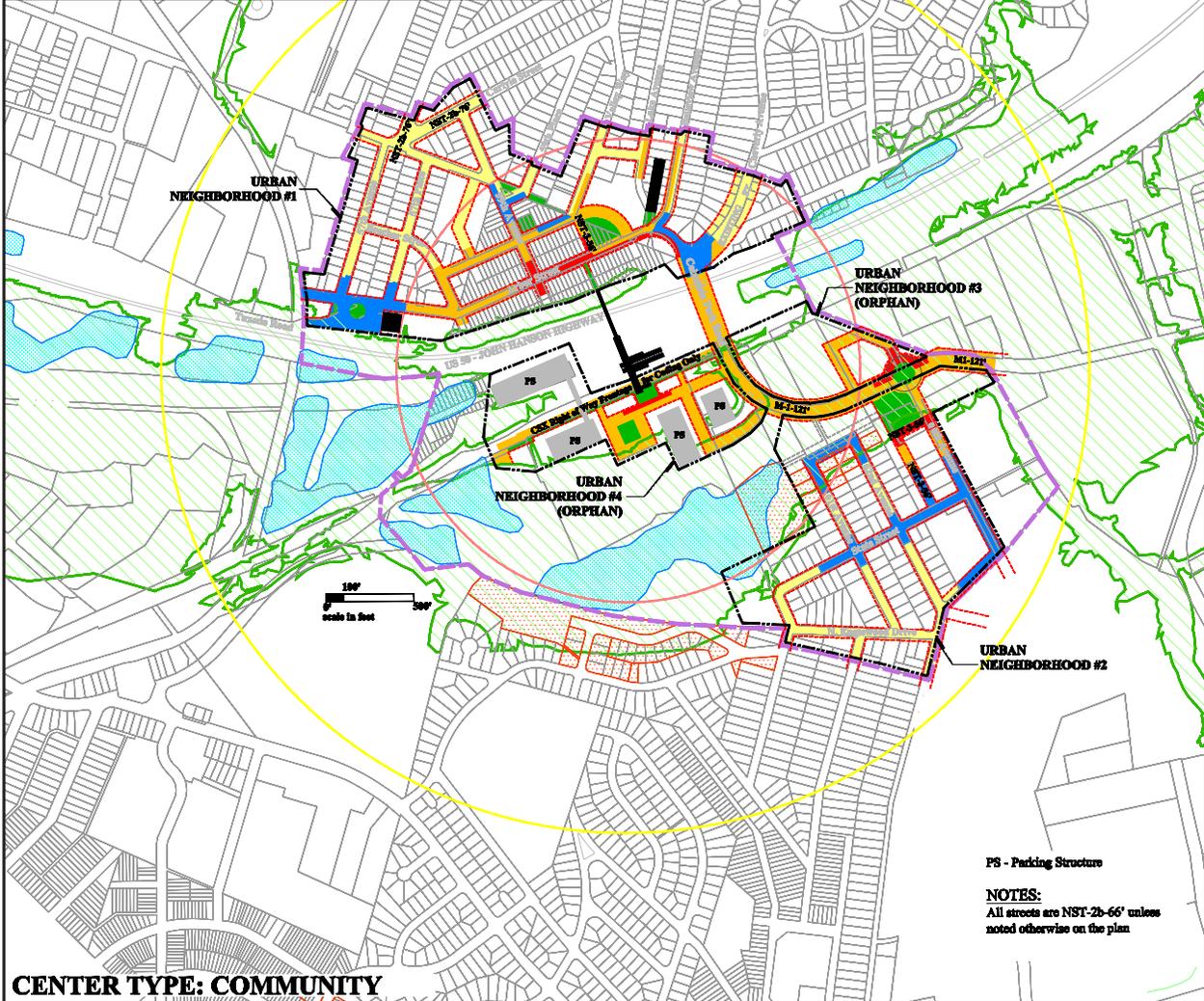
### **Goals**

- Revitalize and redevelop the existing commercial, industrial, and underutilized areas with quality transit-oriented, mixed-use development that provides a vibrant sense of place for workers and residents.
- Encourage intense, mixed-use development at the Metro station.
- Capitalize on investments in transportation and other infrastructure.
- Provide focused and limited vertical, mixed-use development in order to preserve the existing strong community context.
- Balance compact and intensive development with environmental protection and restoration of the green corridor where it is currently degraded.

# Cheverly Center - Conceptual Regulating Plan

Code Studio - Ferrell Madden Lewis - Rhoads and Harwell  
 DRAFT - December 31, 2008

Legend			
	Maximum Footings		Existing Property Line
	General Footings		Build-To Line (BTL)
	Transitional/ Apartment Footings		Lot Building Line (LBL)
	Rehabilitated Footings		Urban Center Boundary Line
	Workshop Footings		Urban Neighborhood Boundary Line
	Civic Space		Regulation Area
	Alley Access Easement (Road Number 120)		Urban George's County Property
	Civic Buildings and Monuments		Street Centerline
	Watermark		30 Mile Radius
	Open Space		40 Mile Radius



Map 6-11: Cheverly Center—Conceptual Regulating Plan

## Summary of Policies and Strategies

An outline of the recommendations explained in the Land Use and Development Pattern chapter of the Tuxedo Road/Arbor Street/Cheverly Metro Area Sector Plan is provided below; however, to view the full description of these, and other, recommendations for the Cheverly Metro center,

refer to the April 2005 *Sector Plan and Sectional Map Amendment for Tuxedo Road/Arbor Street/Cheverly Metro Area*.

- Assemble small lots into parcels that can facilitate development.

- Encourage redevelopment of the Arbor Street area as a mixed-use core that allows a flexible mixture of residential, retail, and office use for small properties along Arbor Street.
- Consider integrating pockets of neighborhood-serving commercial land uses in the Old 4th Ward neighborhood to encourage future mixed-use development.
- Promote intense, mixed-use, transit-oriented development at the Cheverly Metro station.
- Provide for areas of active, recreational space in the growth center.
- Provide direct pedestrian linkages from the Cheverly Metro station to other parts of the growth center.
- Provide well-lit, high-quality public spaces throughout the entire area to encourage gathering and pedestrian mobility.
- Preserve and restore natural features within designated green infrastructure corridors in the growth center.
- Maximize use of green building techniques for new construction and renovations of existing buildings.
- Coordinate with the Town of Cheverly and WMATA on joint development opportunities.

### ***Urban Design Concept***

The urban design concept will connect all subareas of the Cheverly Metro center with a system of well-designed boulevards, pedestrian routes, open spaces, and trails. This system improves both vehicular and pedestrian circulation and creates a human-scale core area intended to serve as an active transit-oriented community of homes, shops, jobs, and open spaces. Streetscape amenities are provided along with improved internal vehicular circulation patterns. A linear park will serve as a buffer, and the addition of sidewalks along the area’s perimeter roadways will create a safe and attractive pedestrian edge, as well as an aesthetically improved entrance to the area.

The urban design concept will transform Arbor Street into a main street with retail accompanied and supported by residential and small office uses. It will provide quality human-scaled architectural character and streetscapes that are welcoming, including roads that are designed to slow traffic to a safe and smooth flow, and civic uses, such as public parks and a public green. Beecher Street will become a medium-density residential street, well integrated with the adjacent single-family detached neighborhoods and the existing and proposed open spaces.

The Cheverly Metro station parking lot will become the focal point for the growth center; it will be developed as mixed-use, while the proposed street pattern and streetscape design will revive the urban spirit of the original plan for subdividing Cheverly. The urban design concept also proposes constructing an attractive and human-scaled pedestrian bridge that links the Metro station development with the main street development along Arbor Street. The construction of sidewalks and trails will connect areas within the growth center to the Metro station, as well as to adjoining communities.

### ***Conceptual Regulating Plan***

The Cheverly Metro center consists of the Cheverly Metro station and the major corridor, Columbia Park Road. Columbia Park Road is identified in the conceptual regulating plan as a major street (M-1) that is 121 feet wide and consists of two through lanes, a center lane or optional median, parallel parking on each side of the street, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards.

#### ***Urban Neighborhood 1***

**Gross Acres—55.4**

**Net Developable Acres—30.2**

Urban Neighborhood 1 is bounded to the north by Carlyle Street, to the south by US 50/John Hanson Highway, to the east by 57th Avenue, and to the west by Cheverly Avenue. Within

the neighborhood, the existing road network will serve as the basic framework for developing the block grid system. Any additional roads will align with the current road network. Frontages within the northeastern section of the neighborhood will remain detached single-family residential in areas extending from 57th Avenue through 59th Avenue. Townhouse/small apartment frontages exist in the southeast section of the neighborhood along Tuxedo Road and also can be seen in small portions of other sections at the intersection of 59th Avenue and 59th Place and along Arbor Street between Belleview Avenue and Cheverly Avenue. The central section of the neighborhood has shopfront frontages at the intersection of 59th Avenue and Arbor Street that extend along Arbor Street until the intersection of Cheverly Avenue and Columbia Park Road. Surrounding the shopfront, blocks of general frontage radiate from the intersection of 59th Avenue and Arbor Street and extend into portions of 59th Avenue, Beecher Street, Valley Way, and Belleview Avenue. The remaining portions of these roads continue to represent existing detached single-family housing frontages.

#### *Urban Neighborhood 2*

**Gross Acres—37.5**

**Net Developable Acres—25.6**

Urban Neighborhood 2 is bounded by Columbia Park Road to the north, N. Englewood Drive to the south, Jutewood Avenue to the east, and 64th Avenue to the west. Within the neighborhood, the existing road network will serve as the basic framework for developing the block grid system while only adding a few additional roads to improve circulation. The northeastern section of the neighborhood consists of general frontage with a portion of the block between 64th and the new street being shopfront frontage. The northwestern section of the neighborhood consists of blocks along 61st and 62nd Street of townhouse/small apartment frontages, with portions of the interior of the block remaining detached single-family frontage. In the

southern section of the neighborhood, portions of State Street and 64th Avenue consist of townhouse/small apartment frontages, but change over to detached single-family frontage closer to the boundary edge.

#### *Urban Neighborhood 3*

**Gross Acres—8.4**

**Net Developable Acres—6.6**

Urban Neighborhood 3 is bounded to the north by John Hanson Highway, to the east and south by Columbia Park Road, and to the west by industrial property. Frontages in this area include general along Columbia Park Road, and a small section of shopfront around the vegetated circle, also located on Columbia Park Road. It is considered an “orphan” neighborhood because it does not contain the necessary townhouse/small apartment frontage nor does it meet the 20-acre minimum gross acreage requirements to be considered a complete urban neighborhood.

#### *Urban Neighborhood 4*

**Gross Acres—17.8**

**Net Developable Acres—6.4**

Urban Neighborhood 4 is bounded to the north by the Cheverly Metro station, to the south by an M-NCPPC park property, to the east by a wetland and green infrastructure area, and to the west by Columbia Park Road. Urban Neighborhood 4 includes the Metro station and surrounding new development, which would be designated as general frontage in the conceptual regulating plan. A small portion of shopfront frontage is designated just outside the Metro entrance, behind a large civic green that is extended into a linear green along the south side of the Metro right-of-way. An additional civic green, surrounded by general frontage on all four sides, is located southwest of the shopfront and civic green. Urban Neighborhood 4 is considered an “orphan” because it does not contain the necessary townhouse/small apartment frontage nor does it meet the 20-acre minimum gross acreage requirements to be considered a complete urban neighborhood.

## Capitol Heights Metro

The *Capitol Heights Approved Transit District Development Plan and Transit District Overlay Zoning Map Amendment* was adopted in December 2007. The plan provides more detailed background information, in addition to development concepts that correspond to the urban design character and development pattern reflected in the conceptual regulating plan for this growth center. The following is a summary of the vision, goals, and planning concepts.

### **Vision**

The vision for development of the Capitol Heights Metro center includes development that recognizes and builds upon the unique characteristics of the Town of Capitol Heights. The vision promotes a wide range of building types, including a diverse mix of housing; the preservation of existing neighborhoods and new infill development; and smaller-scale retail that is consistent with the scale and character of the existing businesses along Old Central Avenue. Development will also include an extensive system of civic, park and other open spaces, as well as a finely-balanced street and circulation network that maximizes accessibility and promotes streets as places of shared use between pedestrians and vehicles.

### **Background**

Capitol Heights is a primarily residential community that closely resembles the development character of a small town, complete with a “main street” (Old Central Avenue), a street grid, public parks, and a town hall. The Capitol Heights Metro center includes the Capitol Heights Metro station at East Capitol Street and Southern Avenue, and is bounded to the west by Southern Avenue; to the south by Central Avenue, Bend Street, Azores Lane, and Belgium Street; to the east by Xena Avenue and Maryland Park Drive; and to the north by the intersection of Southern Avenue NE, Maryland Park Drive, and Banks Place NE.

Commercial development constitutes only a small portion of the total growth center, and industrial development composes even less. Most commercial development is concentrated along Old Central Avenue, Capitol Heights’ “main street;” however, most of this development is vacant, underutilized, unattractive, or noncompliant with current zoning. The commercial strip along Old Central Avenue includes the town hall, post office, fire station, and the Capitol Heights Police Headquarters.

Residential development in Capitol Heights includes primarily single-family homes with residents who have lived in the area for a number of years; however, housing has become increasingly more attractive to younger residents who appreciate the lower home prices and the proximity to Washington, D.C. The growth center contains mostly single-family detached homes and does not offer a wide variety of residential development, such as condominiums, apartments, or townhouses.

Main thoroughfares in the growth center include East Capitol Street (MD 214) and Old Central Avenue (MD 332), both of which provide direct access to Washington, D.C., from the western side of Capitol Heights, and merge at Addison Road to become Central Avenue (MD 214). Central Avenue provides access to points east of Capitol Heights, especially the Capital Beltway (I-95 and I-495). Capitol Heights Boulevard provides a link from the Capitol Heights Metro station to the town’s civic area.

Watts Branch Stream Valley, the largest environmental feature in Capitol Heights, runs northwest through the growth center, from south of Old Central Avenue to Southern Avenue, and continues through Washington, D.C., to the Anacostia River. Watts Branch also runs through the middle of Bugler Street Park, a 3.6-acre park east of Tunic Avenue and north of Balsam Street. Environmental constraints to development in the growth center include steep slopes from Southern Avenue to Chamber Avenue and in Bugler

Street Park. Additionally, potential new development along the Watts Branch Stream Valley should respect the ecological sensitivity of the land and stream.

### Key Planning Issues

Key planning issues in the Capitol Heights Metro center include:

- Addressing the lack of quality commercial services in the transit district, which forces people to travel outside the area to shop.
- Addressing the domination of single-family homes, which challenges efforts to encourage mixed-use development within the TDOZ.
- Redirecting the current residential development pattern, which does not offer the variety of housing types or living options typically associated with transit-oriented development.

### Land Use

The mix of land uses within the Capitol Heights Metro center (the one-half mile walking radius surrounding the Metro) is dominated by residential uses, which comprise over 70 percent of all land uses. Compact single-family detached homes located within a grid street network occupy much of the station area, although the growth center does currently contain a few multifamily residential buildings. Commercial retail and service uses are clustered along Central Avenue, as well as industrial uses.

	Existing	General Plan Vision (Community Center)
Residential	71%	20-80%
Retail & Services	9%	5-50%
Employment (office)	0%	5-50%
Public Uses	11%	10-20%

Relative to the vision identified for a prototypical community center, as specified in the General Plan, the Capitol Heights Metro center currently lacks office-based employment, as well as a broad diversity of residential dwelling types (e.g., single-family attached units and multifamily units). The proportion of retail and service uses could also increase relative to residential uses.

### Goals

- Provide for transit-oriented development.
- Locate homes, jobs, and shopping close to transit services.
- Locate the mix of critical land uses (live/work/shop) in closer proximity to one another.
- Establish land use and transit linkages that make it easier to use rail and bus transit .
- Create moderate- to medium-density development that is within an easy walk of the Capitol Heights Metro station.
- Encourage development of a transportation network that is shared between pedestrians and vehicles.
- Establish character areas that have distinct land uses, densities, and design aesthetics.

### Summary of Planning Concepts

An outline of the concepts explained in Part Two of the Capitol Heights Transit District Development Plan is provided below; however, to view the detailed description of these and other objectives for the Capitol Heights Metro center, refer to the 2008 *Capitol Heights Approved Transit District Development Plan and Transit District Overlay Zoning Map Amendment*.

- Establish the Metro station core as the most active and intensively developed character area with a diverse mix of tall buildings, mid- to high-rise residential units, office space, public parking, retail, and a new central square.

- Create transitional residential, commercial, and retail development at the Metro station edge that buffers intense development at the Metro station from the lower-density residential and mixed-use areas to the south and east.
- Feature the Old Central Avenue corridor as Capitol Heights’ revitalized main street and civic center, with neighborhood-serving commercial businesses.
- Provide a medium-density residential edge characterized by mid-rise condominiums with ground-floor commercial development at sites along Southern Avenue, Old Central Avenue, and East Capitol Street.
- Preserve the area’s existing single-family residential development by establishing an urban neighborhood that helps the area retain its “small town” residential appeal.
- Allow for low-density, suburban development that consists of large, single-family detached homes on half-acre lots, complete with pedestrian-friendly streets and an enhanced network of public open space.

### ***Urban Design Concept***

The urban design concept for this growth center is divided into six character areas that reflect the development, both proposed and existing, envisioned by the overall plan. The first of the character areas is the Metro station core, which includes the Capitol Heights Metro station and the properties fronting Southern Avenue, between Cavalier Street and Maryland Park Drive. This area is to include the most diverse mix of uses and tallest buildings, including office, retail, and residential development, as well as public parking and a new central square. The plan envisions extending Capitol Heights Boulevard to East Capitol Street to create a focal point for a new pedestrian plaza that will surround the existing Metro station entrance and a new pedestrian plaza west of the extended Capitol Heights Boulevard. A new high-rise development at the station will incorporate the station entrance.

The Metro station edge will form a buffer between the intensively developed Metro station core and the lower-density residential and mixed-use areas to the south and east and will contain a mix of residential, commercial, and retail uses. Residential uses will comprise mostly townhouse and mid-rise multifamily units (some with ground-floor retail or office space), while nonresidential uses will comprise low-rise commercial office buildings with ground-floor retail space. A public park or plaza is envisioned at the intersection of Capitol Heights Boulevard and Chamber Avenue, featuring a green sitting area, street trees, and a public fountain. Additionally, the Watts Branch Stream Valley Parkway will be enhanced and a pedestrian/bike path will run along the cleaned-up and restored Watts Branch stream.

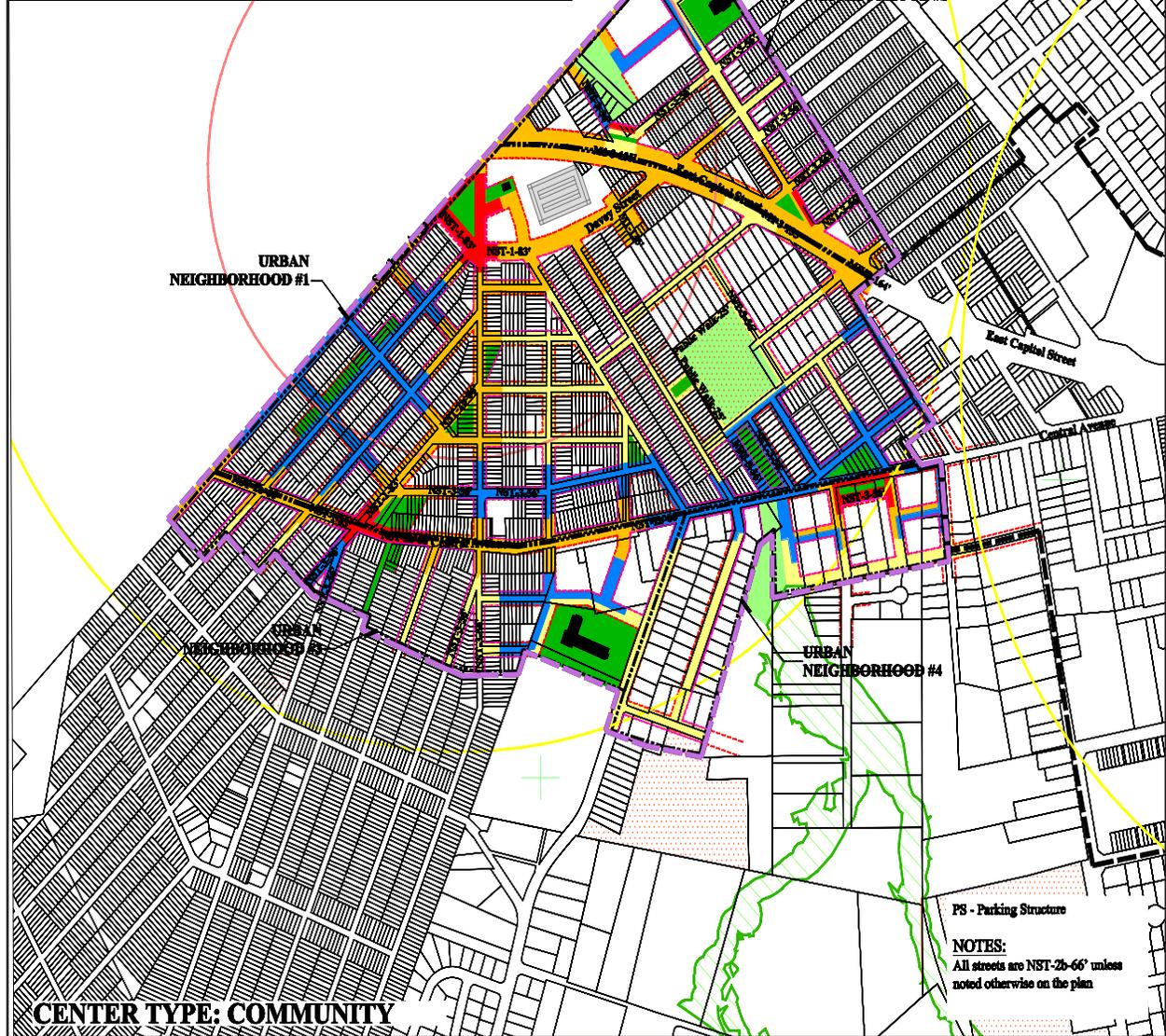
The main street area will include the Old Central Avenue corridor, redeveloped as the main commercial corridor with the inclusion of a civic center. The pedestrian-friendly main street will have a single travel lane in each direction, on-street parking on both sides of the street, and a bike lane on the south side of the street. Buildings along Old Central Avenue will contain ground floor, neighborhood-serving retail with commercial or retail uses above. A town square, located at the intersection of Old Central Avenue and Capitol Heights Boulevard, will be surrounded by mixed-use retail and various types of residential development. The town civic center will also be located in the main street area, at the intersection of Old Central and Suffolk Avenues, and will front on Old Central Avenue. The civic center will occupy the site of the existing U.S. Post Office north of the existing mid-rise senior housing buildings and the Capitol Heights Elementary School. The civic center will consolidate the town’s municipal offices and services at a single location.

The medium-density residential edge will comprise mid-rise condominium buildings with neighborhood-serving commercial uses on the ground floors in buildings along Southern Avenue, Old Central Avenue, and East Capitol Street.

# Capitol Heights Center - Conceptual Regulating Plan

Code Studio - Ferrell Madden Lewis - Rhoads and Harwell  
 DRAFT - December 31, 2008

Legend			
	Shorefront Frontage		Existing Property Line
	General Frontage		Build-To Line (BTL)
	Professional Apartment Frontage		Lot Building Line (LBL)
	Detached Frontage		Alley/Access Easement (Exact Location TBD)
	Working Frontage		Urban Center Secondary Line
	Open Space		Urban Neighborhood Secondary Line
	Chris Space		Street Centerline
	Chris Buildings and Monuments		MNCZPC Property
	Wetlands		Regulation Area
	30' Mile Buffer		30' Mile Buffer



Map 6-12: Capitol Heights Center—Conceptual Regulating Plan

The character area will preserve the existing single-family detached residences that occupy roughly half of the Capitol Heights TDOZ to retain the area’s “small-town” feel.

Development throughout the area will be required to conform to the existing residential development character. This area will encompass the Bugler Street Park, which will be upgraded with a new southern access point from Old Central Avenue.

### ***Conceptual Regulating Plan***

The Capitol Heights Metro center consists of the Capitol Heights Metro station and two major corridors, Central Avenue and East Capitol Street. Central Avenue is identified in the conceptual regulating plan as a 66-foot-wide neighborhood street (NST-2b). This street type consists of two through lanes, the potential for parallel parking, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards. A small section of Central Avenue is designated as an 83-foot-wide neighborhood street (NST-1), including two through lanes, the potential for parallel parking, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards. East Capitol Street is identified in the conceptual regulating plan as a major street (M-1) that is 135 feet wide and consists of two inside through lanes and two outside through lanes, two bike lanes, the potential for parallel parking, a center turn lane or median, and adequate space for streetscape amenities, such as sidewalks, street trees, and dooryards.

#### ***Urban Neighborhood 1***

**Gross Acres—98.2**

**Net Developable Acres—54.7**

Urban Neighborhood 1 is located north of Central Avenue, south of East Capitol Street, east of the Washington, D.C., border at Southern Avenue, and west of Maryland Park Drive. Currently, established roadway systems define the block structure for this neighborhood. Shopfront and general frontages surround the Capitol Heights Metro station, in the northern section of the neighborhood. Shopfront

frontages are located at the intersection of Davey Street and Capitol Heights Boulevard. General frontages wrap around this intersection and the Metro station. The western section of the neighborhood comprises all of the blocks located west of Capitol Heights Boulevard. Frontages within this section include townhouses/small apartments along Akin Avenue, Bayou Avenue, and Southern Avenue with general frontages existing along the surrounding edges of Chambers Avenue to Capitol Heights Boulevard and along Central Avenue. A small swath of storefront frontage also exists at the intersection of Chambers and Central Avenues. The eastern section of the neighborhood comprises all of the blocks east of Capitol Heights Boulevard and south of Coolidge Street. Edges within this neighborhood are characterized by areas of townhouse/small apartment frontages along Central Avenue and general frontages along Capitol Heights Boulevard. The central core of this section comprises a large park and detached-single family homes along all of the major streets. Throughout the entire urban neighborhood, a number of small civic greens break up the blocks and provide an amenity for the surrounding community.

#### ***Urban Neighborhood 2***

**Gross Acres—26.7**

**Net Developable Acres—13.5**

Urban Neighborhood 2 is located north of East Capitol Street, south of Eastern Avenue, east of Southern Avenue, and west of Burgundy Street. The neighborhood utilizes the existing street network to define the development of blocks. Frontages within the neighborhood include shopfront, townhouse/small apartment, general, and detached single-family residential. The townhouse/small apartment frontages are located on the northern edge of the community along Maryland Park Drive, Early Street and Southern Avenue. Detached frontages exist along interior portions of Maryland Park Drive, Eagle Street, Davey Street and Dade Street. General frontages are located along East Capitol Street, and shopfront frontages can be seen on portions

of blocks along Maryland Park Drive and Eagle Street. Two parks serve as central civic green space within the neighborhood; one park fronts Southern Avenue and the other park is located at the intersection of East Capitol Street and Maryland Park Drive.

#### *Urban Neighborhood 3*

**Gross Acres—26.8**

**Net Developable Acres—15.0**

Urban Neighborhood 3 is located north of Cumberland Street, south of Central Avenue, east of Southern Avenue, and west of Suffolk Avenue. The existing street network provides the framework for the development of blocks within the area. Along Central Avenue, general frontages occur in most of the buildable area with some portions of frontage converting to shopfront. Behind these edges, townhouse/small apartment and detached single-family housing make up the rest of the frontages within the neighborhood. Civic green space within the neighborhood consists of a park between Clovis Avenue and Nova Avenue and recreational space at Capitol Heights Elementary School.

#### *Urban Neighborhood 4*

**Gross Acres—20.3**

**Net Developable Acres—12.5**

Urban Neighborhood 4 is located north of Canada Street, south of Central Avenue, east of Suffolk Avenue, and west of Xenia Road. The existing street network provides the basic framework for the development of blocks within the area; however, some additional roads will be needed to define new blocks. Along Central Avenue, townhouse/small apartment frontages occur in most of the buildable area, apart from a section of shopfront and general frontage on a new block between Vale Place and Xenia Road. Townhouse/small apartment and detached single-family frontages, located behind these edges, compose the remaining portions of the neighborhood. Civic green space within the neighborhood consists of a park near Topeka Avenue and public green along Central Avenue between Vale Place and Xenia Road.

## Subregion 4 Corridors

### The Central Avenue Corridor

The existing land uses in the area are predominately low- to medium-density residential neighborhoods with large tracts of vegetated land throughout the corridor. There are some pockets of higher density residential scattered and mostly concentrated closer to the Washington, D.C. boundaries. The existing development pattern is characterized by small mixed-use structures, organized in a grid pattern, especially closer to Washington, D.C. Larger and widely spaced development patterns are evident closer to the Capital Beltway as most of the area is industrial. Clusters of suburban developments are scattered throughout the corridor between the two ends. Industrial development exists on the east end of the corridor along the south side of Central Avenue. The existing “rolling” topography and stream beds along the corridor are limitations in developing key properties along Central Avenue.

Existing zoning allows for commercial, industrial and mixed-use developments with the majority of the area zoned for different types of residential. Although the area will continue to be primarily residential, the existing industrial uses will be preserved and commercial activity will be maintained and reinforced near the Capitol Heights Metro station.

### ***Land Use and Urban Design Challenges***

- Impact from future developments to existing neighborhoods
- Impact of FedEx Field events
- Lack of mix and quality of land uses
- Lack of transition along the corridor for disparate uses on each side of Central Avenue
- Overcrowded and poor condition of school facilities

## Goals

- Provide travel mode choices
- Provide safe and comfortable environments
- Support the economic vitality of the corridor
- Provide unique identity for the corridor
- Maintain and enhance the natural environment

## ***Proposed Concept***

Central Avenue is envisioned to continue being developed as a Developed Tier corridor characterized by an urbanized environment. A higher density of residential and nonresidential land uses with a greater mix of uses than what is currently available is envisioned. The corridor will become a local and regional destination offering residents access to transportation options, as well as a diversity of goods and services.

The two main land use and urban design strategies supporting and complementing the development goals for the corridor are: (1) preserve the integrity of existing neighborhoods and commercial/industrial areas, and (2) foster a stronger sense of community by enhancing the cultural and natural assets of the area. Key elements that support the development and land use strategies are to improve the commercial frontage, to reinforce the development guidelines and to reexamine land uses in order to strengthen the corridor's commercial edge and to promote a higher quality and a unified corridor image. Implementation of a proposed residential preservation program (see the Housing and Neighborhood Preservation Chapter) is an important factor in achieving the vision for the corridor. While retaining existing residential neighborhoods, some redevelopment can be incorporated to serve as a transition area and buffer the residential areas from the future commercial uses.

Although the existing industrial area in the east gateway of the corridor lacks a well-established and properly maintained industrial park quality, it has the potential to be developed as a future regional employment center. A series of development strategies, such as the reinforcement of industrial uses, the adherence

to development standards, an enhanced street network, and streetscape improvements, will contribute to promoting an aesthetically pleasing and vibrant industrial setting.

A series of supportive strategies have been outlined that will foster a sense of community and identity for the corridor and will contribute in redefining Central Avenue as a boulevard. Specifically, green infrastructure, landscape and streetscape treatments, and appropriate redesign of the corridor's gateways will be incorporated to enhance the visual experience and to create gateways on both the west and the east end of Central Avenue. At the east end, landscape treatments along with pedestrian and bike opportunities will be employed to soften the interchange image as well as to create stronger linkages and to help transition from a suburban setting to an urban avenue character. The west end of Central Avenue will be reinforced as an urban gateway through architectural elements, plaza, open space, and streetscape enhancements that extend the urban character of East Capital Street to the corridor.

Besides the overall corridor enhancements, two specific areas will be redeveloped in order to strengthen the overall corridor. The Baber Village and Cindy Lane area is one of the two areas that present a possible development opportunity. The property along Central Avenue will be developed for multifamily residential and the Central Gardens could be remodeled or redeveloped for additional residential development opportunities. New open space opportunities are proposed to complete the park and open space network connection.

The Hill Road node serves as a transition area between the auto-dominated area to the east and the more pedestrian-oriented urban environment to the north and west of Central Avenue. This subarea is envisioned to have a pedestrian-friendly, medium-density residential development around the immediate station and additional auto-oriented retail fronting onto Central Avenue. In the long term, there is the possibility of additional future Metro stops at Hill Road Center, the new station and new

pedestrian linkage will fill the gap between existing Addison Road and Morgan Boulevard Stations and will allow Metro users the option to walk from one center to another. The area could become a node of primarily residential developments ranging from mid- to high-rise with limited commercial fronting onto Central Avenue and the immediate area of the station. Given its location and existing terrain, the proposed subarea development will present an important visual indication of the corridor.

### **The Pennsylvania Avenue (MD 4) Corridor Designation**

The Pennsylvania Avenue (MD 4) corridor was designated as a General Plan Corridor in 2002 in an effort to encourage mixed-use development along the roadway's frontage and at key intersections. The roadway serves as a limited access highway corridor, sustaining higher vehicle speeds with little to no pedestrian facilities or crossings. The eastern gateway section of the corridor between the Capital Beltway and Forestville Road is dedicated to future "big box"

commercial and industrial land use and development due to its relatively low occupancy restrictions within the AICUZ designated flight safety zones for Andrews Air Force Base. A large portion of the corridor frontage stretching from Forestville Road to Southern Avenue is dedicated to existing single-family residential development and higher density, gated apartment/condominium complexes, both of which currently side or back onto Pennsylvania Avenue. Given the current role, development pattern, and condition of the corridor, the potential for future mixed-use redevelopment is viewed as limited to key intersections at Donnell Drive and Silver Hill Road where higher density residential and commercial development could be redeveloped as higher, vertically integrated mixed-use areas.