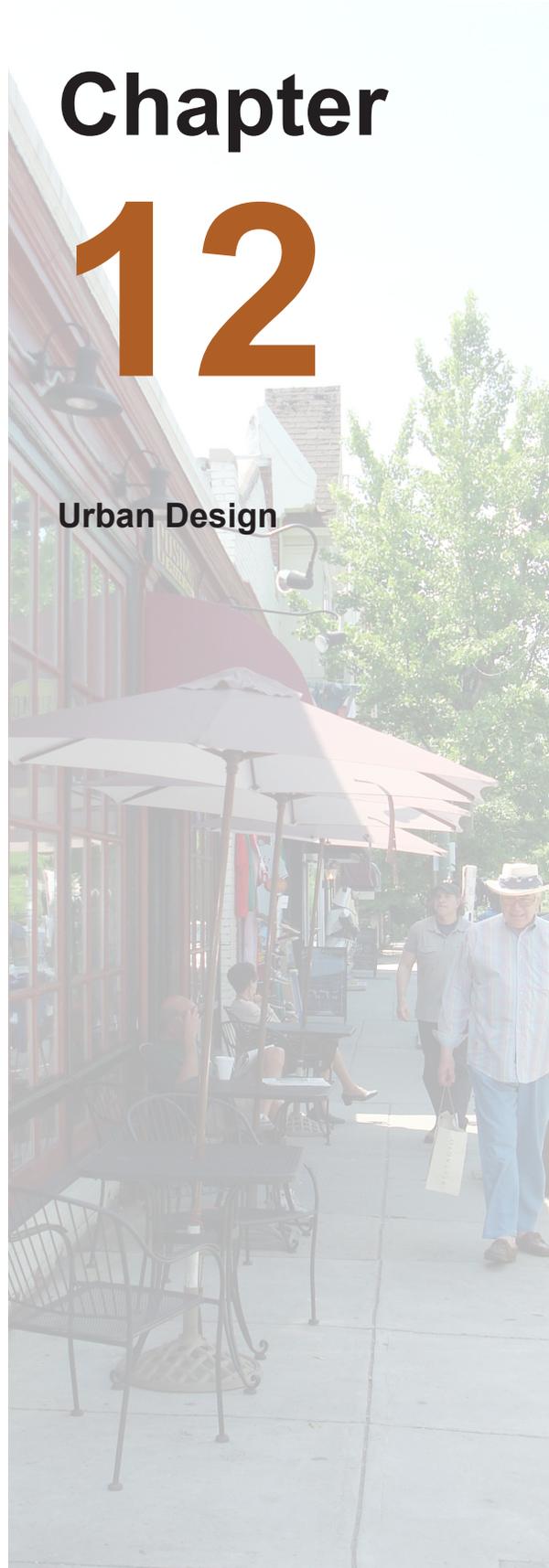


Chapter 12

Urban Design

Introduction

A goal of the Subregion 4 Master Plan is to identify key areas of opportunity in each of the three geographic zones (six living areas) and provide concept plans that demonstrate and apply sustainable infill development principles. Upon further analysis of the documented conditions, a number of opportunity sites were identified in each living area zone that could serve as pilot areas for redevelopment or revitalization initiatives. Pilot areas were identified based on particular physical opportunities that were recognized or based on key needs such as the existing condition of housing, commercial, or employment properties, as well as from the community's input during a series of meetings. Opportunity/focus areas build upon the strengths of on-going or completed catalyst projects. Focusing on tight areas can also help improve the overall visual and aesthetic quality, which in turn can raise neighborhood pride.





Example of a walkable neighborhood commercial area



Example of a lively evening streetscape

The concept plans developed for each one of the opportunity sites are described in more detail in the following pages. Although each site and design is unique, the applied principles remain the same and reinforce the smart growth principles regarding new development, infill development, and redevelopment established by the Maryland Department of Planning:

- Mix land uses.
- Take advantage of compact building design.
- Create housing opportunities and choices.
- Create walkable communities.
- Foster distinctive, attractive communities with a strong sense of plan.
- Preserve open space, farmland, natural beauty, and critical environmental areas.
- Provide a variety of transportation options.
- Strengthen and direct development to existing communities.
- Make development decisions predictable, fair, and cost effective.
- Encourage community and stakeholder collaboration in development decisions.

Outlined below are the ten opportunity sites identified for further study and action:

1. Martin Luther King, Jr. Highway/Glenarden City revitalization
2. FedEx Field parking area redevelopment initiative
3. Central Avenue from Brightseat Road to Norair Avenue
4. Sheriff Road and Eastern Avenue redevelopment
5. Marblewood Avenue industrial area redevelopment
6. Sheriff Road and Martin Luther King, Jr. Highway redevelopment
7. Martin Luther King, Jr. Highway/Seat Pleasant/Fairmount Heights revitalization

8. Walker Mill Business Park redevelopment initiative
9. Donnell Drive mixed-use village center
10. Forestville/Ritchie Road industrial/business park development

**Opportunity Site 1 (Zone 1):
Martin Luther King, Jr. Highway/
Glenarden City Revitalization**

Vision

The eastern portion of the Martin Luther King, Jr. Highway corridor is envisioned as the gateway to Glenarden and the other Subregion 4 neighborhoods to the west. The redeveloped corridor is proposed to be a primarily residential area with numerous housing options that complement existing amenities and landmarks of the established neighborhood. The southeastern edge of the corridor will be anchored by an expanded civic/institutional campus. Improved commercial uses will anchor the western edge of the corridor.

Redevelopment/Urban Design Approach

Martin Luther King, Jr. Highway, within the town limits of Glenarden, is a six-lane highway with a concrete median. The corridor contains a mixture of civic, religious, commercial, and multifamily uses interspersed between surface parking lots and vacant parcels. Buildings are sited a great distance from the street right-of-way.

The concept plan for the new image of Martin Luther King, Jr. Highway emerged as a result of a series of goals that were discussed during the community input process. The illustrated site plan, based on these discussions, proposes a denser, pedestrian-friendly area. Martin Luther King, Jr. Highway is rebranded as a tree-lined boulevard that serves as a gateway to the City of Glenarden. The civic character of the area is preserved and reinforced with the proposal of additional civic facilities that anchor the existing Glenarden Municipal Center. Existing public amenities, such as the Martin Luther King, Jr. and Glenarden Community Parks, are enhanced by the introduction of new residential uses

fronting these green spaces. New commercial uses are introduced along the eastern edge of the boulevard to bolster the existing successful commercial, employment, and research and development center near the intersection with Hubbard Road.

Goals:

- Determine the best mix of land uses, densities, and design features needed to create a unique sense of place for the established community.
- Develop a hierarchy of commercial-serving areas that balance the needs of residents, transit riders, and regional traffic.
- Reinforce the sustainability of the municipalities by promoting commercial/mixed-use development and public realm improvements that enhance the quality of life for residents and people in the immediate surrounding area.
- Establish a higher design standard for commercial development and a wider variety and higher quality of businesses throughout the area.
- Attract higher quality, desirable uses to the area that meet current community needs or provide a new opportunities for the area.

Policy 1:

Develop a new image for Martin Luther King, Jr. Highway that is inviting to pedestrians and promotes the City of Glenarden.

- Provide infill and redevelopment opportunities on Martin Luther King, Jr. Highway that create a coherent street image.
- Create development standards that promote new urbanist principles and encourage new infill to occur closer and consistently along the build-to line.
- Provide for the expansion and concentration of civic facilities in the area.
- Provide for streetscape improvements that promote a pedestrian-friendly environment.
- Provide for appropriately designed and furnished bus stops.

- Create a well-maintained, planted, tree-lined median, with clearly marked pedestrian crossings.

Policy 2:

Provide for a variety of housing options compatible in character and scale with the adjacent neighborhoods.

- Provide for a variety of infill housing types.
- Infill vacant or underutilized lots (i.e., along Hayes and Church Streets) with single-family detached homes.
- Provide for townhome developments on the vacant sites at the edge of the Glenarden Community Park and adjacent to the First Baptist Church of Glenarden Ministry Center.
- Provide for the redevelopment and expansion of aging multifamily apartments that adhere to higher design standards.

Policy 3:

Provide for a neighborhood commercial hub that satisfies the area's needs.

- Preserve the commercial, employment, and research and development center at Hubbard Road.
- Create a commercial/retail and employment node at the corner of Hubbard Road and Martin Luther King, Jr. Highway.
- Introduce higher, coherent design, signage and maintenance standards for the new commercial areas.

Policy 4:

Promote a development pattern that takes advantage of existing area parks and amenities.

- Form housing infill opportunities that frame the existing Martin Luther King, Jr. and Glenarden Community Parks.
- Provide for the restoration and improved maintenance of Martin Luther King, Jr. Park.
- Create better connectivity between the existing parks and neighborhood areas.



Streetscape treatment



Boulevard treatment



Multifamily apartments



Map 12-2:
 Martin Luther King, Jr. Highway/Glenarden Illustrative Concept Plan

Summary of Illustrated Strategies/ Elements

1. Rebrand the area into the Glenarden City Gateway.
2. Rename Martin Luther King, Jr. Highway to Martin Luther King, Jr. Boulevard and implement streetscape improvements, including elements such as sidewalks, street trees, pedestrian lighting, and crosswalks.
3. Rezone remnant commercial properties to medium density multifamily residential along the Martin Luther King, Jr. Boulevard.
4. Redevelop the commercial properties facing the Glenarden Community Park into single-family attached residential uses.
5. Relocate the existing storefront church currently located along the corridor to a new prominent location off of the Martin Luther King, Jr. Boulevard.
6. Redevelop the car wash site and surrounding properties at Hubbard Road into a new commercial center.
7. Retain the commercial, employment, and research and development center at Hubbard Road.
8. Enhance Martin Luther King Community Center and Park according to Crime Prevention Through Environmental Design (CPTED) principles.
9. Rezone and redevelop the commercial sites backing onto Martin Luther King, Jr. Park into new single-family detached residential.
10. Redevelop existing multifamily apartment sites along Hayes Street and Glenarden Parkway into a mix of multifamily residential and single-family homes.
11. Develop new infill multifamily east of Johnson Avenue.
12. Rezone and develop the current low density residential site between Reed Street and Brightseat Road into new infill single-family attached housing.



Martin Luther King, Jr. Boulevard at Glenarden looking west



Martin Luther King, Jr. Boulevard at Glenarden looking east

Opportunity Site 2 (Zone 1): FedEx Field Parking Area Redevelopment Initiative

Vision

The FedEx Field area redevelopment scenario explores the potential of developing the stadium surface parking sites into a new urban, mixed-use neighborhood, anchored around sporting and entertainment events held at the stadium. It is envisioned that the introduction of new streets, interspersed within the existing infrastructure, will create a finely grained street network. Greater street connectivity, small block sizes, a mix of uses, and a variety of housing types will produce a walkable, pedestrian-friendly environment. The vision plan suggests that the north end of the Summerfield military housing community may also be integrated into the new district, creating a contemporary, high-density neighborhood within close proximity of the Morgan Boulevard Metro station.

Redevelopment/Urban Design Approach

The proposed new mixed-use village center at FedEx Field is not intended to compete with the activity and development potential of the Morgan Boulevard or the Landover Gateway centers, but rather aims to complement them by providing additional housing options and differences in style and density than what is envisioned for those centers.

FedEx Field will remain the central focal point of redevelopment. The street that rings the stadium, FedEx Way, is proposed to become a main street fronted by mixed-use development. A finely grained network of new streets will allow for multiple housing options. The site's streams, floodplain zones, and regulated areas based on the Green Infrastructure Plan would be preserved and linked. Additionally, neighborhood pocket parks will be interspersed throughout the area in order to provide for active and passive recreational spaces in close proximity to the residences in the new community. A proposed trail system will connect the new mixed-use

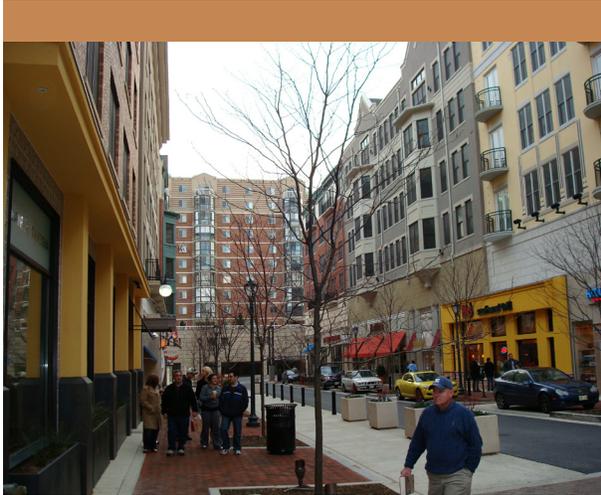
village development with the adjacent Prince George's Sports and Learning Complex, neighboring schools and local natural amenities.

In the event that the Redskins move and there is no longer a purpose for the existing stadium, the area under the proposed plan may become a central community park. Additionally, the northeast portion of the Summerfield housing area could be developed as a skilled trades center or a community college.

The concept plan illustrated does not intend to determine every detail related to the redevelopment of the area, but portrays a series of goals, policies and strategies that need to be followed for the area's (re) development in the future:

Goals:

- Determine the best mix of land uses, densities, and design features needed to create a unique sense of place for the established community.
- Establish a dense land use development pattern for an underutilized site within close proximity (one mile) of a growth center.
- Establish a higher design standard for commercial development and a wider variety and higher quality of businesses throughout the area.
- Attract higher quality, desirable uses to the area that meet current community needs or provide a new opportunities for the area.
- Encourage an environmentally-sensitive approach to future development.
- Reinforce the unique and diverse character/theme districts of the area and reestablish a noteworthy sense of place in each of the Zone 1 neighborhoods.
- Reinforce and strengthen visual and pedestrian connectivity between living areas and centers.
- Provide the infrastructure needed to enhance walkability, neighborhood linkages, and pedestrian access throughout Zone 1 and Subregion 4.



Mixed-use development character



Parking deck incorporated in a mixed-use development



Neighborhood pocket park

- Design and implement public and private realm spaces that deter crime through the use of defensible space principles.
- Establish a continuous network of both natural and man-made open space land uses that create a unique environmental framework/setting for future development and redevelopment activities.

Policy 1:

Develop a mixed-use village center that supports the activity of the FedEx Field stadium and possesses a character that complements the adjacent established areas.

- Convert FedEx Way to a main street with a mixture of uses that anchor the stadium.
- Develop lower-density residential opportunities closer to the existing residential neighborhoods and higher-density, mixed-use development closer to the stadium.
- Provide for an office development along Bishop Peebles Drive.
- Provide for a variety of housing types that will complement the proposed and existing residential in the two adjacent centers.
- Construct site-structured parking and free-standing deck parking that will accommodate parking needs of the new development and the stadium.

Policy 2:

Establish new open space areas and a central focal place to help create a sense of place and a stronger sense of community.

- Create new neighborhood pocket parks for active recreational spaces that are framed by mixed-use and residential development.
- Introduce new streets in order to enhance the existing street network and emphasize the central location of the stadium.
- Create a street network framework that could exist even if the stadium site were converted to a central park.

Policy 3:

Improve vehicular and pedestrian circulation opportunities and streetscape character.

- Preserve and enhance the existing street network by introducing new streets in order to create pedestrian-friendly block sizes.
- Provide multiple modes of transportation between destinations.
- Create a trail system that connects adjacent community amenities with the new mixed-use village development and the adjacent existing residential areas.
- Provide public sidewalks along existing and proposed streets, especially those sidewalks that will link the site to the Morgan Boulevard Metro Station.
- Develop and implement “green streets”^{*} programs and initiatives.

Policy 4:

Incorporate the (re)development of the northern portion of the Summerfield housing in the (re)development plans of the FedEx Field site.

- Enhance the existing street network by constructing roads and a bridge that connects the Summerfield housing site with the south portion of the FedEx Field area.
- Propose additional streets in order to create smaller-sized blocks and allow for the development of single-family attached housing compatible in style and scale with the adjacent residential areas.

^{*} Green streets are safer, quieter, healthier streets for commuters and residents. Green streets initiatives promote alternative transportation and environmental sustainability and educate communities on the necessity of transportation alternatives.



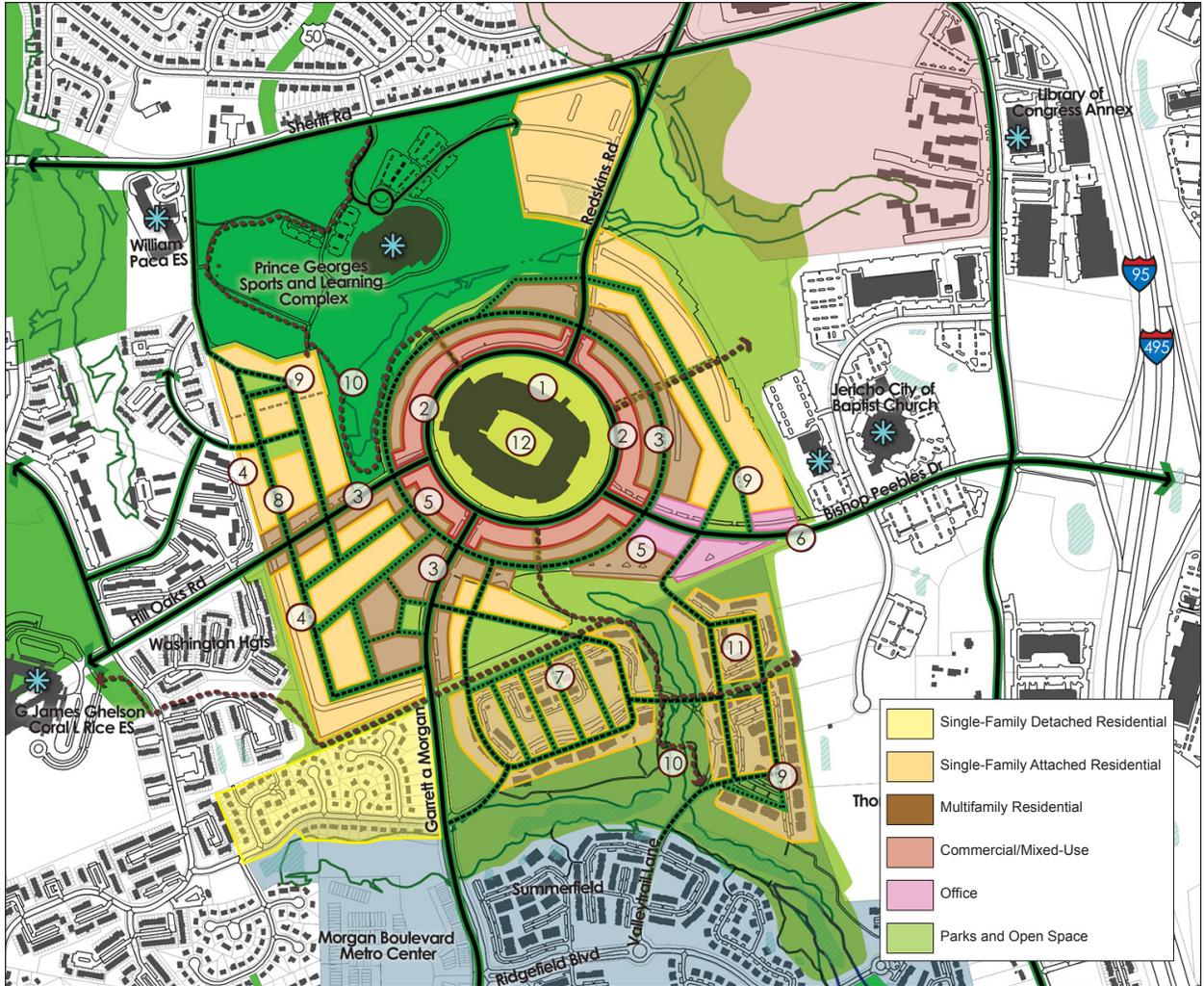
Looking south toward FedEx Field from Redskins Road



Surface parking surrounding FedEx Field



New townhomes along Garrett A. Morgan Boulevard



Map 12-3:
FedEx Field Area Illustrative Concept Plan

Summary of Illustrated Strategies/ Elements

1. Retain stadium as the centerpiece of a sports and events district with infill development on surrounding surface parking sites.
2. Infill mixed-use development, with ground-floor commercial and residential above, surrounding the stadium loop road.
3. Develop multifamily surrounding the secondary loop road and lining the Hill Oaks Road and Garrett Morgan Boulevard street approaches.
4. Develop new single-family attached housing as a transition between higher-density, multifamily development and existing surrounding residential neighborhoods.
5. Replace existing surface parking with new structured parking as redevelopment occurs.
6. Development infill office space along Bishop Peebles Drive linking with Jericho Campus development (potential incorporation of the northern portion of the Summerfield site).
7. Add local street network and north/south linkage between Garrett Morgan Boulevard and Paca Elementary School.
8. Create new passive urban neighborhood parks with surrounding residential development.
9. Add greenway improvements and trail network extensions along greenway gap sites.
10. Develop alternative option for public use on the Summerfield site (e.g., community college, skilled trades center, or other similar use).
11. Develop option for public open space on the stadium site.

Opportunity Site 3 (Zone 1): Morgan Boulevard from Brightseat Road to Norair Avenue

Vision

The opportunity site, along Central Avenue between Norair Avenue and Brightseat Road, is situated between the Morgan Boulevard and Central Avenue/I-495 nodes. The south side of Central Avenue along this stretch of corridor contains industrial uses, and the north side contains primarily single-family residential structures that have been converted to commercial use. It is envisioned that the north side of Central Avenue will be redeveloped with mixed commercial uses.

Redevelopment/Urban Design Approach

Eslin Street will be extended to meet Central Avenue in order to divide the block into two more pedestrian-friendly lengths. Buildings will be placed closer to the street and parking will be located on the side or rear of the properties. Streetscape enhancements, such as high-quality sidewalks, crosswalks, and lighting will be evident along the commercial corridor. The one existing building that has a commercial character on the north side of the block will be retained.

Goals:

- Determine the best mix of land uses, densities, and development/design features needed to create a unique sense of place for the established communities of Zone 1 and Subregion 4.
- Develop a hierarchy of commercial-serving areas that balance the needs of residents, transit riders, and regional traffic.
- Reinforce the sustainability of the municipalities by promoting commercial/mixed-use development and public realm improvements that enhance the quality of life for residents and people in the immediate surrounding area.

- Establish a higher design standard for commercial development and a wider variety and higher-quality businesses throughout the area.
- Attract higher quality, desirable uses to the area that meet current community needs or provide new opportunities for the area.
- Reinforce and strengthen connectivity between living and commercial areas and centers.
- Provide the necessary infrastructure to enhance the pedestrian environment.

Policy 1:

Develop a new character and image for Central Avenue that is inviting to pedestrians.

- Provide infill and redevelopment opportunities on Central Avenue that create a coherent street image.
- Create development standards that promote new urbanist principles and encourage new infill to occur closer and consistently along the build-to line.
- Provide for streetscape improvements that promote a pedestrian-friendly environment.

Policy 2:

Improve pedestrian circulation and create an appealing streetscape character.

- Design and install cohesive and visually interesting sidewalk paving patterns and include site furnishings, lighting, and plantings that invite pedestrians.
- Develop and promote “green street” design standards.
- Establish and enforce higher maintenance standards.
- Create and enforce unified sign design standards for existing and new businesses.



Map 12-4:
Central Avenue Between Norair Avenue and Brightseat Road Illustrative Concept Plan

Summary of Illustrated Strategies/ Elements

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. Redevelop the existing commercial properties to commercial/mixed-use facing Central Avenue with associated parking in the rear. 2. Redevelop the Central Avenue and Brightseat Road gateway parcel for multilevel commercial mixed-use development. 3. Redevelop the existing residential properties to commercial/mixed-use facing Central Avenue with associated parking in the rear. | <ol style="list-style-type: none"> 4. Extend Eslin Street to Central Avenue. 5. Place commercial/mixed-use development on the corner of Central and Norair Avenues. 6. Improve the existing community open space park. 7. Design and implement streetscape, crosswalk, and lighting improvements along Central Avenue. 8. Retain the existing employment use along Central Avenue. |
|--|---|

Opportunity Site 4 (Zone 2): Sheriff Road and Eastern Avenue

Vision

The Sheriff Road area is one of the primary gateways into Prince George's County. from the Washington, D.C. The portion of the corridor between Eastern Avenue and Addison Road contains some residential, commercial, and institutional uses and pockets of open space. The blocks along this stretch of the corridor are rather long. It is envisioned that the institutional uses will remain and that mixed-use commercial uses will be introduced in the open areas between uses to create main street entry to the county.

Redevelopment/Urban Design Approach

Three existing streets will be extended to intersect with Sheriff Road in order to break down the length of the block between Eastern Avenue and Addison Road. Mixed-use development, containing some ground floor retail, will be sited all along the length of the corridor in open or underutilized areas. Parking will located to the side and rear of buildings in order to better frame the public space.

Goals:

- Determine the best mix of land uses, densities, and design features needed to create a unique sense of place for the established community.
- Develop a hierarchy of commercial-serving areas that balance the needs of residents, transit riders, and regional traffic.
- Reinforce the sustainability of the municipalities by promoting commercial/ mixed-use development and public realm improvements that enhance the quality of life for residents and people in the immediate surrounding area.
- Establish a higher design standard for commercial development and a wider variety and higher quality of businesses throughout the area.
- Attract higher quality, desirable uses to the area that meet current community needs or provide new opportunities for the area.

Policy 1:

Develop a new image for Sheriff Road between Eastern Avenue and Addison Road that is inviting to pedestrians and promotes the corridor as a gateway to the county

- Provide infill and redevelopment opportunities on Sheriff Road that create a coherent street image.
- Create development standards that promote new urbanist principles and encourage new infill to occur closer and consistently along the build-to line.
- Provide for streetscape improvements that promote a pedestrian-friendly environment.
- Create a well-maintained, planted, tree-lined street, with clearly marked pedestrian crossings.

Policy 2:

Improve pedestrian circulation and create an appealing streetscape character.

- Design and install cohesive and visually interesting sidewalk paving patterns and include site furnishings, lighting, and plantings that invite pedestrians.
- Develop and promote "green street" design standards.
- Establish and enforce higher maintenance standards.
- Design and install banners reinforcing the "main street" initiative.
- Create and enforce unified sign design standards for existing and new businesses.

Policy 3:

Provide for improved vehicular and pedestrian circulation patterns and better connectivity opportunities.

- Introduce new street intersections along Sheriff Road to break down the length of the blocks.
- Extend L Street to connect with Sheriff Road.
- Extend K Street to connect with Sheriff Road.
- Extend 56th Street to connect with Sheriff Road.



Map 12-5:
Sheriff Road and Eastern Avenue Illustrative Concept Plan

Summary of Illustrated Strategies/ Elements

1. Redevelop existing commercial properties along Sheriff Road.
2. Extend L Street to Sheriff Road.
3. Develop infill commercial/mixed-use facing Sheriff Road with associated parking in the rear.
4. Retain existing religious institution.
5. Redevelop the Sheriff Road and Eastern Avenue parcels for multilevel commercial/mixed-use development.
6. Redevelop the Sheriff and Addison Road parcels for multilevel commercial/mixed-use development.
7. Extend K Street to Sheriff Road.
8. Design and implement streetscape, crosswalk, and lighting improvements along Sheriff Road.
9. Place new infill single-family attached residential on the vacant site.
10. Extend 56th Avenue to Sheriff Road.
11. Retain existing religious institution along Sheriff Road.

Opportunity Site 5 (Zone 2): Marblewood Avenue Industrial Area Redevelopment

Vision

The Marblewood Avenue Industrial area is envisioned to complement and support the development plans for the Cheverly Metro center and to address in part environmental justice issues raised by the community during the planning analysis process. New land uses will complement the adjacent residential neighborhoods and create a stronger sense of community. Proposed streets will link new development at the Cheverly Metro center with the adjacent communities. Substantial buffers, between the new mixed-use village and adjacent industries, will be incorporated from the natural environmental constraints found within the area.

Redevelopment/Urban Design Approach

The illustrative plan provides for expansion of existing industrial uses, while introducing lighter industrial uses along Sheriff Road and Marblewood Avenue that strengthen the area's employment base by providing additional light industrial, business park office space opportunities. Round-about circles along Marblewood Avenue and the extended 64th Avenue prevent trucks from entering the residential areas and the Town of Cheverly. Extensive buffers are used to separate the industrial uses from the adjacent residential areas and to minimize air and noise quality issues.

Goals:

- Promote clean industrial industries in expanded business park areas.
- Develop future land use patterns that establish appropriate development density transitions between single-family residential areas and either industrial and commercial area or centers.

Policy 1:

Develop a mixed-use village that complements the character of adjacent established areas and supports the development of the Cheverly Metro center.

- Develop lower density residential opportunities opposite existing residential neighborhoods north of the industrial site, as well as along the extended Ivywood Avenue.
- Create a well-linked street grid with small development blocks that promote a pedestrian-friendly environment.
- Introduce a neighborhood Park at Farmingdale Place that demonstrates defensible public space principles and is framed from residential uses.
- Reconnect Cheverly Ward 4 streets with the new urban neighborhood street grid.
- Remove the bollards currently located along Marblewood Avenue and a design a round-about to prevent trucks from intruding into the residential area.

Policy 2:

Demonstrate best management practices and create an environmentally sensitive plan.

- Respect and restore the site's wetlands, floodplains, and regulated areas as identified in the Green Infrastructure Plan.
- Take advantage of the area's natural features to create buffers between industrial uses and existing and proposed residential communities.
- Create a continuous greenway network by linking and blending the existing greenway systems with proposed urban parks.
- Link the new urban parks with the area's existing parks and recreational facilities through a trail system.
- Implement "green streets" initiatives.

Policy 3:

Provide for improved vehicular and pedestrian circulation patterns and better connectivity opportunities.

- Design an internal, phased roadway system that loops the industrial uses and increases accessibility to the business/ industrial park while it discourages through traffic to nearby neighborhoods.
- Extend Ivywood Avenue in order to link with Fairmount Heights Drive.
- Provide alternative traffic-calming initiatives (i.e., traffic circles, chicanes, etc.) to limit industrial truck access while encouraging residential access.
- Extend Oates Street to link with Huskwood and Marblewood Avenues and create three distinct and recognizable gateways to the site from Sheriff Road.
- Incorporate streetscape and walkway improvements.
- Respect and restore the area's wetlands, floodplains, and regulated areas as identified in the Green Infrastructure Plan.
- Study and implement the cleaning and remediation of existing industrial sites prior to their redevelopment.
- Create buffers between industrial uses and existing and proposed residential communities by taking advantage of the area's natural features.
- Create a continuous greenway network by linking and blending the existing greenway systems with proposed urban parks.
- Link the new urban parks with the area's existing parks and recreational facilities through a trail system.
- Implement "green streets" initiatives.



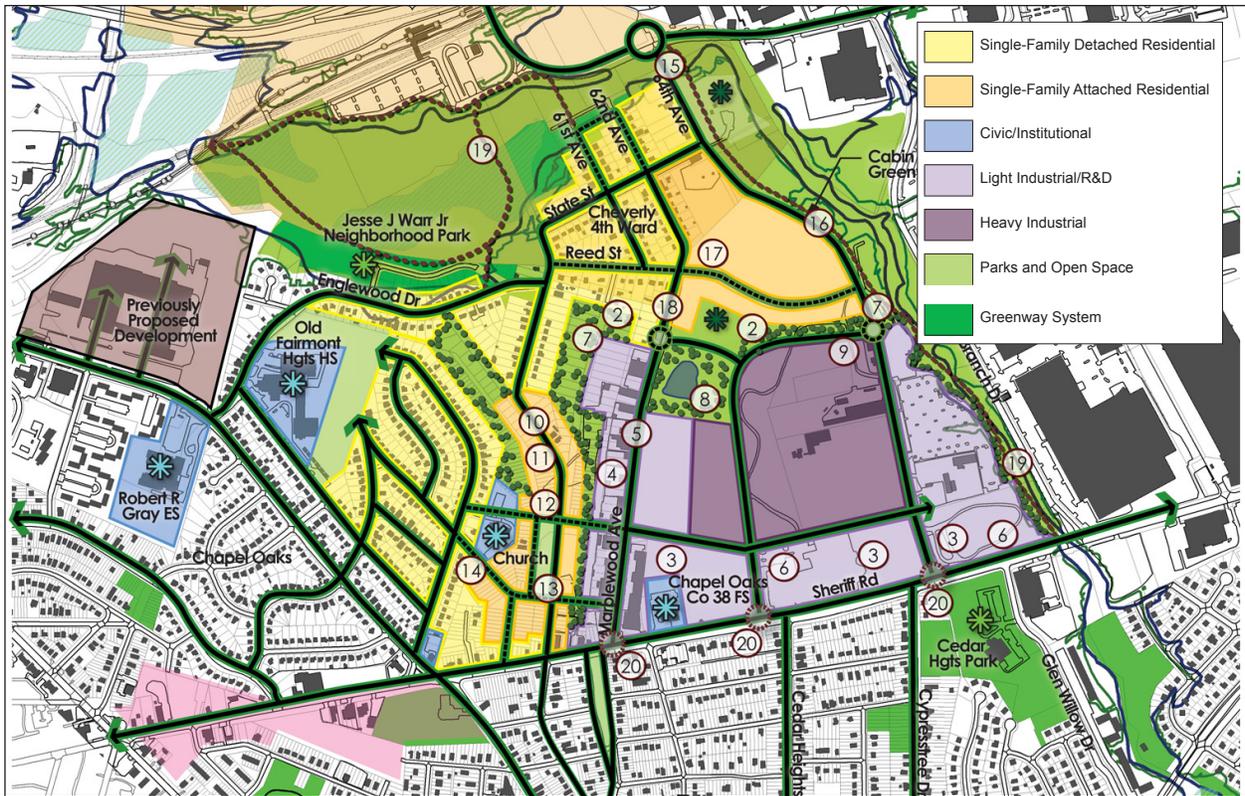
Marblewood site uses



Bollards along Marblewood Avenue at the Town of Cheverly limits



Looking south at Marblewood site industrial uses from Marblewood Avenue



Map 12-6:
 Donnell Drive Mixed-Use Village Redevelopment Illustrative Concept Plan

Summary of Illustrated Strategies/ Elements

1. Rebrand the area as the Cedar Heights Business Park.
2. Change the future land use pattern to better transition from single-family detached residential to the nearby light to heavy industrial environment.
3. Establish light industrial or business park zoning around the perimeter of the heavy industrial uses of the Cedar Heights site.
4. Establish the Marblewood Avenue corridor as a service commercial business improvement district.
5. Implement Marblewood Avenue streetscape improvements to facilitate better north/south pedestrian linkage.
6. Establish Cedar Heights light industrial and heavy industrial development standards and public realm guidelines to guide future development in the area.
7. Increased landscape buffer requirements for industrial and service commercial areas abutting open spaces, residences, and stream corridors.
8. Expand and refurbish the existing stormwater pond using best management practices.
9. Establish an internal, phased roadway system that increases accessibility to the business/industrial park, while discouraging through traffic to nearby neighborhoods.
10. Extend Ivywood Avenue to link with Fairmount Heights Drive.
11. Encourage additional single-family attached residential infill development along Ivywood Avenue.
12. Connect Farmingdale Place to Marblewood Avenue.
13. Create a Farmingdale Place Park surrounded by infill single-family attached residential.
14. Extend Oates Street to link with Huskwood and Marblewood Avenues.
15. Extend 64th Avenue to link with the eastern entry to the Cedar Heights Industrial Park and create a limited access north-south roadway connection with an intermediate traffic circle that limits truck access but not residential access.
16. Extend the Cedar Heights Industrial Park west entry road in order to link with 64th Avenue extension.
17. Extend Reed Street to the 64th Avenue extension to facilitate additional single-family attached residential use.
18. Remove the Cheverly Ward 4 street barricades and replace them with alternative traffic-calming features (i.e., traffic circles, chicanes, etc.).
19. Restore the Cabin Branch greenway and create new trail linkages from Cedar Heights Park to 64th Avenue Park and onto the Jesse Warr, Jr. Neighborhood Park.
20. Create new industrial park gateway entry treatments at three points along Sheriff Road.

Opportunity Site 6 (Zone 2): Sheriff Road and Martin Luther King, Jr. Highway

Vision

The area surrounding the intersection of Sheriff Road and Martin Luther King, Jr. Highway is an important gateway into Prince George's County that links US 50 and I-495 to FedEx Field and the Sports and Learning Complex. The northeast corner of the intersection contains a number of industrial uses, including the site of the former Giant Food Store Distribution Center. The Cabin Branch tributary is located between the two sections of this industrial area. Pockets of residential uses are located to the south and west of the site. It is envisioned that this gateway will become a mixed-use property that revitalizes the intersection and creates a new image for the area.

Redevelopment/Urban Design Approach

The difficult Sheriff Road/Martin Luther King, Jr. Highway intersection will be reconfigured to a traffic circle. A proposed memorial monument to Dr. Martin Luther King, Jr. will be placed in the middle of the space and will serve as a focal point of where the two corridors meet. A new street network, which will run throughout the site, will link to the existing surrounding neighborhoods. The Cabin Branch Tributary runs through the center of the site and will become a feature seamlessly integrated into the new development with buildings facing both edges of the open space.

Goals:

- Determine the best mix of land uses, densities, and development/design features needed to create a unique sense of place for the established communities of Zone 2 and Subregion 4.
- Promote the development of clean industries within an expanded business park.
- Reinforce the sustainability of the municipalities by promoting commercial/mixed-use development and public realm improvements that enhance the quality of life for residents.
- Establish a higher design standard for commercial development and a wider variety and higher quality of businesses throughout the area.
- Attract higher quality, desirable uses to the area that meet current community need or provide new opportunities for the area.
- Provide the infrastructure needed to enhance walkability, neighborhood linkages, and pedestrian access throughout Zone 2 and Subregion 4.

Policy 1:

Develop a mixed-use village that complements the character of adjacent established areas.

- Develop medium density residential opportunities along the eastern portion of the site.
- Create a well-linked street grid with small development blocks that promote a pedestrian-friendly environment.
- Introduce neighborhood parks that serve as community gathering spaces and recreational amenities.

Policy 2:

Demonstrate best management practices and create an environmentally sensitive plan.

- Respect and restore the site's wetlands, floodplains, and regulated areas as identified in the Green Infrastructure Plan.
- Take advantage of the area's natural features to create buffers between industrial uses and existing and proposed residential communities.
- Create a continuous greenway network by linking and blending the existing greenway systems with proposed urban parks.
- Link the new urban parks with the area's existing parks and recreational facilities through a trail system.



Map 12-7:
 Sheriff Road and Martin Luther King, Jr. Highway Illustrative Concept Plan

Summary of Illustrated Strategies/ Elements

1. Create a Martin Luther King, Jr. Memorial gateway (traffic circle) at the intersection of Martin Luther King, Jr, Highway and Sheriff Road.
2. Restore the stream and develop a greenway trail along the existing Cabin Branch stream tributaries and stormwater drainage corridor.
3. Redevelop the Martin Luther King, Jr. Highway and Sheriff Road gateway parcels for multilevel mixed-use development.
4. Redevelop the frontage parcels along Sheriff Road for neighborhood and employment-serving commercial development.
5. Redevelop the eastern, interior portions of the former Giant Food site for mixed-use multifamily, office and business park uses.
6. Create new street linkages to encourage multiple modes of transportation and greater connectivity.
7. Create a new, large centralized neighborhood park for active and passive recreational activities.
8. Create a second community park at the confluence of the Cabin Branch greenway tributaries.
9. Place infill single-family residential development along Hunt Avenue and Fatima Place.
10. Retain and adaptively reuse the existing Giant Food office building and parking deck.
11. Extend Roosevelt Drive to South Club Drive.
12. Redevelop the western portion of the former Giant Food site with a mix of medium-scaled employment and research and development uses.

Opportunity Site 7 (Zone 2): Martin Luther King, Jr. Highway/ Seat Pleasant/Fairmount Heights Revitalization

Vision

It is envisioned that the Martin Luther King, Jr./Seat Pleasant/Fairmount Heights area will become a “main street” that builds upon the existing businesses and provides for new diverse commercial and retail uses within the neighborhood. As stated by the National Trust and Historic Preservation, “The Main Street Approach advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets: distinctive architecture, a pedestrian-friendly environment, personal service, local ownership, and a sense of community.”

The presence of the Seat Pleasant Community Center and Elementary School and the potential expansion of these two uses will serve as a cornerstone of the “main street” revitalization effort.

Redevelopment/Urban Design Approach

The area of the corridor between the D.C. line and the Seat Pleasant Community Center serves as a gateway to Prince George’s County. The Martin Luther King, Jr. Highway corridor shows early signs of decline with vacant or underutilized buildings and parcels, deferred maintenance of both public and private properties, and the emergence of third tier business uses. Although some of the businesses and services located in the area contribute to a positive image, the appearance of the corridor suffers.

The conceptual site plan illustrates a cohesive design approach that improves the image of the area by placing buildings closer to the street, proposing the adaptive reuse of existing vacant or underutilized commercial structures, and including streetscape improvements that will promote a pedestrian-friendly environment. Transportation improvements will include the designated of

on-street parking from 65th Avenue to the D.C. line in order to encourage slower vehicular speeds. The extension of 69th Place to Martin Luther King, Jr. Highway will improve circulation patterns in the area.

Goals:

- Determine the best mix of land uses, densities, and design features needed to create a unique sense of place for the established community.
- Develop a hierarchy of commercial-serving areas that balance the needs of residents, transit riders, and regional traffic.
- Reinforce the sustainability of the municipalities by promoting commercial/mixed-use development and public realm improvements that enhance the quality of life for residents and people in the immediate surrounding area.
- Establish a higher design standard for commercial development and a wider variety and higher quality of businesses throughout the area.
- Attract higher quality, desirable uses to the area that meet current community needs or provide a new opportunities for the area.
- Reinforce and strengthen connectivity between living and commercial areas and centers.
- Provide the necessary infrastructure to enhance the pedestrian environment.

Policy 1:

Retain, expand and complement commercial, retail and business development along Martin Luther King, Jr. Highway at Seat Pleasant.

- Design and construct new commercial or retail buildings that front on the street and include exciting and diverse storefront displays.
- Identify vacant and abandoned buildings possessing an architecturally significant character.

- Implement programs for the renovation and beatification of existing viable businesses and strip mall shopping centers that could successfully contribute in the main street approach.
- Create a stronger gateway to Prince George’s County anchored by new signature mixed-use development at the intersection of Martin Luther King, Jr. Highway and Eastern Avenue.
- Conduct an aggressive marketing and business recruitment program.

Policy 2:

Improve pedestrian circulation and create an appealing streetscape character

- Design and install cohesive and visually interesting sidewalk paving patterns and include site furnishings, lighting, and plantings that invite pedestrians.
- Develop and promote “green street” design standards.
- Establish and enforce higher maintenance standards.
- Establish and enforce higher parking design and buffer standards for existing businesses set farther back from the street with surface parking in the front.
- Design and install banners that reinforce the main street initiative.
- Create and enforce unified sign design standards for existing and new businesses.

Policy 3:

Provide for the retention and expansion of existing institutional and community facilities.

- Redevelop the frontages around Seat Pleasant Elementary School to expand the educational facilities and accommodate a new civic or institutional use.
- Incorporate a town square at the Seat Pleasant Community Center and Elementary School site that will anchor the existing and proposed civic/institutional uses.

- Incorporate active recreational opportunities at the Seat Pleasant Elementary School grounds.

Policy 4:

Improve vehicular circulation and provide easy accessibility to existing and proposed businesses.

- Eliminate the concrete median and provide on-street parking on both sides of Martin Luther King, Jr. Highway from the D.C. line to Addison Road that will serve existing and proposed businesses and encourage slower vehicular speeds.
- Extend 69th Place north to Martin Luther King, Jr. Highway.
- Extend 69th Place to intersect with 65th Avenue. Create shared parking strategies for existing and proposed businesses.
- Locate surface parking at the rear of the properties rather than fronting on the street.

Policy 5:

Provide for a stronger residential base and greater quality of life standards.

- Redevelop the existing salvage/storage yard site along Eastern Avenue to a mix of commercial and residential uses compatible in character and scale to the adjacent single-family residences.
- Relocate industrial uses situated next to residential to more appropriate locations in Subregion 4.
- Complete and extend dead-end streets to create additional street frontage, promote neighborhood linkage, and to allow for the expansion of the existing single-family residential base.
- Development new bike/trail and street linkages along the old railway right-of way.



Map 12-8:
Martin Luther King, Jr. Highway/Seat Pleasant/Fairmount Heights Revitalization Illustrative Concept Plan

Summary of Illustrated Strategies/ Elements

1. Rebrand the area as the Fairmount Heights/Seat Pleasant Neighborhood Main Street by removing “highway” from the street name.
2. Create a town square at the location of the Seat Pleasant Community Center and Elementary School.
3. Improve the streetscapes along Eastern Avenue, Seat Pleasant Drive and the rebranded “Martin Luther King, Jr. “Boulevard.”
4. Adaptively reuse the commercial structures abutting the Martin Luther King, Jr. Highway and Eastern Avenue rights-of-way.
5. Renovate and/or redevelop the existing commercial strip shopping centers along Martin Luther King, Jr. Highway.
6. Redevelop the Martin Luther King, Jr. Highway and Eastern Avenue gateway parcels for multilevel, mixed-use development.
7. Redevelop the frontage sites around the Seat Pleasant Elementary School for a new civic/institutional use.
8. Extend 69th Place to intersect with 65th Avenue.
9. Reconfigure Martin Luther King, Jr. “Boulevard” to a nondivided two-way street west of 65th Street.
10. Create a landscaped boulevard east of 65th Street.
11. Promote on-street parking along Martin Luther King, Jr. Highway between Eastern Avenue and 65th Street during off-peak travel hours.
12. Reconfigure the recreation fields of the Seat Pleasant Elementary School for potential for future expansion.
13. Share parking between sites.
14. Infill commercial and residential development on salvage/storage yard site along Eastern Avenue.
15. Infill area with single-family residential uses.
16. Relocate industrial use from the Seat Pleasant neighborhood to nearby industrial sites north of Addison Road.
17. Create potential new bike/trail and street linkages along old railroad right-of-way.



Looking east on Martin Luther King, Jr. Highway at Seat Pleasant Drive

Opportunity Site 8 (Zone 2): Walker Mill Business Park Redevelopment Initiative

Vision

The Walker Mill Business Park and surrounding area are envisioned to become a new mixed-use neighborhood adjacent to a restored greenway open space corridor. A new street network, along with a variety of new housing types, a new recreational park, and the preservation and expansion of the commercial node at Walker Mill and Addison Road, create an “urban village” environment that complements and strengthens the area.

Redevelopment/Urban Design Approach

Based on market analysis, the Walker Mill Business Park is not competitive with local and regional industrial sites. A lack of direct transportation routes limits the types of businesses willing to operate in the area. However, it was determined that the Walker Mill area, which is underserved by retail uses, provides an opportunity to attract and support new retail. With the continued development of high density residential housing in the area, such as The Addison at Saint Paul, it is appropriate to encourage additional commercial and residential uses adjacent to the business park to create a mixed-use village center.

The Walker Mill Business Park area is located within relative proximity of the Addison Road Metro Station, and Addison and Walker Mill Roads have been designated as Metrobus Priority Corridors in the Coalition for Smarter Growth Network Plan.

Although the area was originally intended to be developed as a light industrial business park, the majority of the land within and surrounding the Walker Mill Business Park remains undeveloped and maintains a residential rural character. Townhomes and a few high-density apartments have recently been built along Addison Road. The central portion of the study area contains four landfill sites.

The illustrated concept plan preserves the existing road network and introduces additional streets in order to create smaller-sized blocks with a well-linked street network. A proposed large neighborhood recreational park surrounded with new high-density residential is located at the intersection of Walker Mill Road and Rochelle Avenue to serve the broader area nearby. Smaller pocket parks are incorporated into the overall plan to create focal community spaces. A new greenway system with trails that readapts sensitive environmental areas, such as the landfill sites, links the community parks and the new and proposed residences with the Addison Road Metro. The Capitol Heights Shopping Plaza is preserved and reinforced with the development of additional commercial on the west side of Walker Mill and Addison Roads.

Goals:

- Determine the best mix of land uses, densities, and design features needed to create a unique sense of place for the established community.
- Develop a hierarchy of commercial-serving areas that balance the needs of residents, transit riders, and regional traffic.
- Reinforce the sustainability of the municipalities by promoting commercial/mixed-use development and public realm improvements that enhance the quality of life for residents and people in the immediate surrounding area.
- Establish design standards for commercial development and a wider variety and higher quality of businesses throughout the area.
- Attract higher quality, desirable uses to the area that meet current community needs or provide new opportunities for the area.
- Encourage an environmentally sensitive approach to future development.
- Provide the infrastructure needed to enhance walkability, neighborhood linkages, and pedestrian access throughout Zone 2 and Subregion 4.



Walker Mill Business Park Car Wash



Townhome development along Addison Road



Existing shopping plaza

Policy 1:

Develop a mixed-use village that complements in character the adjacent established areas while providing for an array of housing choices.

- Encourage the development of a civic/institutional use with a presence along Walker Mill Road to serve as a focal point for the village center.
- Develop lower density residential opportunities opposite the existing residential neighborhoods and higher-density, mixed-use development along Walker Mill and Addison Roads.
- Provide a variety of housing options that range from two- to three-story, detached single-family homes to five-story apartments.
- Introduce a community institutional use at the intersection of Walker Mill and Silver Hill Roads.
- Create a well-linked street grid with small development blocks that promote a pedestrian-friendly environment.
- Maintain the viable employment uses at the core of the village center, buffered from major roadways and residential uses.

Policy 2:

Establish new open areas and a central focal space to help create a stronger sense of place and community.

- Create new neighborhood pocket parks that frame residential areas and provide for active recreation spaces.
- Create a larger recreational park that serves the extended community.
- Create a community civic/institutional use on the vacant site at the intersection of Silver Hill and Walker Mill Roads.

Policy 3:

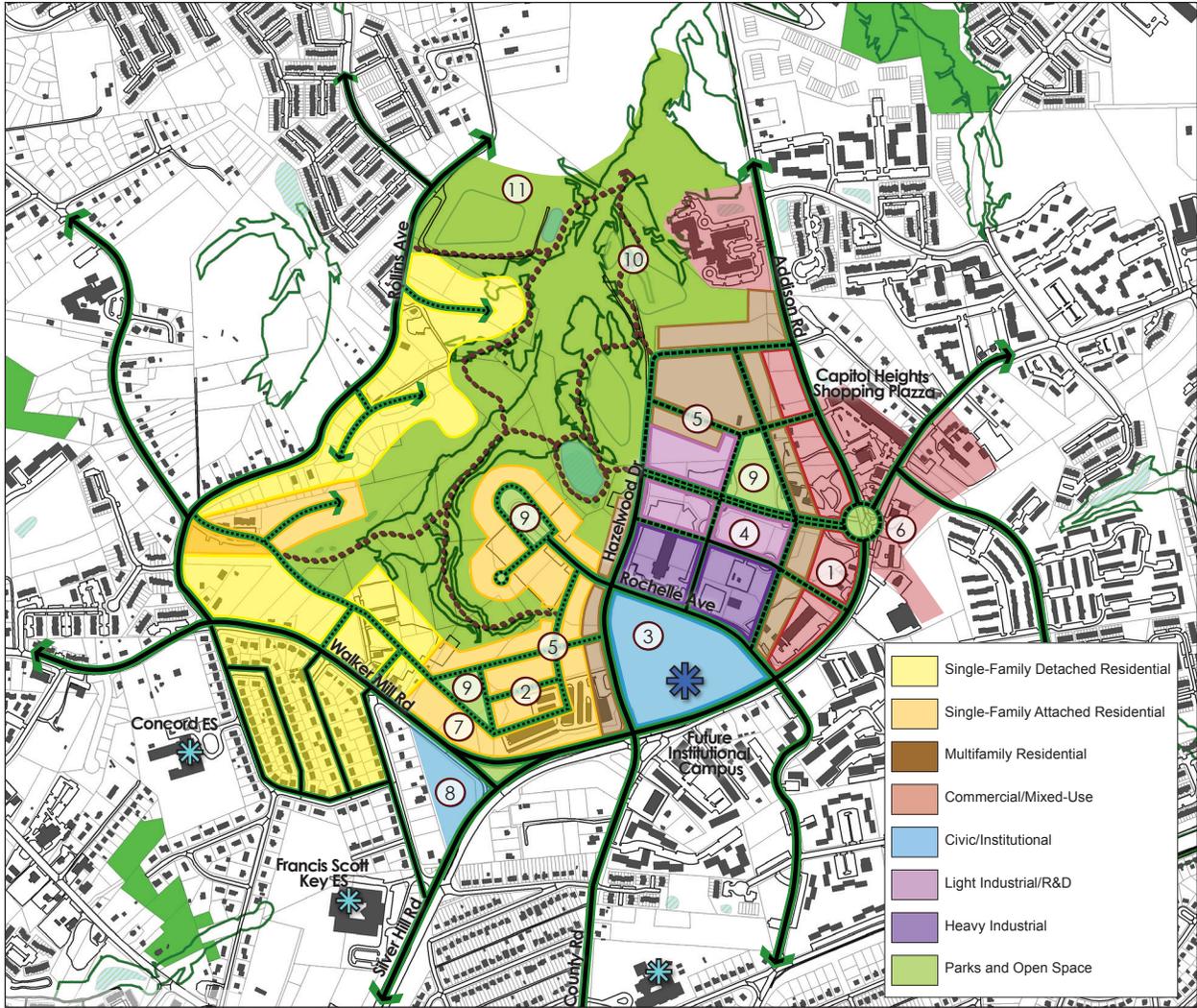
Improve vehicular and pedestrian circulation opportunities and streetscape character.

- Preserve and enhance the existing street network by introducing new streets to create pedestrian-friendly block sizes.
- Provide multiple modes of transportation between destinations.
- Create a trail system that connects adjacent community amenities with the new residential village development and the adjacent existing residential areas.

Policy 4:

Demonstrate best management practices and create an environmentally sensitive plan.

- Preserve and restore wetlands, streams, and regulated areas based on the Green Infrastructure Plan.
- Develop and implement a landfill clearing and sealing program.
- Link proposed community parks with existing and proposed residential areas through trails in order to create an expanded recreation trail system.
- Develop and implement green streets programs and initiatives.



Map 12-9:
Walker Mill Business Park Illustrative Concept Plan

Summary of Illustrated Strategies/ Elements

1. Expand the Walker Mill/Addison Road commercial village.
2. Develop a mixed residential neighborhood with multifamily, townhome, and single-family residences.
3. Develop a civic/institutional use as the focal point for the new mixed use neighborhood.
4. Maintain employment/business park uses at the core of the village center.
5. Add new roads to the existing street network.
6. Create a new traffic circle at the intersection of Walker Mill and Addison Roads.
7. Develop new single-family attached townhomes as a transition between higher density multifamily development and existing surrounding residential neighborhoods.
8. Create a new institutional use site at Walker Mill Road and Silver Hill Road.
9. Create new passive urban neighborhood parks with surrounding residential development.
10. Create additional greenway improvements and trail network extensions along greenway gap sites.
11. Cleanup and level off capped landfill sites for open space and parks use.

Opportunity Site 9 (Zone 3): Donnell Drive Mixed-Use Village Center

Vision

The redeveloped site is envisioned as a vibrant, pedestrian-friendly, mixed-use village center that will support the neighborhoods of the southeastern portion of the subregion. Donnell Drive will become the new main street of the development. The commercial outparcels and parking lot sites associated with the two strip shopping malls will be reconfigured. A new east/west street network will cut across the area previously dominated by parking and will create additional linear frontage for retail. Shared parking will be hidden behind the new retail buildings. On-street parking will also be provided on all of the internal streets of the site.

Redevelopment/Urban Design Approach

The illustrated concept plan proposes an enhanced street network with new infill development in order to create a village center with a main street. The plan expands upon the current recommendations for commercial revitalization along the Marlboro Pike corridor with mixed-use infill development. The new center will offer a greater mix of uses, including retail, office, hospitality, and multifamily residential components.

The Boones Lane extension north of Marlboro Pike will connect the northern neighborhoods with the new center. Donnell Drive will be reconfigured as a four-lane street that includes on-street parking. Smaller development blocks and the new street hierarchy will enhance the walkability of commercial area. Two- to four-story infill redevelopment will be placed uniformly along Donnell Drive and other internal streets to create a sense of containment along streetscapes. New infill development will also be oriented along Marlboro Pike and Pennsylvania Avenue to create an inviting front along both perimeter streets.

Goals:

- Determine the best mix of land uses, densities, and development/design features needed to create a unique sense of place for the established communities of Zone 3 and Subregion 4.
- Develop a hierarchy of commercial-serving areas that balance the needs of residents, transit riders, and regional traffic.
- Reinforce the sustainability of the municipalities by promoting commercial/mixed-use development and public realm improvements that enhance the quality of life for residents.
- Establish design standards for commercial development and a wider variety and higher quality of businesses throughout the area.
- Attract higher quality, desirable uses to the area that meet current community needs or provide a new opportunities for the area.
- Reinforce and strengthen visual and pedestrian connectivity between living areas and growth centers.
- Provide the infrastructure needed to enhance walkability, neighborhood linkages, and pedestrian access throughout Zone 3 and Subregion 4.

Policy 1:

Redevelop a mixed-use village center built upon the existing established retail center that supports local and regional users.

- Establish an internal street network that better connects the existing main corridors, forms urban-scale development blocks, and provides for more infill development opportunity along the new street system.
- Retain a significant portion of the retail mall and shopping center and allow for retail expansion along Marlboro Pike in order to complete the Marlboro Pike corridor image.
- Provide infill development opportunities that allow a greater mix of uses.
- Provide infill and redevelopment opportunities along Marlboro Pike and

Pennsylvania Avenue to create a coherent street image along the existing corridors.

- Permit higher-density redevelopment of the parcels facing Donnell Drive, the Boones Lane extension, and other streets internal to the project.
- Encourage vertically integrated two- to four-story infill development throughout the site.

Policy 2:

Provide a neighborhood higher-quality commercial hub with more choices and flexibility.

- Design and install cohesive and visually interesting sidewalk paving patterns and include site furnishings, lighting, and plantings that invite pedestrians.
- Provide additional infill opportunity for retail and office uses fronting on the internal street network.
- Create development standards that promote higher-quality design with new urbanist principles.

Policy 3:

- Improve vehicular and pedestrian circulation opportunities and streetscape character.
- Implement streetscape improvements along Donnell Drive that create a pedestrian-friendly main street atmosphere.
- Extend Boones Lane from north of Marlboro Pike to better connect the northern neighborhoods along Marlboro Pike to the new center.



Existing businesses along Martin Luther King, Jr. Highway at Seat Pleasant Road



Seat Pleasant community center



Existing business and street character



Map 12-10:
 Donnell Drive Mixed-Use Village Redevelopment Illustrative Concept Plan

Summary of Illustrated Strategies/ Elements

1. Follow the detailed site plan initiatives for Marlboro Pike listed within the proposed Marlboro Pike Sector Plan.
2. Permit higher density redevelopment of the frontage parcels along Donnell Drive and the new perpendicular streets.
3. Retain and downscale Donnell Drive to a four-lane urban street with off-peak on-street parking.
4. Establish a modified street grid to disperse vehicular traffic through the site.
5. Retain primary portions of the two strip shopping centers for reuse.
6. Redevelop mall and shopping center access roads as true urban village frontage streets.
7. Establish a hierarchy of streetscape improvements along primary, secondary, and tertiary streets.
8. Encourage vertically integrated two- to four-story infill development.
9. Create a shared parking strategy to support the proposed mix of uses.
10. Provide hospitality uses along Pennsylvania Avenue.
11. Develop potential free-standing, two-story restaurant uses.
12. Establish a gateway identity at key entry intersections to the village.
13. Rebrand the area in a way similar to Landover Gateway.



Donnell Drive redevelopment massing model looking northwest

Opportunity Site 10 (Zone 3): Forestville/Ritchie Road Low-Density/ Business Park Development

Vision

The Forestville Shopping Center and Ritchie Road industrial area have been experiencing commercial decline for years as they have lost their competitiveness in their share market to the newer commercial development along Marlboro Pike. Although its exposure at the entry point of the corridor and its proximity to the Beltway provide the site high visibility and good access to the region's major transportation arteries, land use restrictions and safety concerns, due to nearby aviation activities, limit the potential future uses of the property. Given the proximity to the Capital Beltway and the existence of a small light-industrial and business component, the site has strong potential to be redeveloped for additional and complete light industrial, research and development, and employment facilities in accordance with recommendations from the AICUZ guidelines.

Redevelopment/Urban Design Approach

The new business park at the Capital Beltway/Pennsylvania Avenue and Marlboro Pike East Gateway will not only provide an opportunity to establish a new attractive gateway to Marlboro Pike and bring back viable activities to the area, but will also provide much-needed employment for the area's population. The vision plan recommends establishing an internal north/south road network from Fernham Lane to Marlboro Pike and possibly beyond to the Ritchie Road/Walker Mill Road interchange. The new roadway connection will provide additional street frontage for infill development as well as provide an alternate route for the new business-park-related traffic off of Forestville Road. The redevelopment component will include light industrial and auxiliary office space for industrial businesses

and related professional service companies that form the supply chain for the major industrial tenants to take advantage of its favorable location for distribution and warehousing businesses serving the greater Washington, D.C., metro area.

Development guidelines will be required to reinforce higher design standards in the new business park that contribute to the creation of an iconic corridor gateway development. The key design guideline elements include, but are not limited to: development setback reinforcement; number of visitor parking bays fronting along the main street restriction; site landscape enhancement; service and loading area screening; or placement restrictions to the back of the development or through an internal courtyard layout that allows the redevelopment of front facades to frame the main street. Additionally, existing business building improvement and site enhancement for the existing Ritchie Road is recommended to establish a cohesive development image throughout the new business park.

The alternative plan envisions a long-term redevelopment approach of the Marlo site and existing industrial use at the northeast corner of Pennsylvania Avenue as an expansion of the industrial/business park. The site will house a gateway industrial park development with a series of signature buildings that address the park entrance at Pennsylvania Avenue and at the same time anchor the Capital Beltway interchange. The site redevelopment recommendation also includes direct site access and possibly a limited right-in/right-out site entrance from the Capital Beltway and Pennsylvania Avenue improvement; development setback with streetscape enhancement along Pennsylvania Avenue, Forestville Road and Marlboro Pike standards; and landscape buffer requirements for the surrounding existing residential neighborhoods.

Goals:

Determine the best mix of land uses, densities, and development/design features needed to create a unique sense of place for the established communities of Zone 3 and Subregion 4.

- Reinforce the development and success of industrial areas by promoting the development of clean industries and expanded business park areas.
- Attract higher quality, desirable uses to the area that meet a current community need or provide a new opportunity for the area.
- Provide the infrastructure needed to enhance walkability, neighborhood linkages, and pedestrian access throughout Zone 3 and Subregion 4.

Policy 1:

Redevelop a low-density/business park built upon the existing industrial zone and underutilized retail sites that are under AICUZ safety restrictions.

- Seek to balance future land use and transportation network improvements to optimize development potential and minimize congestion issues.
- Permit commercial and residential zoning changes to support light industrial and allow higher-quality light industrial development along Forestville Road, Marlboro Pike, and Pennsylvania Avenue.
- Establish an internal street network that better connects the existing main corridors, and forms urban-scale development blocks as well as providing more infill development opportunity along the new street system.
- Provide infill and (re)development opportunities along Forestville Road, Marlboro Pike, and Pennsylvania Avenue and create a coherent street image along the existing main corridors.

Policy 2:

Maintain industrial land use areas where job training programs are needed to provide the community with trade skills and long-term employment opportunities.

- Preserve as much industrial land use as possible to strengthen the local and regional job base for future generations within Subregion 4.

Establish a business recruitment and marketing strategy focused on attracting and securing more clean, environmentally friendly, green businesses and industries in the areas close to residential uses.

Policy 3:

Promote development patterns that demonstrate best management practices and create an environmentally-sensitive plan and standards

- Establish clearly designated, separate industrial-use zones with designated industrial standard (24-hour truck traffic) roadways to avoid future conflicts with incompatible uses, functions, noise, and air pollution.
- Establish design standards and public realm design guidelines for industrial park and/or business park development, and recruit more environmentally friendly businesses.



Map 12-11:
Forestville/Ritchie Road Industrial/Business Park Development Illustrative Concept Plan Option A

Summary of Illustrated Strategies/ Elements

1. Rebrand the area as the Forestville Business Park.
2. Rezone all commercial areas for light industrial, employment, or business park uses within the northeast quadrant of the Pennsylvania Avenue and Ritchie Road intersection.
3. Formally adopt, reference, and enforce the 2007 AICUZ compatible land use and development criteria for Andrews Air Force Base flight zones.
4. Establish new Forestville Business Park light industrial development standards and guidelines for the area.
5. Retain existing employment uses through a grant program for business park building improvements and site enhancements.
6. Incorporate new industrial development currently planned or underway (two buildings).
7. Redevelop the Forestville Shopping Center for low-density light industrial, employment, and research and development.
8. Promote opportunities for signature corporate facilities with an address on Pennsylvania Avenue and Ritchie Road.



Map 12-12:
Forestville/Ritchie Road Industrial/Business Park Development Illustrative Concept Plan Option B

9. Retain the existing single-family neighborhood north of Marlboro Pike.
10. Link Marlboro Pike, Cryden Way, Kaverton Road, and Hampton Park Boulevard to D'Arcy Road and possibly beyond to the Ritchie Road/Walker Mill Road interchange.
11. Improve and expand the internal road network to meet new business park street and streetscape standards.
12. Create a future communal stormwater management facility at the end of Parston Drive within the current open space area.
13. Redevelop the sites bounded by Marlboro Pike, Ritchie Road and Pennsylvania Avenue for low-density light industrial, employment, and research and development.
14. Improve direct site access to and from the Capital Beltway and Pennsylvania Avenue with a limited right-in/right-out site entrance.

