

Map 1: Gateway Arts District Boundary

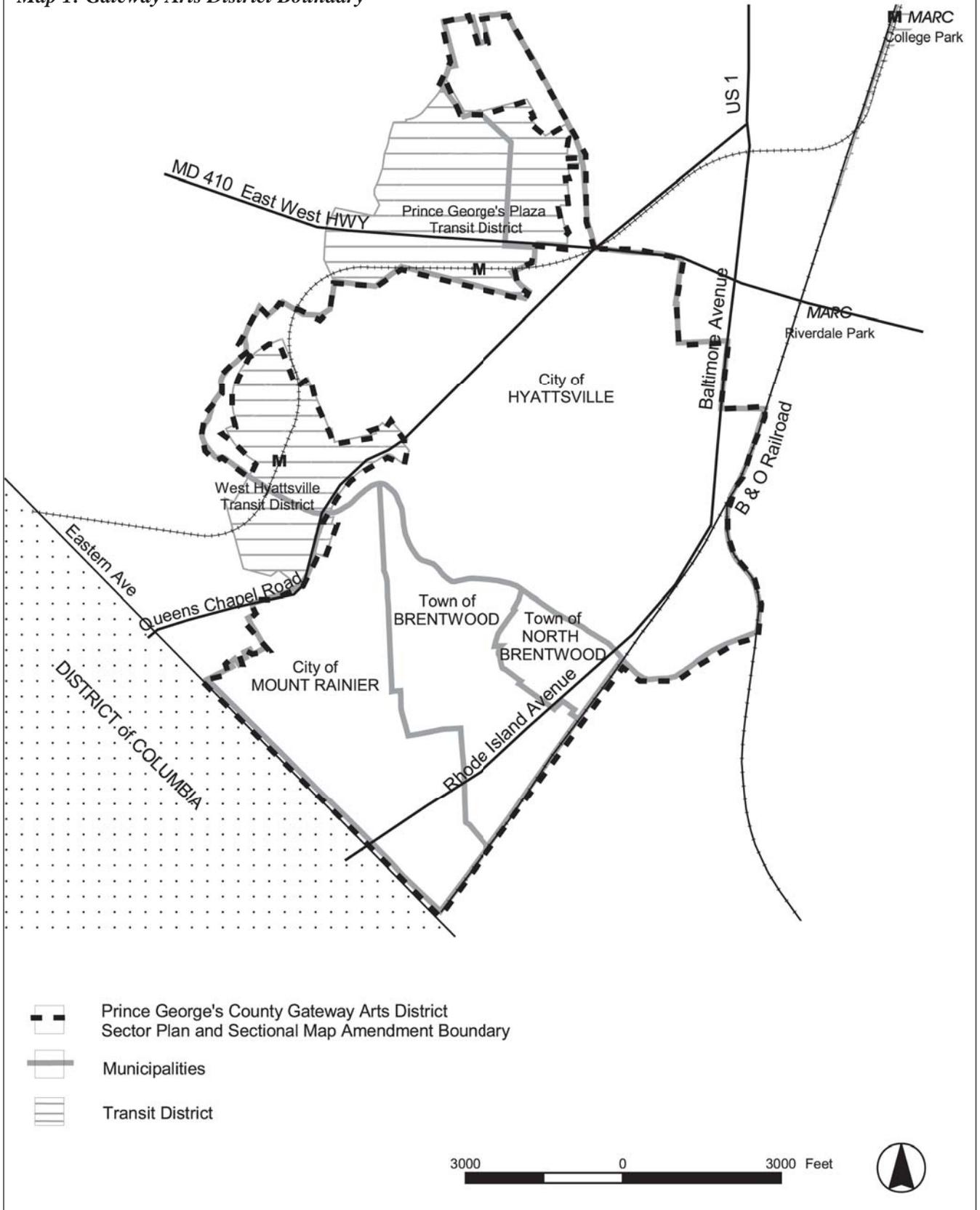




Photo of existing conditions on both sides of Rhode Island Avenue at Eastern Avenue, looking north.



Redevelopment of the west side of Rhode Island Avenue at Eastern Avenue with a signature building, unique architecture, focal points, and other Gateway features will create a much needed sense of place and entry to the Arts District.

Background



SECTOR PLAN BOUNDARY

The boundary of the Prince George’s County Gateway Arts District sector plan area (hereafter called the Arts District) encompasses the municipalities of Mount Rainier, Brentwood, North Brentwood, and Hyattsville but excludes the Prince George’s Plaza and West Hyattsville transit districts (see Map 1, Arts District Boundary). The sector plan covers an area larger than that of the Gateway Arts and Entertainment District (see Map 9, Public and Private Investment) designated by the State of Maryland to accommodate the artists who live and work in these residential communities.

POPULATION AND DWELLING UNIT STATISTICS

The Arts District had a total population of 24,316 people and 9,697 dwelling units in 2000. The four municipalities had a total population of 26,544 people and 10,703 dwelling units. The population of the City of Hyattsville represents more than one-half of that total. Tables 1 and 2 show that the population for all four municipalities decreased between 1970 and 1980. However, between 1980 and 2000 Mount Rainier and Hyattsville reversed the downturn trend and had a slight gain, whereas Brentwood and North Brentwood had a small decrease.

Table 1: Population 1970 to 2000 Municipalities of Mount Rainier, Brentwood, North Brentwood, and Hyattsville				
	1970	1980	1990	2000
Mount Rainier	8,180	7,361	7,954	8,498
Brentwood	3,426	3,000	3,005	2,844
North Brentwood	758	568	512	469
Hyattsville	14,998	12,709	13,864	14,733
Total	27,362	23,638	25,335	26,544

Table 2: Dwelling Units 1970 to 2000 Municipalities of Mount Rainier, Brentwood, North Brentwood, and Hyattsville				
	1970	1980	1990	2000
Mount Rainier	3,645	3,533	3,586	3,756
Brentwood	1,165	1,192	1,081	971
North Brentwood	207	190	187	181
Hyattsville	5,306	5,511	5,773	5,795
Total	10,323	10,426	10,627	10,703

Source: U.S. Bureau of the Census

EXISTING CONDITIONS AND ISSUES

Although four municipalities call US 1 their main street, there has been little in terms of the physical development to set the communities apart or distinguish them individually during the latter half of the twentieth century. There have been few restaurants, stores, or activities that draw the local, regional, or metropolitan community to US 1. Recently the US 1 corridor was designated by the state as an Arts and Entertainment District, with the stipulation that the corridor must proclaim this designation through its activities and physical development.

Currently many of the uses essential to implementing an Arts District are not permitted in the various zoning categories along the US 1 corridor. In order to create a successful Arts District, it is necessary to ensure that arts and arts-related uses are permitted.

US 1 is not pedestrian-friendly with its design focus on vehicles. The streetscape needs to be redeveloped to emphasize people over vehicles. Sidewalks need to be continuous and accommodating. Parking is often unsigned or private, poorly maintained, and dark at night with poor natural surveillance.

Although the Arts District corridor is close to several Metro stations, east/west traffic connections are minimal and cut through established residential neighborhoods. Provision of an adequate transportation and circulation system is critical in planning for an area that is expected to draw visitors from the metropolitan region and beyond and should include: parking, transit service, pedestrian safety/connections/amenities, easy-to-read directional signs, and easy and direct access.

Older areas often display some negative characteristics that can discourage visitors who are unfamiliar with the areas and who tend to

base their impressions solely upon appearances. The potential exists for undesirable activities to be drawn to the area as it redevelops. Thus, the plan needs to provide a mechanism to promote desirable activities that contribute to the Arts District.

A considerable number of municipal organizations, government agencies, and nonprofit corporations are current or potential stakeholders in the area. A single-management entity may be useful to coordinate governmental and nongovernmental entities that have partnership interests and responsibilities in the Arts District.

Success is dependent upon each community viewing itself as an integral part of the Arts District. Public participation is essential to ensure that the Arts District reflects the distinctive history and character of the four communities in the US 1 corridor.

PLANS AND STUDIES

General Plan

The 2002 *Prince George's County Approved General Plan* designates three policy Tiers—the Developed, the Developing, and the Rural—each with unique characteristics and opportunities. The Arts District is within the Developed Tier and includes part of the Baltimore Avenue (US 1) Corridor, one of the seven Corridors where the General Plan recommends more intensive development and redevelopment.

The vision for the Developed Tier is a network of sustainable, transit-supporting, mixed-use, pedestrian-oriented, medium- to high-density neighborhoods. The General Plan also recommends that the municipalities play a critical role in implementation of planning and zoning policies, identifying issues and developing effective processes to resolve common implementation concerns during both plan making and the regulatory process.

Master Plan For Planning Area 68

The 1994 *Approved Master Plan and Sectional Map Amendment for Planning Area 68* recommends revitalization of the eight municipalities of Brentwood, Colmar Manor, Cottage City, Edmonston, Hyattsville, Mount Rainier, North Brentwood, and Riverdale Park. Its central theme is to create a supportive and committed partnership among representatives from county and local governments, residents, and businesses to develop and implement strategies that revitalize these communities. The plan provides detailed revitalization concepts for the Hyattsville, Mount Rainier, and Riverdale Park town centers and the Brentwood and North Brentwood industrial employment district. The sectional map amendment includes zoning changes, among which are the Mixed-Use Town Center (M-U-TC) Zone for the Mount Rainier core and the Urban Light Industrial (U-L-I) Zone for the Brentwood and North Brentwood industrial districts.

Anacostia Trails Heritage Area Management Plan

The 2001 *Approved Anacostia Trails Heritage Area Management Plan* identifies heritage tourism resources contained in the Anacostia Trails Heritage Area (ATHA) in northern Prince George's County. The Gateway Arts District sector planning area is within ATHA. The plan recommends strategies for heritage tourism, interpretation, stewardship, and linkages and discusses implementation practices. The plan supports the following activities in the Arts District:

- Produce a directory of artists, exhibit spaces, galleries, studios, artist supply stores, and other arts-related spaces.
- Develop a coordinated marketing strategy by the Prince George's County Arts Council and local arts groups that uses web site publicity and packaging of arts events.
- Outreach to heritage area artists to identify and meet their needs.
- Develop loft space as artist live/work space.
- Explore the development of a space-share program with local businesses.
- Install creative interpretive art throughout the Anacostia Trails Heritage Area.
- Encourage and support beautification projects using art.

Prince George's County Historic Sites And Districts Plan

The 1992 approved *Prince George's County Historic Sites and Districts Plan* describes the county's historic preservation program and identifies historic resources, historic sites, and potential historic districts in its Inventory of Historic Resources. The Historic Sites and Districts Plan also recommends that historic resources be evaluated to determine whether they meet the criteria for designation as individual historic sites or as a historic district. The plan also identifies potential historic districts throughout the county. Potential historic districts within the Arts District include portions of Mount Rainier, Brentwood, North Brentwood, and Hyattsville. Historic sites and properties within county-designated historic districts are subject to review through the Historic Area Work Permit process, which governs exterior alterations and new construction. Such properties may qualify for county, state and federal rehabilitation tax incentives.

Prince George's County Gateway Arts District Planning Study

The 2001 *Prince George's County Gateway Arts District Planning Study* provides guidance for future planning and development activities in the Arts District. The planning study included two stakeholder workshops held on March 3, 2001, and June 30, 2001, and a preliminary analysis of the potential for establishing an Arts District in the US 1 corridor. A major product of the stakeholder workshops was the following vision statement:

The Prince George's County Gateway Arts District is a focal point for arts activities of all types, as well as for socializing, entertainment, dining, shopping and living, offering the richness and diversity of the metropolitan region, but retaining at its core the heart of four small towns. Artists are valued as community assets and their needs are met. New artists are attracted to live and work in the area. The area remains so desirable and affordable for artists that they remain as long as they like.

The Prince George's County Gateway Arts District is a safe, vital, and attractive mixed-use environment that celebrates the diversity of art and entertainment that exists in the two-mile corridor. A rejuvenated corridor includes a mix of new buildings and renovated structures knitted together with shared architectural features, attractive landscaping, public art and street trees, creating a shady boulevard and accommodating sidewalks that include facilities and rest stops for pedestrians. Other public facilities have also been enhanced. New housing and increased densities along the corridor create activity and expand the market base for local neighborhood-serving retail. Community identity and the cultural heritage of local communities composing the Arts District have been strengthened and livable public spaces have been created.

The popularity of the Arts District's programs and activities, ranging from street performers, regional artist festivals, classes, walking tours, poetry readings, ballrooms, dance halls and recording studios, results in the Arts District's regional appeal, thereby further expanding the market base. The rich artistic diversity of the area results in a variety of restaurants, coffee houses, local and regional theaters, galleries, and entertainment, as well as arts-related businesses such as arts and crafts stores, designers, artist supplies stores, etc., that support and extend the influence and economic vitality of the artists' community. The attractiveness of the area invites a vibrant, active and safe street life. A local trolley bus connects the Arts District small towns to each other and to the nearby transit stations.

Young artists from the area's local universities and colleges choose to live in the Prince George's County Gateway Arts District to pursue their passion for their art and find mentors in the arts community. The Arts District is known for its arts-related youth education programs, providing a new generation of young people with an understanding of the fundamental value of the arts in everyday life. The artists who live, work, and perform here are renowned, and people from the region and the world flock to see the artists of the Prince George's County Gateway Arts District.

A major product of the planning analysis was recommendations for “next steps.” A principal recommendation was to undertake a detailed sector plan for the US 1 corridor that would address the following issues.

- Facilities development
- Arts, culture, and entertainment programming
- Implementation strategies and tools
- Retail market potential
- City of Hyattsville Community Legacy Revitalization Plan: In September 2002, the City of Hyattsville received funding from the Maryland Community Legacy Program to complete a legacy plan. The purpose of the plan is to consolidate the many recommendations and analyses of previous planning studies into a consensus-driven, realistic plan with a set of strategies to realize the city’s full potential. The plan builds upon the identified strengths of Hyattsville. It addresses social challenges such as low home ownership levels and misconceptions of crime, physical issues related to vacant property, and high-speed travel corridors. It also addresses the perceived barriers, both geographic and cultural, between different parts of the city. The plan contains three categories of recommendations—community organizations, economic development programs, and physical improvements. The plan emphasizes the highest priority first actions serving as a blueprint for initiating revitalization efforts. The plan was adopted by the city in December 2003.

GATEWAY COMMUNITY DEVELOPMENT CORPORATION

The Gateway Community Development Corporation (Gateway CDC) is a 501(c)(3) nonprofit membership planning and development organization formed in 1998 by the residents of Mount Rainier, Brentwood, and North Brentwood. Recognizing that they are more effective directing change with combined resources and a shared vision, these municipalities devised a joint revitalization strategy that promotes their strongest asset—the high number of artists and art organizations in the community. To launch their vision, the Gateway Arts summit was convened in 1998, bringing together a coalition of artists, residents, business owners, government agencies and elected officials and laying the groundwork for the development of the Arts District. The Arts District, a \$70 million initiative along US 1 (Rhode Island Avenue), has the potential to bring:

- 150 affordable live/work units for lower-income artists.
- More than 30,000 square feet of commercial space.
- A community arts center.
- A 20,000-square-foot African-American Heritage Cultural Center.

As the leading community-based organization directing the development of the Arts District, Gateway CDC has made significant contributions through its ability to mobilize and engage citizens, ensure diverse representation in the planning process, and create partnerships with government, private, and nonprofit entities. The main program of Gateway CDC is the development of the Arts District. This is accomplished through actions in three categories: (1) commercial development, (2) arts district programs and services, and (3) residential development.

HYATTSVILLE COMMUNITY DEVELOPMENT CORPORATION

The Hyattsville Community Development Corporation (Hyattsville CDC) is a nonstock charitable organization whose mission is to:

- Develop arts and public spaces in the community of Hyattsville.
- Spur economic development and the quality of community life in Hyattsville.
- Encourage widespread community leadership for community revitalization.
- Promote educational activities for children, youth, and adults.
- Revitalize residential and commercial areas in the community.
- Undertake broad educational campaigns to advance the mission of the Hyattsville CDC and encourage sustainability of the community.
- Conduct any other business and/or activities related to the mission and purposes of the corporation under the laws of the State of Maryland and Section 501(c)(3) of the Internal Revenue Service.

