

III. COMMUNITY DEVELOPMENT

Community development is a key factor in achieving the Marlboro Pike vision. Ensuring that the surrounding residential and business communities along Marlboro Pike are thriving and harmonious is imperative if the goals set forth in this plan are to become a reality. Land use is the underlying foundation that will make this possible. Outlined below are goals, policies and strategies for implementing a solid land use foundation, community conservation, and enhancement measures related to community revitalization, housing, commerce, community amenities, and safety. These goals, policies, and strategies will ensure a high quality of life for sector plan residents.

Land use and Quality of Life Goal: Provide a mixture of land uses, densities, and designs to create a community image and enhance the quality of life for residents.

A. Land Use

The dominant land uses within the Marlboro Pike sector plan area are commercial areas and high and medium density residential areas. High density areas are defined as attached single-unit row houses, garden apartments, and high-rise apartments/condominiums. Medium density areas are defined as detached single-family/duplex, attached single-unit row houses, and associated areas with lot sizes of less than one-half acre but at least one-eighth acre. The area also includes small pockets of low density residential areas, which are detached single-family/duplex dwelling units and associated areas with lot sizes of less than five acres but at least one-half acre. Institutional use, consisting of community facilities such as schools, religious institutions, and post offices, are scattered throughout the project area. See Land Use Pattern Definitions on page 24 .

In general, areas closer to city centers are typically denser and become less dense further out in the surrounding metropolitan areas. Marlboro Pike is no different. Residential areas in the western portion of the project area near the Washington D.C. line are mostly high-density, while areas further east toward I-95/495 are of medium density. *Figures III-1a and III-1b (pages 20–21)* feature the previous land use in the project area. *Figures III-2a and III-2b (pages 22–23)* feature the approved land use for the project area. The approved land use map illustrates the vision or expected future development within the sector plan area. See page 24 for a complete description of land use definitions.

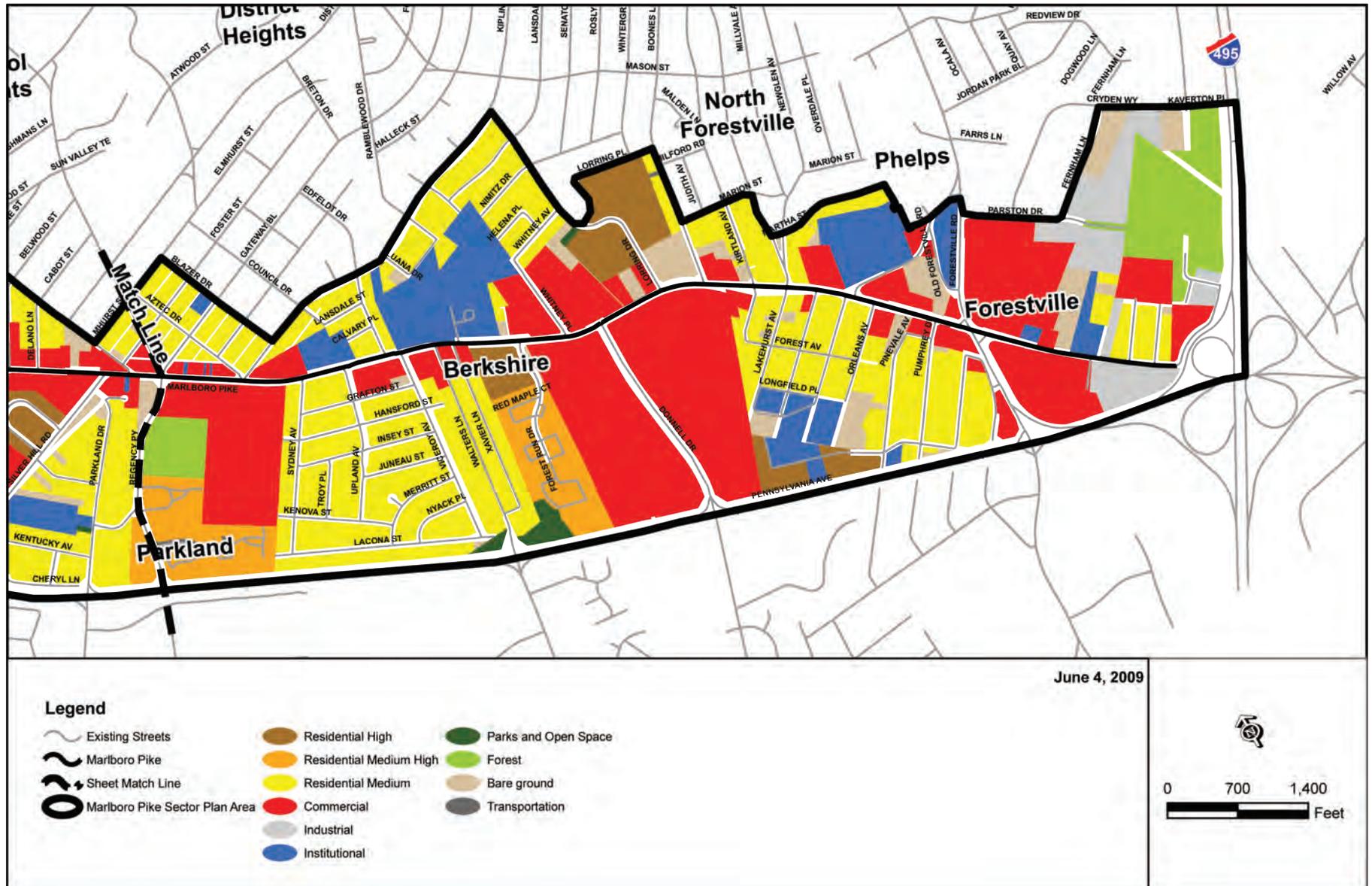
Several unique communities exist along the Marlboro Pike Corridor, differing in both appearance and character. Some single-family neighborhoods date back to the 1920s or 1950s. The 1960s and 1970s saw the introduction of multifamily dwellings to the corridor. More recent development includes single-family housing, townhouse communities, and condominium or apartment complexes. Corridor neighborhoods can generally be characterized as stable with strong home-ownership rates (approximately two thirds).

Most properties that line Marlboro Pike are commercial with neighborhoods generally situated away from Marlboro Pike. Some residential properties do exist along the corridor, but these typically include setbacks or fencing that create barriers between the homes and the streetscape. Residential communities exist more as isolated islands, without much cohesion or interaction with the businesses along the corridor. Many area neighborhoods have strong civic associations, but there is little evidence of coordination with each other or with the area businesses and institutions.

Commercial areas are typically concentrated along Marlboro Pike and primary connecting roads to Pennsylvania Avenue. These include Forestville Road, Donnell Drive, and Silver Hill Road. Marlboro Pike commercial areas also offer a wide variety of architectural styles. Several large shopping centers exist along the pike, including the Marlo Shopping Center, Penn-Mar Shopping Center, the Centre at Forestville, Great Eastern Plaza, Parkland Stop and Shop, Silver Hill Plaza, Penn Station Shopping Center, and Coral Hills Shopping Center. These eight major shopping centers include approximately 400 stores totaling nearly three million square feet of retail space. In addition, numerous small retail storefronts—not associated with shopping centers or strips—offer typical neighborhood retail and services. The large centers are generally characterized by one or two major anchors, such as a supermarket and/or other well-known brand name stores. A number of smaller strip shopping centers and individual businesses exist intermittently throughout the corridor. Some commercial properties have been converted from single-family homes. The western end of the corridor between Benning Road and Silver Hill Road includes a high concentration of auto-oriented businesses such as car washes, used car sales, mechanics, and other similar services. The appearance of buildings and retail environments along Marlboro Pike varies widely. Some buildings are new, while others show signs of disrepair and deterioration.

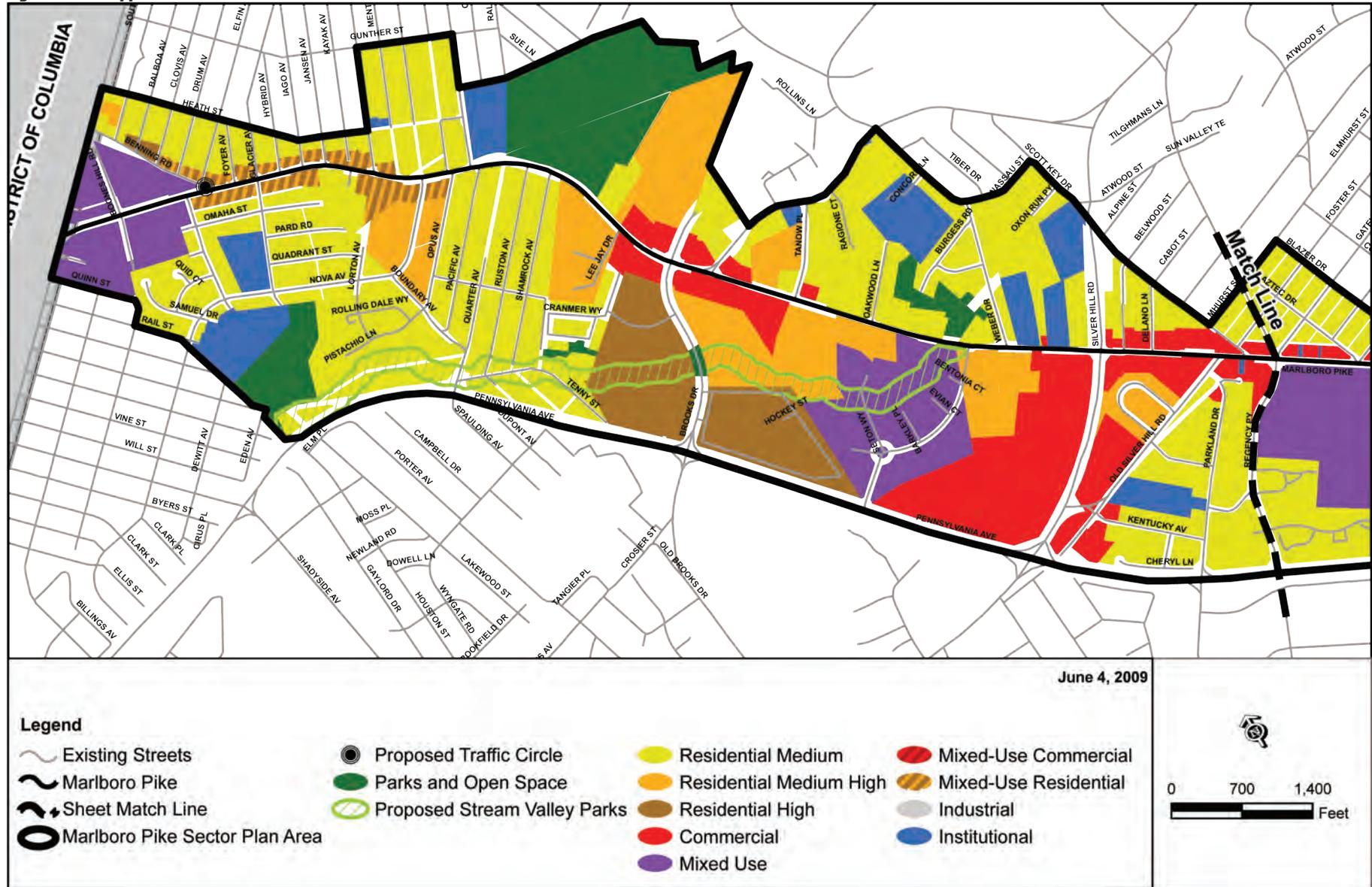
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Figure III-1b: Previous Land Use



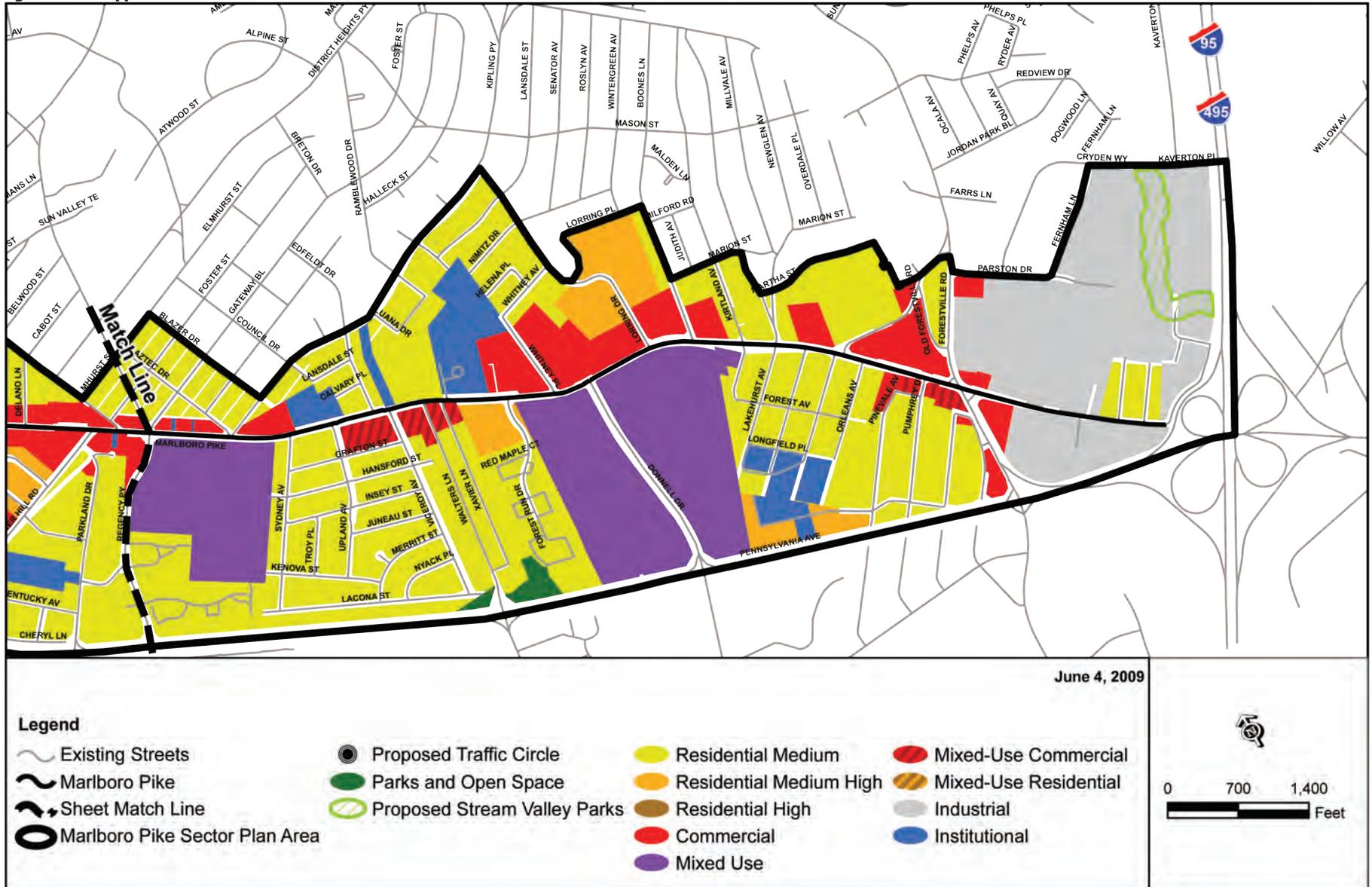
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Figure III-2a: Approved Land Use



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Figure III-2b: Approved Land Use



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LAND USE PATTERN DEFINITIONS

RESIDENTIAL

Residential Low – Detached single-family dwelling units w/ associated areas at densities between .5 du/acre and 2 du/acre.

Residential Low Medium – Detached single-family dwelling units w/ associated areas at densities between 2 du/acre and 3 du/acre.

Residential Medium – Detached and attached dwelling units w/ associated areas at densities between 3 du/acre and 8 du/acre.

Residential Medium-High – Detached and attached dwelling units w/ associated areas at densities between 8 du/acre and 20 du/acre.

Residential High – Detached and attached dwelling units w/ associated areas at densities higher than 20 du/acre.

Mixed-Use Residential – These are mixed-use properties which are predominantly residential and are selected on a case by case basis from: Residential Medium, Residential Medium-High, and Residential High categories as well as Mixed-Use Zones.

COMMERCIAL

Mixed-Use Commercial – These are mixed-use properties which are predominantly commercial and are selected on a case by case basis from Commercial, Industrial, and Mixed-Use Zones.

Commercial – Offices, retail and wholesale services. Areas used primarily for offices and /or the sale of products and services, including associated yards and parking areas.

INDUSTRIAL

Industrial – Manufacturing and industrial parks, including associated warehouses, storage yards, research laboratories, and parking areas.

INSTITUTIONAL

Elementary and secondary schools, middle schools, junior and senior high schools, public and private colleges and universities, military installations (built-up areas only, including buildings and storage, training, and similar areas), churches, medical and health facilities, correctional facilities, and government offices and facilities that are clearly separable from the surrounding land cover.

PARKS AND OPEN SPACE

Areas whose use does not require structures such as golf courses, parks, recreation areas (except areas associated with schools or other institutions), cemeteries.

FOREST

Deciduous forest (trees characteristically lose their leaves at the end of the growing season), Evergreen forest (trees are characterized by persistent foliage throughout the year), Mixed forest (neither deciduous nor evergreen species dominate but both are present), brush (areas which do not produce timber or other wood products but may have cut-over timber stands, abandoned agriculture fields, or pasture).

WATER

Rivers, waterways, reservoirs, ponds, bays, estuaries, and ocean.

WETLANDS

Forested or non-forested wetlands, including tidal flats, tidal and non-tidal marshes, and upland swamps and wet areas.

BARE GROUND

Areas of exposed ground caused naturally, by construction, or by other cultural processes including grassy areas.

TRANSPORTATION

Miscellaneous Transportation features not elsewhere classified (ex. public and private roads, parking lots).

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Pockets of disinvestment exist corridorwide and include abandoned or underutilized residential properties. Several shopping centers are thriving. Crime is perceived as high in the commercial areas. Furthermore, area merchants currently do not have an umbrella organization that could serve to coordinate with civic associations, address corridorwide issues, and promote investment.

As Marlboro Pike transforms from a vehicular-oriented corridor into a more community-oriented main street, land use along the corridor will also transform. Over the next 20 years it is envisioned that Marlboro Pike will transition into a corridor that focuses on the needs of the surrounding communities but will also be desirable to communities within the larger region.

The plan divides the Marlboro Pike Corridor into four distinct areas in order to categorize proposed strategies that will assist in redevelopment. Priority areas are those areas that support existing development but that also offer the potential to be redesigned and to provide infill development. Activity nodes include priority areas and adjacent commercial business that is thriving. Transition areas consist of properties, located between priority areas, that are incompatible with surrounding residential neighborhoods. Neighborhood conservation areas are residential neighborhoods adjacent to the corridor.

The corridor should include intermittent activity nodes with residential communities dispersed between these nodes. The areas that transition between activity nodes should include neighborhood scale residential and some community-oriented commercial environments. The activity nodes will serve as the focal points of the corridor and allow for concentrations of higher-intensity commercial and mixed-use environments with the exception of Priority Area 7: Forestville Flex Space Campus. This priority area falls within Joint Base Andrews Naval Air Facility Washington's Accident Potential Zones I and II, areas near the base's runways which have a higher potential for military aircraft accidents. Joint Base Andrews Naval Air Facility Washington's Accident Potential Zones (APZ I and II) are shown on Figure III-27.

In 2008, Prince George's County partnered with Joint Base Andrews Naval Air Facility Washington and the Department of Defense's Office of Economic Adjustment to produce the *Joint Base Andrews Naval Air Facility Washington Joint Land Use Study (JLUS)*, which addresses encroachment issues associated with development around Joint Base Andrews Naval Air Facility Washington that could substantially impair the base's operations and mission. Completed in

2009, the study recommended strategies that sought to balance the operational needs of the base with the community's long-term development plans and economic viability. Specific recommendations for the base's APZ I and APZ II Zones—including land use, noise level, and height restrictions—will apply to sector plan areas lying within these accident potential zones.

Goal: Encourage place-making strategies, enhancement measures, accessibility improvements, and other initiatives to promote corridorwide investment that benefits and stabilizes area communities.

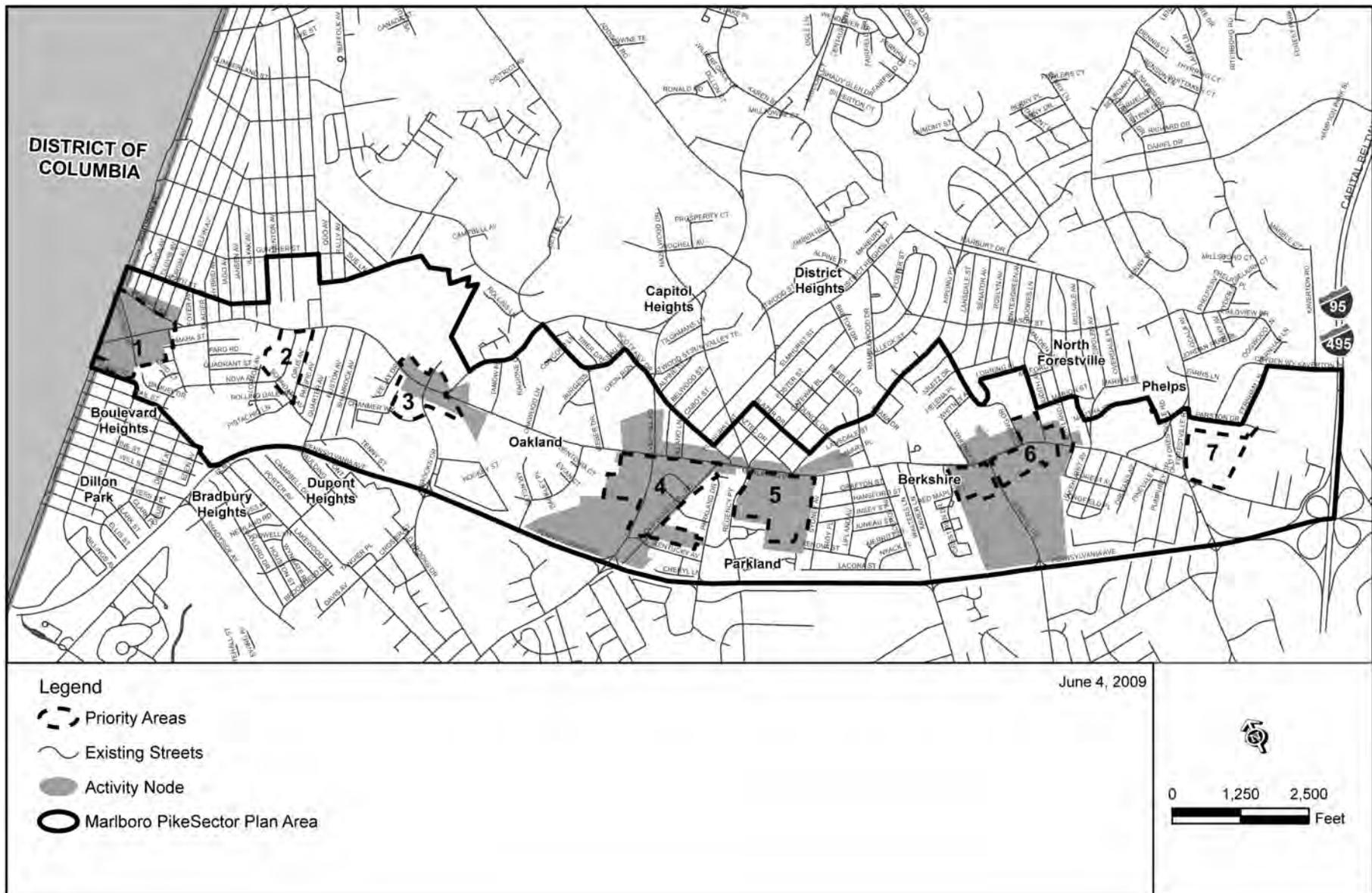
Policy 1: Redevelop Marlboro Pike by focusing redevelopment within seven priority areas, supporting these areas primarily with in-fill residential land use, and retaining the flexibility to accommodate mixed-use development based on demand.

Strategies:

- Focus upgraded commercial development into activity nodes, which are proposed as clusters of denser and more distinct commercial development in sections along the corridor.
- Locate community-oriented development within the transition areas between activity nodes, focusing primarily on residential properties and scattered neighborhood-scale businesses.
- Encourage mixed-use development within activity nodes in order to reduce traffic congestion and foster more community interaction.
- Preserve and enhance the communities located off Marlboro Pike to maintain community stability.
- Change the zoning of the following areas to implement the plan's vision to redevelop land from commercial to predominately residential:
 - Lorton Avenue intersection area
 - Between Opus Avenue and Lee Jay Court
 - Between Walker Mill Road and Weber Drive
 - Between Upland Avenue and Xavier Lane
 - Between Kirtland Road and Pumphery Drive
- Designate the Marlboro Pike sector plan area as a "revitalization overlay area" as a means to revive the physical, social, and economic vitality of the area through targeted, unique services.

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Figure III-3: Priority Area Map



Policy 2: Prioritize activities that improve the image and perception of the area to attract quality businesses.

Strategies:

- Initiate revitalization by targeting development within seven priority areas offering best conditions for economic redevelopment that would have a significant impact on the character of Marlboro Pike and its communities.
- Focus investment in these seven priority areas and develop each as recommended in *Section B, Revitalization with Priority Area Redevelopment* of this chapter. Each priority area is intended to serve as a catalyst for overall corridor improvements, to provide some of the services that are lacking, and to become models of a desirable urban fabric that will characterize the future of the corridor.

Policy 3: To protect the health and safety of residents, residential densities within the APZ I and II areas should not be increased beyond existing densities.

Strategy

- Implement recommendations of the Joint Land Use Study (JLUS) as approved.

B. Revitalization with Priority Area Redevelopment

Seven priority areas have been identified as offering the best conditions for fostering development that will have a significant impact on the character of Marlboro Pike. Efforts to recruit investment should be focused in these areas. The priority areas are intended to serve as catalysts for overall corridor improvements, to provide some of the services that are lacking, and to become models of a desirable urban fabric that will come to characterize the corridor. Figure III-3 (see page 26) contains a map of the seven priority areas. The conceptual drawing for each priority area is an illustration of a development concept that could be accomplished in the priority area. Each conceptual drawing is only one graphic representation of what can be achieved at each site, hence other designs and developments are possible that are compatible with the sector plan recommendations. Below are descriptions of the seven priority areas recommended for revitalization, the proposed visions for their future, and the economic feasibility of each site.

PRIORITY AREA 1: WESTERN GATEWAY

EXISTING CONDITIONS

Approximately 33 acres in size, this priority area is the gateway into Maryland and Prince George’s County from Washington D.C. Situated along Marlboro Pike, the gateway encompasses the Free Gospel Deliverance Temple, which is anchored in the southeast quadrant of Marlboro Pike and Southern Avenue (the Washington D.C. line). Just east of the church is the Greenhill Plaza, a two-acre shopping center that is substantially vacant. A liquor store exists at the east end of the plaza. Just behind the Greenhill Plaza is the six acre bus storage facility of the Washington Metropolitan Area Transit Authority (WMATA) and a liquor store. Also incorporated in this priority area is the Coral Hills Shopping Center, an approximately eight acre strip shopping center set back from Marlboro Pike with an expansive parking lot fronting the roadway. The portion of the priority area north of Marlboro Pike, between Benning Road and Southern Avenue, includes a number of low-end commercial buildings that include a sit-in restaurant, carry outs, a drug store, a dry cleaner, and apartment buildings. To the west is an abandoned building, an empty lot beside it, and an electrical transformer. The priority area also includes a few more abandoned buildings, and at its most western end lies the Victory in Christ Church. Approximately 80 percent of the area is commercially zoned, while the other 20 percent is zoned high-density residential. This priority area lacks aesthetic appeal and warrants a change in character to welcome individuals into the corridor. *Figures III-4a to III-4c* on this page and page 28 illustrate existing conditions in this area.

Figure III-4a: Church and Vacant Shopping Center



VISION

As a significant corridor gateway, this area should be a pleasant location to live in and visit, supported by an attractive atmosphere. Newer and higher-end mixed-use and residential development in this area will dramatically change the atmosphere, setting a positive precedent.

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Figure III-4b: Bus Storage Yard



Figure III-4c: Coral Hills Shopping Center



A vertical mixed-use development is proposed to build upon the concept of a sustainable mixed-use community. Buildings along the street will consist of four stories with retail on the ground floors, office space above, and luxury condominiums on the top floors. Neighborhood-oriented retail will be included along the Marlboro Pike street frontage, creating a main street atmosphere. Locally-oriented businesses, such as coffee shops, a grocer, and boutiques, will occupy the lower levels. Businesses that locate here will include national chains as well as established businesses along the pike that may upgrade by relocating to new development proposed for this priority area.

The design allows for common areas to foster interaction between the site's users. Marlboro Pike itself serves as the central spine of this mixed-use hub. The spine also serves as an attractive streetscape and a welcoming gateway into Maryland and the Marlboro Pike Corridor. Small parks or gathering spaces would also be incorporated to improve the pedestrian atmosphere.

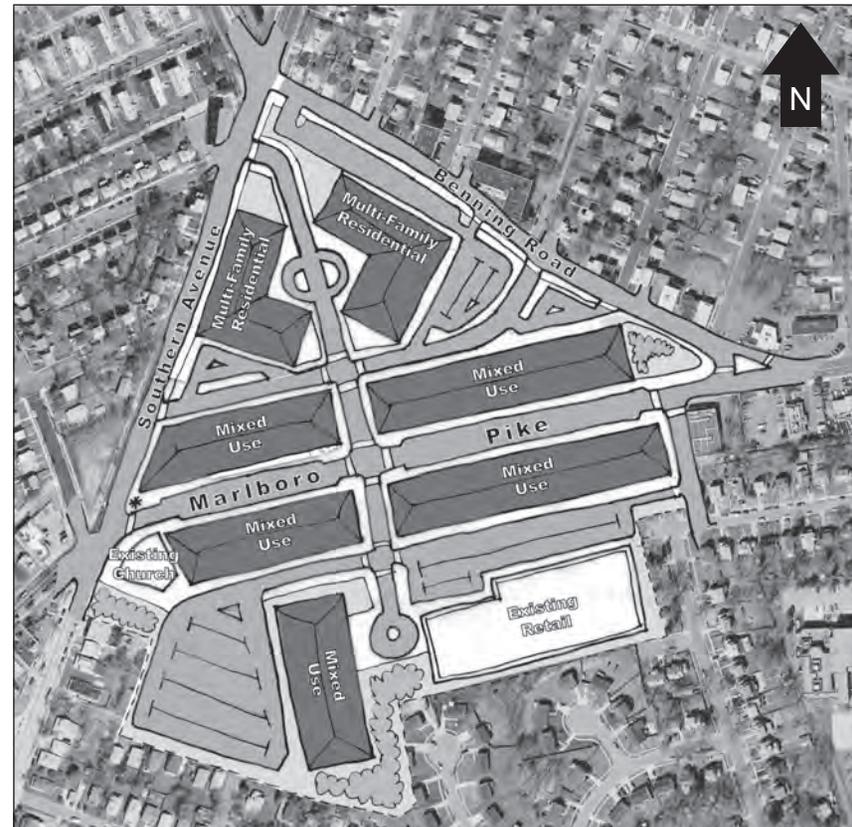
Additional multifamily housing is proposed between Marlboro Pike and Benning Road. These units would offer higher end, luxury condominiums that cater for working professionals. The condominiums would rise above

most of the surrounding neighborhood, optimizing views of the Washington D.C. skyline to increase their marketability. These units would be well suited to a live/work environment where many of the residents either telecommute or run home-based businesses.

Several existing features are incorporated and retained as a part of this priority area. The corner of this area includes the Free Gospel Deliverance Temple. The community feels that this church is an asset and should not be displaced. The church has been incorporated into the conceptual layout. In addition, the Coal Hills Shopping Center will be upgraded and retained to continue offering community-related retail services.

Figures III-5 (below) and III-6 on page 29 illustrate the conceptual design for this area, and **Figure III-7** on page 29 provides an example of a similar setting.

Figure III-5: Priority Area 1 Concept Plan



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Figure III-6: Priority Area 1 Concept Plan Rendering



Figure III-7a: Similar Setting



ECONOMIC FEASIBILITY

Priority Area 1 is one of the most important redevelopment projects on Marlboro Pike. The redevelopment of this area could alter perceptions of the entire corridor by adding more attractive uses to its current mix, by creating a modern, open, and welcoming environment at one of the entry points to Marlboro Pike, and by attracting higher income households to the area.

Priority Area 1 also represents one of the most significant redevelopment areas in terms of its size and required investment. Currently underutilized properties would have to be acquired and assembled to create a contiguous

redevelopment area that can accommodate the redevelopment project in its entirety.

The success of the redevelopment area depends on the performance of the residential component recommended in the development envelope. About 720 high-end units need to be absorbed within a two- to three-year time frame to create a sustainable community that will grow in value and create positive spill-over effects for the adjacent communities. New residents will generate substantial consumer demand, which will support ground-floor retail uses planned along Marlboro Pike between Benning Road and Southern Avenue.

Since the current residential market in the Marlboro Pike area is experiencing a noticeable downturn and current demand for more retail space is weak, it is recommended that redevelopment of Priority Area 1 be initiated once demand for residential development has regained momentum. In mid-2008 it seemed likely that current conditions would prevail for the next three to five years. Even with the instability of the current market, planning activities for that portion of the site owned by Free Gospel Deliverance Temple is underway.

Because of the large scale of the project, it is recommended that implementation of the redevelopment plan be in two phases: the residential portion should be developed first, as new residents will create retail demand in an area currently underserved by quality shopping. This phase should be closely followed by the retail and office portion.

Figure III-7b: Similar Settings



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PRIORITY AREA 2: NEIGHBORHOOD HUB

EXISTING CONDITIONS

The privately-owned Chapelwood Apartments, located a block south of Marlboro Pike, occupies this priority area. The vacated 13-acre site is situated between several established and well-maintained neighborhoods. The boarded up and fenced off complex currently awaits demolition. Between the Chapelwood Apartments site and the roadway lie a few small commercial properties that contain some vacant lots, a seafood diner, a gas station, and a nail boutique. The zoning for this area is predominantly high-density residential with the northern portion being zoned as commercial. *Figure III-8* below illustrates existing conditions in this area.

Figure III-8: Chapelwood Apartments Site



VISION

A mixed multifamily (apartment) and single-family attached (townhouse) community would be developed to complement the other neighborhoods surrounding this site. The new community should be a family-oriented housing development with walkable streets and community open space.

The road frontage of this community should complement the other green spaces nearby, with park-like setbacks between Marlboro Pike and the dwelling units. This green space will help create a green boulevard roadway character for this section of Marlboro Pike, and provide more open space for community use. It would also buffer the residences from noise generated along Marlboro Pike. This space would be characterized by attractive gardens and walking paths.

Figures III-9 and III-10 (see page 31) illustrate the conceptual design for this area, and *Figure III-11* (see page 31) shows an example of a similar setting.

ECONOMIC FEASIBILITY

Of all redevelopment areas within the Marlboro Pike Corridor, Priority Area 2 is the most conducive to new residential development. The site is

embedded in a stable residential neighborhood and was previously occupied by rental apartments before the units were vacated in the mid-90s. The remaining housing stock is not suitable for reoccupation and needs to be demolished. Potential asbestos contamination in the vacant structures has prevented a quick redevelopment of the site. This plan seeks to establish approximately 200 units on the site, of which 80 will be townhouses and 120 will be in multifamily developments.

Figure III-9: Priority Area 2 Concept Plan



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Figure III-10: Priority Area 2 Concept Plan Rendering



Figure III-11: Example of Residential Development Suitable for Priority Area 2



Demolition and contamination mitigation costs will be key factors in the redevelopment of the site, with the magnitude of these costs determining the profit margin for a potential developer. Potential redevelopment grants currently discussed by the site owner and Prince George’s County are available and could attract additional investments because of the tax credit features of the law. On the other hand, tax credits could place constraints on the developer’s

redevelopment options because a portion of units will have to be dedicated to affordable housing.

Although the market for residential units is expected to be weak in the near future, redeveloping the Chapelwood site presents a unique opportunity to create an attractive residential community in the corridor. Redeveloping the site would bring an otherwise unproductive property back on the tax roll. The site would not only provide new housing units, but would also benefit adjacent communities. Since most of the site is controlled by one owner, negotiations are likely to be more efficient and decisions easier to reach. The project’s potential for positive impacts on the residential neighborhoods south of Marlboro Pike and on overall perceptions of the corridor itself, combined with its relatively low construction costs, makes it a high-priority redevelopment opportunity.

PRIORITY AREA 3: BROOKS DRIVE MAIN STREET GATEWAY

EXISTING CONDITIONS

The intersection of Brooks Drive and Marlboro Pike is a major entry point for motorists traveling north along Brooks Drive into the corridor. Commercial development currently exists in three of the quadrants surrounding this intersection. The Master’s Child Church Worship Center occupies the southwest quadrant and sits on a 1.8 acre plot of land that was a former commercial property converted into a church. Other businesses at this intersection include a laundromat, a new car wash, and other auto-oriented businesses, including two gas stations. Another strip mall on the northern portion of the study area contains liquor stores, beauty salons, and a small convenience store. The southern quadrant of this area is zoned residential and contains the Masters Child Church and an apartment complex. The remaining portions of the priority area are commercially zoned.

Figure III-12: Church at Brooks Drive Intersection



Figure III-12, alongside, illustrates existing conditions in this area.

VISION

The intersection at Brooks Drive serves as a main entry point to Marlboro Pike. It therefore warrants a change in character to make it serve as a defining gateway into the Marlboro Pike Corridor. It's important that this intersection have an enhanced main street feel, with buildings fronting the sidewalk—without setbacks—and ground floor retail. Pedestrian amenities should be incorporated into the streetscape to invite people to step out of their cars and walk.

Multi-level mixed commercial buildings are proposed at all four corners of this intersection. Buildings should be three to four stories high with retail on the ground floor and office space above. Commercial establishments that would work well in this priority area include neighborhood-scale businesses. Ground floor businesses should include retailers such as arts and craft suppliers, art galleries, bookstores, music stores and family restaurants. Upper levels should include small or medium size offices.

Townhouses can be added southwest of this intersection to meet market demand for additional housing. This new community can offer family-oriented, market-rate housing featuring townhouses with two to three bedrooms.

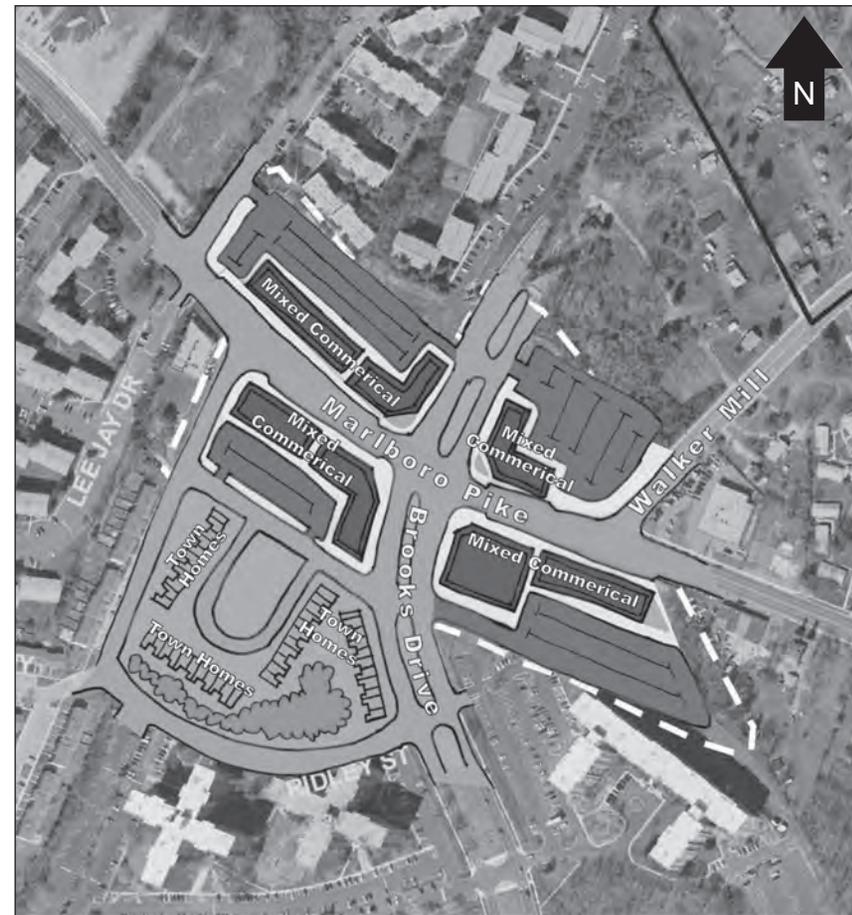
Figures III-13 and III-14 (see page 33) illustrate the conceptual design for this area, and *Figure III-15* (see page 33) depicts a similar setting.

ECONOMIC FEASIBILITY

Creating a positive impression of the entire corridor will play an important role in attracting visitors and shoppers from the surrounding region. The redevelopment of Priority Area 3 offers the opportunity to give Marlboro Pike a new, more attractive appearance for travelers entering the corridor from the south, and a more appealing midway point for through travelers entering at the western or eastern end of the corridor.

The redevelopment area at the intersection is limited enough to enable implementation of changes in a timely fashion. In addition, business owners located on the intersection have expressed interest in creating a more inviting area. However, since parcels on the intersection are owned by multiple owners, it may become difficult to create a common vision for the area.

Figure III-13: Priority Area 3 Concept Plan



The combination of neighborhood retail located on the ground floor and neighborhood services located on the upper floors of the new development will create an enhanced retail and business center for the residential population in the neighborhoods along the corridor. The planned residential townhouse community west of Brooks Drive will create additional demand for new retailers at this intersection.

Together with the Silver Hill/Marlboro Pike intersection, Priority Area 3 will play a very important role in changing perceptions of Marlboro Pike's interior section. Of the two, however, the improvements at the Brooks Drive intersection are expected to have a lesser overall effect. Brooks Drive

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Figure III-14: Concept Plan Rendering for Priority Area 3



Figure III-15a: Similar Settings



is not used as frequently as an access point to Marlboro Pike and the surrounding residential communities, because the street does not extend beyond the pike.

Priority Area 3 should be developed once Priority Area 4 is completed to provide an additional growth anchor in the center of Marlboro Pike. Retail and residential developments can occur independently of each other. However, because of its ability to change the appearance of the intersection, the retail portion of the development is more important than the residential development.

PRIORITY AREA 4: SILVER HILL CULTURAL TRIANGLE

EXISTING CONDITIONS

The Silver Hill Road intersection is another major entry point for motorists traveling north and south along Silver Hill Road. Old Silver Hill Road connects Silver Hill Road and Marlboro Pike, creating a triangle between the three roads. This area contains the Silver Hill Plaza at the southwest quadrant of Silver Hill Road and Marlboro Pike. This plaza is a 148,000-square-foot strip shopping center oriented to face Silver Hill Road. The Parkland Stop and Shop is a 57,000-square-foot strip shopping center, situated between Silver Hill Road and Old Silver Hill, facing Marlboro Pike with a large parking lot fronting the pike. This area has also seen new development with a newly constructed shopping center. The Spauldings Library is also located within this priority area, on the east side of Old Silver Hill Road. To the very south of this study area is a large storm water retention pond. Various other commercial buildings exist within this triangle, including some newly developed buildings between Silver Hill Road and Old Silver Hill Road. Also situated between these commercial areas are the high-density townhouse communities of Hutchinson Commons and Parkland Village Apartments.

Figure III-16a: Shopping Center along Marlboro Pike



Figures III-16a and III-16b (see page 34) alongside illustrate the existing conditions in this area.

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Figure III-16b: Existing Library



VISION

Concentrating cultural amenities in this area could signify its importance as a community center. According to community members, the Marlboro Pike area lacks cultural amenities, and this location is well suited to a cluster of cultural activities. Area stakeholders voiced a strong desire for more cultural resources such as art galleries, small music venues, recording studios, photography studios, and places to purchase items such as crafts, books, instruments, or art supplies. An area for art or music lessons is desired to provide new activities for the area's youth. By adding mixed commercial space along Marlboro Pike—with ground floor retail and upper floor offices—these services can be provided. Office space may also be accessible to the public, allowing for businesses to cater to customers, and to include culturally-oriented activities such as music/art lessons, studio space, etc.

The Silver Hill Triangle area makes a good location for a neighborhood hub of cultural resources because the library is already located here. The Spauldings Branch Library may expand upon the library's cultural services and provide greater opportunities for new services. Enhancements to the library property could include indoor gallery space, classrooms, and an outdoor reading garden. These would add to the cultural amenities in this area and establish this library as a major

Figure III-17: Similar Settings



community focal point. Additional parking may also be incorporated at the library site.

The Parkland Stop and Shop center would remain, but enhancements to the parking lot should increase pedestrian connectivity to the stores and improve the streetscape environment along Marlboro Pike. Culturally-oriented businesses such as bookstores, cafés, or galleries, would be attracted here.

The Silver Hill Road intersection along Marlboro Pike also serves as a halfway point between two major Metro stations (Suitland and Addison Road). A neighborhood transit link to the two Metro stations at this area could help establish this area as a community center. The transit service should include a shuttle bus to provide Marlboro Pike communities with access to the nearest Metro Stations. This link should be anchored by a retail center at the corner of Silver Hill Road catering to commuters and transit users, housing cafés, convenience shopping, and comfortable waiting spaces. Commuter parking should also be accommodated within the Silver Hill Plaza shopping center's surplus parking spaces.

The streetscape along Silver Hill Road should transition into a main street atmosphere. Utilizing small pad sites along the sidewalks in parking lots at the larger shopping centers helps make for a more attractive pedestrian environment. These mini-pad sites could house small scale merchants selling items such as artisan goods, local produce, cafés, or farmers market goods.

Another unique feature of the Silver Hill Triangle is that it offers a loop that is approximately one mile long. This could be used as a promenade linking all of the cultural features, or as an exercise circuit. The loop should include a continuous promenade with thematic pavement design, street furniture, and landscaping. The loop can also provide greater pedestrian access from the communities to the amenities in this cultural center.

Figures III-18 and III-19 (both on page 35) illustrate the conceptual design for this area, and **Figure III-20** (on page 35) shows examples of similar design elements.

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Figure III-18: Priority Area 4 Concept Plan



ECONOMIC FEASIBILITY

Due to its central position, Priority Area 4 provides a tremendous opportunity to create a hub that is equally accessible to residents living north and south of Marlboro Pike. By enhancing the cultural assets and the existing retail landscape, the planned revitalization efforts intend to create an active hub that will be attractive to local residents and regional visitors.

The redevelopment of the area would require the smallest investment amount of all redevelopment areas. Because of the limited capital requirements and

Figure III-19: Priority Area 4 Concept Plan Rendering



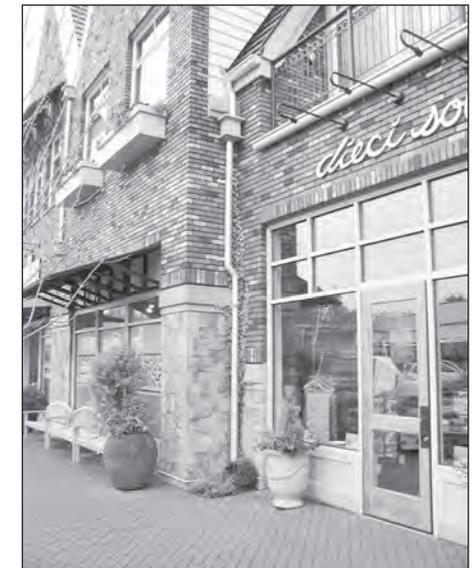
the potentially high impact that this redevelopment opportunity would have on the corridor, it is recommended that Priority Area 4 be included in the early implementation stages of the redevelopment plan.

PRIORITY AREA 5: HEALTH AND

WELLNESS CENTER EXISTING CONDITIONS

Great Eastern Plaza and the adjacent block with a strip of retail shopping is already serving as a retail hub, and the existing sports complex is a major anchor of this hub. The 32-acre priority area is situated on the south side of Marlboro Pike, encompassing the Aldi's Supermarket, an eight-acre undeveloped piece of land, and the Great Eastern Plaza. This entire area is zoned commercial. Aldi's is located on the corner of Regency Parkway and Marlboro Pike. Adjacent to Aldi's is the

Figure III-20: Similar Design



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Great Eastern Plaza, which is a 24-acre shopping center containing a grocery store, smaller business located on either side, and several vacant properties. The grocery store will be relocating outside of the sector area at Pennsylvania Avenue and Silver Hill Road. The parking lot at Great Eastern Plaza is expansive and underutilized. This shopping center is oriented away from the corridor leaving a vast empty space along the streetscape. However, it provides an opportunity for new development.

Across Marlboro Pike is a small retail strip shopping center. The narrow parking lot in front of the shops is in poor condition and cuts off pedestrian movement along the corridor. The City of District Heights is working to improve this area with storefront façade improvements and repaving of the parking lot and sidewalk. These improvements will help to upgrade the overall aesthetic quality of this section of the corridor.

Figures III-21a and III-21b below illustrate existing conditions in this area.

Figure III-21a: Great Eastern Plaza



Figure III-21b: District Heights Strip Shopping Plaza



VISION

Health and wellness services are lacking throughout this portion of the county, and the community voiced the desire for better access to health and wellness services. The existing sports complex will be a component of a health and wellness campus that can include businesses such as medical offices for both preventive and diagnostic medicine, health food stores and cafes, pharmacy and medical suppliers, sporting good stores, etc. The commercial buildings should consist of at least two stories: ground floor retail with office space above.

Additional retail should also be oriented along Marlboro Pike, adding to the main street atmosphere and relating to the pike's existing street front shopping center.

In addition to the health and wellness related businesses, a senior housing development should also be included. Senior housing should be multifamily rental housing up to six stories in height. This helps senior residents stay in the community and will provide them with greater access to the health and wellness services that are currently lacking.

A central green space and smaller landscaped pockets should be incorporated throughout, offering opportunities for outdoor recreation and environmental beautification.

Figures III-22 and III-23 (both on page 37) illustrate the conceptual design for this area and *Figure III-24* (on page 37) illustrates a similar example of how this area may look.

ECONOMIC FEASIBILITY

Priority Area 5 is the second-largest redevelopment area in terms of its development footprint and required investment capital. The current vision, which includes a major health and wellness component, is a direct result of input from residents in the surrounding communities who noted the lack of adequate health care facilities near the corridor. According to these local residents, neighborhoods adjacent to the pike are underserved by hospitals and clinics, with patients having to travel more than 20 minutes to receive medical care.

Figure III-22: Priority Area 5 Concept Plan

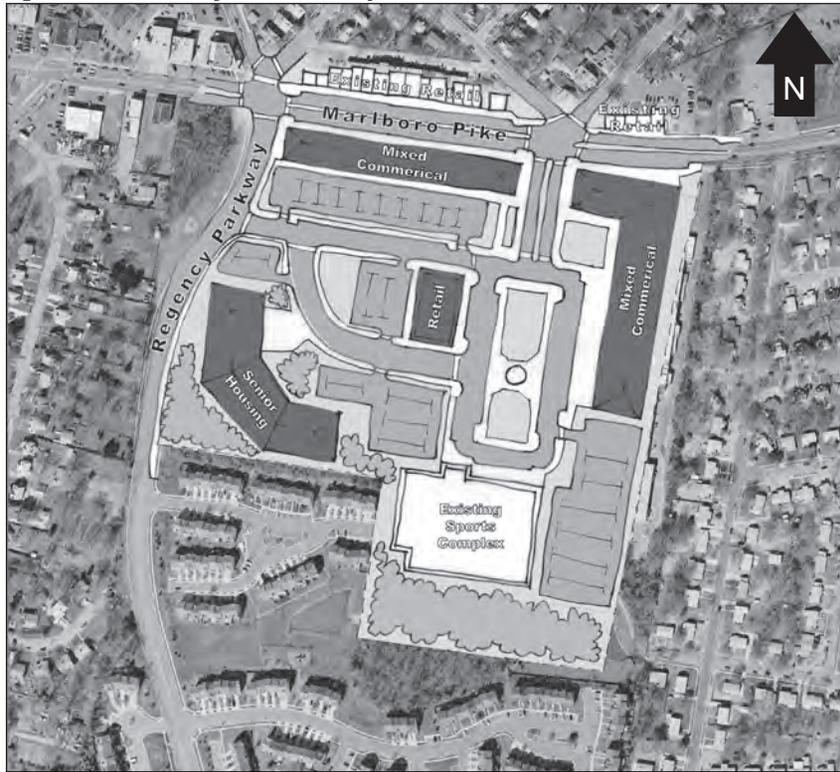


Figure III-24a: Similar Design



The redevelopment plan will require the reconfiguration of the existing shopping center site, with the exception of the sports facility in the rear of the property. Once completed, the site will offer about 225,000 square feet of ground-floor retail and approximately 360,000 square feet of medical and wellness space in the floors above. Under the plan, a currently undeveloped property east of Regency Parkway will be developed as a residential development with approximately

Figure III-23: Priority Area 5 Concept Plan Rendering

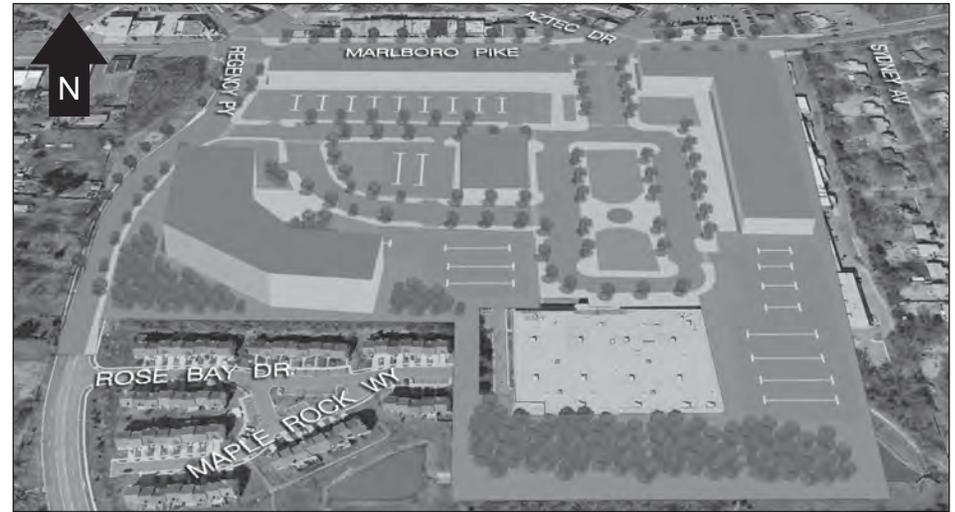


Figure III-24b: Similar Design



100 rental units. Ideally, units should be designated for assisted living or some other form of senior housing that would benefit from being close to the proposed wellness center.

To be successful, health and wellness businesses in Priority Area 5 need to attract customers from an area broader than the surrounding neighborhoods. The current setting and access conditions (i.e., no direct access from Pennsylvania Avenue into the site) pose an obstacle for the site to become a regional health and wellness destination. A better connection to Pennsylvania Avenue will be essential to attract visitors from outside the Marlboro Pike core area.

Priority Area 5 is also in the center of the Marlboro Pike Corridor and can have a positive effect on its overall appearance. The site plan includes dramatic urban design improvements that are apparent along the corridor and within the site itself. However, because of the potentially significant obstacles associated with

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the proposed redevelopment, and the high capital investments necessary to implement the project, this redevelopment area has received a lower priority ranking.

PRIORITY AREA 6: DONNELL DRIVE RETAIL AND RESTAURANT HUB

EXISTING CONDITIONS

This priority area contains two established retail shopping centers; the Centre at Forestville and Penn Mar Plaza. Both centers are located on the south side of Marlboro Pike and front Donnell Drive. The Centre at Forestville is an indoor shopping mall with 454,000 square footage of retail space. It includes two anchor stores and over 80 specialty shops. Penn Mar is a thriving shopping center with 418,000 square footage of retail space. Several individual pad retail buildings exist in both parking lots along Donnell Drive. Both leave underutilized road frontage along Marlboro Pike. Additionally, within this priority area on the north side of Marlboro Pike is a four acre, commercially-zoned but undeveloped open space parcel in front of the Doral Apartments. To the east of the open space parcel is a church, a convenience store and a self serve carwash. This entire area is zoned commercial.

Figures III-25a, III-25b, and III-25c illustrate conditions in this area.

VISION

The Priority Area 6, Retail and Restaurant Hub, is a key component of the Marlboro Pike Sector Plan. The future land use vision for this area is mixed-use with a combination of high end retail, residential and potential office development. The concept presented in *Figure III-24* (see page 39) illustrates how a first phase of retail and commercial development could be enhanced within the existing commercial retail development. The Plan considers a longer time horizon and shows how the remaining parcels in the mixed-use area could be redeveloped as shown on *Figure III-27* (see page 39). Integration of the phasing may precipitate changes in design concepts as markets conditions change. The area stakeholders have expressed a need for higher-end merchandise and restaurants in the study area. The market studies and community surveys have shown that many residents travel outside the immediate area to shop or dine in higher-quality establishments.

Figure III-25a: Marlboro Pike along Centre at Forestville Shopping Center



Figure III-25b: Unused land behind Penn Mar Plaza



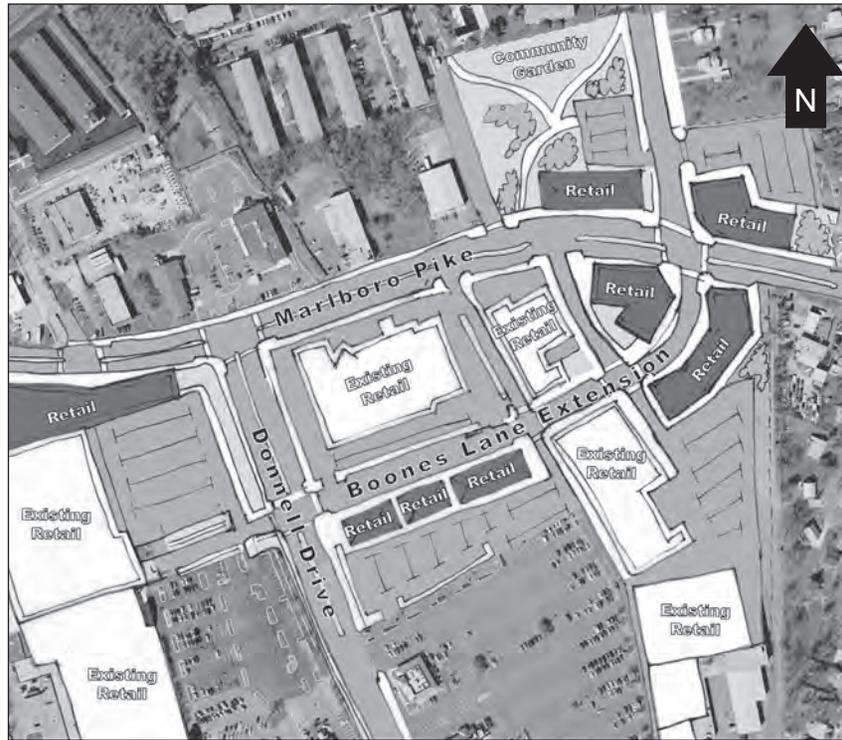
Figure III-25c: Penn Mar Plaza Shopping Center



The Centre at Forestville and Penn-Mar shopping centers are already major shopping destinations that draw from beyond the immediate area, and are well suited to provide more for the community. The shopping centers can expand further to include establishments oriented along Marlboro Pike. This would create additional frontage for retail

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Figure III-26: Priority Area 6 Concept Plan



establishments and create a new main street type atmosphere along Marlboro Pike. The additional retail space should offer higher-end and recognizable retail that can also include a variety of family-oriented and higher-end sit-down restaurants. Boones Lane can be extended into the Penn Mar Plaza, creating a pedestrian friendly main street extension that connects Marlboro Pike with the shopping centers fronting Donnell Drive. The buildings should be pedestrian scale, offering retail shopping and restaurants. The streetscape will include wide sidewalks and on-street parking, with extensive street trees and landscaping to add aesthetic appeal. The main street extension will include an improved pedestrian crossing at Donnell Drive with raised crosswalks made of decorative pavement. The extension would then connect to a green promenade linking the pedestrian route to the Centre at Forestville shopping center and back to Marlboro Pike.

The redevelopment of the Donnell Drive shopping centers as a mixed-use village center would require the reconfiguration of the outparcels and parking lot areas. A new center would allow more uses including retail, office, hospitality and apartment/multi-family residential components. The existing shopping center expansion and new infill development would be oriented along Marlboro Pike and Pennsylvania Avenue, creating additional frontage for retail establishments as well as new streetscape atmosphere along the pike and avenue. A new community could emerge to exist beyond retail hours.

Figures III-26 and III-27 illustrate the conceptual design for this area and *Figure III-28* (see page 40) shows examples of similar settings.

Figure III-27: Priority Area 6 Concept Plan Rendering



ECONOMIC FEASIBILITY

The redevelopment plan for Priority Area 6 recommends additional retail space in the existing retail cluster and a mixture of office and residential uses. The new retail uses will upgrade the existing mix by providing sit-down restaurants and entertainment options (i.e., a multi-screen movie theater) for customers and visitors. The new retail uses will be integrated into the Penn Mar Plaza and

Figure III-28a: Similar Design



Centre at Forestville shopping centers and be part of an attractive main street environment. By providing more attractive access options to the shopping centers from Marlboro Pike through the extension of Boones Lane, the concept plan strives to integrate the shopping location into the Marlboro Pike Corridor context.

The new uses will provide much needed higher-end dining and entertainment options for local residents and regional shoppers. The new retail environment is expected to take advantage of the strong local and regional visitation the two shopping centers currently receive.

Through its planned connectors to Marlboro Pike, the projects have a high potential to better integrate the current retail cluster with other uses on Marlboro Pike, and therefore positively influence perceptions of the corridor. Overall, Priority Area 6 is a strong redevelopment opportunity because of its relatively modest cost and projected impact on the retail

Figure III-28b: Similar Design



environment within the immediate area and on the entire corridor.

PRIORITY AREA 7: FORESTVILLE FLEX SPACE CAMPUS

EXISTING CONDITIONS

This priority area is approximately 20 acres in size and is the eastern gateway to Marlboro Pike. Forestville Plaza is nearly vacant with the exception of four religious institutions and some smaller retail businesses. Additionally, this area includes a free

standing mattress retailer and another liquor store. The buildings are set back considerably from the roadway with a very large, unkempt parking lot in front. Additionally, this site is very close to the Pennsylvania Avenue and Capital Beltway interchange, but access to the site is circuitous.

This site's proximity to Joint Base Andrews Naval Air Facility Washington results in significant noise intrusion from air traffic with average decibel levels ranging between 65 and 70. Also, this site is within the designated Accident Potential Zone I and II (APZ), which limits desirable land use to facilities that do not have significant crowds of people. **Figure III-30**, on page 41, shows the noise contours and APZ related to Joint Base Andrews Naval Air Facility Washington. **Figure III-29**, below, illustrates existing conditions in this area.

VISION

A flex space campus can become a new, small scale employment center serving as the eastern gateway to Marlboro Pike. The center will have three floors of flex office space catering to professional businesses.

Redeveloping this site as a flex space campus provides the opportunity to establish a new urban design that becomes an attractive gateway and signature to Marlboro Pike. The business park campus should be designed so that it would be easy to park and walk between the various establishments. The architecture should have unifying elements to signify that the campus has a common theme. The frontage along Marlboro Pike and Forestville Road should be very welcoming with signature architecture that serves as a gateway to Marlboro Pike for people coming from the

Figure III-29: Existing Forestville Plaza Shopping Center



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Figure III-30: Air Installation Compatible Use Zone (AICUZ) Study Noise Contours and Accident Potential Zones



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Capital Beltway. This signature gateway should also draw people into the Marlboro Pike Corridor to experience all that it has to offer.

Additional development opportunities exist in the vicinity of this priority area. Given the land use restrictions imposed by nearby air traffic from Joint Base Andrews Naval Air Facility Washington, some existing areas are not in compliance with the recommended land use. In particular, retail and higher density housing is not recommended. However, low-intensity uses such as auto-oriented services, warehousing, wholesalers, manufacturing, park and rides, and nature preserves are permissible. This area includes several vacant or underperforming lots that are good candidates for relocation of low-intensity businesses from transition areas along the corridor. This area can become a new auto-oriented services hub to replace the strip of auto-oriented businesses that dominate the western half of the corridor.

Figures III-31 and III-32 illustrate the conceptual design for this area and *Figure III-33* shows examples of similar developments.

ECONOMIC FEASIBILITY

Together with the Western Gateway site, Priority Area 7 is one of the most prominent redevelopment areas on Marlboro Pike. Its exposure at the entry point of the corridor and its proximity to the Beltway give it high visibility and good access to the region's major transportation arteries. In addition, the site covers 20 acres and is controlled by a single owner. The site would be good for a number of uses that could attract people from both sides of the Beltway. However, land use restrictions, due to nearby aviation activities, limit the potential future uses of the property.

The site will be developed to house industrial flex and auxiliary office space for industrial businesses

Figure III-32: Priority Area 7 Rendering



Figure III-31: Priority Area 7 Concept Plan



Figure III-33: Similar Designs



and related professional service companies that form the supply chain for the major industrial tenants. The new uses will complement the existing uses in the adjacent industrial park and are expected to form a strong industrial cluster. Based on the favorable location of the redevelopment area, the site would provide an attractive opportunity for distribution and warehousing businesses serving the greater Washington, D.C., metro area.

The redevelopment area represents an outstanding opportunity to bring the property back to an active use, while creating much needed employment for the area's population. The relatively modest investment necessary to improve the site, combined with its projected benefits, makes this site a high-priority development area.

C. TRANSITION AREAS

Transition areas are secondary locations that can provide opportunities for new development along the corridor. The land situated between the priority areas primarily accommodate uses that are incompatible with the surrounding residential communities. Marlboro Pike continues to carry the stigma of being one of the oldest, most poorly planned corridors in the county. Lack of maintenance along the corridor imparts a negative image to the surrounding residential communities. The vision for the areas is new housing development to complement existing housing and the relocation of stable existing businesses to the priority areas.

EXISTING CONDITIONS

Six areas of contiguous properties are located between the priority areas. These areas generally comprise an overabundance of stores that provide the same services, such as fast food, liquor sales, auto related sales and service, car washes, hair/nail care, and beauty supplies. The structures from which the businesses operate are generally older, with minor improvements. Identification signs of varying sizes and lack of maintenance contribute to the unattractiveness of the corridor. Patronage of the commercial areas is discouraged by litter, inadequate lighting, absence of sidewalks, scarce parking and insufficient landscaping.

Goal: Provide new development opportunities to provide support to the priority areas.

Policy: Encourage primarily residential development within transition areas.

Strategies:

- Rezone the properties to allow for a variety of housing types.
- Provide assistance and business relocation information to businesses that are impacted by zoning changes.
- Create development standards that will complement adjoining communities.
- Encourage residential and some mixed-use infill development between priority areas. The development schedules only include major redevelopment projects within the seven priority areas. These areas are expected to function as centers from which economic growth impulses are expected to originate. Intervening areas should experience spillover effects, which are likely to result in upgraded retail establishments and additional infill development along Marlboro Pike.
- Reduce the amount of retail development outside of priority areas. Successful retailers should be welcome to relocate within the activity nodes if they do not already exist in one of these locations.

D. NEIGHBORHOOD CONSERVATION AREA

Neighborhood conservation is key to improving the Marlboro Pike Corridor. The neighborhoods of Hillside, Coral Hills, Bradbury Heights, Berkshire, Forest Run, District Heights, Capitol Heights, and Forestville are strong communities with a high rate of home ownership that have experienced decline in the past years, partially due to the negative image of the corridor. The residential communities are located behind the commercial uses along Marlboro Pike. Generally, the homes are well maintained. Single-family homes are the primary dwelling units situated in the project area, with the exception of the Brooks Drive area. This area has the highest concentration of apartment buildings in multifamily complexes. Improvements along Marlboro Pike will benefit business owners as well as owners of residential property. It is anticipated that improvements in the business area will encourage residence owners to reinvest in their properties.

HOUSING

Marlboro Pike is surrounded by a network of strong, well-established communities. *Figure III-33a and III-33b* (see page 44) shows examples of existing residential communities around Marlboro Pike. Additionally, new housing developments are proposed in four of the priority areas to further contribute to strengthening this community network. According to the U.S. Census household size changed significantly between 1990 and 2000. A

substantial change in household size typically has a direct impact on the demand for certain types of housing units, favoring smaller units (one- and two-bedroom units) over larger family-sized units. Between 1990 and 2000, the area experienced a net growth of households and a demographic shift. This net growth was fueled by an influx of single-person families and households. Among these two groups, single-parent households and single households had the strongest representation. The latter is likely to include mainly young professionals, who tend to live alone for longer and wait longer to marry. This large influx was counterbalanced by married-couple families that left the area between 1990 and 2000.

Figure III-34a: Existing Residential Communities



Figure III-34b: Existing Residential Communities



These recent developments are expected to have significant impact on the local housing market. It is expected that smaller (e.g., one- and two-bedroom condominium units) will be in greater demand, while family units are expected to have a smaller presence in the market. New multifamily housing developments, such as the condos and duplex townhouses at Forest Run seen in *Figure III-35* (right), are evidence of the changing housing market. Based on this analysis, new housing development along the corridor should be single-family attached (townhouse), with

multifamily dwelling units (apartments or condominiums) at higher volume locations.

Figure III-35: New Multifamily Housing



GOAL 1: Preserve and strengthen existing communities, provide quality new housing, and increase home ownership in the corridor area.

POLICY 1: Maintain and enhance existing communities along Marlboro Pike.

STRATEGIES:

- Steer large new development projects away from established communities.
- Implement an aggressive code enforcement program to stabilize existing housing.
 - Educate citizens about code enforcement standards and requirements.
 - Target problematic code violations and repeat offenders.
- Provide improved access to community focal points and destinations, including housing opportunities.
 - Improve multi-modal accessibility consistent with the standards discussed in *Chapter IV, Transportation*.
- Enhance environmental and aesthetic qualities of existing neighborhoods.
 - Install community banners and gateway signs.
 - Install ornamental landscaping to include canopy trees, flowering trees, and planting beds.
 - Encourage property maintenance and neighborhood cleanup.
- Provide education and assistance to homeowners to prevent foreclosure.
- Explore legislation to increase bedroom-size percentages in order to promote family-oriented housing.

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POLICY 2: Build new housing that is marketable and attractive to buyers.

STRATEGIES:

- Ensure that all new housing construction is of a high standard and is consistent with the design standards developed as part of this sector plan (see Chapter IX on page 105).
- Build housing suitable to the market demands with an emphasis on townhouse and condominium units.

Goal: Encourage the development of senior housing.

Policy: Provide opportunities for seniors to retain residence in the Marlboro Pike Community.

Strategies:

- Facilitate partnerships with the county and private or non-profit entities to develop senior housing.
- Identify a non-profit organization to create and coordinate a senior house sharing program.
- Establish a volunteer program to assist seniors with regular maintenance tasks, such as lawn care.
- Provide emergency repair programs for seniors.
- Identify possible incentives to stimulate interest in senior housing development.
- Target areas for housing that have supportive environments for senior living—including access to transportation, health, social services, and recreational opportunities.

E. Quality of Life

Overall enjoyment of the community can be impacted by appearance, safety, amenities and physical conditions. Marlboro Pike is an older community that has suffered from disinvestment in certain areas. A few strengths in Marlboro Pike are its community residents, churches and schools. It is desirable to build upon those assets to encourage economic and social vitality.

Cultural/Historic Amenities

Marlboro Pike contains a number of community amenities, including schools (public and private), churches, cultural resources, parks, and community centers. However, a larger and more diverse selection is desired.

Historic sites along the corridor include Forestville Church and Cemetery, Forestville School, and Epiphany Episcopal Church and Cemetery. These sites, as well as a number of other cultural institutions, are an integral part of the community's character and positively contribute to the area's charm. They include the Free Gospel Deliverance Temple, Mount Calvary Church, Oakcrest Community Center, and a number of other institutions. The Mount Calvary Catholic School and Bishop McNamara High School are two private schools with a well-known presence along the corridor. They primarily attract students living outside the area. All of these sites should be preserved or enhanced with better accessibility and connectivity to the community at large. These cultural resources serve as important landmarks and they can be made more prominent with preservation and enhancement measures. Enhancements should include better accessibility and visual connectivity along the corridor.

There are three documented historic resources within the Marlboro Pike sector plan boundaries. The corridor's identified historic resources and several other religious, educational and community institutions—including Free Gospel Deliverance Temple, Mount Calvary Church, Oakcrest Community Center, and Bishop McNamara High School—are important visual landmarks. All of these properties should be preserved or enhanced to improve their accessibility and connectivity to the community at large.

The three identified historic resources should be evaluated for potential historic site designation through the upcoming Historic Sites and Districts Plan Amendment that began in November 2008 and is scheduled for approval in 2010. If these properties are found to meet historic site designation criteria they would be eligible for local, state or federal financial incentives for the rehabilitation of historic properties.

The following historic resources are located at the eastern end of the sector plan boundary:

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EPIPHANY EPISCOPAL CHURCH AND CEMETERY (HISTORIC RESOURCE 75A-006), 3111 RITCHIE ROAD

Epiphany Episcopal Church is a large frame front-gabled structure constructed in the 1880s with material from an earlier and smaller church built on the site in 1871. The Gothic Revival style building is a prominent visual landmark in the area and is noted for its board-and-batten siding, pointed arch windows and prominent three-level bell tower, added in 1904. Epiphany Church was begun as a mission chapel of Trinity Church in Upper Marlboro in 1862, when the area was known as Long Old Fields. By the time the present building was constructed, the area was known as Forestville. The church was extensively restored in 1970. The original rectory has been replaced by a modern structure and several other modern buildings have been added to the property to the west of the church. Nevertheless, the church and its large old graveyard to the north retain their historic late-Victorian character.

FORESTVILLE SCHOOL (HISTORIC RESOURCE 75A-007), 3102 RITCHIE ROAD

Forestville School, originally built in 1922, is a one-story frame schoolhouse on a high concrete-block foundation. Additions were made to the building in 1924 and 1933. More recently, the large front-gabled entry porch was added in the early 1980s. The use of the building as a public school ended in 1942 when a new larger school was built nearby. After the closing of the public school, the building was used by Epiphany Church until 1961. In 1969 the property was purchased by W.L. Meekins, Land Surveyor, and serves as the firm's offices to this day. Although there have been a number of changes to the building since its construction, its general architectural character remains intact.

FORESTVILLE M.E. CHURCH SITE AND CEMETERY (HISTORIC RESOURCE 75A-008), 3111 FORESTVILLE ROAD

This property is the site of the Forestville Methodist Episcopal Church, long demolished, and its surrounding cemetery, which remains. South of the cemetery is a small portion of the parking area associated with the large modern replacement church at the southern end of the property. In addition to old gravestones, the cemetery includes large old trees and is a noticeable landmark at the intersection of Forestville Road and Old Forestville Road.

Although community amenities do exist within the area, the lack of amenities and/or services focused on arts and culture was an important aspect to consider in developing this plan. Community members have also

expressed a strong desire for more arts and culture related services geared towards the area's youth, adult, and senior populations. Implementing these types of services offers opportunities for the residents, especially children, to participate in new and exciting activities not offered previously.

Health and wellness services are also lacking, and there is a strong desire from the community to have better access to healthcare and medical services. One of the main objectives of this sector plan is to provide a series of elements that contribute to healthier lifestyles for its residents.

GOAL: Provide a larger and more diverse selection of community amenities that service the surrounding communities.

POLICY: Attract more health and wellness services to the corridor.

STRATEGIES:

- Market health and wellness opportunities to prospective developers and providers.
 - Target the Great Eastern Plaza Priority Area as a thematic development site for health and wellness related activities, such as fitness, medical offices, medical suppliers, health foods, and sporting goods.
 - Target neighborhood oriented commercial space for medical offices.
- Incorporate a bike trail system throughout the Marlboro Pike sector plan area. This system will run along Pennsylvania Avenue, connecting with the existing Oxon Run and Ritchie Branch Greenway Trails, and will connect with the proposed exercise circuit at Silver Hill.
- Provide bike racks along Marlboro Pike to encourage healthier modes of transportation.

POLICY: Capitalize on existing opportunities to encourage healthy lifestyles

STRATEGIES:

- Provide safe, continuous sidewalks throughout the corridor.
- Incorporate a bike trail system throughout the Marlboro Pike sector plan area. This system will run along Pennsylvania Avenue, connecting to the existing Oxon Run and Ritchie Branch Greenway Trails and the proposed exercise circuit at Silver Hill.

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- Provide convenient bicycle storage racks in activity nodes and at main community destinations
- Support recreational development accessible to the community at large.
 - Promote recreational site enhancements at Oakcrest Community Park to include outdoor sports fields and play space.

POLICY: Preserve existing cultural resources.

STRATEGIES:

- Identify and recognize historic properties .
- Explore the utilization of a historic property for community use.

POLICY: Encourage community investments to include arts and cultural activities.

STRATEGIES:

- Market arts and culture opportunities to prospective developers/providers.
 - Target the Silver Hill Triangle and Brooks Drive Priority Areas for arts and culture related businesses and institutions, such as art galleries, and cafés with live music, arts and crafts stores, music and instrument stores, and bookstores.
- Improve community access and use of the Spauldings Branch Library.
 - Provide accessible sidewalks and crosswalks in the vicinity of the Spauldings Branch Library.
 - Improve parking to include adequate parking space for library patrons.
 - Enhance library grounds to be more attractive and noticeable within the community.
 - Provide outdoor reading gardens on library property.
 - Provide connectivity and trailmarkers for pedestrian traffic from shopping centers to the library.
 - Expand library services by establishing a part-time facility at the Oakcrest Community Center.

F. Safety

Safety is a major concern for the citizens and businesses within the Marlboro Pike sector plan area. Through coordination between the Prince George’s County Police Department, citizens, and business owners in the area, it was determined that hotspots for crime occur in large shopping

center parking lots and areas with vacant buildings along local roadways. Specific hotspots for criminal activity identified by the Prince George’s County Police Department include the western end of the study area along Silver Hill Road and adjacent to the Penn-Mar Shopping Center.

Crime prevention through environmental design (CPTED) is an important tool in changing the atmosphere of a community, making it safe and more attractive. Applying CPTED principles will foster an environment that is not conducive to crime. These principles include generating opportunities for natural surveillance, showing signs of ownership, and channeling circulation patterns. Natural surveillance is when a community has “eyes on the street” making it difficult for criminals to engage in illicit behaviors. Natural surveillance can be accomplished with better visibility, better lighting for nighttime visibility, and most importantly, by generating plenty of outdoor activity so that there are always lots of people around. Showing signs of ownership means that properties are well maintained and signifies that the area is being cared for and watched. Channeling circulation to visible areas, especially pedestrian circulation, will block escape routes, making it more difficult for criminals to hide. This can be done with fencing or new urban design elements that only offer walkways in open, public spaces. New development and redevelopment proposals will include CPTED principles in the foundation of their designs, and existing properties should incorporate these principles to help lower opportunities for criminal activity.

In addition to crime, movement along Marlboro Pike is also a concern as it relates to traffic safety. Vehicles travel at high speed along Marlboro Pike, creating dangerous situations for other vehicles and pedestrians. Additionally, accessing Marlboro Pike from adjacent neighborhoods has also created dangerous situations. Some crosswalks are poorly marked, the condition of sidewalks is poor. In some cases they are completely lacking, making it difficult for pedestrians to walk safely through the area. Streetscape enhancements will also improve safety with traffic calming measures, continuous sidewalks, and better delineated crossings.

SAFETY GOAL: Provide a safe environment for the community and visitors .

POLICY: Reduce opportunities for criminal activity along Marlboro Pike.

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STRATEGIES:

- Create an inviting atmosphere that allows the community to feel safe and secure
 - Target blight that attracts criminal activity for aggressive code enforcement.
 - Attract pedestrian activity and outdoor gatherings so that people can see and be seen.
 - Increase visibility with better lighting and sight lines.
 - Initiate intensive code enforcement for areas that attract criminal activity.
 - Focus police attention and resources on quality of life crime. Target community police efforts in areas with ongoing public safety issues to develop, implement, and maintain solutions to improve safety.
 - Facilitate a partnership with the Police Department, Department of Environmental Resources, and the community to develop legislation to deter criminal activity.
 - Discourage the use of advertising signs on store windows to maintain visibility from the street.
 - Develop a crime watch group to report suspicious activity.
-

POLICY: Improve physical safety.

STRATEGIES:

- Provide traffic safety improvements
 - Conduct traffic engineering studies to pinpoint factors that will improve safety for motorists and pedestrians, particularly at high accident intersections such as Brooks Drive and Silver Hill Road.
- Provide clearly marked crosswalks and continuous sidewalks
 - Provide continuous sidewalks along Marlboro Pike and Pennsylvania Avenue.
 - Priority sidewalk installation sites include: in front of the District Heights and Parkland Stop and Shop Shopping Centers, along the parcel of land to the west of Regency Parkway and throughout the Forestville Community.